

# The Welcomer

Collegiate Information and Visitor Services Association

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## Halloween-Themed Tours Can Generate New Interest In Your Program

By Jim Stapleton  
Rutgers University

In higher education, fall semester can mean different things to different people – new community members on campus, football games, rolling out new campus projects and initiatives, and holidays like Thanksgiving and Halloween. At Rutgers University, we began a new tradition four years ago that has quickly become part of the fall semester activities, when we launched the [Ghost Tour of Rutgers](#) program. From the first season, this tour was an immediate hit with many of the sessions being filled to capacity.

Since 1993, Campus Information Services at Rutgers University has provided Historic Tours on campus with the goal of informing and educating visitors about the rich history and traditions at Rutgers. While the campus history tours are interesting and are frequently requested, they just didn't have that "spark" to cause the community to get excited about the program. That is, not until we decided to use the historic tour as a basis for a new kind of concept.



*Rutgers Tour Guide being interviewed by local news*

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Rutgers University has a good deal of history, in fact it goes back to 1766 when it was chartered as Queen's College. It was one of the original colonial colleges and it is the eighth oldest institution for higher education in the United States. Naturally, when you have old buildings, you also tend to get ghost stories and folk lore that develop over time. So, we took the foundation of the historic tour (keeping a lot of the same information) and added in some of the ghost stories to make the tour unique and draw the attention of the community. To enhance the story telling, we conduct the tours in the evenings when it is dark outside and our student tour guides wear black capes and carry lanterns as they lead the guests.

In addition to being fun for our staff and our guests, the Ghost Tours also generate a lot of interest from the local media. Every year several articles are written in the local newspapers and we have also had a couple of television news crews stop by for interviews about the program. So, if you are looking for a new twist on your tour offerings, you might want to consider conducting ghost tours on your campus.

*Jim Stapleton*

*Rutgers, The State University of New Jersey*

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

Jennifer McGowan  
Campus Information Center  
530 S. State St.  
Ann Arbor, MI 48109-1308  
734 764-2526 (phone)  
mcjen@umich.edu

## Conference 2008!

Don't forget to mark your calendars for the 2008 Annual Conference, being held **June 19-22** at beautiful [Cal Poly Pomona](#)! Along with the usual assortment of fabulous sessions, roundtable discussions, and presentations, we'll have all the excitement and resources of Los Angeles to enjoy. More information about the conference will be coming in early 2008, but in the meantime, you can watch Steve Quintero's [Welcome Video](#) to put yourself in a California Dreamin' mood. . . .

## Conference 2009!

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 2009 Annual Conference. More information and an application can be found on the CiVSA website: <http://www.civsa.org/civsa09.pdf> Completed hosting applications should be submitted to President Tami Tassler ([ttassler@fgcu.edu](mailto:ttassler@fgcu.edu)) no later than **Thursday, November 15, 2007.**

## Research Rocks!

Research is what defines much of the mission of our colleges and universities. We recognize it as one of many exciting intellectual pursuits for our undergraduate and graduate students and we also know that it has changed the face of our world today, especially in the areas of health care, public policy, and the environment. Research is also one of the best ways to define and establish a profession, especially one as young as CiVSA. Therefore, the Research and Assessment Committee is pleased to announce that effective with the 2008 Annual Conference, CiVSA will offer a Conference Fee Waiver to members who engage in research that will support the knowledge base of our profession. One does not need to look far to see that little if any scholarly, let alone published, research is being conducted in the field of visitor and information services. We hope that you will take advantage of this opportunity and change that.

Please take a moment to review the CiVSA Executive Board Resolution below and know that we look forward to hearing from you later this fall. If you have any questions, please contact Denise Wellman at [denisew@sc.edu](mailto:denisew@sc.edu) or any member of the Research and Assessment Committee.

*Denise Wellman  
University of South Carolina  
Chair, Research and Assessment Committee*

### CiVSA Executive Board Resolution

Approved September 10, 2007

#### Research and Assessment Committee Conference Fee Waiver

Research proposals must be submitted to the Research and Assessment Committee. The Committee will review all submissions within one month of the deadline and be prepared to recommend action prior to the Mid-Year Executive Board Meeting.

Demonstrated progress on the research is to be provided to the Research and Assessment Committee chair by the deadline to submit program proposals to the Conference Program Committee. If for any reason the research project has been delayed, the principal researcher agrees to remain in contact with the Research & Assessment Committee or terminate their proposal.

