

2012 – 2013

CIVSA Annual Board Reports



Presented at the Annual Business Meeting

June 5, 2013

Alexandria, Virginia



Table of Contents

Board Reports

President	3
President Elect	5
Membership Committee	6
Immediate Past President	7
Secretary	8
Treasurer	9
Director of Communications	10
Regional Director – Region One	12
Regional Director – Region Two	14
Regional Director – Region Three	16
Regional Director – Region Four/Five	19
Archives Committee	21
Conference Committee	23
Member Relations Committee	24
Nominating Committee	25
President’s Council	26
Research & Assessment Committee	27
Standards Committee	28
Strategic Planning Committee	30
Student Development Committee	31

Headquarters Report	32
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President
2012 – 2013 Annual Report
Alexandria, Virginia

- Committee Appointments
 - o With approval from the Executive Board, made appointments to nine committees:
 - Archives – Joe Tiesi, Binghamton University – Region IV
 - Communication – Brittney Joyce, Furman University – Region II
 - Conference – Josh Fein, New York University – Region IV
 - Member Relations – Tamika Bynum, Earlham College – Region III
Catie Taylor, University of Evansville – Region III
 - President’s Council – Nancy Franco, Yale University – Region IV
 - Research and Assessment – Beau Benson, NYU-Poly – Region IV
 - Standards – Amy Blackford, IUPUI – Region III
 - Strategic Planning – Janey Wheeler – Emeritus – Region II
 - Student Development – Stacey Sparks – Texas State University – Region II

- Board and Committee Chair Changes
 - o With the new fiscal year for 2012 – 2013, having served as President from August 2011 – June 2012 with an Interim President Elect, the transition left a vacancy in the Immediate Past President office. With approval of the Executive Board, LeAnn Stroupe from the University of Missouri was selected to serve as Interim Past President.
 - o Replaced Stacey Sparks as Chair of the Student Development Committee who stepped down in October 2012 with Megan Beresford of the University of Washington – Tacoma and Rex Oliver of Texas Tech University.

- Financial Updates
 - o Completed the process to change all information with Bank of America removing McKenna from the account and adding Association Manager, Jennifer McGowan.
 - o Executive Board voted to renew our \$20,000 CD for another 15-month term at .45% with First Community Bank.
 - o Worked with Treasurer Kim Schon and Association Manager, Jennifer McGowan, to work with CPA, Lawrie Gardner, to complete necessary tax information. Waiting on completed documents to arrive.

- Conference Calls
 - o In conjunction with Cindy Singley, Secretary, coordinated monthly conference calls held on the second Thursday of every month.

- Midyear Planning
 - o Coordinated the Midyear meeting in Alexandria at the Westin Alexandria on November 2 – 4, 2012.

- Board members present included President, Interim Past President, President Elect, Secretary, Treasurer, two Regional Directors (Regions III and IV/V), two Committee Chairs (President's Council and Standards) and Conference Vice-Chair and Programming Chair.
- 2013 Conference Planning
 - Have worked with Conference Chair, Josh Fein, Vice Chair Nancy Franco and Programming Chair Betty Spengler, and the Conference Committee on conference planning and securing contracts for all events and supplies.
 - Visited conference sites in Alexandria and met with the conference keynote speaker during the Midyear Meeting trip.
- 2014 Student Development Conference
 - Worked with members of the Student Development Committee and Executive Board to secure a location and date for the 2014 Student Development Conference.
- Strategic Planning
 - In association with the Executive Board and the Strategic Planning Committee, have helped make decisions regarding the final initiatives and output measures.
- Rising Star Award
 - Worked with the Executive Board and members of the President's Council to create the Rising Star Award to recognize a member of the Association who have been members less than three years and have made a great impact on the development and success of the organization.
- Headquarters and Association Manager
 - Following the Annual Board Meeting in June 2011, renegotiated the Headquarters contract with Jennifer McGowan, Associate Manager, for a twelve month period from July 2012 – June 2013.
 - Worked with the Executive Board to revamp the duties of the Association Manager to include more responsibilities in regards to the Annual Conference and Student Development Conference. Will seek approval of the Board and negotiate with Headquarters prior to July 1.
 - Have worked with Association Manager to ensure proper transition of CIVSA Headquarters from Houston, Texas to a location to be determined in northern California.
- In has been a great honor and pleasure to serve this Association from August 2011 – June 2013. I have the greatest appreciation and admiration for the individuals who volunteer their time to make this organization grow and succeed. I will forever be grateful to the CIVSA Board, all committee members and all members of this Association who have been so supportive of this organization. I'm very appreciative for the opportunity to have served in this capacity and look forward to the continuing success of CIVSA.

