

# The Welcomer

Collegiate Information and Visitor Services Association

Vol. 14 Issue 2

Spring 2005

## In This Issue

2005 CiVSA Conference

page 1

My First CiVSA Conference

page 3

New Member List

page 3

CiVSA Best Practices

page 4

What's Wrong with  
this Picture?

page 5

Executive Board Mid-Year  
Meeting Minutes

pages 6-9

CAS Information

page 9

What's Right with  
this Picture?

page 10



News and Information from the  
Collegiate Information and  
Visitor Services Association

## CiVSA heads west!

by Troy Selk

Wow, there are only a couple of weeks left before the 12<sup>th</sup> Annual CiVSA National Conference gets underway on the campus of [Brigham Young University](http://www.byu.edu). Conference Chair Tami Tassler from Florida Gulf Coast University was in Provo at the end of April for a site inspection and left feeling confident that once you arrive, the conference will be a great experience. Needless to say, we are all anxious for the experience to begin. We have a great program in place and plenty of other activities to keep you entertained. As the conference draws closer some of you may have questions or concerns; some of the most frequently-asked questions are answered on the conference website: <http://www.civsa.org/byu/faq.html>. However, please know that you can call us anytime and ask us anything (800 238-6717 or [taselk@byu.edu](mailto:taselk@byu.edu)).

One of several exciting things at the conference this year is the Information and Best Practices Fair. But it won't be successful without you, so please bring information about your school and those practices that you have found helpful in running a great office to share with your colleagues. Be sure to throw in some business cards and don't forget a trinket for the souvenir exchange.



BYU at night

In your spare time be sure to check out the updated Conference Schedule at <http://www.civsa.org/byu/agenda.html>. There you will see we have made some minor changes that we feel will make the conference even better.

*continued on next page*

Conference, continued from front page

We are well on our way to sixty participants and it should be noted that we will have several new members and first-time conference attendees this year. We are excited to have you here and look forward to having you as part of the CiVSA family!

For those of you who are unable to attend this year, know that you will be missed and we hope our paths cross in the near future.

*Troy Selke, Conference Host  
Brigham Young University*



---

## **IMPORTANT HOTEL NOTE:**

All hotel reservations should be made by calling the [Provo Marriott](#) at **801-377-4700**. Our block is almost full so please make your reservations as soon as possible and be sure to mention CiVSA!

---



*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  
(734) 763-95569 fax  
mcjen@umich.edu

## **Get Ready for the Conference!**

After you've made your flight and hotel reservations, there are a couple other things you should do to prepare for BYU. First, look over the slate of officers that we'll be voting on at the conference (Barb Dallinger, our Past President, recently announced the slate over e-mail). Consider nominations - they'll be accepted right up until we vote. If you'd like to volunteer or nominate someone (especially for the Treasurer position!) e-mail Barb at [bldalli@ilstu.edu](mailto:bldalli@ilstu.edu)

Also, consider volunteering to be a notetaker during conference sessions. After the conference, we gather up notes and publish them in the *Welcomer* for those unable to attend the conference - or for those unable to visit every session that they were interested in!

Only 18 days until the 2005 CiVSA Conference begins!

## My First CiVSA Conference

by Emily Jones

It was this time last year that I learned about CiVSA. Only about four months into a brand-new position at [George Mason University](#), I was encouraged to examine different organizations that support my role of Campus Visit Coordinator. One of my peers had received a postcard about the CiVSA conference in Connecticut and passed it along to me. I researched information pertaining to CiVSA as an organization, sought permission to join CiVSA and attend the conference, and bought my plane tickets all in the same day.

The conference actually changed the way my position is organized and utilized. I was looking for new ideas on how to personalize the campus visit, different customer service techniques, and how everyone else deals with the paid versus non-paid student staff (which we all know will never be an easy subject!) to bring back to Mason.

