

***2011 – 2012***  
***CIVSA Annual Board Reports***



***Presented at the Annual Business Meeting***

***June 7, 2012***

***Denver, Colorado***



## *Table of Contents*

### **Board Reports**

President	3
President Elect	5
Membership Committee	7
Immediate Past President	8
Secretary	9
Treasurer	10
Director of Communications	11
Regional Director – Region One	13
Regional Director – Region Two	14
Regional Director – Region Three	15
Regional Director – Region Four/Five	17
Archives Committee	19
Conference Committee	21
Member Relations Committee	24
Nominating Committee	25
President’s Council	26
Research & Assessment Committee	27
Standards Committee	28
Strategic Planning Committee	32

<b>Headquarters Report</b>	<b>33</b>
----------------------------	-----------



**President**  
**2011 – 2012 Annual Report**  
**Denver, Colorado**

- Transition to McKenna Association
  - o At the end of July 2011, Jen McGowan stepped down as President and as President Elect then stepped in to fill in for the remainder of Jen’s 2011 – 2012 term before serving my scheduled 2012 – 2013 term.
    - McGowan oversaw much of the transition processes that took place in July 2011.
    - Worked with McKenna to continue the transition process.
  
- Financial Transition
  - o Worked with McKenna Management to set up American Express Business credit cards.
  - o Set up a Bank of America Account to become the main banking account for the organization.
  - o Worked with McKenna and Kim Schon, Treasurer, to change the names on the account at First Community Bank in South Carolina for CD investments and remaining banking account.
  - o Closed First Community Banking account and transferred funds to Bank of America Account.
  
- Board and Regional Director Changes
  - o Worked with Executive Board to name Betty Spengler Interim President Elect to fill in for the remaining term of position made vacant by my movement to President in August 2011.
  - o CIVSA had three Regional Directors who left their positions at their institutions – Brittany Preston at Colorado University, Boulder (Region I), Marisol Scheer at the University of Texas – San Antonio (Region II) and Dorie Ain at The George Washington University (Region IV/V).
    - Led the effort to replace these three Regional Directors – Patrick Gabriel Lorenzo from St. Mary’s College has taken over as Region I Director, Stacey Sparks from Texas State University – San Marcos has taken over as the Region II Director and Catherine Steffan from Penn State University has taken over as the Region IV/V Director.
  
- Conference Calls
  - o In conjunction with Jenn McKenzie, Secretary, coordinated nine monthly conference calls.
  
- Midyear Planning
  - o Coordinated the Midyear meeting in Denver at the Westin Denver Downtown on December 2 – 4, 2011.
  - o Board members present included President, Past President, Interim President Elect, Secretary, Treasurer, Director of Communications, four Regional Directors, three Committee Chairs (Conference, President’s Council, Strategic Planning) and Association Manager.
  
- 2012 Conference Planning
  - o Have worked with Conference Chair, Jaime Engelhart, and the Conference Committee on conference planning and securing contracts for all events and supplies.

- 2013 Conference Planning
  - o Worked with Helms Briscoe and CIVSA Board to select a site for the 20<sup>th</sup> Annual CIVSA Conference in 2013.
  - o Selected a conference hotel and signed a contract to secure space for the conference.
  - o Adjusted 2013 conference schedule to conclude on Wednesday evening – dates to be June 3 – 6, 2013.
  - o Making selection of Conference Committee Chair and committee members.
  
- Strategic Planning
  - o Following the RFP process for association management, it was clear that CIVSA needed a formal strategic plan in place for future planning and direction.
  - o Upon approval of the Executive Board, created a Strategic Planning committee.
  - o As a member of the President’s Council and having facilitated strategic planning in higher education and presented on strategic planning at previous CIVSA conferences, I asked Janey Wheeler to lead this process.
  - o A Strategic Planning Committee has been formed and will present a strategic plan to be presented at the 2013 Annual Conference.
  
- McKenna
  - o In September, held a conversation with Pam McKenna regarding clarification of services and possible improvements to the relationship between CIVSA and McKenna.
  - o In October, worked with the Exec Board to present a list of current concerns and upcoming needs to receive additional clarification of services.
  - o Following the responses from McKenna, the Exec Board voted to proceed with enacting our 90-day period to end the contract with McKenna.
  - o Notified Pam McKenna of our decision, and it was agreed upon to end our contract on November 30 instead of waiting the 90 days.
  - o Constructed the letter of notification, with approval of legal advice, and sent to McKenna.
  - o Coordinated the transition of ending the contract with McKenna and receiving all documents and information from McKenna.
  
- Transition to new Association Manger
  - o Reached out to Jen McGowan to determine interest in serving as Association Manager.
  - o Upon approval of the Executive Board, signed a contract with McGowan.
  - o Worked with McGowan to set up necessary headquarter needs.
  
- It has been a great honor and pleasure to serve as President from August 2011 – June 2012. I’m very grateful to the CIVSA Board, all committee members and all members of the organization who have been supportive of this organization. I very much look forward to the upcoming year as we lead to the 20<sup>th</sup> Annual Conference in June 2013.

Respectfully submitted,

**Stephen Barnett**  
 President, 2011 - 2012



**President Elect  
2011 – 2012 Annual Report  
Denver, Colorado**

Effective August 1, 2011 I was appointed Interim President Elect for the remainder of the 2011-12 fiscal year after Jennifer McGowan resigned as President and the current President Elect Stephen Barnett assumed the office of President. This report does not include work completed by the President Elect in July 2011.

