



Annual Report

Prepared for: The Collegiate Information & Visitor Services Association
Prepared by: Julian Olivas, President

June 6 - 10, 2011



Table of Contents

Board Reports

President	2
President-Elect	4
Immediate Past President	5
Treasurer	6
Secretary	8
Director of Communications	10
Region 1 Director	11
Region 2 Director	13
Region 3 Director	15
Region 4 Director	16
Archives	18
Constitution/By-Laws	20
Member Relations	21
Nominating	23
President's Council	24
Research & Assessment	25
Standards	26
Headquarters Report	30

President

Summary

This has been another remarkable year for CIVSA as we take another giant step forward in the story of this great organization. To date, we have the highest number of members and we have a new association management company. We've been busy with a variety of issues and the board has done a great job of working together to conduct the business of the association. Below are the highlights and I encourage you to refer to the individual board reports for in-depth information. I want to thank each board member for their continued dedication and work towards making this the best professional organization that it can be. Additionally, I want to thank you for allowing me to serve as the president of CIVSA over the last year. It has been a wonderful experience working for you!

Membership: CIVSA membership is at 404 and is the highest to date. This is a 33% increase from last year at this time.

Headquarters: The executive committee considered 6 proposals to become the new CIVSA headquarters and interviewed 3 finalist. A contract with McKenna Management of Chelmsford, Massachusetts was negotiated and signed in April and will take effect on June 1, 2011. We are excited to be working with Pam McKenna and her team and we are confident in their experience and expertise in managing our association. McKenna Management has already begun the transition process and is currently working with all necessary parties to ensure a smooth transition. We want to express our sincere appreciation to Ryan Leigh Runyon for her years of dedication and support of CIVSA. We wish the Runyon family the best!

Financial: Denise Wellman, past president (University of South Carolina), graciously continues to handle the banking for CIVSA at First Community Bank in South Carolina. She balances our statements on a monthly basis and we are grateful for her continued support of CIVSA. The future financial and banking needs of CIVSA will be managed by McKenna Management beginning in June 2011.

I have charged the President's Council to assess and establish a recommended working budget for CIVSA due to their historical expertise and knowledge. This will provide us with the necessary foundation to move forward. The proposed budget will be considered for approval at the annual business meeting.

Communications Committee: In an effort to centralize all marketing and public relations needs of CIVSA, the marketing committee was discontinued and reassigned to the Director of Communications as the chair of the Communications Committee. This provides a centralized location for all marketing communications, web design and updates in the hands



of a member of the executive committee. Additionally, a marketing subcommittee has been formed for the purpose of marketing and promoting attendance at the annual conference.

By-Laws & Operations Manual: The CIVSA By-Laws have been revised and updated and will be made available for your consideration and vote that annual business meeting. It was also determined at the mid-year meeting that an operational manual should be established to allow for a documentation of CIVSA processes. The CIVSA Articles of Incorporation and by-laws should remain in place while the Operations Manual would serve as a dynamic document that can be adjusted as needed according to the needs of the association. I want to thank the Constitution & By-Laws Committee and CIVSA Secretary Stephen Barnett for his leadership and work on this.

Board Meetings: Working with CIVSA Secretary Stephen Barnett, we established monthly conference calls to ensure an open dialogue among board members and we had a very successful and produce mid-year meeting in San Antonio in December.

Correspondence: Membership renewal reminders were sent to help in retention of current members emphasizing the importance and value of being a CIVSA member.

Developed a postcard to be distributed at the annual conference of the National Association for Collegiate Admissions Counseling. The postcard was also provided to the regional directors to use for their own recruitment efforts.

CIVSA updates from the president and articles for the summer, fall and spring *Welcomer* were submitted for publication.

Respectfully Submitted
Julian Olivas
CIVSA President
Texas Tech University

President Elect

Activity

- Prepared monthly membership reports and worked with Association Manager to keep accurate membership list.
- Worked with Regional Directors to recruit new members in all regions; we currently have 404 active members (which is nearly 100 more members than we had at this point one year ago!).
- Sent personal messages to non-renewed members encouraging them to renew their membership (only 23 people who were members in 2009-2010 did not renew for this year).
- Personally contacted each renewing member to thank them for continuing to invest in CIVSA.
- Created a Regional Director handbook and sent to RD's at the beginning of their term; also created Director of Communications manual for reference.
- Participated in monthly board conference calls.
- Attended the mid-year meeting in December 2010.
- Help plan and organize 2011 Conference Orientation Breakfast.
- Worked with Laura Neustadt from Helms-Briscoe to select 2012 conference location and negotiate hotel contract.
- Created presentation to reveal 2012 conference location and purchased small 'save the date' gifts for 2011 conference attendees.
- Began working with technical people from McKenna Management to coordinate transfer of civsa.org website.

