

# the CIVSA WELCOMER

Collegiate Information and Visitor Services Association



*Beautiful fall foliage on the University of Denver campus.*

## *In this issue*

Letter from President	1
Membership Drive	2
Conference Updates	3
Member Profiles	4
CIVSA Day in NYC	6
Research Abstract	8
Member Announcements	9
CIVY	9
CIVSA Sponsors	10
New Members	11

## A New Season for CIVSA

By Stephen Barnett, CIVSA President  
University of Kentucky

Hello CIVSA!

It's amazing to know that we are so close to the Thanksgiving holiday. I think we're all very much aware that the fall is a busy time for visitors to our campuses, so I hope everyone is excited about the upcoming break – I know it will be well deserved. It seems like time has flown since we were in San Antonio. Since the conference, we have had several transitions that I wanted to make you aware of if you did not already know. We have had two of our Regional Directors that decided to pursue other professional opportunities and had to step down as RDs - Dorie Ain (formerly of The George Washington University) and Marisol Sheer (formerly of the University of Texas – San Antonio). For those of you who have known Dorie and Marisol, you will agree that their passion for this organization has been contagious, and while they're no longer CIVSA members, they will be friends of CIVSA who we will appreciate for years to come. We wish both of them the best of luck in their new endeavors and will be forever thankful for their contributions to CIVSA.

We are very fortunate to have two members who have agreed to fill the positions left vacant for the Region II and Region IV Directors. Stacey Sparks of Texas State University – San Marcos and Catherine Steffan of Penn State University will be the Regional Directors for the remainder of the 2011 – 2012 year. On behalf of the entire membership, I want to thank them for committing the time to serve in this position, and you can expect each of them to be in touch with you as a region to provide continued updates and news regarding CIVSA.

I'm excited to announce that we are kicking off a major project to develop a strategic plan for CIVSA. As the organization continues to grow, it's important for us to look ahead at what steps we can take to enhance our profession and to serve the members of this organization to the best of our ability. Be on the lookout for more information about the strategic plan – we'll be looking for information from each of you so we can continue to make this organization a tremendous resource for you.

Although this fall season has likely been a busy one at our institutions, I'm always amazed at the members of this organization who find time to devote to CIVSA. Planning for the 2012 Annual Conference in Denver is well underway, the Lending Library continues to grow, recruitment and retention activities are happening and each committee is actively preparing for what's next in CIVSA. On December 2 – 4, members of the Board will meet in Denver for our annual Mid-Year Meeting. We want the input of all members on any ideas or suggestions you might have to be discussed. If you have any questions or thoughts, please e-mail them to me at [Stephen.barnett@uky.edu](mailto:Stephen.barnett@uky.edu). I will gladly take those ideas with me to share with the Board and will provide an update to the membership after the meeting regarding everything that took place.

CIVSA is very thankful for what you do for your institution, for this organization and for the profession of information and visitor services. I send you best wishes for a wonderful holiday season and a very happy New Year!

Stephen

## HELP CIVSA RECRUIT NEW MEMBERS!

Time is running out to get your name in the pot for free registration for the 2012 conference! Every time you recruit a new CIVSA member, your name will be entered into the random drawing for a free 2012 Annual Conference registration!

Recruit one member? You get one chance to win!

Recruit two members? You get two chances!

The more you recruit, the better your chances of winning!

There will be one winner in each region for even greater odds of winning!

Complete rules for the Membership Drive and some tips on how to recruit members can be found on the CIVSA website at:

[http://civsa.org/membership/membership\\_drive.html](http://civsa.org/membership/membership_drive.html)

If you have any questions about the Membership Drive, you can also email Membership Committee Chair Betty Spengler at [spengler@umd.edu](mailto:spengler@umd.edu)!

Happy Recruiting! The Membership Drive ends on January 16, 2012!

## 2012 ANNUAL CONFERENCE UPDATES

Greetings from Sunny Arizona!

The 2012 CIVSA Conference will be held on June 4-8<sup>th</sup> in the mile high city of Denver, Colorado at the Westin – Denver Downtown! The conference committee has already been hard at work to make this year's conference the biggest and best it has ever been. We will ensure that your Denver experience will be one of a kind and the most memorable conference to date.