**Membership Recruitment and Retention**

As of the filing of this report there are currently 459 members, representing an increase of 13% in individual members this year. The May membership report by region and type is attached.

Activities to support recruitment and retention:

- Prepared membership reports for September 2011 through May 2012
- Held conference call with the Regional Directors to discuss recruitment and retention to discuss ways to engage members including individual email messages and regional email messages
- Requested that Regional Directors submit the names of 10 new potential members in their respective region to Association Manager Jennifer McGowan for follow up
- Posted regularly on the CIVSA Facebook page to increase exposure to current and potential members
- Served on the CIVSA NYC Day Committee to help host a regional event in Region Four in October
- Provided guidance to Regional Directors regarding conducting Regional Meetings at the conference
- Worked with McKenna Management to complete the membership renewal cycle. The application process was eliminated and interfaced directly with Wild Apricot to update their membership. There was much confusion regarding establishing a password and how to renew Institutional memberships with more than three members or how to change the names on the bundled memberships. A decision needs to be made regarding how membership renewal will be handled next year.
- Contacted lapsed member via email in August to inquire about renewal and offer assistance
- Solicited assistance of CIVSA board members to contact lapsed members with whom they had a relationship with to inquire about renewal and offer assistance

**McKenna Management Transition**

- Assisted in the process of terminating McKenna Management and identifying and contracting with a new Association Manager
  - Worked with Dennis C. Weisberg of Wharton Levin Erhmantraut & Klein, P.A. regarding CIVSA's contract with McKenna Management.
  - Obtained contracts from other nonprofit associations similar to CIVSA as a guideline for a contract with a new Association Manager.

**2012 Conference**

Served on the conference planning committee as the Marketing and Sponsorship Committee Chair.

### **2013 Conference Planning**

- Assisted the President with site selection for the 2013 conference, including two site visits.
- Assisted in contact negotiation with the conference hotel
- Began collecting addresses of former members in anticipation of the 20<sup>th</sup> Annual Conference

### **Nominating Committee**

Drafted a procedural document for the Nominating Committee. Document is attached.

### **Recommendations**

- Development of new recruitment materials. Postcards printed in July 2011 are obsolete
- Review membership renewal process to ensure ease of use and correct processing of institutional membership bundling
- Advertise the association in the NACAC electronic newsletter beginning in July 2012 to increase exposure for the association to a prime membership audience.
- Review, amended as necessary and the *Nominating Committee Procedure* document for inclusion in the Operations Manual.
- Establish a membership renewal timetable including the date for changing the Members Only password to allow proper notification of when their membership benefits will terminate if memberships are not renewed in a timely fashion.

It has been an honor and my extreme pleasure to serve as a member of the Executive Board in the capacity of Interim President-Elect this year.

Respectfully submitted,

**Betty Spengler**

Interim President Elect, 2011 - 2012



*Membership Report – May 1, 2012*

	Schools/Campuses  (represented)	Individual members  (Active)  Includes New	Individual members  (Pending)	Individual members  (Lapsed)	Total Individual members  (Potential)
<b>Region 1</b>	36	69		0	69
<b>Region 2</b>	72	163	2	0	165
<b>Region 3</b>	39	87	0	0	87
<b>Region 4</b>	52	123		0	123
<b>Region 5</b>	4	7	0	0	7
<b>Emeritus Members</b>		2			2
<b>Totals</b>	<b>204</b>	<b>451</b>	<b>2</b>	<b>0</b>	<b>453</b>

*Respectfully submitted,*  
**Betty Spengler, Interim President Elect**  
 CIVSA Membership Committee, Chair, 2011-2012



**Immediate Past President  
2011 - 2012 Annual Report  
Denver, Colorado**

**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 as needed
- Served as a voting member of the Executive Board
- Served in an advisory role to the Student Programming Exploratory Committee
- Served as chair of the Nominating Committee
- Served on the Marketing and Publicity Committee for the 2012 Conference by managing the design, publication and distribution of the annual conference-marketing brochure. Additionally, I organized our mobile conference guide through Guidebook Inc.

As I embark on other endeavors in my career and leave the Executive Board, I want to express my sincere appreciation to all CIVSA members who have made my time as an officer an amazing experience that I will never forget. It has truly been an honor. I will always cherish the fantastic times we've had at conferences, mid-year meetings and just getting to know all the amazing people that make this organization fantastic. It is in great hands. Thank you Texas Tech University for allowing me to be a part of such a wonderful organization!

Respectfully submitted,

**Julian Olivas, Texas Tech University**  
Immediate Past President, 2011 - 2012



**Secretary**  
**2011 – 2012 Annual Report**  
**Denver, Colorado**

In conjunction with President Stephen Barnett and former President Jennifer McGowan, I coordinated ten CIVSA Board Conference Calls and one additional call for Financial Reports on August 17, 2011. Also completed minutes and action items for those calls on the following dates –

July 13, 2011	August 10, 2011 (minutes by Betty Spengler)
August 17, 2011 (CIVSA Financial Reports)	September 14, 2011
October 12, 2011	November 9, 2011
January 11, 2012	February 8, 2012
March 7, 2012	April 11, 2012
May 9, 2012	

- Continued updating the CIVSA Operations Manual and noting the amendments per approved Motion (7.13.11 – 1) on the July 13, 2011 CIVSA Board conference call.
- Prepared documents to present to our previous management company on behalf of the CIVSA Board.
- Assisted the Conference Committee as Logistics Coordinator.
- Sent correspondence to the membership announcing the 2012 Annual Business Meeting.
- Accepted absentee ballots for the 2012-2013 officer elections to be submitted at the Annual Meeting of the Association in Denver.