Respectfully submitted,

Jennifer McGowan

May 19, 2011

Immediate Past President

During my term as Immediate Past President I have fulfilled the responsibilities as outlined in the association governing documents as follows:

- Actively participated in advancing the work of the Association
- Attended full board meetings at the annual conference and mid-year meeting
- Participated in board conference calls
- Provided advice and counsel to the President
- Served as a voting member of the Executive Board
- Served as chair of the Nominating Committee

Additionally, I served as Chair of the 2011 Annual Conference. The work of that committee will be submitted in a separate report.

Respectfully Submitted,

Betty Spengler, Immediate Past President and Chair of the Conference Planning Committee

Treasurer

Balance reported at 2010 Business Meeting	40,404.93
Beginning Balance as of July 1, 2010 (not including CD's)	44,448.80
Total Credits: (through 4/29/2011)	
INCOME	
Membership Dues and Conference Fees	117,341.85
Total Debits:	
CONFERENCE COSTS	47,706.74
Lexington, Kentucky	34,355.60
San Antonio, Texas	12,635.37
2011 Site Visit	715.77
MID-YEAR MEETING COSTS	4,206.94
Travel Allotment	2,702.77
Other Expenses	1,854.17
OPERATING EXPENSES	6,451.94
Headquarters	5,081.44
Other expenses (phone, wild apricot, postage)	1,370.50
TAX PREPARATION EXPENSES	1,525.00
CAS MEETING TRAVEL ALLOTMENT	441.46
Ending Balance as of April Bank Statement	87,744.87
Outstanding Items (through 5/11/2011)	
RECEIVABLES:	
Membership Dues and Conference Fees	4,770.00
PAYABLES:	
Conference Costs	3,943.13
2012 Conference Site Visit	2,940.00
CAS Meeting and Travel Allotment	44.59
CAS Dues 2011-2012	558.54
Certificate of Deposit (CD)	400.00
15-month with 1.15% interest rate (maturity date August, 2012)	20,000.00



**Unofficial Balance as of May 11, 2011
Including CD**

**68,571.74
88,571.74**

Respectfully submitted,
Heather McFarland
Treasurer 2010-2011

Secretary

In conjunction with President Julian Olivas, coordinated ten CIVSA Board Conference Calls. Also completed minutes and action items for those calls on the following dates:

July 14, 2010	August 18, 2010
September 15, 2010	October 20, 2010
November 17, 2010	January 12, 2011
February 9, 2011	March 9, 2011
April 13, 2011	May 11, 2011

Chaired the Constitution/Bylaws Committee as required by the current Constitution and Bylaws and requested by the Executive Board and/or membership. In this instance, the organization's change to the Articles of Incorporation prompted the need for a committee. As a result, the following actions occurred:

Created Committee made up of the following members:

- Janey Wheeler – Emeritus Member, Past President & Former member of a Constitutional Committee – served as Associate Chair
- Nancy Franco, Yale University – Past President & Former member of a Constitutional Committee
- Rahsaan Burroughs – The George Washington University, Former Treasurer
- Ruthie Pyles – University of Southern California
- The Committee also included the advisement of Betty Spengler, Immediate Past President due to listing as Incorporator for CIVSA
- Including myself the Committee included one member from Region I, one from Region II, one from Region III and two from Region IV

Submitted the new Bylaws to the membership on May 10, 2011 for review and to be considered at the Annual Meeting of the Association in June.



Created Operations Manual to be approved by the Executive Board at the Board Meeting in June.

Assisted the Conference Committee as Logistics Coordinator.

Accepted absentee ballots for the 2011 – 2012 officer elections to be submitted at the Annual Meeting of the Association.

Will submit minutes of the Annual Meeting of the Association and Board meeting minutes to the new secretary and will assist in the transition of duties in July.

Respectfully submitted,

Stephen Barnett

CIVSA Secretary 2010 – 2011

Director of Communications

The Welcomer

Published Dates for this Year

Winter Edition – February 25, 2011

Spring Edition – April 15, 2011

Summer Edition – September 10, 2010

Fall Edition – November 30, 2010

Future Dates

Summer Edition – July 2011 (Call for Articles on June 13, 2011)

Website

Working with McKenna Association Management on moving all content from current host to new website

Expected completion date: August 1, 2011

All new Executive Board and RD information will be updated to website on or after July 1, 2011

Continuing to update CIVY travels on Flickr account and website

Conference

Created conference brochure/mailer to reach membership before registration opened in January 2011

Created conference logo

Facebook

Transitioned from Facebook group to Fan Page

Currently have 163 “fans” on Facebook

Communication Plan

Will be gathering information from Regional Directors and Board Members to create master communication plan for future years

The purpose of the communication plan will be to limit emails and mailings from multiple sources on the same subject and to give new board members a sense of the messages that typically go out each year to the membership.