The principal researcher also agrees to submit a program proposal to the Conference Program Committee and, if selected, agrees to present as a keynote speaker at the Annual Conference and to be included in all Conference publicity. A copy of all information submitted to the Conference Program Committee shall also be provided to the Research and Assessment Committee.

Results of the research must be presented at the CiVSA Annual Conference with a final report posted to the CiVSA website post-conference and published in *The Welcomer*.

All copyright/intellectual property belongs to the principal researcher(s) and/or their sponsoring institution(s). Current members of the Association may have access to the research through the CiVSA website and may use it with the permissions of the principal researcher(s) and/or their sponsoring institution(s).

If the above criteria are met, the Executive Committee will waive the conference fee for the Annual Conference at which the research is presented to conference attendees in a keynote form. The number of conference fee waivers will be limited to two researchers per research project and two approved research projects/presentations at each annual conference.

In the event that a research project does not meet the criteria set forth for the conference fee waiver, the Executive Board encourages members to present and discuss their research topics and findings during a regular conference session.

Deadline for submission of topics to the Research and Assessment Committee - **November 1** with selection made by **December 1**.

# CiVSA Best Practices

## *Training and Homecoming at George Mason University*

### **Training**

Mason 101 is a 3-hour information class about George Mason University. Participants learn about the university's history, organizational structure, many of the departments on campus, and take a virtual tour of the university.



*Information Services' award winning Homecoming banner!*

The show goes on the road. The two presenters at this class are Information Services staff and long time veterans of the university. Becky Nemeth and Bobbie Fuller have a total of 37 years between them at Mason, so they are extremely knowledgeable about Mason's past, present, and future.

### **Homecoming**

The entire university gets involved in Homecoming at Mason and the staff of Information Services is no exception. We decorate our offices and join in events and contests. Not only is this a fun time for everyone, but our department has consistently been winners. We have taken first place in the banner contest for 3 years, and have won awards for our office decorations. Check out the pictures!

*Bobbie Fuller  
George Mason University*



*The Information Desk is in on the decorating fun!*

# Results of Online Master Calendar Survey

Visitor Services at Oklahoma City University utilizes the online master calendar as an information resource in the management of the campus visit program. The effectiveness and accuracy of this tool is being assessed to determine how it might be improved not only in the area of recruitment but for the benefit of the entire campus community.

This survey was sent to the CiVSA email listserv in September 2007. Sixteen colleges and universities participated with some electing not to answer every question and others offering multiple responses to a single question. For this reason, survey responses have been combined to effectively present the responses collected.

## How well does your online Master Calendar work to improve communication on campus?

- I believe the University Calendar is a very useful tool to improve communication across campus.
- Managing the calendar is not difficult. At the beginning of the year, there is a flurry of submissions
- The Events Calendar provides a central online location for event information. It has a comprehensive list of events that includes events on all three campuses. Events Calendar is timely, easy to use, comprehensive and accessible.
- It's as comprehensive a calendar as we can get at a massively huge decentralized school
- Mixed, very hard to get everyone to use it
- It has gotten a whole lot better in the last year since the calendar was "officially" established and promoted
- Just purchased, but have not yet implemented
- It works out pretty well

## What type of format (web based, software, or none)?

- Web-based (7 total responses)

- Web front-end, database back-end
- Software - "Tango"
- Software - "peoplecube"
- Software - "Active Data Exchange"
- Software - uses calendar module in Banner
- Software - "MH Software"
- Software - "Active Data Calendar"
- Software - "Web Event"
- In-house web, soon switching to "Bedework" software

## Type of management and method of the daily upkeep of calendar?

- Use 200 calendar contributors, who must go through a 30 minute training session
- 2 "editors": one to handle questions, the other to handle technical issues
- Any organization, department, unit, college, school, affiliate or alumni group from Rutgers can enter and maintain information on their own events online
- Registered student organizations automatically get an account
- Academic departments and students can add events
- Campus departments
- Anyone can post
- Several people on campus have access to edit the calendar

## What types of issues do you face using your Master Calendar?

- Elevating awareness on campus
- Keeping up with submissions at the beginning of the academic year.
- Getting the word out on campus and getting organizations to use it.
- We're constantly doing outreach to offices, departments, museums, and the like to get them to enter their events
- Very hard to get everyone to use it. Problems with making sure it is tied to facilities reservation - have to upload to two different places, which rarely gets done

