

the CIVSA WELCOMER

Collegiate Information and Visitor Services Association



Strolling through fall foliage in Old Town, historic Alexandria, Virginia.

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A Time for Thanks

By Stephen Barnett, CIVSA President
University of Kentucky

Hello CIVSA!

As you are all well aware, the fall season brings increasing numbers of visitors to our campuses, recruitment travel and a return to the time of year when we often don't know if we're coming or going. Very soon, though, we will all get a break to enjoy the Thanksgiving holiday and reflect on everything for which we are extremely grateful. I would like to take this moment to thank you for being a CIVSA member and helping spread the word about the benefits of membership. Your contributions are valuable and add to my continued pride and excitement of leading an organization that supports visitor and information services in higher education and encourages development of professional relationships and friendships.

I would also like to share my personal thankfulness for those who volunteer their time to serve on the Board or a committee. Much time and energy is needed to continue to grow our association and some may not realize the countless hours many individuals devote to this organization. Often this means extending workdays or carving out time at night or during the weekend. Our board and committee members make it all happen, from ensuring each and every detail is thought through for conference, planning quarterly roundtables,

creating a new student development program, helping plan for the future of our organization, to archiving our history. It is said that it takes a village to raise a child, but in an organization like ours it takes a nationwide community to create a professional association as special as CIVSA. I cannot begin to tell you how grateful I am to have the opportunity to work with such a fantastic group of individuals, and more importantly to consider them friends who I can turn to at any time.



Stephen at the Opening Keynote in Denver enjoying Paper, Rock, Scissors.

The opportunities to contribute continue to grow along with our membership. We are always looking for individuals who want to get involved and volunteer to serve on a committee – it's never too late to join! Take a look at our committees at <http://www.civsa.org/committees/> and feel free to contact the committee chairs or me if you're interested in serving.

Enjoy a great fall and I hope the season continues to bring you many good fortunes and success!

Stephen

HELP CIVSA RECRUIT NEW MEMBERS!

Have you started planning your budget for the 20th Annual CIVSA Conference in Alexandria, VA? Well, CIVSA is here to help you with your planning! Based on the member feedback from the Denver conference, the 2012-2013 Membership Drive has changed!

For each new member you bring on board with CIVSA, you will receive an entry into the drawing for a \$100 discount on your 2013 conference registration fee! Here is the best part - twelve (YES, we said twelve!) names from those recruiting members will be selected on Friday, January 25, 2013 to receive the \$100 conference discount.

Complete rules and details for the Membership Drive can be found on the CIVSA website at http://www.civsa.org/membership/membership_drive.html.

Questions about the Membership Drive can be sent to Membership Committee Chair, Jenn McKenzie at mckenziej@hendrix.edu.

Have fun finding those new members, and don't forget the Membership Drive ends on January 18, 2013!

2013 ANNUAL CONFERENCE UPDATES

We will be "Celebrating 20 Years of CIVSA Magic" June 2-6, 2013 along the Western bank of the Potomac River in Alexandria, Virginia. A "Capital Location", Alexandria is just six miles from the heart of Washington D.C. and was selected as the location of our 2013 conference, not only for its proximity to our Nation's Capital, but because its concentration of boutiques and restaurants make Historic Old Town Alexandria a destination all on its own.



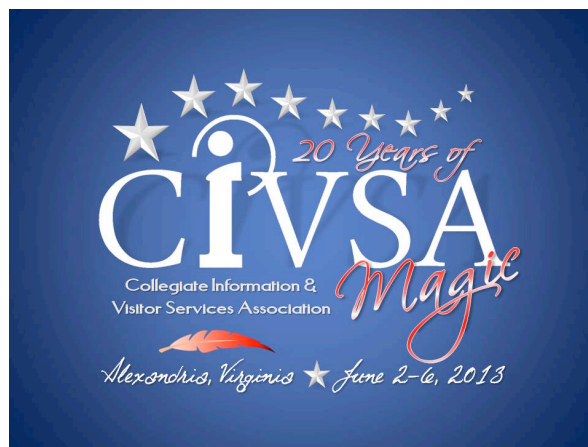
Westin Alexandria

The beautiful Westin Alexandria will provide the perfect location for our conference and getting there is easy because there are three major airports providing service to the region as well as train and Metro service from Washington, DC.