Respectfully Submitted,

Brittney Joyce, Director of Communications

Region 1 Director

Goals of Position

Recruitment and Retention of Members

Serve as a resource and liaison for Region 1 Members to National Association

Market 2011 CIVSA Conference in San Antonio, TX

Month Task

July/August

Researched non-member schools in Region I for mailing addresses and emails * Shared this information with current Region I members and several volunteers made phone calls & sent emails to nonmembers in their area *Also sent out Welcome email after the conference to introduce myself to the region Worked with another Region I member to organize a Denver area luncheon. We invited over 15 non-member schools in the area to lunch, where we shared ideas about visits and also gave them more information about CIVSA. One school did join immediately following the lunch. A similar luncheon was also held by one of our members in California.

September

While on the road for admission recruitment, I actively sought out non-member schools from Region I. I had conversations with them about CIVSA as an organization and some of the benefits. I traveled with the CIVSA brochures and placed some on region 1 chairs at college fairs in the Chicago area.

October

Sent an email to Region I members introducing them to some of our new members in the region as well as updating them on the luncheons and recruitment efforts going on. Also encouraged them in this busy travel season for some.

December

Attended mid-year meeting. Sent Holiday card to Region 1 members.

February

Sent follow up email to all Region 1 members to inform them of discussions at the mid-year meeting. Wished them the best in their upcoming academic year and encouraged them to



attend Conference. Actively recruiting non-member schools through email and phone. Encouraged them to look in to the conference.

Also assisted in Region 1 hotel site visits. Visited three hotels and explored potential areas for Conference 2012. Took photos and sent my feedback and information to exec board to help them make a decision on conference location.

March Email reminder to Region 1 members reminding them to sign up for conference. Sent new member welcome letters to new Region 1 members who joined in February and March.

May Sent deadline email to Region 1 members reminding them of conference deadline. Sent new member welcome emails to a slew of new members who joined this month and are attending conference. Reminded members that next year's conference will be in Region 1

June Plan to attend Annual Conference.

Respectfully submitted
Brittany Monroe, Senior Admission Counselor
University of Colorado Boulder

Region 2 Director

Goals of Position

Recruitment & Retention of Members

Informing & educating current and potential new members about events within CIVSA

Liaison for Region 2 members to the Association as a whole

Personal connection and contact for Region 2 members

Market and recruit attendance for the 2011 Conference in San Antonio, TX

Region 2 consists of members from: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, and Texas.

The following efforts were conducted during the past year in support of these goals:

- Introduction email sent to Region 2 identifying myself and my goals for the year
- Sent monthly emails to region giving updates on CIVSA membership as well as Region 2 membership
- Researching non-member schools from Region 2 in an effort to recruit new members
- Contacted current members soliciting assistance in recruiting
- Sending mail and email communication to non-member schools in Region 2 encouraging membership and attendance at the 2011 Conference in San Antonio, TX
- Contacting schools with lapsed memberships to encourage renewing with CIVSA
- Attended mid-year meeting in San Antonio, TX
- Sent holiday e-cards to all Region 2 members and exec board members
- Continued mail and email correspondence to non-member schools to encourage membership/conference attendance
- Email sent to region requesting assistance for hospitality suite at conference
- Continuous emails sent to new members as they join CIVSA
- Continued communication with other Regional Directors to support and share ideas



- Assisted in growing Region 2 from 32 campuses/127 members in August of 2010 to 68 campuses/163 members in May of 2011

It has been a pleasure serving Region 2 this year, and I look forward to continuing my work with the CIVSA in the future.

Respectfully submitted
Jennifer McKenzie
Director, Region Two

Region 3 Director

Region III consists of members from: Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Ohio & Wisconsin

Following the 2010 Conference at the University of Kentucky, research was completed of non-member schools in Region III and a target list of these institutions created. Following completion of this document, these schools were contacted via email with information about CIVSA, the services and opportunities it offers, and the 2011 conference.

In early fall, an introductory email was sent to all Region III members, recapping the previous year's growth, the conference that just ended and the opportunities it offered, as well as plans and opportunities for involvement in the 2011 conference. Members/Schools with lapsed memberships were also contacted and encouraged to renew their membership and remain involved in our organization.