Respectfully submitted,

Stephen Barnett

President, 2012 – 2013



**President Elect
2012 – 2013 Annual Report
Alexandria, Virginia**

Membership Recruitment and Retention

- At the time of this report, the membership currently stands at 571 active members (May membership report included in annual report)
- Prepared monthly membership reports for August 2012 through May 2013
- Hosted conference calls throughout the year with Regional Directors to discuss specific goals within their position – including recruitment and retention
- Created Regional Director timeline to assist the directors with their goals for each month
- Worked with others on the Board to create a Membership Certificate to send to all members within the association – hope is to continue this initiative in future years

2013 Conference Planning

- Served on 2013 Programming Committee for the annual conference overseeing concurrent educational sessions

2014 Conference Planning

- Worked with Helms-Briscoe and the CIVSA Board to select site for 2014 conference location
- Secured a conference hotel and signed a contract for the location
- Working on dates for CIVSA Board mid-year meeting in 2013
- Starting selection of committee members for 2014 conference

Student Programming Conference

- Assisted with site selection for future Student Programming Conference
- Worked with Board to set template for budget and programming

Association Management

- Assisted President Barnett with contract renewal for Jen McGowan as Association Manager for 2013-2014

It has been an honor to serve as President Elect for the 2012-2013 year and to work directly with our Regional Directors along with CIVSA Board. This year we have experienced amazing growth within the membership due to the hard work of our association. I look forward to continuing my work and this growth with CIVSA in the future years.

Respectfully submitted,

Jenn McKenzie

President Elect, 2012-2013



Membership Report – May 15, 2013

	Schools/Campuses (represented)	Individual members (Active) Includes New	Individual members (Pending)	Individual members (Lapsed)	Total Individual members (Potential)
Region 1	44	82	0	7	89
Region 2	92	210	0	19	229
Region 3	61	132	0	7	139
Region 4	70	141	2	14	157
Region 5	4	3	0	4	7
Emeritus Members		3	0	0	3
Totals	271	571	2	51	624

Respectfully submitted,
Jenn McKenzie, President-Elect
 CIVSA Membership Committee, 2012-2013



**Immediate Past President
2012 – 2013 Annual Report
Alexandria, Virginia**

- Was appointed Interim Past President in July after the start of the new fiscal year due to the vacancy in the position.
- Have participated in the monthly conference calls and attended the Midyear meeting in November 2012.
- Have provided advice and counsel to the President as needed
- Served as chair of the Nominating Committee and have provided more information in my Nominating Committee Report.

I am honored to have served as the Interim Past President during the 2012 – 2013 year. It is always a pleasure to work with such an amazing group of individuals who have a passion for this organization and I look forward to the continued growth and success of CIVSA.

Respectfully submitted,

LeAnn Stroupe

Interim Immediate Past President, 2012 – 2013



Secretary
2012 – 2013 Annual Report
Alexandria, Virginia

I coordinated ten CIVSA Board Conference Calls held the second Thursday of each month in conjunction with President Stephen Barnett. I also completed minutes of each meeting and submitted to the Board for final review.

2012	2013
July 12	January 10
August 9	February 14
September 13	March 14 (cancelled)
October 11	April 14 (minutes recorded by Jenn McKenzie)
November 8	May 9
December 13	

- Assisted with documents to move bank account
- Participated in the Mid-year meeting in Alexandria, VA
- Participated in presentations by web designers
- Sent correspondence to the membership announcing the 2012 Annual Business Meeting.
- Accepted absentee ballots for the 2013-2014 officer elections to be submitted at the Annual Meeting of the Association in Alexandria, Virginia.

I appreciate the opportunity to serve as Secretary of CIVSA during this past year.

Respectfully submitted,

Cindy Singley
Secretary, 2012-2013



Treasurer
2012 – 2013 Annual Report
Alexandria, Virginia
Balance Sheet
As of May 9, 2012

As of May 9, 2013

ASSETS	<u>As of May 9, 2012</u>	<u>As of May 9, 2013</u>
Current Assets		
Checking/Savings		
Bank of America Checking	97,249.77	146,268.11
CD – First Community Bank	<u>20,000.00</u>	<u>20,000.00</u>
Total Checking/Savings	117,249.77	166,268.11
Total Current Assets	117,249.77	166,286.11
TOTAL ASSETS	<u>117,249.77</u>	<u>166,286.11</u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	2,208.71	812.91
Total Accounts Payable	2,208.71	812.91
Total Current Liabilities	<u>2,208.71</u>	<u>812.91</u>
Total Liabilities	<u>2,208.71</u>	<u>812.91</u>
Equity		
Opening Balance Equity	93,106.42	93,106.42
Retained Earnings	-54,695.86	-51,932.18
Net Income	<u>76,630.50</u>	<u>124,298.96</u>
Total Equity	<u>115,041.06</u>	<u>165,473.20</u>
TOTAL LIABILITIES & EQUITY	<u>117,249.77</u>	<u>166,286.11</u>