Conference registration is already open and if you've been a member for a while you may wonder why it is earlier than past years. CIVSA president Stephen Barnett answers, "Since the 2013 conference will be the 20th annual meeting of our association, we are hopeful that many people who have been part of CIVSA over the years will be able to attend. We also want to celebrate the milestone by thanking current members with a special members' only loyalty rate before kicking off general conference registration in November."

The member loyalty rate is available online through October 31st at:
<http://civsa.onefireplace.com/Default.aspx?pagelid=97236>

As always, the conference will provide a variety of formats for learning and multiple opportunities to network and exchange ideas with other information and visitor services professionals. There will be four plenary sessions, a student panel and more than 40 educational sessions presented in three tracks (Information & Visit Programs, Student Workforce, Professional and Personal Development). There will also be new programming components including CIVSA Connections, a program designed to help you make meaningful connections with professionals who do what you do, and a new format for roundtable discussions that gives you the opportunity to help determine the topics.



Conference highlights include:

- **Keynote Session presented by Dr. Tojo Thatchenkery: Invisible Leadership: Valuing Different Ways of Leading and Creating Innovation.** Based on his new book on invisible leadership, Dr. Thatchenkery will show that the time has come to value quiet leadership again. A significant amount of real accomplishments in organizations are made possible by "quiet leaders," those who complete their tasks with commitment and often go above and beyond the call of duty, without seeking or receiving visibility. Such leaders create innovation because they are good at creating positive synergy in teams as well as valuing others.

- **Monuments by Moonlight Trolley Tour!** You haven't seen Washington until you've seen it at night. Experience the top-rated trolley tours and along the way, you'll be transported back in time as you ride along the same streets our presidents have traveled. See the city in a different light as the trolleys pass by some of the city's most popular monuments. Professional tour guides will share historical tales and anecdotes about the city's fascinating history.
- **Featured Session presented by TargetX: VISIT VISION – Observations, Trends and Futurecasting on the Campus Visit.** TargetX Campus Visit Consultants Jeff Kallay and Trent Gilbert have been on hundreds of campuses this year at colleges and universities all across the country. Learn what trends and practices they're seeing and how they relate to the visit on your campus.
- * **Opening Session presented by Eric Johnson, University of Georgia: BEST.WEEK.EVER. TAKE ACTION. BE AWESOME. LIVE A GREAT STORY ONE WEEK AT A TIME.** When you get to the end of a particularly satisfying week, what was it about that week that made it great? How many weeks in your life have been unremarkable, forgettable even? This session will challenge you to make the most of this week and every week by being intentional about the actions you take, building habits that will transform your work, and crafting a compelling story with your life.
- * **Closing Session presented by Dr. Rahsaan A. Burroughs, The George Washington University. Charting Your Own Course. Focus on doing well where you are, but make no secret where you want to go.** In a profession where much of our time is spent putting out fires, juggling multiple projects, solving problems on the spot, dealing with budget short falls, and managing the needs of our student staffs, this session will address how to leverage professional connections (like those made in CIVSA!), opportunities that present themselves on our campuses, and mentors that come in and out of our lives for our own long term professional and personal growth.
- **Pre-conference visit to American University!** You won't want to miss the opportunity to explore American University's new state-of-the-art Welcome Center. Highlights include a 60-seat presentation room with a 192-inch screen and floor-to-ceiling, high-resolution, panoramic photos. (Space is limited and a separate registration fee of \$25 per person is required for this pre-conference trip.)
- **Post-conference visit to the University of Maryland!** Visit the flagship of Maryland's state system and home to 12 colleges and schools offering more than 200 academic degrees to 37,000 students. Explore the campus on a student-led tour and learn about Maryland's unique traditions and must-see attractions. (Space is limited and a separate registration fee of \$25 per person is required for this post-conference trip.)

The complete tentative conference schedule can be found at:
CIVSA 2013 Conference Schedule (tentative).pdf.

We hope you'll be part of the magic of 20 years of CIVSA!