Additional email correspondence continued following the holiday season and the Mid-Year meeting. As institutions have joined CIVSA and become part of Region III, I have also continued to provide email communication to these individuals, welcoming them to the organization and providing my contact information for questions and concerns. I have also included information about ways to become involved in the organization, services and resources it offers, and conference opportunities/registration deadlines.

In October, I assumed a new role at the University of Kentucky and due to these new job responsibilities, I have not had the opportunity to remain as involved in CIVSA as in years past and provide as much communication and support to Region III as planned. Due to my new role at UK, this will be my last CIVSA Conference and my membership in the organization will end; however, I have prepared a Regional Director's binder for the new Director's use so that they will have information at their disposal about what actions I have completed in the past two years in this position and hope they find that helpful. I know that they will determine new and creative ways of communicating with the membership, enhancing the tremendous growth that our organization (as well as our specific region) has enjoyed in the past few years, and maintaining the enthusiasm and passion that our organization provides to its members (and conversely, that our members provide to our organization). I am intensely proud of this organization—and the opportunity I have had to be involved with it—and look forward to supporting CIVSA, Region III membership, and the UK staff included in it, in the years to come.

Respectfully submitted:

Amber Dillon Campbell, Associate Registrar of Data Management, University of Kentucky, CIVSA Director, Region III

Region 4 Director

MONTH	TASK
January	<ul style="list-style-type: none"> • Emails sent to Region 4 members asking for hosts for local dinners • Great responses from Bucknell for PA and Suffolk and BU for Boston Area local dinners • Sent Happy Year email to Region 4
February	<ul style="list-style-type: none"> • Start of formal recruitment for CIVSA 2011 conference in San Antonio. • Regional Email: Reached out more for local dinners, unfortunately little response for PA except for the hosts • Boston dinner did not get off the ground due to other work commitments of myself, Lindsay (Suffolk) and Meredyth (BU)
March	<ul style="list-style-type: none"> • Continued recruitment for CIVSA 2011 Conference • Regional Email sent on March 16th with conference details and costs for registration and hotel
April	<ul style="list-style-type: none"> • Continued recruitment for CIVSA 2011 Conference • Sent Registration reminder email to region on April 13th • Emails sent to newer members • Communication with other regional directors on reach out tactics
May	<ul style="list-style-type: none"> • Conference Recruitment • Shipment of tokens for Region 4/5 members attending conference and personal letter • Connect with regional members that are attending conference to set up times to meet and let them know agenda for regional meeting if they would like to add anything



- Send email reminders for registration and connect with new members

June

- CONFERENCE, attend and assist for conference in San Antonio, Arrive early to assist with set up

The past few months have continued to be extremely successful for Region 4. We have seen quite a few new members sign up and I am thrilled about the involvement. I think that with conference we will continue to succeed and hopefully our attendance will go up as well in the future.

It was definitely challenging to balance my every day work commitments with the CIVSA commitments but being able to connect with other Regional Directors and the Executive Board was very helpful and engaging.

On a personal note, I was thrilled to be slated by the nomination committee for Region 4 Regional Director again as I feel as though I still have more to contribute to the region and this position.

Respectfully submitted,

Dorie Ain Ravick

Senior Assistant Director of Undergraduate Admissions, George Washington University

Director, Region Four

Archives

Goal & Purpose

The Archives Committee has been designed to preserve the history of the association. Lending Library has been established to assist CIVSA members with recourses and information, which will strengthen their visit programs.

Submitted for 2011 Executive Board Meeting

Committee Members:

Joe Tiesi, Chair, Binghamton University

Amanda Tagliaferro, Archives, Yale University,

Benjamin Toll, Lending Library, St. Mary's College of Maryland

Archives: To avoid redundancy of materials from past activities and to provide a more accurate history of institutional activity, the Archives Committee will continue to scan important CIVSA documents. A history of Association files from Rutgers University will continue to serve as the primary source and all other incoming documentation will continue to be reviewed and sorted.

Items Scanned include:

*1994-2010 Conference Files including: Agendas, Attendees, Calls for Programs, Schedules, Conference Bid Proposals, and Nominations Committees

*CIVSA brochures

*Exec Board Meeting minutes

*Membership Directories

*Assorted correspondence

*The Welcomer newsletters 1993-2002

Lending Library: The CIVSA Lending Library website is a wordpress blog with a reservation system powered by Google forms. The items in the Lending Library can be viewed at <http://civsalibrary.wordpress.com/>. The wordpress blog allows for easy addition of new items and provides users with the opportunity to add reviews of the items they have previously used. The Google forms allow for an easy reservation process and clear record keeping on the backend.