It has been my pleasure to serve on the CIVSA Board this year, and I look forward to working with the organization in future years.

Respectfully submitted,

**Jenn McKenzie**  
Secretary, 2011-2012



**Treasurer  
2011 – 2012 Annual Report  
Denver, Colorado**

**Balance Sheet**

**As of May 9, 2012**

<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
Bank of America Checking	95,450.69	
CD – First Community Bank	<u>20,000.00</u>	
<b>Total Checking/Savings</b>	115,450.69	
<b>Total Current Assets</b>	115,450.69	
<b>TOTAL ASSETS</b>		<b><u><u>115,450.69</u></u></b>
 <b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Other Current Liabilities</b>		
<b>DEFERRED MEMBER REVENUE</b>		
Institutional Member Revenue	<u>100.00</u>	
<b>Total DEFERRED MEMBER REVENUE</b>	<u>100.00</u>	
<b>Total Other Current Liabilities</b>	<u>100.00</u>	
<b>Total Current Liabilities</b>	<u>100.00</u>	
<b>Total Liabilities</b>	100.00	
<b>Equity</b>		
Opening Balance Equity	93,106.42	
Retained Earnings	-54,695.86	
Net Income	<u>76,940.13</u>	
<b>Total Equity</b>	<u>115,450.69</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b><u><u>115,450.69</u></u></b>

Respectfully submitted,

**Kim Schon**

Treasurer, 2011 - 2012



**Director of Communications  
2011 - 2012 Annual Report  
Denver, Colorado**

The Welcomer

*Published Dates for this Year*

Summer Edition – July 22, 2011

Fall Edition – November 23, 2011

Winter Edition – March 14, 2012

Spring Edition – April 13, 2012

*Future Dates*

Summer Edition – July 27, 2012 (Call for Articles on Monday, July 2, 2012)

Fall Edition – November 9, 2012 (Call for Articles on Monday, October 15, 2012)

Spring Edition – April 5, 2013 (Call for Articles on Monday, March 4, 2013)

Summer Edition – July 26, 2013 (Call for Articles on Monday, July 1, 2013)

Website

- Continue to make periodic updates to Wild Apricot and website as needed
- All Executive Board and RD information was updated to current website in July 2011 following annual conference
- Continuing to update CIVY travels on Flickr account and website

Marketing (including Conference)

- Created recruitment postcard in August 2011 to be used for potential new members
- Created 2012 Conference logo in September 2011

Facebook

- Currently have 292 “fans” on Facebook (as of May 4, 2012)

### Communications Committee

- Finalize communication plan (ongoing project)
- Continual management of Twitter/Facebook pages
- Social media survey to evaluate use of Linked In, Branched Out, Tumblr, and other emerging social media platforms

### Special Projects

- Student Programming Proposal (to be presented to Executive Board at annual meeting in June 2012)

Respectfully submitted,

**Brittney Joyce**

Director of Communications, 2011 - 2012



**Regional Director, Region One  
2011 – 2012 Annual Report  
Denver, Colorado**

- **February**
  - o Assumed duties as Region One Director
  - o Started to develop a Region One outreach database
  - o Continue communication with members leading up to conference
  - o Continue to build membership in Region 1 and Conference attendance
- **March**
  - o Welcomed new region one members
  - o Continue communication with members leading up to conference
  - o Continue to build membership in Region 1 and Conference attendance
- **April**
  - o Welcomed new region one members
  - o Continue communication with members leading up to conference
  - o Continue to build membership in Region 1 and Conference attendance
- **May**
  - o Continue communication with members leading up to conference
  - o Continue to build membership in Region 1 and Conference attendance
  - o Share Denver Activity/Dining Guide to other Regional Directors
  - o Participate in Regional Director Conference Call
- **Ongoing**
  - o Attending Monthly Board Member conference calls
  - o Attending Regional Directors conference calls
  - o Sending Welcome emails to new Region 1 members as they join
  - o Continuing to Communicate with Region 1 members and answer questions as they arise. Push for conference attendance in Denver.

Respectfully submitted,

**Patrick Gabriel Lorenzo**

Regional Director, Region 1, 2011-2012



**Regional Director, Region Two  
2011 – 2012 Annual Report  
Denver, Colorado**

- **Goals of Position**

- Recruitment and Retention of Members
- Informing & educating current and potential new members about events within CIVSA
- Liaison, personal connection and contact for Region 2 members to the Association.
- Market and recruit attendance for the 2012 Conference in Denver, CO

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

- Attended Mid-Year Meeting in Denver, CO.
- Researched non-member schools from Region 2 in an effort to recruit new members.
- Contacted current members soliciting assistance in recruiting.
- Sent emails to members and non-member schools in Region 2 encouraging membership and attendance at the 2012 Conference in Denver, CO.
- Sent welcome emails to members who joined the CIVSA organization.
- Continued communication with other Regional Directors to support and share ideas.

I have enjoyed serving Region 2, and I look forward to continuing my work with CIVSA in the future.