MEMBER PROFILE

Beau Benson, New York University Polytechnic

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: Admissions Counselor and Coordinator of Campus Visits

How long have you been in the information/visitor services world? 3 years

When did you join CIVSA? 2010

How many CIVSA conferences have you attended? 2 - San Antonio and Denver

What are your major job responsibilities? In terms of campus visits, I oversee the Admissions Ambassadors and the Welcome Center at NYU's engineering campus in Downtown Brooklyn, known as NYU-Poly. I manage daily campus tours and also manage on-campus visits for high school groups and special groups coming through a variety of offices, such as a alumni and development. I also work on the admissions side of the house, and oversee recruitment in East and Southeast Asia.

What is your favorite part of working in visitor/information services? My Ambassadors. They are the reason that I get up in the morning and get excited to arrive on campus. They are quirky and full of life – and I have learned so much from each and every one of them.

What is a typical day like at your job? What's a typical day? It varies from season to season, but it always involves a lot of coffee! It could involve scheduling group tours or preparing for open house. It could involve panicking when too many tour guides call out for a particular tour. It could involve reading applications. Or in the fall, it could involve bouncing around Asia for high school visits.

What is your best piece of advice for other CIVSA members (about student training, customer service, unique traditions, your website, or anything!)? Take advantage of your CIVSA colleagues! I call on various members at least once or twice a week for advice on something. CIVSA is truly one of the best professional development tools available for those in our field. Call them, email them, visit them on their campus for spy tours.

What is the most fun thing that your office does? Between travel in the fall and reviewing applications in the spring, our office is quite burnt out by the summer, so we do a lot to make sure that we stay upbeat and happy. Group dinners around New York City, after work happy hours, sporting events, or the occasional 4:45pm dance party in our Welcome Center theatre!

How many items are on your current to-do list? Well, I just got back from 3 weeks in Asia, so I need to respond to emails, finalize a few details for our upcoming open house, finalize my recruitment trip to Southern California, and confirm some high school visits for the end of the fall semester. I also need to find time for a trip to Starbucks and Chipotle.



Beau, along with Janey Wheeler, Jenn McKenzie and Troy Selk in Denver.

THE 'YOU' IN 'UNIVERSITY TOUR'

by Kevin Kiley, InsideHigherEd.com
Published originally: September 27, 2012

Featuring CIVSA member institution: Lynn University

Lynn University is so invested in prospective students enjoying their time on campus that even before students enroll, the university has parking spots with their names on them.

Every prospective student who comes to visit the campus gets his or her own spot. A series of well-marked signs directs them from the parking lot to the admissions building. A screen in the admissions office welcomes students to the campus by name.

But that's just the beginning. Around campus, it's like the student has been there for years. Everyone knows that prospective student's name, potential areas of study, and hometown. Current students take prospective students around to see whatever they want on campus and talk about majors and extracurricular activities, and faculty members in their potential majors dine with them to talk about courses.

The highly individualized campus visit experience is the result of a process that began slightly more than two years ago, when, faced with revenue constraints, campus administrators began thinking about how they could generate a better return on recruiting dollars. "We saw that we were more likely to enroll a student if they had visited campus. If we could get students on campus, they were more than likely to end up on our doorsteps come the fall semester," said Gareth Fowles, the university's vice president for enrollment management. "How do we position ourselves to make the experience that much better than the other institutions they were visiting?"

The result is an experience that departs significantly from the traditional tour and Q&A session that dominate the world of campus visits. It is a resource-intensive model, requiring significant participation from students and faculty members, but it is an investment that Lynn administrators say has paid dividends. Last year the college had 1,600 visits, a 14 percent increase over the previous year. It also enrolled the largest incoming class in the past five years.

The emphasis on improving the campus visit experience, and selling the campus in the process, also reflects increased competition among non-elite private colleges such as Lynn, which often charge significantly more than public colleges and universities, but don't carry the same type of brand recognition as the elite private institutions -- a precarious position at a time when students and families are questioning the return on high tuition prices.

Searching for a Better Model

The general philosophy behind Lynn's approach is to give students a sense of what being a Lynn student might be like, "an insider's view of Lynn," Fowles said. Administrators said the traditional tour experience, in which a student tour guide took prospective students and their parents from building to building, answering questions and occasionally bumping into faculty members, wasn't really conveying everything they wanted.

They also noticed that their prospective students were applying

and visiting more and more colleges every year.