The library's inventory includes five items. The CIVSA facility book is the most popular item in the collection. It has been used for brainstorming, shared with supervisors, and even architects. In order to better meet demand we have ordered two additional photo books so that users do not have to encounter long waits for this item.

A concern has been that CIVSA members are underutilizing the Lending Library. The inactivity has prompted questions about the direction in which the Lending Library should take. After discussions with the Board in January 2011, a suggestion was made for a stronger push to promote the library among CIVSA members.

An article was submitted to the winter 2011 addition of "The CIVSA Welcomer". The article outlined the process a member would take to request a resource. It also included a message from Brittany Monroe describing how the Lending Library has helped the efforts of the Visit Program at CU- Boulder. Additionally, there was an increase of interest in the Lending Library after Kim Schon wrote about it for the "Tuesday Tip of the Week" on January 18, 2011.

The Lending Library hopes to have an active presence at the conference info fair.

Conference Plans

- All of the resources will be available for browsing during the tabling event.
- We will provide an opportunity to talk with the membership about their needs for specific materials.
- We will showcase the DVD "In 500 Words or Less" for members and the Board to view and consider adding to the collection

Post-Conference Plans

Goals:

Due to the popularity of the CIVSA facility book, an initiative is being considered for the fall of 2011 promoting a campaign to solicit new imagery of campus visit centers. The process could be for images to be uploaded to a CIVSA Facebook album resulting in the creation of a new physical album. A CIVSA photo book album could be placed on the left side of the Facebook page containing images of an institution's visitor facilities. Images of schools tour guides & apparel placed right side of the page is also being considered.

Benefits:

New photo book albums of institution's visitor facilities can be shared at the annual conferences and a frequent listserve question about tour guide apparel can be addressed. Additionally, this CIVSA photo book project will provide higher visibility for the Lending Library.

Respectfully submitted

Joseph Tiesi

End of Year Board Report 2011

Constitution/By-Laws

Stephen Barnett chaired the Constitution/Bylaws Committee as required by the current Constitution and Bylaws and requested by the Executive Board and/or membership. In this instance, the organization's change to the Articles of Incorporation prompted the need for a committee. As a result, the following actions occurred:

Created Committee made up of the following members:

- Janey Wheeler – Emeritus Member, Past President & Former member of a Constitutional Committee – served as Associate Chair
- Nancy Franco, Yale University – Past President & Former member of a Constitutional Committee
- Rahsaan Burroughs – The George Washington University, Former Treasurer
- Ruthie Pyles – University of Southern California
- The Committee also included the advisement of Betty Spengler, Immediate Past President due to listing as Incorporator for CIVSA
- Including myself the Committee included one member from Region I, one from Region II, one from Region III and two from Region IV

Submitted the new Bylaws to the membership on May 10, 2011 for review and to be considered at the Annual Meeting of the Association in June.

Created Operations Manual to be approved by the Executive Board at the Board Meeting in June.

Respectfully Submitted,

Stephen Barnett, Secretary & Chair of Constitution & By-Laws Committee

Member Relations

Submitted for 2011 Executive Board Meeting:

Committee Members: Kim Schon, Bucknell University, Committee Chair
 Betsey Bachert, Transylvania University
 Bryan Jue, University of California, Irvine
 Jennifer McLendon, University of North Texas
 Claire Reynolds, Oklahoma City University
 Catherine Steffan, Penn State University

Goal and Purpose: The Member Relations Committee encompasses member relations, education and retention. We want to make CIVSA members feel more engaged in the organization throughout the year. We will facilitate specific functions to make each new member feel a welcomed and valued part of the association, and initiate programs or events throughout the year to increase the value of membership in the association.

Committee Activity in 2010-2011:

- Formed a Member Relations Committee with new volunteers from our organization with almost everyone assigned a specific project relating to Member Relations.
- A Tuesday Tip of the Week has been implemented (sent every two weeks) by Kim Schon which provides everything from tips to new members about the history of CIVSA..... to reminders about our Shared Resources/ website.
- Implemented a birthday card initiative where any member who provides their birth date (day and month) will receive an e-card. Special thanks to Betty Spengler for being willing to put up a picture and post birthdays on FB. Claire Reynolds from Oklahoma City University is in charge of gathering birth date information.
- Purchased new luggage tags to go into new member packets. We purchased 500 in hopes these would last a couple of years. They are a flatter version than before so they are easier to mail and are sent by CIVSA Headquarters.
- Runyon Inc. also assisted us in purchasing more CIVSA decals to also send to new members. We purchased 500 decals from Allegra Printing.
- Sent a traditional greeting card with a personalized message along with a personalized CIVSA Hershey bar. Received numerous comments that members enjoyed this. This was sent two weeks prior to the Christmas holiday.
- Tracking CIVY -- Liz Bergren, New College of Florida was in charge of this project but has since left the university. Betsey Bachert, Transylvania University is now in charge of tracking CIVY keeping him moving and then making sure the university who has him gets a picture submitted for the website.
- The Quarterly Roundtable Discussion managed by Kim Schon and Catherine Steffan started off with a bang with 27 members logged in to participate in the CAS webinar "Assess Your Program Using the CAS Campus Information and Visitor Services (CIVS) Standards". Since our initial Roundtable we have had one in February 2011 on Creative Budgeting and a final one for the year is scheduled in May 2011 called How to Get the Most Out of Conference.