I returned with a variety of ideas and not enough time or man-power to implement them all immediately. Customer service training seemed to be the most pressing issue to address. I sent an email to the listserv about different fun and effective ways to go through this type of training and I received an email I will never forget. Nick Kovalakides (the Father of CiVSA) volunteered to drive from his home to facilitate a training session similar to one he had done while working at the University of Maryland. This is a prime example of how CiVSA members go above and beyond to help their colleagues.

Since then, I have incorporated numerous ideas I gained and hope to accomplish more before returning to CiVSA. I am ecstatic about the upcoming conference at Brigham Young University and am thrilled to be hosting a roundtable discussion!

*Emily Jones*

*George Mason University*



*CiVSA on the bus!*

## Welcome New Members!

Stephen Allen  
Southern Utah University

Paige Alost  
Ohio University

Peggy Beach  
Cornell University

Jan Benson  
Utah State University

Monte Cooley  
University of Idaho

Liza del Mundo  
Arizona State University

Jenifer Doane  
Colorado State University-Pueblo

Gary Edens  
University of Texas at El Paso

Kip Harris  
Brigham Young University-Idaho

Katharine Johnson Suski  
Southern Illinois University-Carbondale

Joyce Mai  
North Carolina State University

Wilma Mathews  
Arizona State University

Jaime Mendez  
University of Texas at El Paso

Tameka Milligan  
University of Texas at El Paso

Anne Peterson  
University of Idaho

Jared Wilcken  
Southern Utah University

Andrea Wilcock  
Southern Utah University

## CiVSA Best Practices

### *Cal Poly Pomona Selecting the Right Student for Tour Guide and Information Center Staff*

As we select the next generation of tour guides we need to choose students who are leaders, but who don't run people over in their excitement to lead. We need to select students who are creative, involved, have a sense of humor, and are committed and enthusiastic about our institutions. The right kind of student is a team player, is cooperative, and has excellent (or at least moldable!) communication skills. The kind of student we're looking for also has to be outgoing; not necessarily an extrovert, but someone who is willing to learn more about their university and then wants to reach out to people and teach them about their university and share with them their personal experience.

To find and develop such a person is a difficult and at most times a challenging experience, but it is the most important task those who manage Visitor and Information Centers undertake. The following narrative captures some of the ways [Cal Poly Pomona](#) approaches finding the right type of student to work as a tour guide and information center staff person. For more details, sample materials, and how we train the students we hire, make sure you attend our session at the national conference at BYU!

Our selection process begins with the Winter Quarter student staff evaluation at which time we ask those students who still have a year left on their con-



*Current Cal Poly Pomona tour guides*



*Out on a Cal Poly Pomona tour*

tract if they would like to return for a second term. (Tour guides are only allowed to be tour guides for two years.) Tour guides can opt to come back for a full staff position or an alternate position. Based on what the current staff decides to do, we begin advertising for the following academic year's tour guides in Spring Quarter. Our advertising includes flyers about the position as well as the "Top Ten Reasons You Would Want to be a Poly Pathfinder," which are plastered all over campus. We post on the Career Center's job line and mail all our contacts across the university. Each interested student is required to attend one Information Session (we offer three at various times) and turn in an application, short answers and reference form. All the resource materials are available on our web site for them to download.

Those students who attend an Information Session and who turn in an application are invited to a Selection Workshop. The Selection Workshop is organized and moderated by the professional staff, but it is the current tour guides who lead the meeting. Who best to select the best from the best but those students who do the tours day in and day out? The Selection Workshop is a 90-minute group interview that puts the candidates through a variety of group and individual tasks that allow the current tour guides and professional staff the opportunity to observe the candidates. Following the Selection Workshop, the current tour guides review each candidate's application and record what they learned about each candidate from the selection workshop on an evaluation form.