So they began to rethink the structure, in the process pulling an admissions counselor, Taryn Hamill, off the road and putting her in charge of the campus visit experience. The university also brought in a consultant, TargetX, to help figure out exactly how they should change things. Hamill, who now serves as the campus visit coordinator, and Fowles said they wanted students to experience the things that interested them in the short time they were on campus rather than some prepackaged tour. And they wanted the experience to be longer and more engaging. "If you can't afford to give us at least two hours of your time, maybe we're not the right institution for you," Fowles said. The university dropped from offering four scheduled tours a day to only two. The university tries to limit each slot to only seven students so Lynn can offer the kind of personalized experience they want.

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CIVSA member Taryn Hamill from Lynn University showing off Lynn's personalized visitor parking.

THE 'YOU' IN 'UNIVERSITY TOUR'

(continued)

A Personal Tour

The customization process begins long before a prospective student steps on campus. The college has a website where students and families can register for a visit, and the university tries to have families register at least a week in advance.

Students fill in a bit of information when they register, but the college also goes to great lengths to learn as much as possible about the student. Hamill tries to call each student within 24 hours of that student registering for a tour. She talks with each student about what they are interested in and what they might like to see during the visit. If students don't leave a phone number, the admissions staff will try to look one up, Hamill said.

When talking about what students might like to do on campus, Hamill doesn't let the students off with an "I don't know" or "undecided." She actively tries to tease out what students might find interesting. "If they say, 'I have no idea what I want to study,' we might ask 'What do you do when you're not in school? What do you enjoy? What would you be doing if you could do anything? What is your dream job?'" she said.

Based on that information, Hamill begins to line up students and faculty members to meet with the prospective students. Some of the students in the admissions office are paid staff members, but Hamill said she regularly has students volunteer to meet with potential applicants.

Once on campus and past the parking lot, prospective students sit down with staff members in the admissions office who go over all the information again to make sure it's

up-to-date to further figure out what they should take students to see. They also do an "information dump," Hamill said, in which they get out of the way a lot of the information admissions offices typically spend time on.

The admissions staff then separates the students and parents into different groups. "Many times, we felt like parents were dominating the conversation and students weren't feeling comfortable asking questions," Fowles said. Hamill said the staff wants students interacting with one another, as well as with the rest of campus. "We have a lot of expectations for what they do when they're here," she said. "They're on their own and we want them talk with each other and exploring. We don't want anyone to be holding their hands."

Student guides take students and parents around to see the parts of campus they're interested in, meeting with students, faculty members, coaches, and others who have been lined up by the admissions office or who volunteer once they hear who's on campus. Administrators had a hard time describing a "schedule" for a given tour, since they vary so widely. "No two kinds of programs mirror themselves," Hamill said.

The admissions office is meticulous about pairing current and prospective students. "We like to pair people up with current students who are like-minded, and from similar geographic areas," Fowles said. "So if we've got a prospective student from New Jersey who's interested in biology, we're going to do our utmost to pair that student with a biology major who's also from New Jersey."

Once the tour part is over, the students and their parents eat lunch with selected faculty members at the campus's dining hall. Part of the goal is to give students an idea of the diversity on campus: international students make up about a quarter of the university's student body.

Attention to detail underlies the entire process. The security guard at the entrance to campus knows the name of each student. The seating in the admissions office is designed to get prospective students and their families engaging with staff, current students, and each other.

The university also revamped one of the first locations families inquire about once they get on campus -- the closest bathroom. "We realized the bathrooms probably weren't up to speed, and we need them to be," Fowles said. The university made the bathrooms closest to the parking lot more inviting, with pictures of campus and information about the university on the walls.

While details like parking and bathrooms aren't often the types of things that college decisions can hinge on, admissions officers said, they can color the rest of the process. They don't want students or parents unhappy before the tour starts because it was difficult to find parking.

Buy-In

Lynn's admission administrators say the whole program would not work unless there was broad buy-in from the campus, which so far they have had. Fowles said between 60 and 70 faculty members have been involved in the campus tour process since the university started the model two years ago.

THE 'YOU' IN 'UNIVERSITY TOUR'

(continued)

In addition to approaching specific faculty members and students about being a part of the experience, Hamill sends an e-mail to the campus every morning letting them know the names, hometowns, and interests of the students coming. She says she regularly hears back from individuals on campus who want to meet and talk with the students.

