

the CIVSA WELCOMER

Collegiate Information and Visitor Services Association



Row houses in Old Town Alexandria, Virginia

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Letting CIVSA Work for You

By Stephen Barnett, CIVSA President
University of Kentucky

As recruitment efforts have grown over the past few years at the University of Kentucky, the need for more student involvement has also expanded. As a result, we needed to incorporate more currently enrolled students to not only assist with our Visitor Center and campus tours, but to also enhance our recruitment events both on and off campus. This past year we decided the time was right to make these changes in regards to our student staff. Where did I turn for help? CIVSA, of course!

Our initial idea was to develop a broader ambassador program that would be the overarching organization for staffing the Visitor Center and our recruitment events. I knew CIVSA could provide the information necessary to create a new program that worked for us without having to reinvent the wheel. I immediately turned to the *Shared Resources* located in the *Members Only* area of the website. There I found items like the Illinois State University Admissions Ambassador Manual, the University of North Carolina at Chapel Hill Ambassador Handbook, the University of St. Francis Ambassador Contract and the University of South Carolina Ambassador Commitment Contract, as well as many

others. I was able to pull from these resources shared by our member institutions as well as talk with other members who have similar programs during the Annual Conference in Denver. I brought that information back to campus to share with others and much of it was incorporated into our new plan.

I'm happy to report that as of July 1 our new Wildcat Ambassador program is up and running and our Enrollment Management team is very pleased with the direction of our program. I have placed what we developed on the *Shared Resources* tab of the *Members Only* area if you're interested in viewing the resulting document. To those who shared your information online, I send a huge thank you for allowing us to learn from the best and develop a program that we hope will be as successful as yours have been.

To those of you who have not used the online resources, I encourage you to check it out, and if you have documents to share, please feel free to send those to civsaha@civsa.org to be included on the website. Also, if you have not joined our listserv, you can do so in the *Members Only* area as well – it's a great way...

to get quick information from our members.

Whether it is knowledge sharing online, a Roundtable Discussion by phone or a simple e-mail to another member for assistance, CIVSA has benefits that last throughout the year and as colleagues we are here to help - so let CIVSA work for you!

Best,

Stephen Barnett



Breathtaking view from Red Rocks Amphitheatre, site of our conference photo!

CIVSA Roundtable

How to Use Social Media and Technology to Connect, Recruit and Retain Students at Your Institution

September 5, 2012 at 3:00PM EST

Moderated by:

Eric Heilmeier, Director of Campus Information Centers, University of Michigan

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.

Coming to the Fall 2012 Welcomer - ASK CIVY!

We all know we have questions, and often times, we don't find time to get all those questions out to the listserve to share resources with each other (or the time to answer others' questions). Each month, send your most burning questions about the campus visit or visitor center / information center operations to:

askcivy@civsa.org

We'll take the most frequently asked questions and have our most experienced members provide some insight to your questions! So, get started asking now! The first responses to "ASK CIVY!" will be published in the Fall 2012 edition of The Welcomer.



2012 CIVSA Award Recipients

Congratulations to our 2012 CIVSA Award Recipients! Each recipient was given a plaque at our annual conference in Denver and recognized for their efforts to help grow, support and impact our organization.

Nick Kovalakides Outstanding Member Award

Janey Wheeler

Emeritus Member
(formerly of Oklahoma City University)

Foot Awards

Christine Speicher

(formerly of the University of Kentucky)

Megan Beresford

Oregon State University

Tim Lipman

Illinois Institute of Technology

Ashley Bair

University of Maryland, College Park

Tamika Bynum

Earlham College

Karlene Kunigel

Skidmore College



NEED A WAY TO GET TO THE 2013 CONFERENCE? Consider the Research and Assessment Scholarship!

At Denver 2012, the CIVSA Executive Board announced the approval of the Research and Assessment Scholarship, for members and those affiliated with member institutions. In an effort to expand the influence of the realm of collegiate information and visitor services, CIVSA wishes to promote member research about the field for both presentations at the annual and regional conferences, and for the organization's upcoming annual academic journal, *The Campus Gateway: A Journal of Collegiate Information & Visitor Services*.