*Concluded on next page*

- Getting the departments to add their info, not just their own departmental calendars
- Huge task to keep up with the daily authorization of the postings and also the outreach to the offices, student orgs, and departments to post events
- No master calendar; 5 or 6 different calendars, updated annually

**Participating schools:**

Cornell University  
Illinois State University  
Midlands Technical College  
New Mexico State University  
North Carolina State University  
Purdue University  
Rutgers, The State University of New Jersey  
Texas Tech University  
University of California, Santa Barbara  
University of Connecticut  
University of Idaho  
University of Maryland  
University of Michigan  
University of North Florida  
University of South Carolina  
Wilmington University

*Survey conducted by Janey Wheeler,  
Visitor Services Coordinator  
Collected by Travis Arreaga, Graduate Student  
Oklahoma City University  
September 2007*

## Membership Renewal

Have you renewed your CiVSA membership for 2007-2008? If not, don't forget that your yearly membership ended on July 31 and that you will be removed from our membership records on November 1. 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.htm> 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](mailto:civsaHQ@civsa.org)

# CiVSA

## Officers for 2007-2008

### **President**

Tami Tassler  
Florida Gulf Coast University  
239 590-7989  
ttassler@fgcu.edu

### **President-Elect**

Janey Wheeler  
Oklahoma City University  
405 208-5837  
jwheeler@okcu.edu

### **Secretary**

Betty Spengler  
University of Maryland, College Park  
301 314-7968  
spengler@umd.edu

### **Treasurer**

Stephen Barnett  
University of Kentucky  
859 257-3256  
stephen.barnett@uky.edu

### **Director of Communications**

Jennifer McGowan  
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734 764-2526  
mcjen@umich.edu

### **Past President**

Troy Selk  
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801 422-7368  
taselk@byu.edu

### **Region 1 Director**

Katya Armistead  
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805 893-8113  
katya.armistead@sa.ucsb.edu

### **Region 2 Director**

Kevin Kirk  
Baylor University  
254 710-3066  
Kevin\_Kirk@baylor.edu

### **Region 3 Director**

Katharine Johnson Suski  
Southern Illinois University-Carbondale  
618 453-2987  
ksuski@siu.edu

### **Region 4 Director**

Rahsaan Burroughs  
The George Washington University  
202 994-7459  
rahsaanb@gwu.edu

Have a question for the entire Board?  
Reach us all at [civsaboard@civsa.org](mailto:civsaboard@civsa.org)

# Welcome New Members!

Kathy Brantley  
University of South Carolina - Aiken

Brent Burks  
University of Mary Hardin - Baylor

Nancy Casey  
Texas Woman's University

Bonny Clark  
University of Tennessee - Chattanooga

Ali Crane  
Idaho State University

Maria Dallas  
Texas Woman's University

Jessica Enderle  
Northern Kentucky University

Timothy Estes  
University of Southern Illinois - Carbondale

Darlene Feuillebois  
Florida Gulf Coast University

Alicia Fremling  
Arizona State University

Kathy Haines  
University of Mary Hardin - Baylor

Jill Hanna  
Missouri Baptist University

Andrew Hendrix  
University of South Carolina - Aiken

Vicki House  
Hardin-Simmons University

Charles Kindred  
University of California, San Diego

David Kline  
Bellarmine University

DaSha Landry  
University of Colorado at Boulder

Brenda Major  
Eastern Illinois University

Mary Manger-Lehnert  
University of Michigan

Susan Martin  
New Mexico State University

Jessica McCarty  
University of Wisconsin - Madison

Steffany McCowen  
Washington State University

Courtney McCune  
Arizona State University

Kimberlie Mook  
Eastern Illinois University

Ja Taun Moore  
Cal Poly Pomona

Van Ornelas  
Arizona State University

Sharon Sarver  
Virginia Tech

Callie Schrank  
Baylor University

Kimberly Smith  
Oklahoma City University

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*Welcome New Members!, from page 7*

Karenlee Spencer  
Eastern Illinois University

Robbin Steen  
University of Mary Hardin - Baylor

Suzanne Sullivan  
Fashion Institute of Technology

Angela Taylor  
University of South Carolina - Aiken

Thomas Thomas  
Fashion Institute of Technology

Peggy Tiffany  
University of Maryland - College Park

Kyle Voyles  
Texas Woman's University

Michael Weingarten  
Fashion Institute of Technology

Shasta Westmoreland  
University of Tennessee - Chattanooga

Pamela Wilkins  
University of Southern Illinois - Carbondale

Sara Yount  
Bellarmine University

## Members on the Move!

**Kelly Cox** has moved into a newly-created position within the University of Michigan's Office of Undergraduate Admissions