Respectfully submitted,

Kim Schon

Executive Board Treasurer, 2012 - 2013



**Director of Communications
2012 – 2013 Annual Report
Alexandria, Virginia**

- The Welcomer
 - o Published Dates for the Year
 - Summer 2012 Edition – July 30, 2012
 - Fall 2012 Edition – October 22, 2012
 - Winter 2013 Edition – January 28, 2013
 - Summer 2013 Edition – May 6, 2013
 - o Future Publishing Dates
 - Summer Edition – July 29, 2013 (Call for Articles on Monday, July 8, 2013)
 - Fall Edition – November 4, 2013 (Call for Articles on Monday, October 14, 2013)
 - Winter Edition – January 27, 2014 (Call for Articles on Monday, December 9, 2013)
 - Spring Edition – April 21, 2014 (Call for Articles on Monday, March 24, 2014)
 - Summer Edition – July 28, 2014 (Call for Articles on Monday, July 7, 2014)
- Website
 - o All Executive Board and RD information was updated to the current website in July 2012
 - o Continuing to make periodic updates to CIVY travels on Flickr account and website
 - o Support periodic updates to Wild Apricot and website as needed with Association Manager's assistance
- Communications
 - o Partnering with Exec Board and Strategic Planning Committee on the development of internal/external master communication plan
- Facebook
 - o As of May 13, 2013, the CIVSA Fan Page has 383 fans.
- Communications Committee
 - o Monitoring of Facebook and Twitter Account – Patrick Lorenzo assisting
 - Twitter – @20YearsofMagic
 - As of May 13, 2013, the 2013 Conference Account has 41 followers
- Marketing
 - o Created New Member Recognition Certificate to use to welcome new members
 - o Created CIVSA Dropbox to gather photos for the 2013 Annual Conference
 - o Assisted with creation of 2014 Conference Logo
 - o Created the CIVSA member relations magnet (distributed to membership via mail)
- Special Projects
 - o Student Development Programming
 - Continued to assist with conference planning as needed.

- Will serve as host for the inaugural 2014 Student Programming Conference at Furman University
- 2013 Annual Conference
 - Working with Archives Committee and CIVSA Headquarters to update our CIVSA History for the 2013 Annual Conference

Respectfully submitted,

Brittney Joyce

Director of Communications, 2012 - 2013



**Regional Director, Region One
2012 – 2013 Annual Report
Alexandria, Virginia**

- **Goals of Position:**
 - o Recruitment and Retention of Members; Welcome new members
 - o Serve as both a resource and liaison for Region I members to the Association
 - o Regional representative on the Strategic Planning Committee
 - o Market 2013 Conference in Alexandria, Virginia to members and non-members
 - o Personal contact for members in Region I

- **July**
 - o Sent emails to those members with lapsed memberships
 - o Sent a CIVSA Conference recap email
 - o Participated in monthly conference call with Board Members
 - o Participated in Strategic Planning Call
 - o Hosted Roundtable Call on Multicultural Visit Programs

- **August**
 - o Sent introductory email to all Region I members
 - o Sent Welcome email to all new members of Region I
 - o Sent emails to those members with lapsed memberships
 - o Participated in the monthly conference call with Board Members
 - o Participated in Strategic Planning Call

- **September**
 - o Sent emails/made phone calls to those members with lapsed memberships
 - o Participated in monthly conference call with Board Members
 - o Participated in a bimonthly Regional Director call
 - o Participated in Strategic Planning Call

- **October**
 - o Sent emails to those members with lapsed memberships
 - o Participated in monthly conference call with Board Members
 - o Participated in Strategic Planning Call
 - o Researched non-members in Region I

- **November**
 - o Participated in monthly conference call with Board Members
 - o Participated in a bimonthly Regional Director call
 - o Continued communication with members promoting the conference
 - o Researched non-members in Region I

- **January**
 - o Sent email to members with information from Mid-Year Meeting in Alexandria
 - o Participated in monthly conference call with Board Members
 - o Participated in a bimonthly Regional Director call
 - o Participated in Strategic Planning Call
 - o Researched non-members in Region I and send 5 -10 names for recruitment

- **February**
 - o Participated in monthly conference call with Board Members
 - o Continued communication with members promoting the conference
 - o Researched non-members in Region I and send 5 -10 names for recruitment

- **March**
 - o Participated in monthly conference call with Board Members
 - o Participated in a bimonthly Regional Director call
 - o Participated in Strategic Planning Call
 - o Continued communication with members promoting conference
 - o Researched non-members in Region I and send 5 -10 names for recruitment

- **April**
 - o Participated in monthly conference call with Board Members
 - o Participated in Strategic Planning Call
 - o Continued communication with members leading up to conference
 - o Researched non-members in Region I and send 5 -10 names for recruitment

- **May**
 - o Participated in monthly conference call with Board Members
 - o Participated in a bimonthly Regional Director call
 - o Participated in Strategic Planning Call
 - o Participated in Strategic Planning Writing Team Call
 - o Continued communication with members leading up to conference
 - o Shared Alexandria Activity/Dining Guide with other Regional Directors

