

CIVSA *the* WELCOMER

COLLEGIATE INFORMATION AND VISITOR SERVICES ASSOCIATION

✧ Welcome Fall 2010 ✧

As Summer comes to a close, lets take a minute to recap and update all the happenings including the close of another CIVSA year and celebrate another successful conference!

SUMMER RECAP FROM JULIAN

By Julian Olivas, CIVSA President

The Annual CIVSA Conference was held in Lexington, Kentucky in June with over 150 participants from over 70 colleges and universities. I would like to start this first update by thanking our wonderful hosts at the University of Kentucky for their hard work and dedication in preparing for and making sure that you have the best conference experience ever! The keynote speakers and sessions were filled with valuable information that our members will be able to take back to their campuses and implement immediately. The opportunity to tour the beautiful University of Kentucky campus was a valuable experience. Touring college campuses remains one of my favorite things of my job and it will be a big part of our next conference. But among the many things I learned, it is always great to be reminded that our members love to share and discuss ideas on how to become a better professional in this field during sessions, meals or out on the town. I look forward to seeing everyone in San Antonio for our 18th edition of the CIVSA Conference!

I want to congratulate our new board on their recent election:

President-Elect, Jennifer McGowan – University of Michigan
Secretary, Stephen Barnett – University of Kentucky
Director of Communications, Brittany Joyce – The University of Texas at Arlington
Treasurer, Heather McFarland – Anne Arundel Community College
R1 Director, Brittany Monroe – University of Colorado at Boulder
R2 Director, Jennifer McKenzie – Hendrix College
R3 Director, Amber Campbell – University of Kentucky
R4 Director, Dorie Ain – The George Washington University

I want to thank Betty Spengler at the University of Maryland, our out-going president, for her hard work and dedication to CIVSA through the years. Lastly, I want congratulate Donna Bostwick at Florida State University for winning the Nick Award, our highest honor.

As we embark on a new academic year, I want to take a moment to update you on some of the things that we will be taking on in the new CIVSA year:

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- * In an effort to provide you with valuable tools to use at your institution to emphasize the importance of the work that you do, the Research and Assessment Committee will engage in valuable research where real data can be provided to you in regards to anything from operating budgets, staffing, facility information etc. Donna Bostwick will be heading up our Research and Assessment Committee. I invite you to be an active participant in these efforts and please contact Donna with any questions or suggestions you might have. We will also make an effort to include relevant research in this field a part of every issue of *The Welcomer*.
- * The recent growth of this organization is not possible without your help. Please continue to encourage other professionals in this field to join and participate and we want to reward you for this. Our Annual Membership Drive allows your name to be entered into a drawing for free conference registration for every member that you recruit and joins CIVSA. Visit the website for the details!
- * A CIVSA Lending Library is in the process of being set up. There are valuable training and professional development tools for you and your staffs that will be available as a member of this organization at no additional cost to you.
- * Don't forget about our CIVSA Facebook page! There are awesome pictures from the conference there including pictures of CIVY, our official travelling CIVSA mascot who might be making an appearance at your campus soon. If so, please follow the directions and by all means, play along!

I want to thank you again for giving me the privilege to serve as CIVSA President this year. I look forward to the year ahead and meeting many of you along the way. I wish you the best as we embark on a new academic year. If there is anything that we can do for you, do not hesitate to ask!

Julian Olivas

Introducing... the Lending Library

By Benjamin Toll, St. Mary's College of Maryland

With the passing of August and the arrival of students on campus some of us are now implementing the ideas we learned in Lexington (I know I am), while others are nervous about finding new students to fill large, gaping holes left by our graduated seniors (I'm in this boat too! Eck).



One thing we all know is that learning is a constant process as we work to improve our campus visit programs. While much of this learning happens at conferences and in the threads of the listserv, there are also physical resources that can be of use to you and your students as you strengthen your program. To help meet this need, CIVSA has created the Lending Library.

Did you attend "Dessert and a Movie" at the conference in Lexington? If so, then you've already viewed one of our training resources. As members of CIVSA, the materials in the Lending Library are available for you to "check out". CIVSA will mail you the requested resource, and all you have to do is pay postage when you mail it back to our CIVSA Association Manager. As we continue to grow the Lending Library we'll be looking for your suggestions of materials to pursue as well as your reviews of the materials you checked out.

