

The Welcomer

Collegiate Information and Visitor Services Association

Vol. 15 Issue 4

Autumn 2006

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How Campus Tours Are a Financially Viable Service to the University

by Steve Quintero
Cal Poly Pomona

During the recent recession in California (2000-2003), Cal Poly Pomona was forced to reduce services across the board among all academic and non-academic departments, programs and services. With such a small budget, we knew reducing services for the Visitor & Information Centers meant cutting student staff and hours worked. As an advocate for student assistants, we personally felt that our department had to find alternate solutions to financially support our campus tour program.

Could our primary service, the campus tour, be recognized as a viable financial service to the university? Not only did we prove that the campus tour is a financially viable service to the university, we received \$3,000 in scholarships to award our student staff.

How did this perspective develop? And more importantly, how did we prove it?

As with all prospective students who take a campus tour, each individual is greeted with a welcome sign, a smile and a tour card. The tour card at Cal Poly Pomona serves three purposes: to give background information to the tour guide about the prospective student including academic interest, current school, GPA and hometown; a selection list for prospective students who would like more information on athletics, clubs, honors program, etc.; and a brief survey to assess university services such as parking, hotel or food.

Little did we realize that the data collected from the brief survey we administered each quarter would prove the tour's financial viability.

In the Spring of 2003, Parking & Transportation Services permitted tour guests to park in reserved parking stalls, if a stall was available. Only 36 parking stalls were available so the rule was "first come, first served." To assess whether our tour guests were able to park in these reserved stalls, we

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started surveying them, “Did you park on campus?” and “Did you receive reserved parking?”

As we started to assess whether our tour guests received reserved parking on a consistent basis, we noticed how many tour guests parked on-campus. During the 2003-04 academic year, over 2,000 tour guests parked on-campus, grossing \$8,300 for parking services.

We realized that Visitor & Information Services directly or indirectly affected and enhanced profit margins for our foundation services that operate all food venues as well as our hotel. As on most campuses, foundations are typically non-profit organizations that provide financial support to the university.

In 2003-04, we provided tours to over 100 schools totaling over 5,000 students. With over 90% of these groups purchasing food on campus, the total gross amount was \$25,000.

In 2003-04, we accounted for 128 nights of business at our on-campus hotel, Kellogg West Conference Center and Lodge. This translated into approximately \$10,000.

In 2003-04, we were able to estimate that 54% of our tour guests purchased food at one of our on-campus dining facilities. These purchases generated over \$3,000.

In 2003-04, we were able to determine that 6% of our tour guests used a bookstore coupon provided to them from the Visitor & Information Centers. A total gross amount could not be determined, but the bookstore manager acknowledges that our references create business for them.

For the entire 2003-04 academic year, the Visitor & Information Centers helped generate approximately \$50,000 for the university.

After compiling the data, presentations were made to the Vice President of Student Affairs, the Chief Executive Officer of the Cal Poly Pomona Foundation and eventually, the President’s Cabinet. Further data was collected for the 2004-05 academic year with the end result being a new partnership with the CPP Foundation.

It was unanimous among administrators that campus tours were not only financially viable for the university, they also contributed a positive image for the university and helped provide early awareness and guidance to thousands of prospective students (K-12, college).

Today, the Visitor & Information Centers provide scholarships to student staff that promote the university and educate prospective students as well as teach young school children about the benefit and accessibility of higher education.

Our next strategic plan is to request financial support from Parking & Transportation Services. Our goal is to collect 50% of the cost to park which would generate about \$6,000 per academic year for the Visitor & Information Centers.

Steve Quintero
Cal Poly Pomona

The Welcomer is a quarterly publication of the Collegiate Information and Visitor Services Association. Please send comments, suggestions, or photos to:

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CiVSA Conference: June 6-10, 2007!

Save the date for the 2007 CiVSA Annual Conference at the [University of Notre Dame](#)! The dates for this year's conference are June 6-10, 2007—please plan to attend! The University of Notre Dame is located in historic South Bend, Indiana. Throughout the 20th century, the mere mention of South Bend conjured up visions of either Studebaker automobiles or the University of Notre Dame. Notre Dame remains a national icon of academic and athletic excellence today. It's no surprise that the University of Notre Dame, with its rich history, beautiful campus and wonderful facilities, is one of the top tourist attractions in the state.