The evaluation form allows the current tour guides to score the candidates using a scale of 1 to 10

*continued on next page*

## What's Wrong with this Picture?



*See Answer on Page 10*

*Best Practices, continued from previous page*

in ten different categories (commitment/interest in the job, how active/involved/enthusiastic are they, creativity, leadership, are they a team player, do they have a sense of humor, are they cooperative, are they outgoing, what are their communication skills like, and what is their attitude toward Cal Poly Pomona). The numbers are tallied up and put on a flip chart and the top candidates are recommended to the next stage of the hiring process – an interview with the coordinator and counselor. After the 20-minute interview with the professional staff, the coordinator and counselor build a team that reflects the diversity of Cal Poly Pomona's student body. We build a team that has students who began as transfer students and first-time frosh, who are involved in Greek Life as well as academic clubs and organizations, who live on campus and off, and we try to get at least one student per college (we have 8 colleges and one professional school). Those students who are not selected to be tour guides are offered a position in the Information Center because these students need to have very similar characteristics to those who lead the tours.

Cal Poly Pomona's Visitor & Information Centers have used this approach to hire our student staff for the last nine years and we have had tremendous success in hiring a team of students that are not only excellent representatives of their university, but are responsible young people dedicated to their job and university. These students typically go above and beyond what we ask of them and get rave reviews from the schools, families and students who take our tours.

*Jennifer Schufer, Region I Director  
Cal Poly Pomona*

# Executive Board Mid-Year Meeting Saturday, January 29, 2005 University of Missouri

---

Members Present: LeAnn Stroupe, Barb Dallinger, Nancy Franco, Janey Wheeler, Jen McGowan, Troy Selk, Tami Tassler

Members Absent: Betty Spengler, Chris Chipps, Christine DeSalvo, Jennifer Schufer, Kate Steinbach, Rahsaan Burroughs

President Stroupe called the meeting to order at 9:50 am. Location: University of Missouri, Memorial Union in the Faculty Alumni Lounge. She welcomed the group to Columbia and the mid-year meeting of the executive board. Stroupe stated that a follow-up conversation would be necessary in March to finish up conference and constitution issues. Barb Dallinger officially handed the gavel over to Stroupe.

Copies of the minutes from the June 2004 meetings were not available. Officer reports follow:

## President's Report (LeAnn Stroupe)

### 1. Treasurer's account

- a. Current system is costly and time consuming.
- b. New process is needed to better facilitate CiVSA business. Voucher system is not working.
- c. Faxing forms rather than sending overnight mail was discussed as a possible solution.

---

## **ACTION:**

---

FINAL APPROVAL OF CiVSA EXPENSES WILL BE ACCEPTED BY FAX WITH SIGNATURE.

Franco moved to vote

McGowan seconded the motion

Unanimous vote in favor of this change for disbursements from the CiVSA account.

---

### 2. Website

- a. McGowan requested official text for changes in headquarters for CiVSA website.
- b. Discussion regarding proposals for revisions to CiVSA website. Ryan Leigh Runyon is still in contract phase and is requesting additional information.
- c. The following web issues were discussed:
  - ★ New picture on home page.
  - ★ McGowan would handle day-to-day maintenance. Runyon would make major design changes only.
  - ★ Information sharing:
    1. Listserv will be designed so users can subscribe and unsubscribe on their own.
    2. Instructions will be provided wherever possible to assist users. Instructional text will be added underneath log-in section to help create a more user-friendly site.
    3. Home page will be used more for recruiting of new CiVSA members.
    4. Current President will show as the contact address on website until a new headquarters is determined.
    5. Proposal application for Conference Hosts will be added to website.
    6. Expectations for conference hosts will be drafted for approval and eventually added to website
- d. McGowan asked for clarification about payments on the CiVSA site.
  - ★ Requests are going through too many people and it leaves gaps in how the members are notified. Delays are a concern.
  - ★ PayPal is one option that charges 2.9% plus .35 per transaction. Money comes quickly.
  - ★ VeriSign seems more costly due to setup, monthly and hidden fees.



*Your Executive Board hard at work*

---

**ACTION:**

---

**USE OF PAYPAL AS A VENDOR FOR USE OF CREDIT CARDS ON THE CIVSA WEBSITE.**

Wheeler moved to vote

McGowan seconded the motion

---

Unanimous vote in favor of using PayPal on CiVSA website

---

- e. Discussion about welcome packets that are sent from Steinbach to new members. Stroupe will check on process since she has not been copied on email re: these or other inquiries.
  - ★ Barb will check with Denise Mercier regarding the status of the CiVSA brochure.
  - ★ Brochure serves as a recruitment tool for new members. 1,000 brochures should be printed.