For a look into what we have planned so far, this year's keynote speaker will be Tamara Kleinberg, who is a Denver native (<http://www.imaginibbles.com/>) and is prepared to present her "Think Sideways" program geared specifically towards CIVSA professions and challenging all of us to rise to new heights. We are also looking forward to Tamara doing an exclusive workshop for us during the conference as well.

The Call for Proposals is NOW OPEN online at <http://www.civsa.org/conference/>. Visit us online to submit a proposal to lead a collaborative discussion, present an educational session, or both! The knowledge that we gain from our colleagues at the annual conference is important as we all strive to develop professionally and personally. We are looking for some new and innovative programming this year, so please get creative with your submissions. Remember that the deadline for all proposals is December 31<sup>st</sup>.

Also, we are beginning our search for new Sponsors for the annual conference! If you work with a great company and think their products or services would be a fit for our membership, please send them to our Sponsorship information online at <http://civsasponsorship2012.wordpress.com/>.

The conference rates can be seen below and the hotel rates have been set at the discounted rate of \$189/night plus taxes.

### CIVSA Annual Meeting Prices and Registration Deadlines

Dates	Member Rate	Non-Member Rate
January 15 - February 15, 2012	<b>\$300</b>	<b>\$400</b>
February 16 - March 15, 2012	<b>\$350</b>	<b>\$450</b>
March 16 - April 15, 2012	<b>\$400</b>	<b>\$500</b>
April 16 - May 15, 2012	<b>\$450</b>	<b>\$550</b>

\*Guests: a la carte pricing by event

I would also like to congratulate Dee Lambert, from UT Dallas, on being the winner of our first free 2012 Annual Conference t-shirt contest! We will continue to do competitions and drawings on the CIVSA Facebook page, so make sure you check it out for the next chance to win.

At this year's conference, we will also be integrating social media through our Facebook page and Twitter feed from **@CivsaDenver2012**, so be sure to follow us! Also, be prepared for some regional competition and a pre-conference kick-off with CIVSA's very own Eric Johnson, from the University of Georgia.

We look forward to seeing you in Denver this summer! If you have any questions or concerns, please feel free to contact me at any time.

Sincerely,

Jaime Engelhart  
Conference Chair, 2012 CIVSA Conference  
Coordinator, Campus Visits  
Arizona State University





## MEMBER PROFILE

Stacey Sparks,  
Texas State University

*In the CIVSA Communications survey, several members suggested a "get-to-know-other-members" or "get-to-know-the-Board" feature for the Welcomer. This is the ninth; look for more profiles of other members in the future issues.*

**Job Title:** Visitors Center Coordinator

**How long have you been in the information/visitor services world?** I have been in the Visitors Services world for going on 7 years! I started in the Visitors Center in 2005 as a Tour Guide and in 2007, advanced to the Visitors Center Coordinator position.

**When did you join CIVSA?** I joined the CIVSA organization in 2007. Little did I know, it was one of the best professional decisions I could have made. The networking opportunities, shared resources and conferences have helped me become a better supervisor and run a more efficient office.

**How many CIVSA conferences have you attended?** I attended my first conference in 2007 at Cal Poly Pomona. Since then, I have had the opportunity to go to Boston University, Lexington, Kentucky and San Antonio, Texas.

**What are your major job responsibilities?** My main responsibility is to oversee the day to day operations of the Visitors Center, manage 10 paid Tour Guides, 40 University Ambassadors (our volunteer organization) and a Part-Time Admissions Counselor. I also act as an Admissions Counselor and assist with the planning of our premier open-house event called Bobcat Day.

**What is your favorite part of working in visitor/information services?** I enjoy working with students and facing a new challenge every day!

**What is a typical day like at your job?** My days are rather busy. Like most of you, there is a lot going on in the Visitors Center at Texas State and no two days are alike. We offer three scheduled campus tours and accommodate up to four Large Groups daily. I spend my days answering phone calls and emails, scheduling visits, managing Tour Guides, visiting with various types of guests and counseling students.

**What is your best piece of advice for other CIVSA members (about student training, customer service, unique traditions, your website, or anything!)?** Due to the nature of our position, we tend to want to make everyone happy. I have learned that it is important to realize that we cannot satisfy everyone and make everyone happy, be it students, families, or our leadership/administration. We should strive for always keeping in mind who our guests are and how we can best serve them while acting as their advocate campus-wide.