Criteria: Research submitted to CIVSA must come from a current member or someone affiliated with a current member institution, and pertain to the field of collegiate visitor services or related fields that would be of interest to the members of the organization.

Deadline: Qualified applicants are invited to submit completed research to the Research and Assessment Committee chair of CIVSA by October 1.

Required Materials: Completed research paper; a resume; and one letter of reference. Undergraduate or graduate students applying are also required to submit one copy of the applicant's transcript.

Scholarship: Recipients will have the conference fee waived for the Annual Conference, and will receive up to \$350 for lodging and transportation, as long as it remains in accordance with the CIVSA travel policy.

More Information? Email the R&A Chair, Beau Benson, at bbenson@poly.edu.

Want to get involved?

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

The committees are:

Archives * Conference Planning * Member Relations * Communications * Nominating *
Research and Assessment * Standards

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

Email CIVSA President Stephen Barnett at stephen.barnett@uky.edu to get involved!





Member Profile

Tamika Bynum,
Earlham College

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: Director of Admissions Events and Campus Visits

What are your major job responsibilities? My primary role involves directing and implementing all aspects of programming for our daily campus visit program, Admissions events – preview days, admitted student days. Additionally I oversee the recruitment, hiring, training and supervising of 35-40 paid student ambassadors and partner with a colleague in managing a group of 30 volunteer ambassadors who support our large events.

How long have you been in the information/visitor services world? 8 Years.

When did you join CIVSA? 2006

How many CIVSA Conferences have you attended? 3 - Lexington, San Antonio and Denver. Virginia is already approved!

What is your favorite part of working in visitor/information services? I thoroughly enjoy being able to create an experience which will showcase my institution in the best manner while connecting students to aspects of the campus which will connect with their interests. Not everyone will choose Earlham, but if they leave campus with a true sense of the community and are able to discern if we are the right fit my work is done.

What is the most fun thing that your office does? Often we are the first contact a prospective student and family have with the campus. Being able to create a meaningful experience for them is invaluable. As a member of a small institution personalizing the campus visit experience is even better.

How many items are on your current to-do list? My to-do list is never-ending. For each item I check off at least two or three will be added. I am constantly thinking of ways to keep our programs fresh and meaningful for our prospective students. There is always room for improvement.

What is a typical day like at your job? A typical day involves continually working toward providing the best customer service to our visitors, troubleshooting unexpected challenges, and delegating to my ambassadors in an attempt to preserve my sanity.

What is your best piece of advice for other CIVSA members (about student training, customer service, unique traditions, your website, or anything!)? Storytelling is essential. Sharing the historical facts of your institution is important, but the stories students share about their experiences on campus are invaluable.

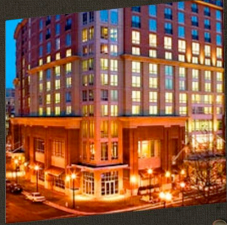
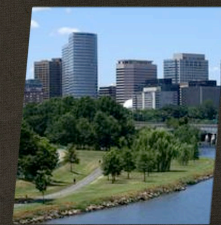
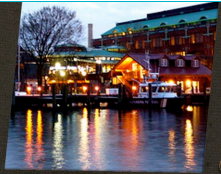


*Top: Tamika plays Rock-Paper-Scissors at the Opening Conference Keynote
Bottom: Enjoying a conference session in Denver*

We don't want you to miss CIVSA's 2013 Annual Conference June 2-6 in Alexandria, Virginia where we will celebrate our 20th year of providing professional development that inspires and supports Collegiate Information and Visitor Services professionals.

As a thank you for your continued support a special Members Only Appreciation rate of \$300 will be available from October 1-31. Regular Early Bird registration opens November 1 (\$350 Members, \$500 Non-Members).

Alexandria, Virginia
A Capital Location



MISSED DENVER?