Your conference experience will include a kick-off dinner at the [College Football Hall of Fame](#), a state of the art attraction designed to depict the history and lore of college football, its greatest athletes, coaches and memorable games. Prepare to defend the honor of your CiVSA region with some exciting games and competitions and of course, prizes! We'll visit Amish County where we'll go to [Goshen College](#), a world renowned liberal arts institution. We'll have lunch at [Amish Acres](#), a restored 80 acre Old Order Amish farmstead, where we can choose the guided house and farm tours, a nostalgic farm wagon ride, documentary films, shopping and of course a delicious family-style meal. Other fun activities might include a visit to the [South Bend Chocolate Factory](#), [The Studebaker National Museum](#), a tour of the famous Fighting Irish football stadium and a chance to tap the "Play Like a Champion Sign," or for those brave souls, kayaking on the [East Race Waterway](#), a site for world-class whitewater Olym-



Sunset over the University of Notre Dame campus

pic-level competition. And what visit to Notre Dame would be complete without a private movie night in the auditorium of the [Eck Visitors Center](#)? We'll close the conference with a dinner at the Marriott Ballroom, featuring entertainment by the Oblates of Blues, a Chicago-style blues band whose members are all faculty and graduate students from the University of Notre Dame theology department.

We'll hear two fabulous speakers at this year's conference. Our keynote speaker will be Dr. David O'Connor, University of Notre Dame Philosophy

professor and senior fellow of the [Morris Institute for Human Values](#). Dr. O'Connor is tailoring a special lecture for us about the pursuit of excellence in collegiate visitor relations. Our other speaker is Dr. Kathleen Sullivan, Senior Director of Service and Spiritual Programs for the University of Notre

Dame Alumni Association. Kathy is a certified trainer for the [Seven Habits of Highly Effective People](#) and will share this program with us. Of course we'll have the always fantastic concurrent sessions, roundtables and panel discussions, but this year, sessions are being specially planned for the more experienced professionals as well as those new to the field of visitor services.

Our conference base will be the [South Bend Marriott](#), conveniently located in the heart of downtown South Bend, near restaurants, shopping and attractions.

You won't want to miss this conference! Watch for more information and online registration coming soon at www.civsa.org.

Jaime Cripe
University of Notre Dame

A New Visitor Center for North Carolina State University!

In January of 2002 I got the call from “above”the Provost of North Carolina State University. The university was finally building a visitor center and based on faculty recommendations, I was offered the Director’s job. The center was in the process of being built so beginning responsibilities would entail construction project management. Beyond that, the job was literally a blank slate. I would be required to create a mission concept and statement, interior design and equipment budget, purchasing and administration, operation budget as well as staff requirements, hiring and development, and following all that with internal and external PR and marketing. The most exciting responsibility would be program development, implementation and measurement. Was I crazy????

Well, I like to think that my mama didn’t raise a stupid child but I was certainly naïve. Naïve about what it took to put a project

like this together. Many, many people, departments and organizations contributed to the [E. Carroll Joyner Visitor Center](#). Many of my fellow CiVSA-ites shared unselfishly and were invaluable. Thank you all.

Today, the Joyner Visitor Center is a valuable addition to the visitor services and information network in the university and the city of Raleigh. It shows a commitment by NC State to play a key role in welcoming visitors to the community and providing valuable information to visitors. Most of all, it is a place to celebrate Wolfpack accomplishments and traditions in education, research and engagement.

I hope if you are ever in the Raleigh area, you will please stop by give us a chance to provide you a “warm, Wolfpack welcome!”

*Amy Hays
North Carolina State University*



Inside the new E. Carroll Joyner Visitor Center at North Carolina State University



Information on the Go!

Jeff Brake, beloved former CiVSA member who now lives in Tyumen, Siberia came across this helpful Information professional outside the Kazakh Cathedral in St. Petersburg, Russia. Information and Visitor Services truly is a global profession!

And A New Welcome Center for the University of Houston!

New students arriving at a university are usually scrambling to find out where to park, where to register or how to pay for classes. Thanks to the University of Houston's new Welcome Center, answers to these and a host of other questions can be found just minutes after arriving to campus.