- Another successful March Madness CIVSA Bracket Challenge took place this year with Bryan Jue, University of California, Irvine, putting it together and sending out the initial sign up information. One member, Ben Toll, was our winner and received a free conference registration for 2011.
- Kim Schon is also now an administrator for our Facebook fan page and Member Relations continues to try to get people to go to the page and comment and/or post things there as well.
- Kim Schon has also been heavily involved in registration for conference this year in transition between Management Companies. This entails checking non-members that register as members, making sure each person pays the correct conference fee, following up with those attendees whose records were abandoned or cancelled and working closely with Runyon Inc. and President Elect Jen McGowan on numerous Wild Apricot issues.
- Participates in Monthly Board Conference Calls.
- Kim Schon was fortunate to participate in the Mid-Year Meeting in San Antonio to assist with Conference Pre-Planning for 2012 and other things as needed.

Respectfully submitted May 2011, Kim Schon, Member Relations Chair

Nominating

An article was published in the Fall Welcomer to recruit members for the Nominating Committee. The following members represented their respective region by serving on the committee:

- Jaime Engelhart, Arizona State University – Region I
- Cindy Singley, Auburn University – Region II
- Ebony Smith, The Ohio State University – Region III
- Megan Nassau, American University – Region IV

The committee developed an electronic nomination process using Survey Monkey that was very successful and it is recommended that the process be used moving forward.

A Call for Nominations was sent to the membership outlining the election process and criteria for Executive Board openings (President Elect, Secretary, Treasurer).

During the Midyear meeting in December 2010 the Executive Board passed a motion that nominations for Regional Directors would be solicited prior to the conference. The Nominating Committee developed criteria and implemented a process for nominating Regional Directors that was approved by the Executive Board.

The following Slate of Officers was forwarded to the membership 30 days prior to the Annual Meeting along with a ballot and instructions for submitting additional nominations and absentee ballots:

- President Elect: Stephen Barnett, University of Kentucky
- Secretary: Jennifer McKenzie, Hendrix College
- Treasurer: Kim Schon, Bucknell University
- Region I Director: Brittany Monroe Preston, University of Colorado
- Region II Director: Marisol Scheer, The University of Texas at San Antonio
- Region III Director: Maribeth Carskadon, Northern Kentucky University
- Region IV Director: Dorie Ain Ravick, The George Washington University

It has been a pleasure and an honor to serve on the Executive Board.

Respectfully submitted,

Betty Spengler

Immediate Past President/Nominating Committee Chair

President's Council

Submitted for the June 2011 Annual Business Meeting

Committee Members:

Nancy Franco, Yale University
Barb Dallinger, Illinois State University
Troy Selk, Brigham Young University
Betty Spengler, University of Maryland
LeAnn Stroupe, University of Missouri
Tami Tassler, Florida Gulf Coast University
Matthew Weismantel, Rutgers
Denise Wellman, University of South Carolina
Janey Wheeler, Emeritus

Committee Purpose: The President's Council is an advisory committee comprised of former CIVSA Presidents. The Council was established to serve as a resource for the current President and Executive Committee and provide institutional memory and assistance as needed.

The President's Council was charged with creating a Draft CIVSA budget for the Executive Board's consideration and review. The Council reviewed all of the expenditures over the last year and sorted the expenses by category. This served as the framework for the draft budget. Additional recommendations that were made by several past presidents regarding establishing guidelines for expenses have also been submitted to the Executive Board.

As Chair of the President's Council, I participated in the review of potential new Association Management Firms. All of the proposals were thorough and comprehensive and I am very confident that the Board's selection of McKenna Management will serve the Association well and lead to continued success.