Respectfully submitted,

**Stacey Sparks**

Regional Director, Region 2, 2011 – 2012



**Regional Director, Region Three  
2011 – 2012 Annual Report  
Denver, Colorado**

**Goals of Position:**

- Recruitment and Retention of Members
- Serve as a resource and liaison for Region III members to the Association
- Market 2012 Conference in Denver, Colorado to members and non-members
- Personal contact for members in Region III

**August/September**

- Sent introductory email to all Region III members
- Sent Welcome email to all new members of Region III
- Sent emails to those members with lapsed memberships
- Participated in the monthly conference call with Board Members
- Sent “Welcome To CIVSA” email to new members for August/September

**November**

- Research non-members in Region III and send 5 -10 names for recruitment
- Participated in monthly conference call with Board Members

**December**

- Attend Mid-Year Meeting
- Email members with information from Mid-Year Meeting in Denver
- Email a holiday message to Region III members and Board

**January**

- Email Region III members a greeting for Happy and Healthy New Year and watch for information on conference registration
- Participate in monthly conference call with Board Members
- Recruit perspective new members and send list of names to CIVSA Association Manager
- Send “Welcome To CIVSA” email to new members for January

**February**

- Email members about conference registration and deadlines
- Participate in monthly conference call with Board Members
- Recruit perspective new members and send list of names to CIVSA Association Manager
- Send “Welcome To CIVSA” email to new members for February

**March**

- Email to members encouraging attendance at conference
- Participate in monthly conference call with Board Members
- Recruit perspective new members and send list of names to CIVSA Association Manager
- Send “Welcome To CIVSA” email to new members for March

**April**

- Email members encouraging attendance at conference
- Participate in monthly conference call with Board Members
- Recruit perspective new members and send list of names to CIVSA Association Manager
- Send “Welcome To CIVSA” email to new members for April

**May**

- Email members who are attending conference to attend Regional Meeting to meet other Region III members
- Participate with monthly conference call with Board Members
- Send “Welcome To CIVSA” email to new members for May
- Brainstorm for ideas for Hospitality Room at conference
- Participate in conference calls for Strategic Planning Committee

**June**

- Attend and assist at Conference in Denver, Colorado
- Conduct Region III Regional Meeting at conference
- Attend Breakfast Meeting for Strategic Planning Committee
- Assist with Let’s Talk CIVSA session

Respectfully submitted,

**Maribeth Carskadon**

Regional Director, Region 3, 2011 – 2012



**Regional Director, Region Four/Five  
2011 – 2012 Annual Report  
Denver, Colorado**

**January**

- Reached out to 10+ schools within Region 4/5 who are currently not members to introduce CIVSA to them. Many of the schools responded with questions and/or interested. After I sent my initial e-mail, I forward the contact list to Jen McGowan.
- Sent out e-mail to region members with updates from mid-year planning meeting and asking for volunteers for committees.

**February**

- Reached out to 10+ schools within Region 4/5 who are currently not members to introduce CIVSA to them. Many of the schools responded with questions and/or interested. After I sent my initial e-mail, I forward the contact list to Jen McGowan.
- Presentation proposal submitted in December to PACAC (Pennsylvania Association of College Admissions Counselors) of “Big or Small: You can impress them all!” was approved for Kim Schon from Bucknell University and I to present. The presentation is from a session from CIVSA Annual Conference. Kim and I intend to present information about CIVSA at our session.

**March**

- Reached out to 10+ schools within Region 4/5 who are currently not members to introduce CIVSA to them. Many of the schools responded with questions and/or interested. After I sent my initial e-mail, I forward the contact list to Jen McGowan.
- Reached out to Conference planning committee members asking for information of what is needed for the Hospitality Suite at annual conference. Beau Benson from Polytechnic Institute of New York University has agreed to host Region 4/5 day in the hospitality suite since I will not be able to attend the conference.

**April**

- Crazy time at work. No time for anything.

**May**

- Prepare for maternity leave. Kim Schon has agreed to cover my Regional Director responsibilities for the Annual Conference by running the Regional meeting.
- Sent email welcomes to all new members and to see if any of them had any questions.
- Participate in “Student Track” conference call(s) planning committee.
- Participate in “Strategic Planning” conference call(s) planning committee.

Note:

Since the 2013 Annual Conference will be coming to my region, I am interested in helping out with conference planning, if needed.

Respectfully submitted,

**Catherine Steffan**

Regional Director, Region 4/5, 2011 – 2012



**Archives Committee  
2011 – 2012 Annual Report  
Denver, Colorado**

**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 2012 Executive Board Meeting

Committee Members:

Joe Tiesi, Chair, Binghamton University  
Amanda Tagliaferro, Archives, Yale University,  
Benjamin Toll, Lending Library, George Washington University

**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.

Previous 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.

*You Can't Send a Duck to Eagle School*

*Change is Good...You Go First*

*A Peacock in the Land of Penguins*

*For the Love of It...Dewitt Jones*

*CIVSA Facility Photo Book*

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. Betty Spengler has started the updated Facility Book. This book will be a smaller 8 1/2 x 11 version for shipping purposes.

To build a stronger interest in The Lending Library we will have an active presence at the conference info fair.

### **Conference Plans**

- All of the resources will be available for browsing during the tabling event. Members are offered the opportunity to take the resources back to campus with them and return when finished
- We will provide an opportunity to talk with the membership about their needs for specific materials.

### **Post-Conference Plans**

*Goals:*

Due to the popularity of the CIVSA Facility Book, the updated book will be completed soon. New materials will be added to the Lending Library website before the conference.

*Benefits:*

New photo book albums of institution's visitor facilities can be shared at the annual conferences. Additionally, this CIVSA photo book project will provide higher visibility for the Lending Library.