UH's Welcome Center, at Entrance 1 – Calhoun Road and University Drive – across from the Hilton University of Houston Hotel, offers the campus community and visitors a new point of entry to the university and easy access to several administrative offices that are frequently visited by students. The center, which opened on Monday, Sept. 25, combines a four-story, 1,500 car parking garage with Enrollment Services and a visitors' center.



New, current or prospective students can park in the garage and immediately stroll to first-floor Enrollment Services, which include the registrar, freshman and transfer admissions, financial aid, financial services and academic advising.

To learn more about the university, its colleges and the campus, they need only walk a few more feet to the adjoining visitors' center, where they can receive campus maps, talk to UH representatives or access information using computer kiosks.

"When new or prospective students arrive on the campus, they are faced with a variety of decisions. It's important to take some of the guesswork out of where they need to go for vital enrollment information," said Donald Foss, UH Senior Vice President for Academic Affairs and Provost. "It's also essential that they know how to navigate the campus. The Welcome Center is the perfect place to begin a

campus visit, as well as an ideal spot for students to start planning their academic futures."

To further assist students, the Enrollment Services wing is designed with ample light and a spacious floor plan, so students can easily find the departments they need. It also offers them a choice between using self-service computer kiosks or speaking with representatives, who can answer questions or provide information.

"The Enrollment Services staff can readily address questions or concerns, but some students prefer using electronic media to access information," said Agnes DeFranco, interim Assistant Vice President for Undergraduate Studies. "Having these options enhances

Enrollment Services' level of service and convenience to students."

The Welcome Center also is designed to serve university visitors and alumni needing assistance finding locations, identifying programs, or getting maps or tours.

Part of the Welcome Center's ground level is dedicated to commercial space. New vendors include the eateries Sonic and Tealicious. The university is currently negotiating with other vendors who are interested in opening storefronts in the space facing the Wellness Center across Calhoun.

The center's parking garage officially opened in January. Three-hundred spaces are allotted for faculty, staff and visitors on the garage's first and second levels, and 1,200 spaces are designated for students

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How Useful Are Your Campus Maps?

Many CiVSA members deal with campus maps, both printed and online versions. The process of creating a map seems straightforward – take the buildings on your campus and get them down on a piece of paper in the correct relation to one another. But in reality, there are many choices to be made, from things to highlight to information to include. What makes one map “good” and another hard to read or confusing? Can one map be useful to everyone, including students, faculty, staff, AND visitors? In what ways does your static campus map need to be transformed to make it viable on the internet? What are the differences between your campus map and your virtual campus tour?

While in the yearly process of updating and reprinting my campus map, I found this dissertation online:

Abstract

Toward Improving the Paper Map: Exploring and Implementing Design Issues for Digital and Virtual Campus Maps for West Virginia University

Copyright 2000, Thomas L. Ritz

This research examines significant design and map development issues in development of digital and virtual campus maps for West Virginia University. The theoretical frameworks of traditional cartography and digital mapping technologies reveal the interconnections between the elements of good map design and the complexities of mapping in the digital environment. The development of the campus maps for this research are part of a project that represents a working agreement between West Virginia University and the West Virginia State GIS Technical Center. Background

information on the campus map project is presented to place the project in context and to illustrate the project’s data sources. A case study approach is utilized for the West Virginia University campus maps to demonstrate the practical application of two-dimensional and three-dimensional map design. The design of the WVU campus maps is carried out through the use of commercial CAD and GIS software. The three-dimensional map emphasizes cartographic visualization techniques and concepts and explores the potential for extending ‘standard’ campus maps into the virtual environment. The design issues, limitations/problems, and processes for each map are addressed. The findings from this research are relevant to digital cartography and GIS, campus maps, and visualization of spatial data.

In his dissertation, Mr. Ritz evaluates 74 different campus maps, looking at map design and exploring their potential to meet different users’ needs. Two of his chapters (Chapter V: Assessing Campus Maps and Chapter VI: Issues in the Design of a Digital Campus Map) were very interesting and they did make me think twice about the design of my own campus maps. (Note that the University of Michigan maps that he evaluates are not mine.) Even though his research is a few years old, his conclusions about useful design remain relevant. Some of the ideas that I found most useful were:

- The factors at play in an effective campus map include the legibility of map components, visual contrast, visual balance, visual hierarchy, color, shading patterns, and text.
- Although static maps do not possess interactive capability, the good examples can be just as functional at conveying a map’s message as some interactive maps.