Respectfully submitted,
Nancy Franco, Chair
May 22, 2011

Research & Assessment

Chair: Donna Bostwick, Florida State University
Co-chair: Denise Wellman, University of South Carolina

The following efforts were made during the 2010-2011 year:

- Resurrection and review of the last member survey conducted by Denise Wellman. The Committee was concerned that this survey did not address Information Centers and that the survey was very long. Discussions were made to reduce the survey to smaller subject-specific surveys, however, no progress was made.
- Sent an email to the membership at large: "With the support of the Executive Board of CIVSA, the Research and Assessment Committee is pleased to announce a grant-funded research opportunity available through the Council for the Advancement of Standards in Higher Education (CAS). Please take a few minutes to review this email in its entirety. We hope you will take advantage of this opportunity to conduct research for the advancement of our profession. You may also wish to visit their website at <https://www.cas.edu/index.html>". Within the email, special proposal information followed.
- A small announcement of the above was uploaded to the CIVSA home page.

The following ideas were proposed and would be a good starting point for this next year's leadership:

- Develop a template to create a member institution's profile.
- Create 2 surveys: one for information centers AND one for visitor centers.
- Brittany Monroe from the University of Colorado @ Boulder has expressed an interest in completing a research project in 2011-2012.
- Ask the membership at large to submit research topics.
- Other survey topics: salaries and use of audio/portable device tours.

This Committee requires a leader with the time and knowledge to develop and implement surveys for the benefit/ advancement of professionals, in visitor and information centers within higher education, as well as the organization, CIVSA.

As Chair, I recognize that I cannot provide that leadership and request the Board to seek another Chair.

Respectfully submitted by Donna Bostwick on May 23, 2011

Standards

1. **Committee Members** -

- a. Matt Weismantel, Rutgers – The State University of New Jersey, Chair of Standards Committee and CIVSA Director to CAS
- b. Betty Spengler, University of Maryland – College Park, Member of Standards Committee and Alternate CIVSA Director to CAS

2. **Committee Purpose and Goals of Standards Committee** -

- a. To ensure the viability and appropriateness of CAS Campus Information and Visitor Services Standards and Guidelines
- b. To encourage the propagation and use of the CAS Campus Information and Visitor Services Standards and Guidelines
- c. To actively promote and represent CIVSA on the CAS Director's Board
- d. To support and promote the Campus Information and Visitor Services functional area within higher education.

3. **Committee Activities**

- a. August 2010 – Revised Campus Information and Visitor Services Standards (CIVS) and Guidelines were posted on the CAS website (www.cas.edu)
- b. Arranged for the distribution of an announcement of the revised and updated CIVS Standards and Guidelines via the “The Welcomer” and CIVSA Listserv.
- c. Facilitated the first CIVSA video webinar as part of the new CIVSA Roundtable Series on the topic of CAS CIVS Standards and Guidelines in November, 2010.

4. **CIVSA CAS Director's Activities**

- a. Provided CAS Update Reports to the Winter CIVSA Executive Board Meeting and to the CIVSA Annual Business Meeting held in the Spring at the National Conference.
- b. Served in fifth year as Member-at-Large position with the CAS Executive Board with specific responsibilities related to oversight and supervision of the CAS revision and new standards committees. Currently these include:

- Campus Media Programs

- Campus Safety Programs
- Conference and Events Programs
- Fraternity and Sorority Advising Programs
- Housing & Residence Life/ Living Learning/ Privatized Student Housing Programs
- Sexual Assault and Relational Violence Programs
- Transfer Student Services
- General Standards Revision
- Alcohol, Tobacco & Other Drug Programs
- Disabilities Support Services
- Master's Level Student Affairs Preparation

c. Facilitated the extensive redesign and approval of CAS protocols for the substantial and editorial revision of Standards along with the protocols for the development of new CAS Standards. These new protocols will serve as the basis for a new training programs for committee chairs facilitation of the final standards review before the CAS Board of Directors.

d. Designed and implemented a new Chair's training video webinar program on the topics of committee management, operations, protocols, scheduling and planning.

e. Continues to serve as the chief CAS technical officer for the on-line Confluence Wiki management system including budgeting, management and operations.

f. Once again this year (2nd Year in a row) due to horrendous budget reductions in New Jersey, and resulting travel restrictions imposed at my University, I am unable to travel to the CIVSA National Conference (very painful for me since I have attended ever other CIVSA Conferences except the last two). However, I am very much hoping to find a means of attending and participating in the 2012 Conference, and I will continue to host webinar opportunities for members during the year so that I can continue to meet the goals of providing educational programming in relation to standards and self assessment.