Watch what our conference attendees expressed in Denver are trending topics in the world of collegiate information and visitor services to our Signature Sponsor, the Campus Visit Consulting Division of TargetX, at:

www.targetx.com/resources/videolibrary

Hosts Jeff Kallay and Emily Welsh share insight and commentary on the annual conference and what they learned from our membership!



CIVSA Membership Drive

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!**

CAS UPDATE

**Council for the Advancement of
Standards in Higher Education**



The Council for the Advancement of Standards in Higher Education (CAS) announces the publication of the 8th Edition of the book, CAS Professional Standards for Higher Education, and its release on August 1, 2012. Pre-orders for the updated publication are now being accepted. The book of standards is the defining source of professional standards for many of the services provided to students in higher education.

Along with the book, CAS is also releasing an updated CD of all 43 functional area self-assessment guides (SAGs). The SAGs provide the institution with a strategy for assessing program and service effectiveness based on the evidence a team gathers and evaluates.

Visit online at www.cas.org for more information and to order.

Lawn Boy: the College Years

by Carl Elliott

Reprinted with permission from The Chronicle of Higher Education

We're on the road, my son Crawford and I. It's time to visit colleges, and our schedule is brutal. Hot car, blinding sun, 12 colleges in 10 days, Ann Arbor to Sewanee. Onward we drive, Zevon on the stereo, afternoon into night, our mission fueled by gas-station coffee and Doritos. When we stop, it is for college admissions tours, barbecue, and, on one occasion, a broken alternator belt. I don't even like to think about how far we have traveled.

The trip has revealed aspects of university life previously unfamiliar to me. Based on our extensive research, I am prepared to summarize the primary objective of the American university in two words: Lawn Care. Never have I seen such careful attention to landscaping. The clipped shimmer of the grass at these American universities would put Augusta National to shame. Equally impressive are the campus golf carts, each one piloted by a middle-aged groundskeeper wearing a baseball cap. Our prize for Most Outstanding Golf Cart: Swarthmore College, where we spotted a Shriner-sized vehicle that resembled a miniature, air-conditioned RV.

Another revelation: The procedure American colleges have designed to court prospective students is identical, no matter how different the colleges themselves. (Is there an instructional manual somewhere?) First there is an "informational session," conducted by an admissions officer. This is followed by an hour-long campus tour, which is led by a student with a talent for walking backwards. During these sessions all the prospective students will be asked to tell the group their names, where they live, and what

subject they plan to major in. ("Hitler Studies," Crawford keeps threatening to say, but he wisely decides to keep that to himself. Sincerity, we have learned, is the watchword of the college admissions officer.)

On the campus tour, we are always shown a dorm room and a dining hall. We are always taken to a library and told how many volumes it contains. We are informed how many students study abroad (a lot), how many student clubs there are (ditto), and how small the classes are (very small.) We are told about the exciting new environmental-studies major and the many opportunities for undergraduate research. A striking number of student tour guides seem to have been instructed to inform all visitors about the marvels of the interlibrary loan system. Another running theme is the location of the post office. According to our tour guides, professors at every university, no matter how large the campus, are spectacularly friendly and often invite students to their houses for dinner. Some professors routinely offer to wash students' cars and do their laundry.

I will admit that these tours offer access to two things that we cannot get on the Internet: conversation with an actual student, and a feel for the physical layout of the campus. The same can't be said for the informational sessions, which are almost uniformly deadly. (I say "almost" because of one exception: an admissions officer at University of North Carolina, who, despite the fact that he appeared to be about 19 years old, managed to be so funny, smart and self-deprecating that he should probably consider

conducting summer instructional sessions for his colleagues at other institutions. Sort of like Roy Williams's basketball camp, only for college admissions officers.) My tolerance for these informational sessions is markedly lower than Crawford's — not because he finds them useful, but because he is more accustomed to listening for hours to adults in authority using a lot of words to say nothing. "This is my life," he tells me. "This is high school."

There is one thing missing from these sessions. Twelve colleges and we have not met a single faculty member. Is this intentional, I wonder? Do the admissions officers steer prospective students away from the professors, fearful that we will undermine the sales pitch and drive students away? At Haverford I spot an elderly man who looks suspiciously familiar: bushy beard, wire-rim glasses, tweed jacket. He even has a cane. Too perfect, I decide. He's probably just an actor.