Hamill said the first day she sent out an e-mail, she got responses from the president, the tennis coach, and several professors interested in meeting with the student.

Ted Curtis, a sports management professor at Lynn, said he meets with prospective students several times a week. During the busy part of the year, he said he might do it as often as every day. He likes to meet with students who express interest in his department, but he said he also goes out of his way to meet with students from towns he's heard of or has some connection to.

He said the enthusiasm among the faculty members was a reflection of how the campus is generally. "This is what we do. It's who we are," he said. "We're a very personal school, and we're invested as faculty in the lives of our students."

Curtis also said meeting with prospective students is good for him and his department. "As early as possible, the sports management faculty wants to know who is really interested in sports management, who wants to come here to study with us, who's fired up about working with us."

This summer Curtis even reached out to prospective students on campus while he was in London, where he was working with students at the Olympics. He'll also follow up with all the students after he's met with them on campus, friending them on the department's Facebook page.

Administrators said they regularly hear positive feedback from visitors about how the visits go. Students and parents regularly comment on how different the experience is from the tours they've gone on at other colleges and universities.

The college is, however, concerned about its capacity to continue to grow the program. Since the tours are so labor-intensive, and because the intimate feel is central to the program, the admissions office tries to limit itself to about 14 students a day.

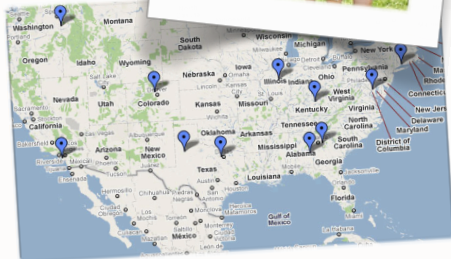
Access the full article at: <http://www.insidehighered.com/news/2012/09/27/lynn-university-personalized-campus-visit-bid-attract-more-students#ixzz29ZON9815>

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!



CIVSA'S STRATEGIC PLAN: CREATING A PATH TO THE FUTURE

Under the direction of President Stephen Barnett, the first CIVSA strategic planning effort began in late 2011. A committee was assembled and has worked through regular conference calls since the 2012 conference in Denver on recommendations for review at the November board meeting in Alexandria, VA.

Current members* were emailed a survey link to provide feedback with the option to enter a regional drawing for \$75 CIVSA dollars. Winners have their choice of applying these funds towards the 2013 conference fee or 2013-14 membership fees.

The strategic planning committee thanks all members who completed the survey for your valuable input towards CIVSA's future!

...and the Winners are:

Region 1 - Susan Tafoya, University of Colorado-Denver

Region 2 - Morgan Lamborn, University of Florida

Region 3 - Carol Richmond, Miami University

Region 4 - Tara Blomvall, Penn State-Mont Alto

The Strategic Plan will be unveiled at the 20th Anniversary Conference, Alexandria, VA in June 2013 and posted on the CIVSA website to share with members not in attendance.

This undertaking will include the following:

- (1) Assessing our current strategic position to clarify CIVSA's mission, vision, and values.
- (2) Developing a plan to establish our competitive advantage.
- (3) Creating a road map of strategic objectives, goals and action items.

Responsibility of strategic initiatives will be managed through executive officers, regional directors, committee chairs and headquarters depending on the goals of specific objectives and will become a permanent part of the CIVSA Operations Manual.

*Strategic planning committee and executive officers did not participate in the member survey to prevent conflict of interest.

2012-13 Strategic Planning Committee

Janey Wheeler, Chair
Emeritus

Region 1

Patrick Lorenzo

R1 Director
Saint Mary's College of
California

Bryan Jue

University of California, Irvine

Katie O'Brien

Seattle University

Region 2

Natalie Mann

R2 Director
University of Georgia

Andrea Hitsman

Saint Louis University

Eric Johnson

University of Georgia

Region 3

Drew Steding

R3 Director
University of Michigan

Nick Gonzales

University of Wisconsin -
Madison

Tim Lipman

Illinois Institute of Technology

Region 4

Becky Nemeth

R4 Director
George Mason University

Katelyn Karasack

Saint Vincent College

Karlene Kunigiel

Skidmore College

CIVSA ROUNDTABLE

Exploring the Different Facets of Student Leadership

Thursday, November 15 at 4:00PM EST

Moderated by:

Stacey Sparks, Visitors Center Coordinator, Texas State University

An official invitation will be sent out prior to the call with information on how to RSVP and how to access the call. If you have questions or ideas for CIVSA Roundtables, contact Catie Taylor (University of Evansville), Member Relations Co-Chair, at ct37@evansville.edu.