Respectfully submitted

**Joseph Tiesi**

Archives Committee, Chair, 2011 – 2012



## **2012 Annual Conference – Annual Report**

*Location: Denver, CO*

*Dates: June 4 – 8, 2012*

*Conference Hotel: Westin Denver Downtown*

*Fees: Graduated Member Rates –*

- \$300 by February 15 – Members; \$400 – Non-Members
- \$350 by March 15 – Members; \$450 – Non-Members
- \$400 by April 15 – Members; \$500 – Non-Members
- \$450 by May 15 – Members; \$550 – Non-Members
- Guests - \$20 CO History Center/Keynote, \$40 for Red Rocks, \$65 for Closing Dinner at Mile High Station
- Hotel Rate - \$189/night
  
- 225 Registered Attendees; 12 Guests

Conference Committee:

**Conference Chair:**

*Jaime Engelhart, Arizona State University*

- History CO Center – Keynote Speaker, Exhibits
- Red Rocks – TargetX Experience, Visitors Center, Group Photo in Amphitheatre
- Mile High Station – Networking Power Hour, Closing Dinner
- The Shoppe Denver – Cupcake event for Welcome to College
- Purchased Upgraded Guidebook Mobile App for \$500
- Purchased Conference Attendee Gift – Customized Pint Glasses
- Determine Guest rates and registration process

**Local Arrangements:**

*Tiffany Kingrey, Co-Chair – Colorado State University – Pueblo*

*Dnyee' Kayl, Co-Chair – University of Denver*

*Andrew Salonen – University of Colorado - Boulder*

*Christopher Bierdeman – University of Northern Colorado*

*Susan Tafoya – University of Colorado - Denver*

- Campus Tours – Regis University, University of Denver, Colorado State University, University of Colorado – Boulder, and Auraria Campus (University of Colorado-Denver , Metropolitan State College of Denver, Community College of Denver)
- Student Panel – Variety of students from different institutions and roles
- Hospitality Suite – Décor, staffing, supplies, and coordination with Regional Directors
- Get local tourist info and discount coupons
- Help coordinate shipments to Denver

**Welcome:**

*Stacey Sparks, Chair – Texas State University – San Marcos*

*Tamika Bynum – Earlham College*

*Kim Schon – Bucknell University*

*Niki Mendrinis – Temple University*

- Price and negotiate Interpreter services for attendee needs
- Price and decide on conference bag
- Managed all aspects of Registration and had several first-time attendees to help

- Registration was open on Sunday prior to pre-conference; Google doc used to help coordinate volunteers
- Coordinated providing goody bags for each attendee with snacks, etc.
- Coordinated Conference bag materials
- Push registered members to book hotel rooms
- Other special requests, including dietary restrictions and roommate requests

**Networking & Info Fairs:**

*Megan Beresford, Chair – Oregon State University*

*Evelyn Betancourt-Martinez – University of Texas - San Antonio*

*Candace Leake – Stevenson University*

*Kendal Vreeland – Arizona State University*

- Hosting 2 Information Fairs
  - Tuesday @ 1:15 p.m.
    - 11 institutions and 7 vendors participating
  - Thursday @ 9:15 a.m.
    - 12 institutions and 6 vendors participating
- Using “Be a Conference Guru” punch cards to encourage participants to attend the fairs – winner to receive Kindle
- Implemented the Ambassador System to match veteran members with new attendees
  - Google doc used to help organize those who are interested
  - Coordinated 2 Speakers – Ben Toll & LeAnn Stroupe to talk about importance of Ambassador program from new and old member perspective
- Implemented ice breakers and discussion starters for breakfast and lunches based on school size, type, etc.
- Hosting Regional Social Event in conjunction with SCVNGR – winners to receive gifts cards from SCVNGR

**Programming & Education:**

*Jennifer McKenzie, Chair – Hendrix College*

*Christine Speicher – University of Kentucky*

*Jennifer Thompson – Rock Valley College*

- Three speakers:
  - Pre-Conference Kick-Off: Troy Selk, BYU
    - Each Participant receiving a copy of *An Asset Builder’s Guide to Training Peer Helpers*
  - Keynote: [Tamara Kleinberg](#)
    - IdeaJam Workshop, Info Fair
  - Closing: Eric Johnson, UGA
- 30 Educational Sessions & 15 Facilitated Discussions
  - Hosting first ever Faculty Orientation to make sure presenters know what is expected of them at their sessions
- 3 Educational Tracks – Development, Information & Visit Programs, Student Workforce
- Provided \$60 rebates to Session Presenters and \$30 rebates to Discussion Facilitators, as well as Pre-Conference and Closing Presenters; \$2300 total
- Coordination of Conference Booklet, which includes business card holders
- Arrange moderators for all sessions
- Conduct session evaluations via Guidebook and paper templates

**Publicity, Promotions, & Sponsorships:**

*Betty Spengler, Chair – University of Maryland*

*Julian Olivas – Texas Tech University*

*Patrick Lorenzo – Saint Mary's College of California*

*Brittney Joyce – Furman University*

*Ed Parker – Liberty University*

- Alumni - \$4000 – Target X – Red Rocks Experience, Session
- In Kind – SCVNGR – Scavenger Hunt Regional Event
- Senior - \$3000 – Welcome to College – Hospitality Suite
- Senior - \$2000 – Campus Publishers – Networking Happy Hour
- Sponsor - \$500 – Picture Marketing – Official Photographers, Lanyards/Badges
- In Kind - \$750 Discount – GNP – Conference Bags
- Sponsor – \$750 - BarZ Adventures
- Creation of new Sponsorship Website <http://civsasponsorship2012.wordpress.com/>
- Created and sent conference brochure
- Created and sent water bottle clip with high altitude tips
- Listed conference in several online conference websites
- E-mails from various committee chairs – programming, info fairs, welcome
- Final conference e-mail from Stephen with updates
- Utilized Facebook and Twitter to promote the conference and provide updates, including multiple contests to win conference T-Shirts
- Utilized new mobile app, Guidebook for real time updates, maps, and additional information

