

CIVSA Roundtable

CREATIVE BUDGETING

WHO IS ON THE PHONE

School	Contact	Email	Title	# of Undergrad	# of Guides
Penn State Univ.	Catherine Steffan	cls264@psu.edu	Visitation Coordinator	36,000	250
Bucknell Univ.	Kim Schon	kschon@bucknell.edu	Asst. Dir. For Event Planning	3,500	60
Bluffton Univ.	Jessica Wright	wrightj@bluffton.edu	Campus Visit Coord	1,100	35
Florida Atlantic	Kate Weissing	kweissin@fau.edu	Sr. Admissions Counselor	29,000	15
Arizona State	Jaime Engelhart	Aime.engelhart@asu.edu	Campus Visits Coord.	60,000	45
Alfred Univ.	Jodi Bailey	baileyj@alfred.edu	Dir. Of Marketing	2,000	30
Univ. of N. Colorado	Christopher Bierdeman	Christopher.bierdeman@unco.edu	New Students Events Coord.	12,000	40
Univ. of Louisville	Megan Adams	Megan.adams@louisville.edu	Coord. Of Campus Visit Programs	15,000	18
Seattle Pacific Univ.	Lacey Henderson	laceyh@spu.edu	Asst. Dir, Campus Experience & Events	3,000	30
Univ. of South Carolina Aiken	Angela Taylor	AngelaT@usca.edu	Office Manager	3,300	25-30
Univ. of the Incarnate Word	Ashley Lara	anlara@uiwtx.edu	Admissions Counselor	3,600	9
Univ. of Colorado at Colorado Springs	Ariadna Coffman	acoffman@uccs.edu	Student Recruitment & Admissions Counselor	8,900	12

WHO ELSE MIGHT BE ON THE PHONE

- ✘ Texas Wesleyan University
 - + Holly R. Kiser, Director
- ✘ George Washington University
 - + Dorie Ain Ravick, Sr. Asst. Dir.
- ✘ Earlham College
 - + Tamika Bynum,
 - + Dir. Of Admissions Events
- ✘ University of Maryland
 - + Betty Spengler, Visit Services Manager
- ✘ Sothern Illinois University of Carbondale
 - + Tedgie Hennel, Campus Visit Program Supervisor

EXPENSES FOR YOUR CAMPUS VISIT

- ✘ Transportation
- ✘ Parking
- ✘ Materials
- ✘ SWAG
- ✘ Lunch
- ✘ Room Rentals and AV Equipment
- ✘ Video Presentations

HOW TO USE TECHNOLOGY

- × Powerpoint presentation
- × Email communication
- × Electronic surveys
- × Campus Visit Website
- × Online self registration
- × Digital Welcome Screen (Alfred Univ)
- × SCVNGR Mobile Tours (Univ. of Louisville)
- × Web-based student database (Seattle Pacific Univ.)
- × Entertainment (Seattle Pacific Univ.)

CREATIVE IDEAS FOR LOWERING YOUR EXPENSES

- ✘ Work with housing and food services to negotiate lunch expenses
- ✘ Allow students to create video presentations
- ✘ Share with other campus event planners (flowers, table linens, transportation, etc)
- ✘ Change tour route to allow all walking (no buses)
- ✘ Zip Car for airport/train station transportation (Seattle Pacific Univ)

HOW TO GO GREEN

- ✘ Electronic brochures (Penn State)
 - + <http://issuu.com/psuadmissions>
- ✘ Electronic confirmation letters
- ✘ Electronic parking passes
- ✘ Water Bottle Recycling bins
- ✘ Walking tour vs. bus tour
- ✘ Energy Star Projectors
- ✘ Compost coffee grounds
- ✘ Online application reading (Bucknell)
- ✘ Electronic student schedules for visits (Bluffton)

THANK YOU

× Questions?