CAS UPDATE

COUNCIL FOR THE ADVANCEMENT OF STANDARDS IN HIGHER EDUCATION



The Council for the Advancement of Standards in Higher Education (CAS) released the eighth edition of the book, CAS Professional Standards for Higher Education, in August 2012.

The book of standards is the defining source of professional standards for many of the services provided to students in higher education.

The CAS Professional Standards for Higher Education book introduces five new functional areas of standards and guidelines: Campus Police and Security Programs, Parent and Family Programs, Sexual Assault and Relational Violence Programs, Transfer Student Programs and Services, and Veterans and Military Programs and Services. In addition, the General Standards have been updated to include technology and distance education services. The book continues to carry 38 functional areas already published, while several functional area standards and guidelines have been revised and unanimously approved by the CAS Board of Directors.

Along with the book, CAS also released an updated CD of all 43 functional area standards and guidelines and Self-Assessment Guides (SAGs). 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. The SAGs provide users with strategies for assessing program and service effectiveness based on evidence a campus-based team would gather and evaluate.

Both the book and the CD are available to order through the CAS online store. Visit <http://www.cas.edu>, and select the "store" button along the top of the page. Information about CAS and its efforts over its more than three decades can be found at <http://www.cas.edu>.

WELCOME NEW MEMBERS!

REGION I

Mary Shepherd
Fort Lewis College
Durango, Colorado

Vanessa Roman
University of Colorado Boulder
Boulder, Colorado

James Kumm
University of Colorado -
Colorado Springs
Colorado Springs, Colorado

Chris Cobb
University of Northern Colorado
Greeley, Colorado

REGION II

Rebecca Higgs
Florida Southern College
Lakeland, Florida

Mandy Hoffman
Ashley McDermott
Louisiana State University
Baton Rouge, Louisiana

Jenna Shugart
Samford University
Birmingham, Alabama

Ryan Carr
Savannah College of Art & Design
Atlanta, Georgia

Brady Dennis
Texas A&M University
College Station, Texas

Carrie Hallmark
Texas Lutheran University
Seguin, Texas

Brandon Taylor
Samantha Fuentes
Texas Tech University
Lubbock, Texas

Kyla Winters
Texas Wesleyan University
Fort Worth, Texas

Rick Funk
Jacob Meacham
Andrew Tucker
The University of Alabama
Tuscaloosa, Alabama

Jennifer Kolb
University of North Carolina -
Chapel Hill
Chapel Hill, North Carolina

Marjorie Duffie
University of South Carolina
Columbia, South Carolina

REGION III

Jenessa Denniston
Anderson University
Anderson, Indiana

Sarah Crum
Valerie McKinney
Asbury University
Wilmore, Kentucky

Wendy Easterday
Natalie Pfister
Cincinnati Hills Christian Academy
Cincinnati, Ohio

Tye Mortensen
Northern Kentucky University
Highland Heights, Kentucky

Mandee McGee
Sarah Smith
University of Kentucky
Lexington, Kentucky

Brian Turk
University of Minnesota Duluth
Duluth, Minnesota

REGION IV

Jennifer Cohen
American University
Washington, District of Columbia

Adrienne Hamson
Bryn Mawr College
Bryn Mawr, Pennsylvania

Laura Arbogast
Ryan Kase
Fashion Institute of Technology
New York, New York

Pam Swope
Philadelphia University
Philadelphia, Pennsylvania

Krystal Cummings
Smith College
Northampton, Massachusetts

Jacky Deng
University of Maine
Orono, Maine

Matthew Jones
University of Maryland College Park
College Park, Maryland

**The Welcomer is a
quarterly publication of
the Collegiate Information
and Visitor Services
Association in
Houston, Texas.**