Visit our temporary, virtual home in progress at civsalibrary.wordpress.com to learn more about the Lending Library and the resources we're making available to you.

Hope to see you in the checkout line!

Benjamin Toll, CIVSA Lending Librarian | batoll@smcm.edu



Want to get involved?

CIVSA currently has seven committees and all would be excited for new members to join.

The committees are:

Archives Committee | Conference Committee | Member Relations Committee | Communications Committee |
Nominating Committee | Research and Assessment Committee | Standards Committee

To read more about each of the committees or to express interest in joining one (or more!), visit the CIVSA Members Only website: http://civsa.org/members_only. We're also interested in your ideas about other committees that could be formed, or ways you'd like to be involved!

LET US KNOW TODAY!

Have you recently read an article that is Welcomer worthy? If so, please forward an online link or information about the article to Brittney Joyce at brittney.joyce@uta.edu. We would love to try to reprint articles in each coming Welcomer!

ARE ONLINE COLLEGE SEARCH TOOLS IMPACTING THE NEED FOR COLLEGE VISITS?

By Cappex

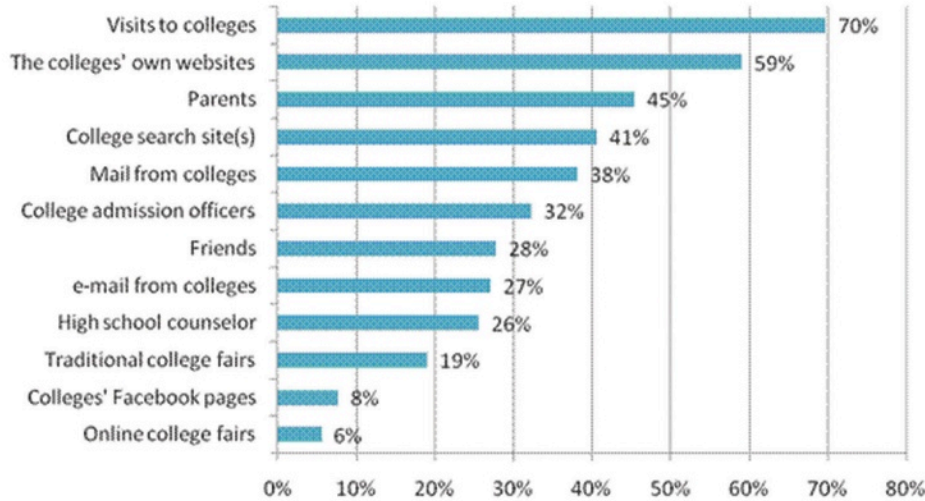
With summer right around the corner, rising high school seniors have a prime opportunity to visit the different colleges they are considering. But with all the attention focused on the Web these days, do students still see college visits as an important part of their college search?

To find out, [Cappex](#) surveyed more than 1,300 high school seniors who had just gone through the college search process. Students were asked about what helped introduce them to college options, what helped them get a feel for colleges and what resources helped them narrow down their choices. They were also asked about the benefits and drawbacks of visiting colleges.

The answers pointed to one thing: college visits are seen as extremely important, and they significantly outweigh online and other resources.

How influential were these in helping to INTRODUCE you to college options?

(Answered very or most influential)



Cappex.com May 2010, n= 1,385 Class of 2010 high school seniors

Helping introduce students to college options

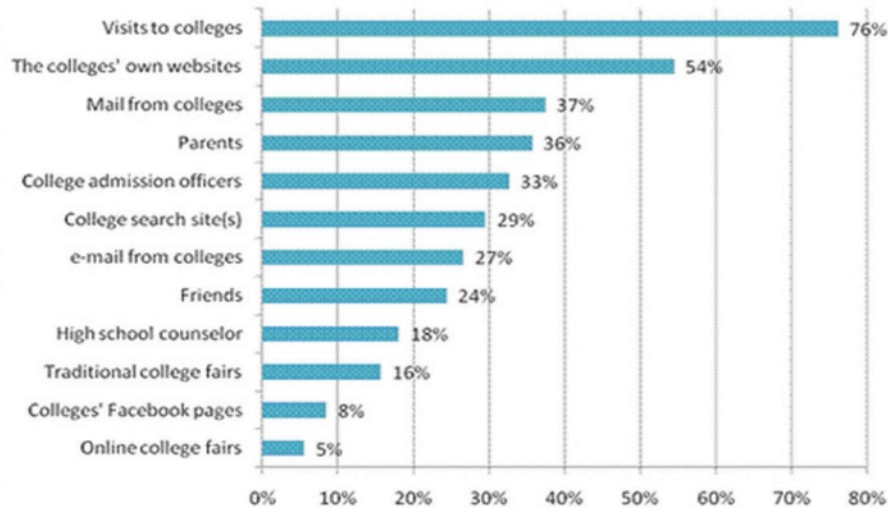
Many students may start their college search by visiting nearby colleges and then expand their consideration set by going online. Thus, college visits are reported as the most influential resource in introducing students to colleges and helping them understand more about what attributes appeal to them. The colleges' own websites are the second most influential resource. Parents are third, closely followed by college search sites.