**3. Constitution Revision**

- a. Wheeler will chair Bylaws Committee. Possible committee members include Wellman, Mercier, Lane and Roberts.
  - ★ Proposal should be made to Exec. Board by mid-March and to the membership by April 1<sup>st</sup>.

**4. Headquarters**

- a. Discussion regarding pros and cons of having an official headquarters and costs involved.
- b. Headquarters would provide permanent location for CiVSA, pay bills and keep records.

11:30 am: *Stroupe called for a lunch break.*

12:45 pm: *Meeting resumed.*

**President Elect's Report**

(Nancy Franco)

**1. Yale/UCONN Conference Report**

- a. 46 members attended the 2004 conference. Board was pleased with attendance number.
- b. An expanded scavenger hunt was suggested to further engage new members.
- c. Emphasis on Visitor Services vs. Information Services was discussed. A better balance for future conferences was suggested.
- d. Co-hosting worked well. Members enjoyed seeing two campuses.

- e. Conference Host Guidelines and Expectations should be established. Tassler to handle.

**Secretary's Report**

(Janey Wheeler)

No report at this meeting. This is the first time the current secretary has been present to take minutes at a meeting. Will convene the Constitution/Bylaws Committee and follow up with status during spring conference call.

**Treasurer's Report**

(Rahsaan Burroughs)

Stroupe gave report on behalf of Burroughs

- a. Approximately \$22,500 in account
- b. Income \$28,500 (sent from Rutgers)
- c. Collected \$3,500 in membership dues

**Membership Committee Report**

(Kate Steinbach - via conference call)

1. List serve additions currently go from Steinbach to Burroughs to McGowan. Credit card use will help this feature to work automatically.
2. More time is needed to create cleaner lists and record keeping.
3. Need a historical database.
4. Selk suggested that the committee split up names and make calls to resolve discrepancies.
5. Steinbach needs to talk with Burroughs for clarification.
6. Franco will begin calling all current members.
7. This year's conference application should be clear that membership begins Aug 1, 2005 and laid out in a way that users understand if they are paying for one or both.
8. The current process for membership inquiries should be: Steinbach receives information requests and sends a response email back. RD receives the information from Steinbach and follows up with prospective members.
9. RD's should be more involved in the process.
10. Wheeler suggested that there should be 2 RD's for each region so they can work as a team and provide support to one another in recruitment and retention.
11. Steinbach would like conference registration form to ask if participant is a first time member versus a first time attendee.

2:45 pm – *Stroupe called a mid-afternoon break*

## Communications Report

(Jennifer McGowan)

### 1. Website Updates and Items for Discussion

- a. List of members now has a summary of job duties.
- b. The Welcomer will come out after mid-year notes are forwarded from Janey.

### 2. Printed Materials

- a. Hard copies of the Welcomer would be helpful for mailings and membership inquiries.
- b. Due to Headquarters change, we need to purchase letterhead, envelopes, etc. Price quotations needed.

## 2005 Conference Report

(Troy Selk and Tami Tassler)

### 1. Conference Agenda

- a. Selk reviewed proposed conference agenda with group and asked for feedback.
- b. With extended agenda, Selk will figure costs for a meals-only rate for guests.

### 2. Conference Speaker

- a. Selk asked about preference between Covey and Giddens. After discussion, Board voted for “Who Moved My Cheese.” This would include materials and a presentation rather than just a speech.

### 3. Conference Details

- a. Presenters will continue to be carefully screened.
- b. Souvenir swap rather than t-shirt exchange was suggested.

### 4. Pressing Issues

- a. Registration form design.
- b. Set date for mid-March discussion.
- c. Selk says they will send a postcard and post agenda on website (with all known info).
- d. Tassler will encourage CiVSA members to submit program proposals for BYU conference.