Budget: See attached as of June 1, 2012

Schedule: See attached as of June 1, 2012



**Member Relations Committee  
2012 Annual Report  
Denver, Colorado**

- 1- Tip of the Week
  - o We have been sending out the tip of the week, every other week.
    - the tips are promoting useful tips and resources that CIVSA offers for members
  
- 2- Roundtable Discussions
  - o There have been three roundtable so far this year and were all well attended
  - o There will be one more Roundtable Discussion on Wednesday, May 16<sup>th</sup>
    - This will be “Countdown to Conference” to help the membership prepare for Denver
  
- 4- Holiday Card/ Gift- originally looked at card and either a candy bar or luggage tag; however, now looking at the calendar card. This should be a very nice item to send to all members for the holidays. Would like to start earlier next year to plan what to do for the holiday item
  
- 5- March Madness Tournament- Good participation from the membership. Gave out a conference registration for the prize. This event is always well received by the membership.
  
- Tracking CIVY- in the process of tracking down
  
- Wanting to look at new ideas for the member relations committee to do- hopefully increase participation within members and increase excitement between the conference held in June.
  
- I appreciate all the help this year by the rest of the board. I feel after being through one year, I have a better idea of how to prepare for next year and be able to plan ahead of time where items were not so pushed.
  
- Committee Members: Catie Taylor (Chair), Katelyn Karasack, Bryan Jue, Tamika Bynum, Annette Jelinek, Kim Schon and Catherine Steffan (on committee for beginning of year)

Respectfully submitted,

**Catie Taylor**

Member Relations Committee, Chair, 2011 - 2012



**Nominating Committee  
2011 – 2012 Annual Report  
Denver, Colorado**

As Chair of the Nominating Committee, I selected 4 outstanding CIVSA members to assist in facilitating the process of electing our officers for the 2012-2013 CIVSA year. These committee members include:

Region I: Steve Quintero, Cal Poly Pomona

Region II: Cindy Singley, Auburn University

Region III: Drew Steding, University of Michigan

Region IV: Amanda Tagliaferro, Yale University

- The committee used our electronic nomination process using Survey Monkey that was very successful in 2011-2012. It is recommended that we continue to use this process moving forward.
- A Call for Nominations was sent to the membership outlining the election process and criteria for Executive Board openings (President Elect, Secretary, Director of Communications).
- 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. This process was used for the 2012-2013 process.
- 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: Jennifer McKenzie, Hendrix College
  - Secretary: Cindy Singley, Auburn University
  - Director of Communications: Brittney Joyce, Furman University
  - Region I Director: Patrick Lorenzo, Saint Mary's College of California
  - Region II Director: Natalie Mann, University of Georgia
  - Region II Director: Joann Mitchell, Texas Tech University
  - Region III Director: Maribeth Carskadon, Northern Kentucky University
  - Region III Director: Drew Steding, University of Michigan
  - Region IV Director: Beau Benson, Polytechnic Institute of NYU
  - Region IV Director: Becky Nemeth, George Mason University
  - Region IV Director: Catherine Steffan, Penn State University

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

Respectfully submitted,

**Julian Olivas, Texas Tech University**

Nominating Committee, Chair, 2011 – 2012



**President's Council  
2011 – 2012 Annual Conference  
Denver, Colorado**

**Goal & 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.

**Committee Members:**

- Nancy Franco, Yale University
- Julian Olivas, Texas Tech University
- Betty Spengler, University of Maryland
- LeAnn Stroupe, University of Missouri
- Tami Tassler, Florida Gulf Coast University
- Matt Weismantel, Rutgers – The State University of New Jersey
- Denise Wellman, University of South Carolina
- Janey Wheeler, Emeritus Member

The President's Council is currently compiling mailing addresses of past CIVSA Officers to prepare for the 20<sup>th</sup> Annual Conference.

The Council is also assisting the CIVSA Board with teambuilding activities to help continue to strengthen their ability to work as a unit in building this amazing association.

As Chair of the President's Council I have participated in all of the monthly conference calls and have been assisting the President as needed.

All members of the President's Council serve as CIVSA Ambassadors within the field of higher education and continue to promote our Association. Additionally, as Chair of the President's Council, I have been actively recruiting new members. I have served as co-host of CIVSA in NYC and researched potential participants, mailed out promotional materials and coordinated the program.

Respectfully submitted,

**Nancy Franco**  
President's Council, Chair, 2011-2012



**Research & Assessment Committee  
2012 Annual Report  
Denver, Colorado**

Chair: Beau Benson (Polytechnic Institute of New York University)

Committee: Amy Blackford (Indiana University-Purdue University Indianapolis)  
Penny Brooks (Clayton State University)  
Amy Gray (University of Richmond)  
Denise Wellman (University of South Carolina)

The following efforts were made during the 2011-2012 year:

- As the organization lacked significant data pertaining to both our members and their institutions, the Research & Assessment Committee polled the entire CIVSA community and received responses from 176 individual institutions, in order to learn about: the institution, the information/visitor center, systems, the tour guides and their duties, as well as the members and their backgrounds. Final results of the survey were presented to the Executive Board during the Mid-Year Meeting.
- Creation of the Research and Assessment Scholarship, which will waive the conference fee and provide one scholarship to a qualified member of an affiliated CIVSA institution. While the scholarship will not become active until CIVSA 2013, we would like to address the scholarship during the 2012 General Meeting.
- Commenced preliminary work on an annual academic journal, tentatively entitled: *THE CAMPUS GATEWAY, Journal of Collegiate Information and Visitor Services*.