**What is the most fun thing that your office does?** Every year we do a Fall Retreat with our Tour Guide staff that focuses on teambuilding and bonding, with some training built in. We rent cabins that are nestled in the hill country and bump up to the Blanco River. The evenings are filled with laughter, s'mores, and games. It is tons of fun and is always a good reminder of why I love my job!

**How many items are on your current to-do list?** 16 and growing.



## MEMBER PROFILE

### Catherine Steffan, Penn State University

*In the CIVSA Communications survey, several members suggested a "get-to-know-other-members" or "get-to-know-the-Board" feature for the Welcomer. This is the ninth; look for more profiles of other members in the future issues.*

**How long have you been in the information/visitor services world?** I started working for Penn State University Park's Admission's office visit program in November 2007.

**When did you join CIVSA?** I learned of CIVSA and attended my first conference in 2010 in Kentucky and became an active member at that time.

**How many CIVSA conferences have you attended?** I have attended two conferences (Lexington, Kentucky and San Antonio, Texas).

**What are your major job responsibilities?** My responsibilities have evolved as our staff has changed. I am in charge of all of the logistical planning for all of the University Park campus visit programs. This includes our regular prospective students, our accepted students, transfer students, large private groups, and campus-wide open-house events. I work very closely with our Student Volunteer Coordinator who works with 2 of our 3 student volunteer organizations. I also advise two graduate assistants, each who work closely with one of the 2 student volunteer organizations run out of the admissions office.

**What is a typical day like at your job?** Like many people who work in visit planning, there is no typical day in visit planning. As issues arise, we deal with them whether this is working around construction for a campus tour, a group arriving late, a large event taking place on campus, bad weather or a university scandal.

**What is your best piece of advice for other CIVSA members (about student training, customer service, unique traditions, your website, or anything!)?** One of the best pieces of advice I can provide to CIVSA members, is to take advantage of getting to know other CIVSA members. I have found it invaluable for myself, my staff, and my students to be able to provide opportunities to visit other universities and participate in their campus programs. I gain ideas. I see areas to improve what we do, and I even gain ammo to go to the "powers that be" and say..."we should SO do this and these are the schools who are already doing it."

**What is the most fun thing that your office does?** We have a holiday door decorating contest, and so far the Visit Planning team's office door is undefeated in the competition.

**What is your favorite part of working in visitor/information services?** I like to be able to take my two greatest strengths and interests and combine them into a career. My skills are event planning. Previous to working in higher education, I was a conference planner. I was able to take my skills and experience and combine it with my love of Penn State. I am able to help prospective students make one of the largest decisions they have had to make up to this point.

**How many items are on your current to-do list?** This is an unanswerable question because on my to-do list is "update to-do list." I am continuing to work on projects, check in with student leaders, and still maintain my responsibilities as an admissions counselor.

# CIVSA DAY IN NYC

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On Friday, October 14, a group of more than twenty professionals from six states gathered in New York City for a beautiful fall day of networking, exchanging ideas and brainstorming with professional colleagues in region four. The programmatic theme for the day was '*Survivor's Guide To Visitor & Information Services*'.

The group started the day with a lovely networking breakfast at The Yale Club of New York, hosted by Yale University, followed by a subway ride to New York University for the afternoon program. Our CIVSA Survivor's Session included tips and ideas for some of the most commonly asked questions on the CIVSA listserv and provided helpful ideas for keeping up in the rapidly evolving field of Campus Information and Visitor Services.

One of the highlights of the day was the student panel of eight students representing Columbia University, New York University, New York University Poly and Yale University. They provided great insight on tour guide recruitment/selection, training, student challenges and shared some great stories about their campuses and college experiences. The day ended with a tour of NYU that was shortened by rain, but not before the group was able to experience a little bit of the urban campus.

It was a great day spent sharing creative ideas and learning from each other. The CIVSA NYC Day Planning Committee hopes everyone left with a few new tools in their box to help them survive the challenges that are part of managing visitor and information services on their campuses.

