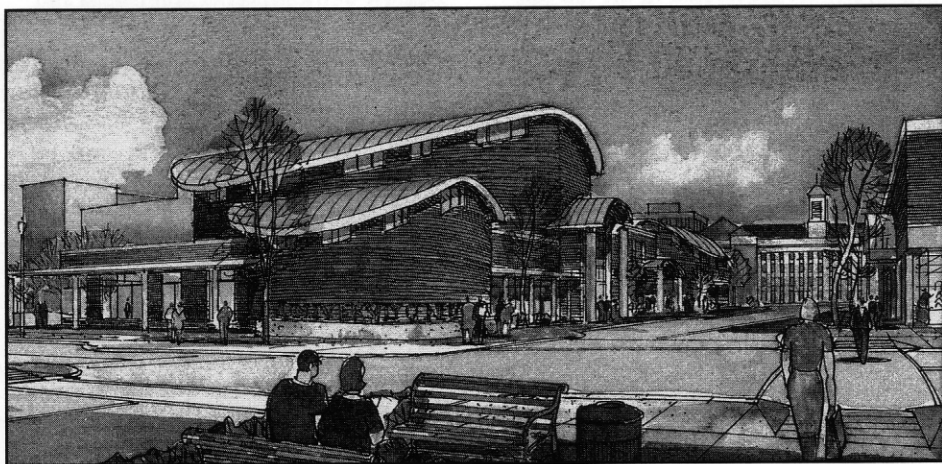


The Welcomer

Collegiate Information and Visitor Services Association

Vol. 11 No. 2



Visitor Services Profile:

University of Nebraska-Lincoln

by Sara Jung, University of Wisconsin-Madison

The clock is ticking. In less than a year, University of Nebraska guests will be able to enjoy the wonderful benefits of a brand-new visitor center. In the meantime, CiVSA member Marsha Fortney, assistant director of admissions for campus visits, is busy planning, thinking and dreaming.

The new 3,500 square foot visitor center will share a Great Room entrance with the new Mary Reipma Ross Film Theater that will house the Film and New Media program and classrooms and labs used for film studies. Fifty-foot ceilings and a ribbon of windows will help make the space airy and full of natural light. Three useful rooms will all converge in the Great Room, including a small conference room, a 70-seat presentation room, and a video orientation room with high definition video equipment. Refreshments including coffee, tea and donated Pepsi products will also be available for guests in the visitor center.

Facility Name:

Van Brunt Visitor Center

Location:

Gateway between the city of Lincoln and the university at the south edge of campus, near the Fine and Performing Arts quadrant.

Opening:

Fall 2002

Administrative affiliation:

Office of Admissions and Office of the Chancellor

Hours:

Seven days a week, exact hours are yet to be decided

Duties of the center:

Visitor center, prospective students and parent visits, and site for special events and event coordination

Staffing:

1 Full time professional staff, 1 full time administrative assistant and 20+ student workers from the Office of Admissions
1 Full time professional staff, 1 full time administrative assistant from the Office of the Chancellor

Making a Slam Dunk in Your Professional Arena

by Mary Ellen Anderson and Carol Stokes, Indiana University

Greetings from Bloomington and Indiana University, located in the heart of basketball country! We are famous for our basketball heritage, but it's our "Hoosier hospitality" that really scores with our visitors. Mark your calendars for the 9th annual CiVSA conference June 1-5, 2002! Get your team together, including your student players, and come join us for this professional conference. Plan on pre-game activities on Saturday including tours of our beautiful campus and a bus trip to nearby Brown County for an afternoon of shopping, dining and an evening of theatre.

Don't be benched...mark your calendars now and plan to suit up for the conference June 1-5, 2002!

The Welcomer Committee

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Member Spotlight: Margey Frederick from the University of Kansas

by Todd Byrd, University of Kentucky



Margey Frederick
University of Kansas

When did you begin your Visitor Center/Information Services career?

I began working on KU visitor services about seven years ago. I developed a volunteer position and did that for two years; then I turned

it into a paid part-time position; and finally for the past three years it has been a paid full-time position.

What interests/interested you in this branch of educational service?

As a graduate of the University of Kansas and a former schoolteacher, I was looking for a way to combine my love for the university with service to our local/state schools. I developed a program, which brought school children to the university to receive the message to "stay in school, study hard and stay off drugs."

How many years of service do you have at KU?

I have worked at KU for a total of 14 years, of which half were spent in visitor services. All in VC/IS area? If no, how did you get to where you are? I developed a new position for myself and presented it to the university administration. They accepted my idea.

Could you briefly summarize the operation of your VC/IS? (# of employees, locations, volume of visitors, etc....)