## Conference Bids 2006

Minnesota (Minneapolis)

Notre Dame (South Bend, IN)

American (Washington, DC)

Potential conference hosts were reviewed. It was later determined that additional information would be needed before final vote could be taken.

## CAS Report

A written report submitted by Matt Weismantel was distributed and reviewed.

## Items for Follow-Up during Board’s Spring Conference Call

1. Review price quotations for CiVSA plaques for members.
2. Location for mid-year meeting location will be at the discretion of the President. Dates for meeting should be announced at June Conference.
3. Generic business cards for recruiting should be considered.
4. Franco plans to include RD responsibilities as part of a timeline for CiVSA responsibilities.
5. Stroupe suggested a review of the following:
  - a. Professional tracks with credits for presentations.
  - b. Need for more research related presentations.
  - c. Possibility of Headquarter Chairs, Academic Chairs, etc.
6. From previous mid-year meetings, the following items have been carried over:
  - a. Wellman suggested research component; Roberts mentioned it is not part of our mission statement.
  - b. Stroupe will send emails to Wellman, Mercier and Duvall to find out where their thoughts are on several agenda items that they have talked about in the past.
7. United States map can be added to the website with conference pinpoints by year.
8. Executive committee should approach schools to consider hosting conference.
9. Franco suggested that a portion of the new member orientation be based on CAS information (per comments on Session Evaluations).
10. Stroupe suggested 2 sessions for CAS at 2005



*CiVSA President LeAnn Stroupe  
and her daughter Lauren*

Conference – Tassler will contact presenters for a Panel on “CAS for Dummies.” Weismantel would present at the new member orientation and an “Advanced CAS” session.

---

**5:37 pm: Stroupe called to adjourn meeting**

---

Tassler moved

Franco seconded the motion

Vote passed unanimously

---

**Sunday, January 30, 2005**

**The following are notes forwarded to Wheeler regarding the breakfast discussion prior to Board member departures from Columbia:**

Executive Committee members discussed hiring Ryan Leigh Runyon to be CiVSA’s “office manager” for an approximate fee of \$6000/year (\$500 per month). A phone line and P.O. Box would also be needed.

Runyon’s responsibilities would include:

- ★ Responding to all CiVSA inquiries (phone, mail, and e-mail).
- ★ Coordinating and sending out membership information and welcome packets.
- ★ Maintaining the official CiVSA membership list.
- ★ Storage of all the physical archives (currently one filing cabinet worth of material).
- ★ Would possibly include coordination of all the conference registration.

Web design would be handled separately. Runyon’s fee for web design is \$50/hour.

Stroupe will contact Runyon to discuss the position.

Additional BYU Conference information was discussed.

The current membership list was reviewed. The Executive Committee will continue to encourage greater membership participation.

*Submitted by Janey Wheeler, CiVSA Secretary  
Oklahoma City University*



*The Council for the Advancement of Standards in Higher Education (CAS) was established in 1979 and represents an ever-growing consortium of higher education profession 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 37 member organizations. These associations represent the vast majority of higher education student programs and services practitioners throughout the country.*

## What's Right with this Picture?



If you're on the phone when a visitor walks up to your reception counter, the first thing s/he wants to know is that you recognize her/his presence. Your "I'll-be-right-with-you" gesture is all that is needed.

Of course, that will get old if you continue to speak with your caller. (And, it IS a business call, right?) If the call is taking longer than you had hoped, you must ask a colleague to take care of your visitor at the counter.

If you work alone, you'll have to make a decision. You could put your caller on hold and tend to your visitor and hope that your visitor's question can be answered quickly. Then, you'll be able to get back to your caller. However, if it's not going to be an easy task to answer your visitor's question, your only resort is to promise to return the call as soon as you can.

If this happens often, you need to inform your supervisor that more help is needed at your reception desk. If you have a voicemail message on your phone, it should state that you will return the person's call (even if it's long distance). When that light comes on, retrieve that message and react to it as soon as you can.

*From Nick Kovalakides*