Respectfully submitted,

Patrick Lorenzo

Regional Director, Region One 2012 - 2013



**Regional Director, Region Two
2012 – 2013 Annual Report
Alexandria, Virginia**

Goals of Position

- Recruitment & Retention of members
- Communicating with current members and welcoming new members
- Informing & educating current and potential new members about events within CIVSA
- Liaison & resource for Region 2 members to the National Association
- Provide monthly reports, participate in monthly conference calls, attend mid-year meeting & attend CIVSA conference
- Market the 2013 Conference in Alexandria, Virginia

July

- Sent introductory email to Region 2 members
- Familiarized myself with the Region 2 position and tasks ahead

August

- Emailed lapsed members encouraging them to rejoin
- Researched non-member schools within Region 2
- Sent welcome email to all new Region 2 members

September

- Contacted lapsed members encouraging them to renew their membership
- Sent welcome email to all new Region 2 members
- Emailed region members encouraging them to begin thinking of ways to become involved with our 2013 conference
- Strategic Planning Committee participation

October

- Sent follow up email to lapsed members
- Asked region members for help recruiting new schools
- Contacted non-member schools within Region 2
- Strategic Planning Committee: Survey Breakdown 1 & 2, data assessment and recommendations for strategic initiatives

November

- Final effort to contact lapsed members for renewing membership
- Follow up with non-member schools
- Strategic Planning Committee participation

December

- Sent holiday message to region members

- Emailed region updating members on status of regional meeting and information from mid-year meeting
- Strategic Planning Committee participation

January

- Emailed region with new year excitement and countdown to 2013 conference
- Followed up with non-member schools and provided information about membership and the conference
- Strategic Planning Committee participation

February

- Emailed non-members
- Strategic Planning Committee participation

March

- Emailed region encouraging attendance and participation in the 2013 conference
- Mailed CIVSA brochures to non-member schools
- Sent email to non-member schools about conference
- Strategic Planning Committee participation

April

- Emailed region with information regarding deadlines for the 2013 conference
- Welcomed new members
- Strategic Planning Committee participation

May

- Contacted region members attending conference with ways to be involved and/or assist with the 2013 conference (preparation, regional meetings, events, social outings, etc...)
- Strategic Planning Committee (video preparation for announcement at conference)

June

- Attend and assist with 2013 conference in Alexandria, VA!
- Strategic Planning Committee presentation

Ongoing

- Contact new members with welcome message as they join
- Email region with membership updates and information
- Assist Strategic Planning Committee

Respectfully submitted,

Natalie Mann

Region 2 Director 2012-2013



**Regional Director, Region Three
2012 – 2013 Annual Report
Alexandria, Virginia**

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

- Sent email of introduction to all Region III members
- Participated in the monthly conference call with Board Members
- Participated in the bi-weekly conference calls with Strategic Planning Committee
- Scheduled hosting of CIVSA Roundtable Discussion with Catie Taylor (Membership Relations Committee) for session entitled “Student Ambassadors and Employees: How we recruit, train and evaluate our groups”
- Sent Welcome to CIVSA messages to new Region III members for August

September

- Participated in the monthly conference call with Board Members
- Participated in the bi-weekly conference calls with Strategic Planning Committee
- Drafted a session proposal for Alexandria CIVSA conference for session entitled, “Increasing Our Reach: Strategic Planning and Re-branding of an Info Center”
- Worked with other colleagues to draft a SWOT Analysis survey for Strategic Planning Efforts
- Began discussing opportunities for Region III event with Tim Lipman, fellow Region 3 CIVSA colleague
- Participated in conference call with President Jenn McKenzie and other RD’s
- Began coordinating recruitment effort and strategy for non-member Region III schools
- Sent Welcome to CIVSA messages to new Region III members for September

October

- Participated in the monthly conference call with Board Members
- Participated in the bi-weekly conference calls with Strategic Planning Committee
- Began analysis of SWOT Analysis survey results for Strategic Planning Efforts, assessing weaknesses of CIVSA as well as internal strengths
- Continued collaborating with Tim Lipman in planning a regional event
- Continued planning of recruitment efforts (actual emails and contacts will be made early November)

- Sent Welcome to CIVSA messages to new Region III members for October

November

- Attended Mid-year meeting in Alexandria, VA
- Sent Welcome to CIVSA messages to new Region III members for October
- Sent out email to Region re: midyear meeting and preparation for conference
- Participated in CIVSA Monthly Board Conference call
- Participated in RD Conference call
- Participated in Strategic Planning Conference calls
- Sent Welcome to CIVSA messages to new Region III members for November

December

- Constructed first draft of Regional Director contract for future use
- Sent in 10 names for potential contact/recruitment
- Participated in CIVSA Monthly Board Conference call
- Participated in Strategic Planning Conference calls
- Sent Welcome to CIVSA messages to new Region III members for December