Getting a feel for colleges

As expected, college visits clearly won out in this area. Far behind are the colleges' own websites, mail from colleges and college search sites. There appears to be an opportunity to improve the online experience (as well as offline materials) to help students understand what a day on campus is like.

How influential were these in helping you GET A FEEL for specific colleges you considered?

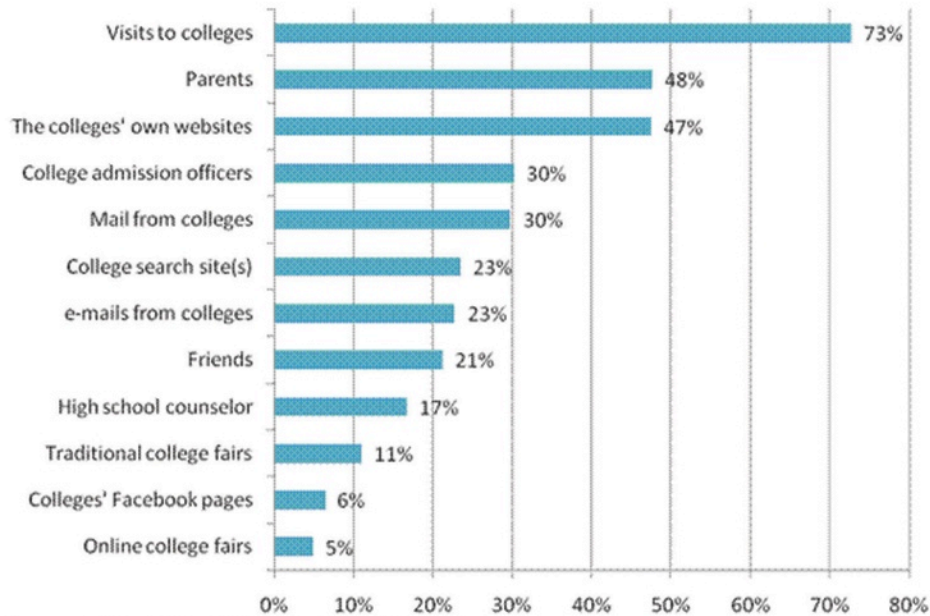
(Answered very or most influential)



Cappex.com May 2010, n= 1,109 Class of 2010 high school seniors

How influential were these in helping you **NARROW DOWN** the colleges to which you applied?

(Answered very or most influential)



Cappex.com May 2010, n= 1,109 Class of 2010 high school seniors

Narrowing down college choices

There are similar trends in this area. Parents also seem to be especially important at this stage, which makes sense, because they are typically footing the bill and, as a trusted resource, should know their student's personality and aspirations pretty well.

What do students see as the important benefits of a campus visit?

Getting an authentic campus experience is the number one answer. There's nothing like experiencing a day walking around a campus and nearby town, and maybe even sitting in on a class.