5. **Proposed strategies to accomplish the goals/mission of your committee/ project**

a. The CAS Director and Alternate Director will continue to maintain active and engaged participation in the activities of the CAS Director's and Executive Committee including regular CAS updates and information through attendance at the CIVSA Monthly Executive Board Conference Calls of at least one of the other.

b. Continue utilize and expand new and innovative outreach and training opportunities to CIVSA members for promulgation of the CIVS Standards and Guidelines with special emphasis on their use in the development, implementation and assessment of student learning outcomes on our member campuses.

c. Continue to maintain oversight of CAS and Standards information on the CIVSA website and ensure ease of access and appropriate and helpful content and training materials.

6. Items that will require a decision and/or vote of the executive officers

7. Further CAS Updates and Information:

a. Meetings

- i. CAS Executive Committee Meeting - August 5-7, 2010 Washington, DC
- ii. CAS Executive Committee Meeting – October 16-17, 2010 Washington, DC
- iii. CAS Board of Directors Meeting - October 17-19, 2010 Washington, DC
- iv. CAS Executive Committee Meeting – February 2-5, 2011 Washington, DC
- v. CAS Executive Committee Meeting - April 9-10, 2011 Washington, DC
- vi. CAS Board of Directors Meeting - April 10-12, 2011 Washington, DC

b. Executive Committee Developments

- i. Counseling Programs Standards and Guidelines, LGBT Programs and Services Standards and Guidelines, and Undergraduate Admissions Program Standards and Guidelines were all approved during the past year by the CAS Board of the Directors.
- ii. The Association for Higher Education Parent/Family Program Professionals (AHEPPP), and Association for the Study of Transfer Students and College Media Advisors have all been approved as new member associations of CAS during the past year.
- iii. CAS has premiered a new organizational website designed by students at the Art Institute of Washington, DC and featured in an article within The Welcomer at the suggestion of Betty Spengler.
- iv. On September 1, 2010 Associate Professor Laura Dean began her new role as CAS President-Elect and Dorothy Mitisifer began her new role as the CAS Editor. Deb Garrett also joined the Executive Board as a newly elected Member-at-Large for Outreach. Pat Perfetto was reelected a Treasurer and Pat Carretta was reelected for another three years Member-at-Large at the Spring Board of Directors Meeting. Laura Dean is gearing up for assuming the mantle of CAS President in September 2011 and will be hosting a two day CAS strategic planning retreat at that time for the interested members and organizational leadership of BWI Airport in Maryland. Clearly one of the key discussions will revolve around reconsideration of the dissemination of CAS Standards with regard to electronic publications and the development of new companies looking to license the Standards for assessment programs such as Student Voice and EBI.



v. At Matt Weismantel's recommendation the CAS Board of Directors has decided to discontinue the revision of the Financial Aid Standards and Guidelines and will instead be reconstituting a working committee in the next year to work on these standards as new standards.

vi. Spring 2011 audits and financial reports show that CAS finances are stable and reliable and able to meet expectations and needs in the next year.

Respectfully Submitted

Matt Weismantel

May 10, 2011

Association Manager

Runyon Incorporated

The past six months have been a busy time at Headquarters, even with significant changes made in preparation for the transfer of association management.

Relying on the Wild Apricot database to manage conference registration and fee payment has significantly decreased my involvement with the details of conference registration and payment. While still responsible for email inquiries related to the conference, posting payments made by check, and making adjustments to account for special situations, my time working on conference-related issues is significantly less than prior years. Much of the email communication to non-members planning to attend the conference has been handled by the Chair of the Member Relations Committee, Kim Schon.

Membership typically increases during the conference registration period, and there seems to be an even greater increase than usual during registration for the 2011 conference. While membership currently stands just over 400, it should be noted that only 25 active members have paid for the 2011-2012 membership year at this time. This is not unusual; many renewals take place in the last month of the membership year. However, it is worth noting that this busy time of membership renewal will coincide with the first month of operation with McKenna Management.

Preparation for the transfer of association management began in earnest in mid-May, including a discussion with Pam McKenna regarding the existence and location of documents, files, and inventory items typical of professional organizations. Several electronic files have been sent to McKenna Management so their team may prepare for the upcoming membership renewal period. While an exact timeline has not been set for the transfer of physical files, electronic files, and inventory items, I anticipate that it will be finalized prior to the 2011 conference.

Headquarters will continue to operate normally through May 31st, and will operate as needed to support the transition process through June 30th, 2011.

On a personal note, I am very appreciative of the opportunity to serve CIVSA for an additional 6 years beyond my years as a member. It has been a pleasure to see the organization grow from less than 200 members in my first year as Association Manager to the comparatively robust current roster. This opportunity has also been a wonderful match with my work and family priorities. Although the next step in association management for CIVSA is bittersweet for me, I view it as a very important step for CIVSA's continued growth.

Respectfully Submitted, Ryan Leigh Runyon