January

- Revised Regional Director Contract
- Sent in 10 names for potential contact/recruitment
- Hosted CIVSA Roundtable Discussion: *Student Ambassadors and Employees: How We Recruit, Train, and Evaluate*
- Submitted “Tuesday Tips” for emails to membership
- Participated in CIVSA Monthly Board Conference call
- Participated in RD Conference call
- Participated in Strategic Planning Conference calls
- Sent Welcome to CIVSA messages to new Region III members for January

February

- Released final Regional Director Contract to Executive Board
- Sent in 10 names for potential contact/recruitment
- Participated in CIVSA Faculty Orientation
- Participated in CIVSA Monthly Board Conference call
- Participated in Strategic Planning Conference calls
- Sent Welcome to CIVSA messages to new Region III members for February

March

- Sent in 10 names for potential contact/recruitment
- Participated in RD Conference call

- Participated in Strategic Planning Conference calls
- Sent Welcome to CIVSA messages to new Region III members for March

April

- Sent in 5 names for final round of recruitment
- Sent in slides for conference presentation, “Strategic Planning and Rebranding of an Info Center”
- Participated in CIVSA Monthly Board Conference call
- Participated in Strategic Planning Conference calls
- Sent Welcome to CIVSA messages to new Region III members for April

May

- Participated in “Countdown to Conference” Conference call
- Participated in CIVSA Monthly Board Conference call
- Participated in RD Conference call
- Participated in Strategic Planning Conference calls
- Sent Welcome to CIVSA messages to new Region III members for May

June

- Currently making preparations for conference, including:
 - Conference Session: *Strategic Planning and Re-branding of an Info Center*
 - Facilitating a CIVSA Dialogues session
 - Hosting in Hospitality Suite on Wednesday, June 5, 2013
 - Conducting Region III Regional Meeting
 - Meeting with Strategic Planning Committee

Respectfully submitted,

Drew Steding

Regional Director, Region 3, 2012 - 2013



**Regional Director, Regions Four & Five
2012 – 2013 Annual Report
Alexandria, Virginia**

Goals of Position:

- Recruitment and Retention of Members
- Serve as a resource and liaison for Region IV/V members to the Association
- Market 2013 Conference in Alexandria, Virginia to members and non-members
- Personal contact for members in Region IV/V

July/August/September 2012

- Sent introductory email to all Region IV/V members
- Sent Welcome email to all new members of Region
- Sent emails to those members with lapsed memberships
- Participated in the monthly conference call with Board Members
- Researched non-member schools in my region and created spreadsheets for recruitment

October

- Created letter to be used in recruitment of new members
- Sent reminder email to current members concerning early conference registration fee
- Participated in Strategic Planning Committee

November

- Attended mid-year meeting in Alexandria, VA, November 2, 3, 4
- Email members with information from Mid-Year Meeting in Alexandria
- Sent Thanksgiving e-card to members of the region
- Participated in Strategic Planning Committee

December

- Email a holiday message to Region III members
- Participated in Strategic Planning Committee
- Participated in monthly conference call with Board Members
- Send names of recruited institutions to Jenn McKenzie

January 2013

- Participate in monthly conference call with Board Members
- Send “Welcome To CIVSA” email to new members for January
- Participate in Strategic Planning Committee

February

- Participate in monthly conference call with Board Members

- Recruit perspective new members and send list of names to Jenn McKenzie
- Send “Welcome To CIVSA” email to new members for February
- Participate in Strategic Planning Committee

March

- Participate in monthly conference call with Board Members
- Recruit perspective new members and send list of names to Jenn McKenzie
- Send “Welcome To CIVSA” email to new members for March
- Participate in Strategic Planning Committee

April

- Participate in monthly conference call with Board Members
- Recruit perspective new members and send list of names to Jenn McKenzie
- Send “Welcome To CIVSA” email to new members for April
- Participate in Strategic Planning Committee

May

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

June

- Attend and assist at Conference in Alexandria, Virginia
- Conduct Region IV/V Regional Meeting at conference
- Attend meetings for Strategic Planning Committee’s announcement
- Assist with Let’s Talk CIVSA session
- Host Hospitality Suite on first night of conference

It has been my pleasure to serve CIVSA this year.

Respectfully submitted,

Rebecca Nemeth

Regional Director, Region IV/V , 2012 – 2013



**Archive Committee
2012 – 2013 Annual Report
Alexandria, Virginia**

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 resources and information, which will strengthen their visit programs.

Submitted for 2013 Executive Board Meeting

Committee Members:

Joe Tiesi, Chair, Binghamton University

Amanda Tagliaferro, Archives, Yale University,

Benjamin Toll, Lending Library, George Washington University

Archived Documentation: To avoid redundancy of materials from past activities and to provide a more accurate history of institutional activity, the Archives Committee has scanned 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

Photo Archives: During the 2012 CIVSA Conference Brittney Joyce mentioned creating a place to compile photos from past conferences, early CIVSA events and gatherings, and historical documents to celebrate our 20th years. In September Brittney created a CIVSA Dropbox for any CIVSA member to upload photos or pieces of information to supplement our CIVSA history. This can be done at www.dropbox.com, by logging in using your CIVSA username and password.