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Campus Maps, continued from previous page

- Providing abbreviations to buildings forces the user to continuously refer to the index to find the full name of a particular building. This is distracting, can be annoying, and decreases the map's ease of use.
- Features can be represented through the use of color, pattern, linestyle, line weight, text or a symbol.
- Three-dimensional images tend to look better when they are placed on three-dimensional 'base' platforms of dark color. The base gives the image an appearance of having depth, which helps accentuate the perspective view.

Also provided in his dissertation are numerous examples of campus maps with useful comments and criticisms of their effectiveness. You can download and read the entire text of his dissertation at http://kitkat.wvu.edu:8080/files/1269/ritz_t_etd.pdf

Jennifer McGowan
University of Michigan

.....
Houston, continued from page 5

on the third, fourth and fifth levels. All spots reserved for vehicles with disability tags are located on the first level.

In 2004, the UH System Board of Regents approved the construction of the \$25.8 million, 519,000 square foot Welcome Center/parking garage. STOA, International Architects designed the facility and it was constructed by SpawGlass.

“This structure complements the university,” said David Irvin, associate vice president for plant operations. “In addition to welcoming students and visitors to campus, it’s representative of UH in its color palette and contemporary design. It was also designed with a number of modern security features. Once students arrive at the Welcome Center and see the proud UH messages, learn a bit of the history of the university and visit with university representatives, they’ll know what it means to be a Cougar.”

Future plans for the Welcome Center include adding a box office where tickets could be sold for performances, guest lectures and UH athletic events.

For more information on the Welcome Center, visit www.uh.edu/welcomecenter/.

Mike Emery
University of Houston

Welcome New Members!

Jane Alexander
The George Washington University

Desiree Alva
University of Texas at San Antonio

Jennifer Braye
Bellarmine University

Tamika Bynum
Earlham College

Lisa Carney
University of Maryland

Kristina Christmas-Kunkle
Kutztown University of Pennsylvania

Joni Ellis
College of Southern Maryland

Carl Esposito
University of Texas at Arlington

Johnna Frosini
SUNY-Brockport

Thaddisa Fulwood
The George Washington University

Cindy Held
Washington State University

Amy Hinkson
University of Florida

Terese King
Washington State University

Rosa Lamas-Serratos
Cal Poly Pomona

Marc Laviolette
Florida Gulf Coast University

Clark Lee
University of South Carolina

James Lynch
Bellarmine University

Donna Manglicmot
Tidewater Community College

Shirley McCauley
Illinois State University

Chelsy McFadyen
Brigham Young University

Nancy McGlasson
University of Tennessee

Maggie Oswald
University of Minnesota

Gayonne Quick
University of Texas at Arlington

Melissa Reed
Trinity Western University

Stacy Rugh
Texas A&M University

Shelly Sheets
Ohio University

Timothy Sturgeon
Bellarmine University

Sarah Swager
Tidewater Community College

Brooke Wesley
Florida Gulf Coast University

Membership Renewal

Have you renewed your CiVSA membership for 2006-2007? If not, don't forget that your yearly membership ended on July 31. To continue to receive your fabulous CiVSA benefits including access to the CiVSA website, the e-mail group, and first notification about the CiVSA conference, you must renew your membership immediately.

There are five types of membership available:

Professional Membership (one person) - \$90/year

Institutional Membership (up to three people from the same institution) - \$200/year; plus \$40 for each additional member

Emeritus Membership (members who are officially retired from their institution) - \$40/year

Associate Membership (up to two people from a non-profit organization that is not higher education) - \$150/year

Corporate Membership (up to three people from a for-profit business) - \$350/year

You can visit the CiVSA website to read more details about the various types of membership.