**Thank you to the CIVSA NYC Day Planning Committee for a wonderful day!**

**Beau Benson, New York University Poly**

**Josh Fein, New York University**

**Nancy Franco, Yale University**

**Amanda Tagliaferro, Yale University**

**Betty Spengler, University of Maryland**

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**INTERESTED IN ORGANIZING A CIVSA DAY IN YOUR REGION?  
EMAIL YOUR REGIONAL DIRECTOR FOR MORE INFORMATION!**

# CIVSA DAY IN NYC



**SEE MORE PHOTOS ONLINE AT OUR CIVSA FACEBOOK FAN PAGE!**

## **FROM OUTREACH TO ENGAGED PLACEMAKING: UNDERSTANDING PUBLIC LAND-GRANT UNIVERSITY INVOLVEMENT WITH TOURISM PLANNING AND DEVELOPMENT**

Abstract of a Dissertation - Research Still In Progress

By: Rolando D. Herts  
Rutgers University

Public land-grant universities (PLGUs) have been mandated for nearly a century to fulfill research, teaching, and public service missions by advancing scholarly inquiry that benefits broader society, by ensuring educational access to a broad citizenry, and by providing direct assistance to communities primarily through agricultural cooperative extension services. With the advent of a global service-based economy in recent decades, PLGUs have become involved with tourism planning and development efforts in their communities as forms of education and public service through academic programs and cooperative extension tourism, as well as through conference and event services and through campus-based visitor information centers. PLGU involvement with tourism planning and development signals a trend towards placemaking that coincides with the national university-community engagement movement.

This exploratory analysis begins to clarify PLGU involvement with tourism planning and development as an emergent form of university-community engagement. The study finds that predominantly elite PLGUs are promoting their involvement with tourism planning and development as community engagement, thereby advancing themselves as powerful placemakers that help to make their communities more competitive destinations in regional and national place hierarchies. As a consequence, PLGUs that appear to lack capacity to compete in this innovative approach to community engagement also appear to lack placemaking power in their communities. Ultimately, the study asserts that the adoption of community-based tourism engagement marketing strategies among elite PLGUs creates a new playing field on which lower capacity PLGUs and their communities are disadvantaged to compete. Ironically, this practice reinforces the very class and power structures that the university-community engagement movement seeks to address.

Using primarily grounded theory, institutional ethnography, and case study methodological approaches, the study identifies and characterizes levels of tourism planning and development capacity among PLGUs on national and regional scales. The study lays groundwork for further research on PLGU tourism planning and development as both a potentially beneficial and potentially disempowering form of university-community engagement.

Read more from Dr. Rolando Herts:

<http://news.rutgers.edu/focus/issue.2010-11-01.4539130324/article.2010-11-01.4989148169>

# CONGRATULATIONS MEMBERS!

Please Join Us In Congratulating Our Members on Recent Promotions Or New Positions!

Ellen Hedrick  
Assistant Director  
Office of Admissions  
James Madison University

Ariadna Coffman  
Outreach Specialist  
Office of Student Recruitment  
University of Colorado at  
Colorado Springs

Steve Quintero  
Events and Project  
Lead The Way Campus Coordinator  
College of Engineering  
Cal Poly Panoma

Carolina Alfaro  
EAP Co-Coordinator and  
Special Programs Supervisor  
Admissions and Outreach Services  
California State University - Stanislaus

Lisa Nelson  
Assistant Director  
(Campus Experience and Events)  
Office of Admissions  
Seattle Pacific University

Sarah Farmer  
Assistant Director  
Office of Admissions  
Stevenson University

Kim Schon  
Associate Director of Admissions  
for Events Management  
Bucknell University

Jenn McKenzie  
Associate Director of Campus  
Visitation and Administrative Services  
Hendrix College

Sara Port  
Director of Visit Experiences  
Assumption College

Bernadette Lis  
Assistant Director for  
On-Campus Programs and Outreach  
Office of Undergraduate Admissions,  
University of Michigan

Candace Leake  
Assistant Director  
Office of Admissions  
Stevenson University

Lindsey Darling  
Senior Assistant Director and Campus Visit  
and Events Manager  
Undergraduate Admissions  
Suffolk University

JoAnn Mitchell  
Manager of the Visitor Center and West  
Texas Recruitment  
Texas Tech University

Alex Ruiz  
Interim Associate Director and Visitor  
Relations Manager  
Undergraduate Admissions  
University of California Riverside

Nick Missler  
Senior Admissions Advisor  
Oxford College of Emory University

## HAVE YOU SEEN CIVY?

CIVY is a civet and he is traveling the country to meet CIVSA members. If you find CIVY in your mailbox, continue his adventures by sending him to another member of CIVSA within ten days. Before you drop him in the mail, make sure to take a creative photo of him on your campus.