Lending Library: The CIVSA Lending Library website can be accessed by members when visiting the *shared resources* tab on the CIVSA website. The site is a wordpress blog with a reservation system powered by Google forms. 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 CIVSA Lending Library's inventory includes five items:

"You Can't Send a Duck to Eagle School", by Mac Anderson

"Change is Good...You Go First", by Mac Anderson & Tom Feltenstein

"A Peacock in the Land of Penguins", by BJ Gallagher & Warren H. Schmidt

"For the Love of It", by Dewitt Jones

CIVSA Facility Photo Book

Conference Plans

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

- 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.

Respectfully submitted,

Joseph Tiesi

Archives Committee, Chair, 2012 - 2013



**2013 Conference Committee
2013 Annual Report
Alexandria, Virginia**

The work of the Conference Committee is still in progress and a full report will be submitted following the June 2013 Conference.

- Conference Location: Alexandria, Virginia
- Conference Dates: June 2-6, 2013
- Conference Hotel: Westin Alexandria
- Hotel Rooms Booked: Approximately 1,050 rooms
- Conference Fees:
 - \$300 Member Loyalty – October 2012
 - \$350 Member/\$500 Non-member – November 1, 2012 through January 31, 2013
 - \$450 Member/\$600 Non-member – February 1, 2013 through February 28, 2013
 - \$500 Member/\$650 Non-member – March 1, 2013 through May 15, 2013
- Expected Attendance: 308 Attendees, 22 guests
- Conference Sponsors: 12 Sponsors



Conference Summary: The Committee has created an innovative program with new initiatives and exciting events. We began our work early to communicate the depth of the program and produced a brochure that highlighted the strength of our conference. This has resulted in an overwhelming response and record-breaking attendance. We reorganized the typical Conference Committee structure to engage more members in the process and worked to include a nice blend of newer members to work alongside conference veterans. It is our goal to celebrate this important milestone with a conference that not only recognizes the past, but is infused with energy and optimism about the future of our Association and our profession. Conference highlights should include CIVSA Dialogues, CIVSA Connections, the Monuments by Moonlight Trolley Tour and the Closing Gala at the Carlyle Club.

Our committee’s goal is to be considered one of the most welcoming, exuberant and creative conference teams. The committee has been planning for almost a year to put the foundation in place and we will all be working hard at the conference to reach that goal.

Respectfully submitted,

Josh Fein and Nancy Franco
2013 Conference Chair and Vice Chair



**Member Relations Committee
2012 Annual Report
Alexandria, Virginia**

- Roundtable Discussions
 - o There have been six roundtable this year compares to two last year; all were all well attended. They were held every other month,
 - o Before establishing topics this year, a request for ideas was sent the membership to ask for topics and ideas for the discussions.
 - o Roundtables offered this year were:
 - July- The Multicultural Visit Experience- Patrick Gabriel Lorenzo
 - September- How to Use Social Media and Technology to Connect, Recruit, and Retain Students at Your Institution- Eric Heilmeier
 - November- Exploring the Different Facets of Student Leadership- Stacey Sparks
 - January- Student Ambassadors and Employees: How We Recruit, Train, and Evaluate- Drew Steding
 - March- What it Takes to Plan a Successful Campus Visit: Planning to Execution- Megan Beresford
 - May- Countdown to Conference- Kim Schon

- 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

- Membership Magnet and Letter- sent to all active members

- 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.

- 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.

Respectfully submitted,

Catie Taylor

Member Relations Committee, Chair, 2012-2013



**Nominating Committee
2012 – 2013 Annual Report
Alexandria, Virginia**

- At the 2012 Midyear Meeting, the Board approved the Nominating Committee Procedures. The committee followed the procedures as approved to create the slate of officers.
- Five outstanding CIVSA members served (four voting and one Ex-Officio) on the Nominating Committee and participated in several conference calls to create the slate of officers for the 2013 – 2014 year. These committee members included:
 - Region I: Steve Quintero, Cal Poly Pomona
 - Region II: Marisol Mandujano, University of Texas at San Antonio
 - Region III: Catie Taylor, University of Evansville
 - Region IV: Barbara Loftus, Rutgers University
 - Ex-Officio (Chair of the President’s Council): Nancy Franco, Yale University
- On March 18, members received an e-mail for the Call of Nominations using Survey Monkey to collect the nominations. A reminder e-mail was sent on March 28.
- The Call for Nominations e-mail outlined the election process and criteria for Executive Board openings (President Elect, Secretary, Treasurer).
- 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: Cindy Singley, Auburn University
 - Secretary: Jaime Engelhart, Arizona State University
 - Treasurer: Kim Schon, Bucknell University
 - Region I Director: Chris Bierderman, University of Northern Colorado
 - Region II Director: Ashley McDermott, Louisiana State University
 - Region II Director: Kathy Westberry, University of North Florida
 - Region III Director: Tim Lipman, Illinois Institute of Technology
 - Region III Director: Drew Steding, University of Michigan
 - Region IV Director: Lindsay Darling, Suffolk University
- As Chair of the Nominating Committee, I will conduct the election at the General Business Meeting.