To renew your membership, go to <http://civsa.org/membership/membership-application.php> and fill in all the required fields. You can pay for membership by check or credit card. If you choose credit card, you will be automatically redirected to PayPal (you do not need a PayPal account to pay). If you pay by check, mail your check and the membership application to CiVSA Headquarters:

P.O. Box 971
Clemmons, NC 27012
phone: 336 499-6207
fax: 336 499-3319
e-mail: civsaHQ@civsa.org

Conference 2008!

Interested in showing off your campus, your facilities, and your fabulous staff to the rest of CiVSA? We're now accepting applications to host the 2008 Annual Conference. More information and an application can be found on the CiVSA website: <http://www.civsa.org/2008bidform.pdf> Completed hosting applications should be submitted to President Troy Selk (taselk@byu.edu) no later than **Friday, December 8, 2006**.

CiVSA Listserv Reminders

CiVSA's listserv (civsa@civsa.org) is intended to be one of the many benefits to CiVSA membership. The listserv is designed to share information, practices, and standards with others in the profession. All members should also feel free to use the listserv to ask questions relating to visitor and information services. When replying to questions sent out on the listserv, please reply back to the original writer only. The original writer can then summarize the responses in one email to the list.

We also now have a separate email group for more personal email messages. This group, civsafun@civsa.org, can be used to send out CiVSA pictures, wedding announcements, birthday wishes, etc.

If you would like to be added or removed from either list, please e-mail me at mcjen@umich.edu. Feel free to also ask questions about listserv usage and etiquette.

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Have a question for the entire Board?
Reach us all at civsaboard@civsa.org



TREASURER'S REPORT
 2006 Business Meeting

CIVSA Conference, American University, Washington, DC

Balance reported at 2005 Business Meeting (through 4/30/05) **24,339.46**

Total Credits:

INCOME

Membership Dues and Conference Fees 19,949.35

Total Debits:

CONFERENCE COSTS

2005 – BYU 742.61

OPERATING EXPENSES

200.00

Beginning Balance as of August 1, 2005 **43,346.20**

Total Credits:

INCOME

Membership Dues and Conference Fees 21,158.06

Total Debits:

CONFERENCE COSTS

2005 – BYU 18,717.78

2006 – American (through 4/30/06) 6,727.11

OPERATING EXPENSES

6,175.66

Ending Balance as of April, 2006 Bank Statement **32,883.71**

Outstanding Items (through 5/26/06)

RECEIVABLES:

Memberships and Conference Fees 16,030.54

PAYABLES:

Conference Expenses 15,854.20

Operating Costs 2,016.15

Respectfully submitted,

Janey Wheeler
Treasurer 2005-06

CAS has announced that its CAS Professional Standards for Higher Education, 6th Edition, has been released. The book introduces five new functional areas of standards and guidelines for: College Honor Societies, Education Abroad Programs, Service-Learning Programs, Internship Programs, and College Health Promotions. The Book now holds 35 functional area standards and guidelines. Nine (9) of those 35 functional area standards and guidelines have been revised and were unanimously approved by the CAS Board of Directors.

The “CAS Statement of Shared Ethical Principles” and “CAS Characteristics of Individual Excellence” are included in the 6th edition.

In addition to the CAS Professional Standards for Higher Education, CAS has also published Frameworks for Assessing Learning and Development Outcomes (FALDOs.) The FALDOs give definition to the 16 student learning domains, review relevant research, and provide the practitioner with examples of research questions and concomitant research instruments for conducting assessment activities.

Version 3.0 of the CD that contains all 35 Self-Assessment Guides (SAGs) has been released. Other information on the CD includes: an e-learning course about how to conduct self-assessment, a PowerPoint presentation that can be used to give an overview of CAS and the assessment process, and links to the CAS website and CAS Executive Director.

A copy of the newly-revised standards can be found on the CIVSA website: <http://civsa.org/standards.htm> To purchase the book, self-assessment guides, or FALDOs, visit the CAS website at <http://www.cas.edu/> and click on Online Store.



The Council for the Advancement of Standards in Higher Education (CAS) was established in 1979 and represents an ever-growing consortium of higher education professional associations. CAS was created to establish, disseminate, and advocate professional standards and guidelines on a nationwide basis for higher education programs and services.

CAS currently has 36 member organizations. These associations represent the vast majority of higher education student programs and service practitioners throughout the country.