Visit www.chronicle.com under "Blogs" to see comments from users and learn more about Carl Elliott's campus visits with his son.

Welcome New Members!

Region I

Mark Larson
Brigham Young University
Provo, Utah

Wes Sullivan
California Lutheran University
Thousand Oaks, California

Jamie Jones
Carroll College
Helena, Montana

Carlos Jimenez
Colorado State University
Fort Collins, Colorado

Shannon Pyle
Ari Rosner-Salazar
Community College of Denver
Denver, Colorado

Katie Neiert
Oregon State University
Corvallis, Oregon

Hannah Thomas
University of California, Irvine
Irvine, California

Claudia Hernandez-Ponce
University of Denver
Denver, Colorado

Marie Duncan
University of Idaho
Moscow, Idaho

Meghan Brewer
University of Southern California
Los Angeles, California

Danielle Lauridsen
Western State Colorado University
Gunnison, Colorado

Region II

Michael Loehring
Angelo State University
San Angelo, Texas

Allison Doty
Missy Estes
Auburn University
Auburn, Alabama

Erica Engsberg
Jessica Vaccaro
Emory University
Atlanta, Georgia

Jeny Kerscher
Brad Pochard
Furman University
Greenville, South Carolina

Jayme Shepherd
Georgia Institute of Technology
Atlanta, Georgia

Whitney Hooper
Howard Payne University
Brownwood, Texas

Rob Patterson
Middle Tennessee State University
Murfreesboro, Tennessee

Kendall Ellexson
Oklahoma City University
Oklahoma City, Oklahoma

Lynn Barnes, Jr.
Kasie Fey
Meredith Ramirez
Texas A&M University
College Station, Texas

Margaret McCarthy
Jessica Cargill
Texas Christian University
Fort Worth, Texas

Toni Riley
Texas Tech University
Lubbock, Texas

Melissa Weeks
Texas Wesleyan University
Fort Worth, Texas

Jesse Bennett
University of North Carolina at
Greensboro
Greensboro, North Carolina

Karen Moser
University of Texas at Arlington
Arlington, Texas

Erin Breese
University of North Carolina at
Chapel Hill
Chapel Hill, North Carolina

Denise Barnes Bruns
Elizabeth Burns
Julie Mummert Harris
University of Alabama at Birmingham
Birmingham, Alabama

Tara Boyle
Christen Egge
University of Houston
Houston, Texas

Ben Gatlin
Alexandria Lovelace
Vanderbilt University
Nashville, Tennessee

Region III

Tarah Sipes
Augustana College
Rock Island, Illinois

Alex Catalan
Beloit College
Beloit, Wisconsin

Katherine Halvorson
Concordia College
Moorhead, Minnesota

Maggie Fraga
Amy Martin
Illinois Institute of Technology
Chicago, Illinois

Jessica Klage
IUPUI
Indianapolis, Indiana

Sherry Asdell
Erin DeJarnette
Jeanette Goins
Kentucky Wesleyan College
Owensboro, Kentucky

Dominique Gunn
The Ohio State University
Columbus, Ohio

Kim Huettl
University of Wisconsin-Milwaukee
Milwaukee, Wisconsin

Region IV

Ryan Gregor
Monika Popow
American University
Washington, District of Columbia

Todd Diamond
Chris Reed
George Mason University
Fairfax, Virginia

Maxine Siegel
Hunter College
New York, New York

Mike Canfield
James Fite
Jordana Taylor
Marymount University
Arlington, Virginia

Brittany
Morgiewicz
Southern New Hampshire University
Manchester, New Hampshire

Corinne Blomquist
St John's University
Jamaica, New York

Adrienne Greth
Temple University
Philadelphia, Pennsylvania

Daniel Barrow
Terri Lewis-King
University of Delaware
Newark, Delaware

Cecelia Crow
Melissa Richards
Virginia Tech
Blacksburg, Virginia

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