Respectfully submitted,

LeAnn Stroupe

Nominating Committee, Chair, 2012 – 2013



**President's Council
2012 – 2013 Annual Conference
Alexandria, Virginia**

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
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

Members of the President's Council have been actively engaged in the planning for CIVSA's 20th Annual Conference. Our focus this year has been to support all the activities associated with this milestone and it is exciting that so many past presidents have continued to make strong contributions to the Association and are helping to mentor and hopefully inspire the next generation of CIVSA leaders. Betty Spengler is currently the Programming Chair, Nancy Franco is the Conference Vice Chair, Janey Wheeler is the Chair of the Strategic Planning Committee, Denise Wellman is leading the CIVSA Connections program and Troy Selk is the 20th Conference Commemorative Chair. It has been our pleasure to work with so many creative new members and we have been excited to work alongside and help develop the future leaders of this Association.

At the 2012 CIVSA midyear meeting the board asked that the Chair of the President's Council also serve as a member of the Nominating Committee.

All members of the President's Council continue to serve as CIVSA Ambassadors within the field of higher education and continue to promote our Association.

On a personal note, this will be my last year serving as Chair of the President's Council and it has been an honor and privilege to serve with this extraordinary group of past CIVSA Presidents.

Respectfully submitted,

Nancy Franco
President's Council, Chair, 2012-2013



**Research & Assessment Committee
2012 – 2013 Annual Report
Alexandria, Virginia**

First and foremost, to address the efforts of the Research & Assessment Committee made during the 2012-2013 year:

- 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.
- Announced work on an annual academic journal: *THE CAMPUS GATEWAY, Journal of Collegiate Information and Visitor Services*.
- Outreach to the CIVSA community about both the Research & Assessment Scholarship and *THE CAMPUS GATEWAY*.
- Outreach to graduate schools of education, and higher education departments at selective universities around the country to bring awareness about both the Research & Assessment Scholarship, and *THE CAMPUS GATEWAY*.
- Coordination with the Director of Communications with regular updates on publications and research pertaining to information and visitor services, to be used in *The Welcomer*.
- Unfortunately, Research & Assessment had some struggles this year – and as a one member committee, I am entirely to blame. First and foremost, the CIVSA community and the higher education community at-large, while first excited and interested by the Scholarship and academic journal, did not yield any promising research. Second, given my time in admissions committee during the spring term, I had little spare time to dedicate to bolstering and promoting research within the organization. I apologize for this, and look forward to the upcoming months when I will have more available time to dedicate to CIVSA and Research & Assessment.

The following ideas were proposed for the upcoming year:

- As we prepare to launch our new website, advise working with the management company to establish a stronger research section of the website, which would be a hub for CIVSA-related research that could be posted on a regular basis as new information becomes available. Currently, the research page is filled with research that is at times quite difficult to access. A new, fresh look with simplified links would improve the membership's ability to access up-to-date resources.
- 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.
- 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 new 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 & Assessment Committee Chair 2012 - 2013



**Standards Committee
2012 – 2013 Annual Report
Alexandria, Virginia**

Committee Members -

Amy Blackford, IUPUI – Indiana University Purdue University Indianapolis, Chair of Standards Committee and CIVSA Director to CAS

Matt Weismantel, Rutgers – The State University of New Jersey, 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.

CIVSA CAS Director’s Activities

2012-2013 – Completed first year as CIVSA Director to the CAS Board.

2012-2013 – Continued work on thesis (scholarly writing and data collection/assessment) that examines the IUPUI Campus Ambassador Leadership Program, through the lens of CAS standards for student leadership programs, to examine its level of impact has on participants’ academic, social, and volunteer engagement.

June 2013 – will conduct an introductory session to CAS at the annual CIVSA conference, including the distribution of the CAS Standards and Guidelines.

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.

Provided CIVSA update at the CAS Winter meeting (Amy) and CAS Spring meeting (Matt).

CAS Updates

The 8th Edition of the CAS Professional Standards for Higher Education book was released August 1.