The following ideas were proposed for the upcoming year:

- Given the expanded efforts of the committee, to establish both the Research and Assessment Scholarship and our annual academic journal, there will need to be an increased effort by the committee to promote scholarship within our organization, in an attempt to build research pertaining to collegiate information and visitor services. We would like to address this issue during the 2012 General Meeting.
- In order to fully establish an institutional membership profile, similar to the committee's initial survey, it would be wise to integrate necessary questions into the membership application/reapplication process. Advise working with the management company to gather this information and then make it accessible and searchable on the membership section of the website.
- Potential survey topics: more detailed survey on enterprise information systems, scheduling/calendar software. Given the background of CIVSA, I would advise that we increase awareness of information centers as opposed to strictly admissions-based centers. While our survey concluded that an overwhelming number of CIVSA members and their visitor centers are in fact admissions-based, we need to remain inclusive and not exclusive.

Respectfully submitted,

**Beau C. Benson**

Research and Assessment Committee, Chair, 2011 - 2012



**Standards Committee  
2011 – 2012 Annual Report  
Denver, Colorado**

**Committee Members -**

Matt Weismantel, Rutgers – The State University of New Jersey, Chair of Standards Committee and CIVSA Director to CAS

Betty Spengler, University of Maryland – College Park, Member of Standards Committee and Alternate CIVSA Director to CAS

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

To ensure the viability and appropriateness of CAS Campus Information and Visitor Services Standards and Guidelines

To encourage the propagation and educate on the and use of the CAS Campus Information and Visitor Services Standards and Guidelines

To actively promote and represent CIVSA on the CAS Director’s Board

To support and promote the Campus Information and Visitor Services functional area within higher education.

April 2012 – Published an academic paper in *The Welcomer* addressing the issue of student learning outcomes for campus information and visitor services programs and operations.

Arranged for the distribution of an announcement of the revised and updated CIVS Standards and Guidelines via the “The Welcomer” and CIVSA Listserv.

**CIVSA CAS Director’s Activities**

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.

Served in sixth 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. Reelected in Spring 2012 for 3rd 3 year term on the Executive Board of CAS. In the past year the following standards were completed and approved:

- Campus Safety Programs
- Conference and Events Programs
- Fraternity and Sorority Advising Programs
- Sexual Assault and Relational Violence Programs
- Transfer Student Services
- General Standards Revision

In the past year the following standards were in the midst of creation or revision:

- Campus Media Programs
- Housing & Residence Life/ Living Learning/ Privatized Student Housing Programs
- Alcohol, Tobacco & Other Drug Programs
- Disabilities Support Services
- Master's Level Student Affairs Preparation

In the past year the following standards were approved for development

- Academic Advising
- College Honor Societies
- Commuter and Off-Campus Living Programs
- Education Abroad
- Financial Aid
- Orientation Programs

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

Finally the budget situation in New Jersey has loosened enough so that I can attend the 2012 CIVSA National Conference in Denver, Colorado and provide an informational/ training program on standards at the conference.

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

The Standards Chair as the CAS Director should 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.

The Standards Chair should 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.

The Standards Chair should 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.

**Items that will require a decision and/or vote of the executive officers -**

None

**Further CAS Updates and Information -**

CAS in attempting to reduce costs for member association and has moved meetings to the Sheraton Four Points at BWI Airport cutting room rates by almost 70%, reducing food charges and decreasing transportation expenses from airport to meeting hotel.

2011-2012 Meetings

CAS Strategic Planning Retreat - September 9-10, 2011 Baltimore, MD  
 CAS Executive Committee Meeting - September 10-11, 2011 Baltimore, MD  
 CAS Executive Committee Meeting – November 12-13, 2011 Washington, DC  
 CAS Board of Directors Meeting - November 13-15, 2011 Washington, DC  
 CAS Executive Committee Meeting – February 2-4, 2012 Washington, DC  
 CAS Executive Committee Meeting - April 21-22, 2012 Baltimore, MD  
 CAS Board of Directors Meeting - April 22-24, 2012 Baltimore, MD

Planned Upcoming Meetings

September 13-15, Executive Committee Meeting, Sheraton Four Points, Baltimore, MD  
 November 10-11, Executive Committee Meeting, Sheraton Four Points, Baltimore, MD  
 November 11-13, Board of Directors Meeting, Sheraton Four Points, Baltimore, MD  
 February CAS Executive Meeting is set for February 7-9, 2013.  
 CAS Executive Committee meeting and Board of Directors meeting is set for April 13-16, 2013.  
 CAS Executive Committee meeting is set for September 12-14, 2013.  
 CAS Board of Directors and Executive Committee meeting is set for November 9-12, 2013.

Executive Committee Developments

The winner of the Miller Award for 2011 is Texas A&M Corpus Christi.

Phyllis Mable, has been named CAS Executive Director Emeritus and Marybeth Drechsler Sharp, PhD has taken over as CAS Executive Director as of May 1, 2012. The award for longevity and service to CAS was renamed the “Phyllis Mable Award for Longevity and Service.”