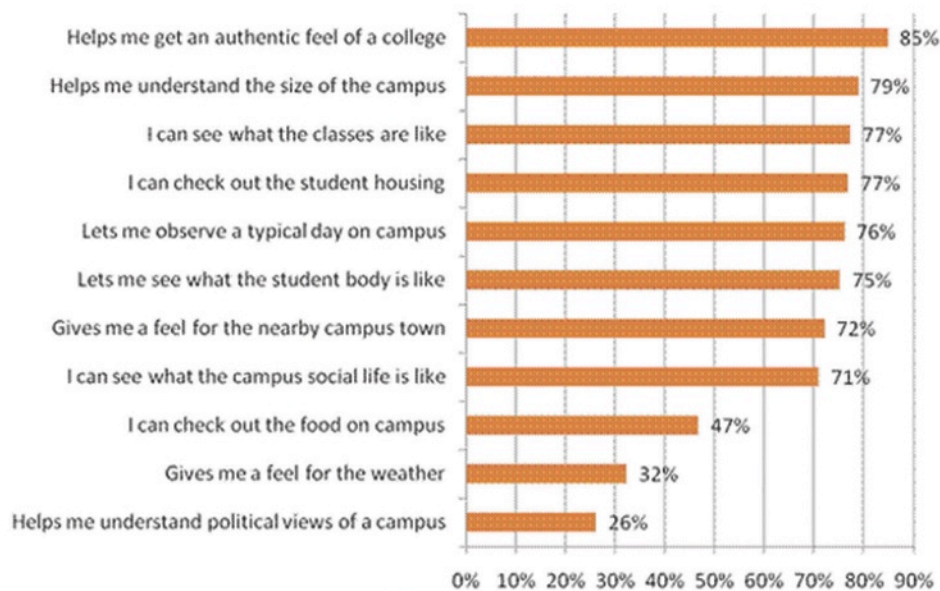
Understanding the size of the campus is next most important. It can really provide a perspective on the differences in scale between a college with 30,000 students and one with 3,000 students.

Surprisingly, checking out the food on campus is deemed more in the area of somewhat important, so food apparently is not a deal breaker for many students.

Campus political views rank last in importance.

What do you think are the important benefits of visiting colleges

(Answered very or extremely important)



Cappex.com May 2010, n= 1,109 Class of 2010 high school seniors



This could be because those views are difficult to determine from just a day on campus. Additionally, many students may just not be that strongly political at this stage in their lives.

Are there any drawbacks to college visits?

The simple answer provided by 44% of respondents is that college visits are difficult to manage and pay for. In many cases, it is just too much effort for students to see all of the campuses they are considering. Students also indicate that they would like to it to be easier to get a feel for what classes are like when they are visiting.

Even given the drawbacks, when possible, college visits appear to play an extremely important role and continue to help students get an authentic feel of a campus. For students who may not have the resources to visit colleges, there seems to be an opportunity to bring that experience online to the increasingly flexible college search sites.

Have you seen Civy yet?

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.



Member Profile

Interview by Brittney Joyce, Director of Communications

Niki Mendrinos, Temple University

In a 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 eighth; look for more profiles of other members in future issues.



JOB TITLE:
Associate
Director,
Undergraduate
Admissions,
Welcome
Center

WHAT IS YOUR BEST PIECE OF ADVICE FOR OTHER CIVSA MEMBERS (ABOUT STUDENT TRAINING, CUSTOMER SERVICE, UNIQUE TRADITIONS, YOUR WEBSITE, OR ANYTHING!)?
Have a sense of humor, laugh a little, enjoy your job and what you do...meet other people within this organization; get ideas, share ideas. You have nothing to lose!

WHAT IS THE MOST FUN THING THAT YOUR OFFICE DOES? We have a great Joke Book (you know, one that a 5th grader would love), and I share jokes with my staff and tour guides daily. They are pretty bad (really corny), but laugh and appreciate them!

WHAT IS YOUR FAVORITE PART OF WORKING IN VISITOR/INFORMATION SERVICES? First and foremost - to help guide students and parents through the college process, to put their fears to rest and let them know we're here to help. Second - the people I work with. There are certain people in our profession that thrive and those are the ones that make a memorable impression - and I have them in my office. :)

HOW MANY ITEMS ARE ON YOUR CURRENT TO-DO LIST? Is this a serious question? I've stopped counting so instead I have different colored stickies all over my computer area. It's a great feel of accomplishment when I get to throw one out!

HOW LONG HAVE YOU BEEN IN THE INFORMATION/VISITOR SERVICES WORLD?

10 years

WHEN DID YOU JOIN CIVSA? Just this past year (thanks to my RD Josh) and so glad I did! I joined the Member Relations Committee and really enjoyed helping out with the conference.

WHAT ARE YOUR MAJOR JOB RESPONSIBILITIES?

I manage our Welcome Center (within Undergraduate Admissions), plan, implement and execute all visit programs including open houses and admitted student days. With over 33,000 visitors yearly, it's never a quiet time! In addition, I work with our creative services department to create our publications.