In the past year the following standards were completed and approved:

- Housing & Residence Life/ Living Learning/ Privatized Student Housing Programs
- Alcohol, Tobacco & Other Drug Programs

Disabilities Support Services
Master's Level Student Affairs Preparation
Transfer Student Programs and Services
Campus Police and Security Programs
Sexual Assault and Relationship Violence Prevention Programs

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 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 to 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

Respectfully Submitted,

Amy Blackford
Standards Committee, Chair, 2012 – 2013



**Strategic Planning Committee
2012 – 2013 Annual Report
Alexandria, Virginia**

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 with a finalized plan will be announced at the 2013 Annual Business Meeting and to full membership on the CIVSA website following conference.

Progress and Status:

- The Survey Team began analyzing the raw data from member surveys and developed both a SWOT and TOWS analysis. Full committee met to share the division of work toward developing proposed Mission, Vision, Values statements and Strategic Initiatives for the Executive Board’s review and approval. The work from this team became the foundation of the Strategic Plan 2013-16 to be announced at the 2013 annual conference.
- The Announcement Team began brainstorming on how to bring The Plan to the membership in an effective way that thanks the membership, motivates buy-in and provides a clear understanding of CIVSA’s new strategic direction. A full committee conference call produced this team’s plan to use a movie trailer theme for the announcement. Work began toward creating products for the formal announcement at conference and ways to share the announcement with full membership via the website following conference.
- The Writing Team shared division of the work in putting The Plan on paper through identifying key elements of strategic analysis data and creating goals and actions plan on paper to include timelines and plans to monitor accountability and progress over the next three years. The written plan will become a permanent part of the CIVSA Operations Manual to assist future executive boards in staying focused on strategic intent and planning. A request was proposed to Executive Officers to create a permanent strategic planning committee to oversee monitoring over the next three years and manage the process of ongoing plan updates.

SP Committee and Sub-Committee Assignments

Chair: Janey Wheeler / Internal Scan & Writing Team

Region I:

Patrick Lorenzo, RD / Writing Team
Bryan Jue / Announcement Team
Scott Kirkessner / Writing Team

Region II:

Natalie Mann, RD / Announcement Team
Eric Johnson / Announcement Team
Andrea Hitsman / Survey Team

Region III:

Drew Steding, RD / Survey Team
Tim Lipman / Survey Team
Nick Gonzales / Announcement Team

Region IV:

Becky Nemeth, RD / Writing Team
Katelyn Karasack / Survey Team
Karlene Kunigiel / Announcement Team

Respectfully Submitted,

Janey Wheeler

Strategic Planning Committee, Chair, 2012 – 2013



**Student Development Committee
2012 – 2013 Annual Report
Alexandria, Virginia**

- Obtain a venue for the student development conference to be held in January 2014
 - After many conversations between Rex Oliver and a potential venue in Austin Texas, it was decided that attempts at hosting the conference at an event venue/hotel would be too costly. Brittney Joyce of Furman stepped in with a wonderful proposal to host the conference at her school. Based on her proposal, the conference will be able to be held at a low cost to attendees. Furman also allows us to meet our geographical goals.
- Create a programmatic structure for the Student Development Conference based on the research done by prior committee chairs/members and the needs of our intended audience.
 - **January 10th -12th 2014**
(Starting Friday so we can get a real campus tour in before official welcome. Ending Saturday night to allow for travel and ease of going to class on Monday).
Friday, January 10th -
Early Afternoon: Pre-Conference campus tours/Check-in
Noon Lunch
1:00 Registration/Check-in
4:00 Ambassador Connections Q&A time
5:00 Welcome
6:00 Dinner
7:00 Some kind of entertainment/motivational speaker
8:00 Activity
Saturday, January 11th
Breakfast
Check-in/Registration
Sessions –3 rooms
Lunch
Sessions –3 rooms
Group Activity
Dinner –Celebration
Sunday, January 12th
Optional post-conference activities
Travel
- Goals for the months to come include:
 - o Solidifying the schedule
 - o Opening registration
 - o Accepting program proposals/selection of programs
 - o Work collaboratively with committee members to ensure an efficient and effective event

Committee members: Megan Beresford, Rex Oliver and Daniel Chauvin.

Activity has been low as a committee. Rex and Megan have played major roles in the goals above. Brittney Joyce will certainly be an important player in the future.

Respectfully submitted,

Megan Beresford

Student Development Committee Chair 2012-2013



**CIVSA Headquarters
2013 Annual Report
Alexandria, Virginia**

My day-to-day 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 Board conference calls, and assisting the Board in any way possible.

Other regular on-going projects include creating the yearly conference website, call for proposals page, and registration process, creating the conference choices survey and guest registration form, keeping track of registration, guest, and sponsor payments as well as conference hotel reservations, organizing the annual membership renewal process, following up with new member leads first contacted by Regional Directors, and proofreading CIVSA communications and print pieces.

Special projects completed this past year include coordinating mailings for the CIVSA membership certificates and magnets, updating the official CIVSA history document to include more recent events and innovations, contributing to the conference app, and overseeing the bidding process from companies to update the CIVSA website.

Respectfully submitted,

Jennifer McGowan

Association Manager, 2012 - 2013