You may also choose to teach him something unique that your office does.

E-mail your photo and lesson to

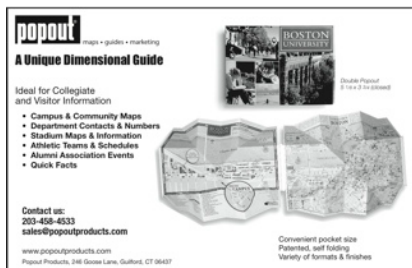
[web@civsa.org](mailto:web@civsa.org)!



# THANK YOU CIVSA SPONSORS!

CIVSA is very fortunate to have many corporate partners that join us at our conferences and offer great opportunities and services for our members throughout the year. These partners help enhance our conference experience, so we encourage you to visit them for any services you need. This year's partners in San Antonio included TargetX, BarZ Adventures, Campus Publishers, GNP Branded Gear, popout products, universityvisitorsnetwork.com and U-Visit Media.

**Please click the logos below to visit our sponsors!**



**CIVSA LOOKS FORWARD TO OUR CONTINUED PARTNERSHIPS IN THE YEARS TO COME!**

# WELCOME NEW MEMBERS!

## REGION I

### Adams State College

Alamosa, Colorado  
Eric Carpio  
Kiley Henderson  
Michelle Romero

### California State University, Stanislaus

Stanislaus, California  
Carolina Alfaro

### Colorado State University

Fort Collins, Colorado  
Bryan Whish

### Johnson & Wales University

Denver, Colorado Campus  
Angie Alley

### University of California - Berkeley

Berkeley, California  
Glenda Rubin

### University of Washington

Seattle, Washington  
Linda Hanlon

## REGION II

### Agnes Scott College

Atlanta, Georgia  
Katherine Mattli

### College of Charleston

Charleston, South Carolina  
Susan Oakes

### Florida A&M University

Tallahassee, Florida  
Sheryl Cooper

### Lynn University

Boca Raton, Florida  
Taryn Hamill

### Sam Houston State University

Huntsville, Texas  
Lyndsey Miller

### Spelman College

Atlanta, Georgia  
Arlene Cash

### Texas A&M University-Commerce

Commerce, Texas  
Jody Todhunter

### Texas Tech University

Lubbock, Texas  
Rex Oliver

### University of North Carolina - Charlotte

Charlotte, North Carolina  
Tela Witherspoon

### University of Houston - Clear Lake

Clear Lake, Texas  
Hope Young  
Rauchelle Jones

### University of Texas at San Antonio

San Antonio, Texas  
Jennifer Ehlers

## REGION III

### Albion College

Albion, Michigan  
Marsha Whitehouse

### Augustana College

Rock Island, Illinois  
Anna Castro  
Cammie Bourlet  
Jill Roche

### Concordia College

Morehead, Minnesota  
Krisanne Mogck  
Mary Seifert

### Denison University

Granville, Ohio  
Ann Showman  
Kim Showman  
Trish Spence

### DePauw University

Greencastle, Indiana  
Jaclyn McGrew

### Morehead State University

Morehead, Kentucky  
Belinda Purnell  
Jeffrey Liles

## REGION IV

### Caldwell College

Caldwell, New Jersey  
Jan Marco Jiras  
Jennifer Whitmore  
Stephen Quinn

### George Mason University

Fairfax, Virginia  
Angelique Leblanc  
Clinton Dorsey  
Janae Johnson  
Janis Ross  
Khoi Gordon  
Lisa Suda  
Lorriz Anne Alvarado  
Philip Stamper  
Suzy Wiedemann

### Hunter College

New York, New York  
Barbara Austin-King

### Johns Hopkins University

Baltimore, Maryland  
Cheryl Vicente

### Rutgers University

New Brunswick, New Jersey  
Melissa Welch

### Sacred Heart University

Fairfield, Connecticut  
Robert Gilmore

### Southern New Hampshire University

Manchester, New Hampshire  
Sam Mahra

### University at Buffalo

Buffalo, New York  
Jessica Clark