WHAT IS A TYPICAL DAY LIKE AT YOUR JOB?

Fun and chaotic! Fortunately I have an office with people who genuinely love their jobs and interacting with people so I can rely on them to get things done while I am juggling different areas.

2011 Conference News - Hot off the press!

We are excited to announce that there will be no increase in conference registration fees this year. That's right! The 2011 conference in San Antonio, Texas will cost exactly the same as the 2010 conference in Lexington, Kentucky. The 2010 conference evaluations strongly indicated that holding conference rates steady and notifying the membership of the cost as soon as possible were important factors for budgeting for the 2011 conference. We heard what you said and the Executive Board and Conference Committee are dedicated

to providing the best professional development opportunity possible for the lowest possible price. Registration doesn't open until January 15 but the very best rate is only available until February 15 so it's not too early to start planning and getting approval to attend. As always, members get a discounted rate so be sure to spread the word about CIVSA membership and our conference among other information and visitor services professionals that you know who aren't members yet. We have heard repeatedly from new members how

surprised they were to learn of an association that so perfectly matched their profession. You will be doing them a favor and also earn a chance to win a free conference registration for every new member you recruit!

REGISTRATION FEES	1.15 - 2.15	2.16 - 3.15	3.16 - 4.15	4.16 - 5.15
	Member: \$295	Member: \$345	Member: \$395	Member: \$445
	Non- Member: \$395	Non- Member: \$445	Non- Member: \$495	Non- Member: \$545

SAVE THE DATE!
June 6 - 11, 2010
Omni La Mansion del Rio
Registration opens on January 15, 2011 at www.civsa.org
\$295/member or \$395/non-member until February 15th!

WELCOME NEW MEMBERS!

Ruth Herrle
Marquette University

Leah Strong
Marquette University

Jennifer Machacek
Marquette University

Lauren Ellis
University of Calgary

Leslie Feldman
Arizona State University - Undergrad
Adm

Ashley Lara
University of the
Incarnate Word

Megan Schuller
New Mexico State University

Jill Sifuentes
Illinois Institute of Technology

Clayton McKibbin
Missouri Baptist University

Megan Beresford
Oregon State University

Justin Zang
University of Maine

Blake Vawter
Oregon State University

Lizbeth Marquez
Oregon State University

Ashley Bair
University of Maryland

Dustin Dunlavy
University of Cincinnati

Kevin Lackey
Boston University

Luigi Solla
Brandeis University

Jeffrey Wong
Brandeis University

Heather Burns
Northern Kentucky University

Ethan Feuer

Brandeis University

Jennifer McDuffie
University of Colorado at Boulder

Claire Girlinghouse
Oklahoma City University

Marin Marzolf
Oklahoma City University

Lauren Miller
University of Texas - Arlington

Barbara Austin-King
Hunter College

Heather Rodriguez
University of the Incarnate Word

Andrea Cyterski-Acosta
University of the Incarnate Word

Amissa Jablonski
University of Alberta

Jessica Zvonkovic
University of Alberta

Marcos Harders
Avila University

Keely Bobeck
Navarro College

Jenna Harrison
West Virginia University

Ashley Bair
University of Maryland

Erin Kane
Rochester Institute of Technology

Tammy Morris
Southern Illinois University Carbondale

Tim Lipman
Illinois Institute of Technology

Rachel Russell
Massachusetts Institute of Technology

Katie O'Brien
Seattle University

Andrea Frangi
Seattle University

Victor Zamora
Seattle University

Leslie Woltenberg
University of Kentucky

Catherine Steffan
Penn State University
Amber Heaton
Penn State University

Betsy Bachert
Transylvania University

Lora Hornberger
Transylvania University

Kari Kolb
Transylvania University

Patty Prado
University of Texas at Austin

Caroline Enriquez
University of Texas at Austin

Jamie Hansard
Texas Tech University

Steven Such
North Carolina State University

Jared Burgess
John Brown University

Elizabeth Marshall
Gonzaga University

Anne Rohrbach
Penn State University

Mark Melency
Florida State University

Morgan Lowe
Navarro College

Rachel Dickerson
Navarro College

Sarah Schindhelm
George Mason University

Chris Roof
Gonzaga University

Jamie Marcus
New College of Florida

Alfred Miller
New College of Florida

Elizabeth Bergren
New College of Florida

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