**Robin Oldfather** has moved out of Information Services at Anne Arundel Community College - we'll miss her!

**Betty Spengler** has moved across town from Anne Arundel Community College to the University of Maryland, College Park



CAS has announced the start of the selection process for the Ted K. Miller Achievement of Excellence Award. The Award will be given to an individual, higher education institution, or professional association in recognition of advancing standards of practice and quality assurance in higher education.

A mailing has been made to all chief student affairs officers, directors of institutional research, and other higher education middle managers notifying them of the selection criteria and process for application or nomination. Information can also be found at the CAS website: [www.cas.edu](http://www.cas.edu). The deadline for application is **February 15, 2008**.

The recipient of the Award will be invited to present their work to the CAS Board of Directors meeting April 2008. In addition to covering the travel expenses for the presentation, CAS will present \$1000 and a plaque to the Award recipient.

See next page for the complete text of the announcement and consider nominating someone today!



## Council for the Advancement of Standards In Higher Education

### *Ted K. Miller Achievement of Excellence Award*

The Council for the Advancement of Standards (CAS) was established in September 1979 by eleven professional associations. Since then, CAS has grown to represent over 35 major associations in higher education devoted to: the establishment and promulgation of standards, the enhancement of student learning, guiding student affairs practices and the academic preparation of graduate students seeking careers as administrators and/or practicing professionals in student services and student development programs. In 1992, CAS expanded its context beyond student affairs to include all higher education student service and development programs. Concomitant with expanding its scope, CAS continues to embrace self-assessment of programs and services as a mean for enhancing quality.

On the occasion of the 25<sup>th</sup> anniversary of its founding, CAS established the **Ted K. Miller Achievement of Excellence Award** to be given to an individual, higher education institution, or professional association in recognition of outstanding accomplishments in advancing standards of practice and quality assurance in educational programs and services in higher education. The enhancement of student developmental learning remains at the very core of the mission of the Council for the Advancement of Standards.

#### **Criteria for Institutions**

1. Standards are identified and used to guide practice
2. Student learning was enhanced in the institution through the application of standards and assessment of outcomes
3. The application of standards has contributed to the development of a culture of assessment within an institution

4. CAS standards were instrumental in facilitating assessment and change and are reflected in their publications and among faculty members and staff

#### **Criteria for Organizations/Professional Associations**

1. Standards are identified and used to guide practices
2. Student learning was enhanced in the organization/professional association through the application of standards and assessment of outcomes
3. The application of standards has contributed to the development of culture of assessment within an organization/professional association
4. CAS standards were instrumental in facilitating assessment and change and are reflected in publications and professional activities

#### **Criteria for Individuals**

1. Outstanding leadership or creative initiative in the promotion of standards in higher education, and/or in the field of student developmental learning
2. Significant publications and/or other professional activities in the field of standards, their application and relevant assessment of student developmental learning
3. CAS standards are reflected and the goals of CAS promoted in their publications, facilitated assessment activities, and are significantly included in their work and/or through professional activities

#### **Process for Application**

Nominations for the award or applications from individuals or representatives of higher education institutions or associations are accepted for consideration.

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Applications or nominations should include a narrative explanation documenting how the institution or the individual meets the criteria listed above. Documentation of the following will be important to evaluating the accomplishments of institutions:

- A. A detailed description of the use of standards by the organization, association, institution, or individual, especially the CAS standards
- B. Demonstrated achievement of the criteria listed above
- C. Letters of support are welcome

Please forward nominations and 3 copies of the documentation requested and any other material that supports the nomination or application to:

Council for the Advancement of Standards  
in Higher Education  
ATTN: Phyllis Mable, Executive Director  
One Dupont Circle, NW, Suite 300  
Washington, DC 20036 - 1188

**Deadline for application is: February 15, 2008**

**The recipient of the Award will be invited to present their work at the CAS Board of Directors meeting in April 2008. In addition to covering travel expenses for the presentation, CAS will present a \$1000 gift and award plaque to the Ted Miller Achievement of Excellence Award recipient.**



*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.*