CAS has joined International Association of Student Affairs and Services (IASAS)  
<http://www.iasasonline.org/>

A new scale has been approved for CAS Self Assessment Guides. It is as follows:

0	1	2	3	4	5
Insufficient evidence/unable to rate	Does not meet standard	Partly meets standard	Meets standard	Exceeds standard	Exemplary

One September 1, 2011 University of Georgia Associate Professor Laura Dean began her role as CAS President and hosted a two day CAS strategic planning retreat for interested CAS Directors and CAS leadership at BWI Airport in Maryland. I participated in this retreat which was charged to:

- Review and refine the plan initiatives as outlined in draft form below
- Identify priorities and associated tasks
- Develop a plan for implementing the tasks, including intended outcomes, action steps, responsible parties, and timeline

The Results of the meeting are that:

- CAS needs to move to a new model that is more externally driven and takes advantage of new technology (webinars, user groups, etc.)
- CAS must change its business model and think about new ways to find a new revenue streams (training, consultation, and other assistive models.)
- CAS must address its administrative capacity to accomplish the new directions

In addition, it was noted that, historically, CAS' priority focused on the self-assessment of programs and services. Now, CAS is including assessment of student learning and development in its mission.

CAS has received a request to give permission to Shandong University Press in China to translate the CAS book into Chinese and to publish it in Mainland China. CAS is investigating who the intended audience is, how the book will be disseminated, and who will be doing the translation and insuring its accuracy, before agreeing.

9 research proposals were received by the CAS Research Committee. Two awards were given: Christina Lunceford, Assistant Professor at Bowling Green State University, "Exploring CAS Standards in Community Colleges" and, Alison Straker-Banks, Assistant Vice President, Montclair State University, to study an incentive program to promote self-assessment. The awards are for \$3,000 each.

CAS Directors voted to change the functional area names of Admissions to Undergraduate Admission Programs and Services, Campus Religious and/or Spiritual Programs to Campus Religious and Spiritual Programs, Clinical Health Programs to Clinical Healthcare Programs, Disability Support Services to Disability Resource and Support Services.

Fall 2011 audits and financial reports show that CAS finances ended with a positive cash flow of \$23,511.59. This amount comes after a \$60,000 transfer to the investment account that was made in January 2011. The total of all funds in the Merrill Lynch Investment Account in February 2012 stood at \$380,141.84. As of April 15, 2012, the balance in the investment account was at \$388,447.

CAS has been contacted by CampusLabs about a pilot project using the SAGs with a proposal coming in the near future for review by the Directors.

CAS has created a Facebook page <https://www.facebook.com/CAS.Standards>

CAS is investigating hiring a law firm that can help copyright, intellectual property and partnership issues as CAS moves forward with its strategic plan.

CAS has decided not to hold a symposium in 2013.

Respectfully Submitted,

**Matt Weismantel**

Standards Committee, Chair, 2011 – 2012



**Strategic Planning Committee  
2011 – 2012 Annual Report  
Denver, Colorado**

**Committee Purpose:** To facilitate a strategic planning process under the direction of the Executive Board to identify and implement strategies for the long term success of CIVSA's future. A finalized plan with strategic initiatives and objectives will be presented during the 2013 annual conference to attendees and full membership on the CIVSA website.

**2011- 12 Committee Members:**

Janey Wheeler, Chair, Emeritus

**Region I:**

- Patrick Lorenzo, Region 1 Director, Saint Mary's College of California
- Bryan Jue, University of California, Irvine
- Katie O'Brien, Seattle University

**Region II:**

- Stacey Sparks, Region 2 Director, Texas State University-San Marcos
- Eric Johnson, University of Georgia
- Cindy Singley, Auburn University

**Region III:**

- Maribeth Carskadon, Region 3 Director, Northern Kentucky University
- Tim Lipman, Illinois Institute of Technology
- Drew Steding, University of Michigan

**Region IV:**

- Catherine Steffan, Region 4 Director, Penn State University
- Katelyn Karasack, Saint Vincent College
- Becky Nemeth, George Mason University

**Planning Elements:**

1. Collection of membership input through online surveys and member feedback via Regional Directors.
2. Development of a SWOT analysis to determine internal strengths & weaknesses and external opportunities & threats to the association.
3. Evaluation of CIVSA's current philosophy and goals to insure the strategic plan is in line with the association.

**Products to Be Established:**

1. Standardized strategic planning process
2. Monitoring process for strategic plan objectives
3. Tools which facilitate the ongoing strategic planning process

Respectfully submitted,

**Janey Wheeler**

Strategic Planning Committee, Chair, 2011 – 2012



**CIVSA Headquarters  
2012 Annual Report  
Denver, Colorado**

After taking over as Association Manager on December 1, 2011 the first priority was transition issues: establishing a new CIVSA phone number, PO Box, e-mail address, hosting domain for the website, and transferring over and updating all the website files. I also attended the mid-year meeting, December 2-4 in Denver.

My regular duties as Association Manager include responding to CIVSA phone calls and e-mail messages, keeping the membership database up-to-date and accurate, welcoming new members to the Association, making updates to the website, making deposits to the Bank of America account (both checks received and money from PayPal), keeping track of CIVSA expenses and revenue in QuickBooks, paying bills online, providing monthly membership and Headquarters activity reports to the Board, participating in Conference Committee and Board conference calls, and assisting the Board in any way possible.

Other projects completed during the past six months include re-implementing a listserv for members to connect with each other, creating the 2012 conference website and registration process, keeping track of conference payments, following up with new member leads first contacted by Regional Directors, and creating the conference choices survey and guest registration form.

Respectfully submitted,

**Jennifer McGowan**  
Association Manager