The Office of Admissions and Scholarships is housed in the KU Visitor Center, so it serves as the staff of the Visitor Center. There are approx. 35

employees. We are housed in the old cafeteria/lounge space of a dormitory – approx. 13,000 sq. ft. Our first year of operation we had 25,000 visitors, the second year 32,000. We are a little over half way through our third year. The bulk of our visitors are interested in admission to the university, but we do have many people driving through this area of the country, visiting relatives, alumni, etc. who come to the center looking for directions, information, maps, or a friendly face.

How long have you been affiliated with CivSA? (Please list any CivSA offices or committee appointments.)

I have been a member since the visitor center was under construction four years ago. I had heard about CivSA and immediately joined on behalf of the university because I thought it would be a wonderful organization and resource. I am currently serving on the program committee.

What do you feel is your most significant accomplishment in VC/IS?

Because our university functioned for 133 years without a visitor center and/or place to get directions, I think just establishing the center is the most significant contribution. Our university finally has a gateway entrance. Before the KUVC was built, people didn't know where to go. Now our visitors no longer feel lost. Our public relations have improved tremendously because of our visitor center.

What is the most challenging aspect of your job?

Trying to receive funding from the university. There is so much more that we could do with increased funding. Secondly, probably keeping the public happy.

Because of the aspect of admissions and scholarships, sometimes we have to deliver disappointing news to students.

What do you find most rewarding?

Just visiting with the public, seeing the smiles on their faces, helping someone find the information they need, telling a high school student that they are admitted to KU.... There are many rewards!

If you were offering one piece of advice for a new professional in a VC/IS career, what would that be?

Be willing to do whatever it takes to make your visitor center successful. This may mean working longer and harder than your position description described. You are a professional and you need to trust your instincts and your common sense. Keep networking and letting the rest of the university know of the services you provide.

The Welcomer is published four times a year by the Collegiate Information and Visitor Services Association. We would like to hear from you. Please send suggestions for articles and photos for publication, as well as news about current activities, to:

The Welcomer
C/o Elizabeth McKenzie
Office of Undergraduate Admissions
Vanderbilt University
2305 West End Ave.
Nashville, TN 37203-1727
Phone: 615-322-0354
Fax : 615-343-7765
e-mail :
elizabeth.mckenzie@vanderbilt.edu



From the President

by *Sandy Roberts*
University of North Carolina

When I entered Kenan Stadium on our campus a few weeks ago for a football game, my small bag was searched by a security guard at the gate. It was a grave reminder that large gatherings may be targets for terrorists. More to worry over than just our opponents. This and the announcement of a "no fly zone" over Chapel Hill along with general guidelines about mail handling has been the extent of security measures and changes on our campus. At least the visible changes. Under the surface, there is an unsettling pool of sadness, fear, tension and concern which coats all our interactions and communications. Our general innocence, assumption of security and freedoms we took for granted in the past were demolished along with the Twin Towers and part of the Pentagon on September 11.

Accompanying the reaction to these horrific events and all of the tension and discomfort, there is also a measure of hope. At least there seems to me a heightened sensitivity to individual and family needs, to civic duty, to patriotism and flag flying and a special effort to take more care with interpersonal communications. Indeed we all seem to look upon our friends and family in a whole new light. We view events, friends and family and even our jobs from a different perspective.

During and immediately after September 11, I'm sure your campus, like ours became a gathering place for students and the community to come together for special events, services, ceremonies, symposia and discussions. At such times of crisis and the following events, we are reminded that our centers are the gateway and front door to our respective institutions. Being a bridge into our universities is an important function and one that needs to be fostered and nurtured on a continuing basis. This is a unique and valuable role for our centers.

For our members in and around New York City and Washington D.C. we extend our special strengthening thoughts. For our members who lost

family or friends, we offer our sincere and deepest sympathy.

Even in the midst of all that has happened in the last month, our association members have been at work. We will have a change of leadership at our December interim board meeting that will be held in Chapel Hill. Leslie Baumert, University of Oklahoma will assume her presidency six months earlier than she would have ordinarily because of the resignation of our President Elect, Kevin Berry last May. We all owe Leslie our thanks and our support for agreeing to serve an extended term in her office for our organization. We are extremely grateful to have Leslie's leadership as we move through this challenging time.

Strategic Planning Committee Report

by *Denise Wellman*,
University of South Carolina

Many thanks to those present at the Annual Conference who voted for the adoption of our new mission statement. This new mission statement is designed to assist our growing organization more specifically market our professional philosophy and our services.

The Strategic Planning Committee continues to review directives from the Executive Board and will be ready to present a marketing plan to the Executive Board at their Fall Board Meeting in Chapel Hill, North Carolina.

If anyone is interested in serving on the Strategic Planning Committee please contact Denise Wellman at the University of South Carolina Visitor Center at 800-922-9755.

Membership Handbook

We need your ideas!

by *Nancy Sandhu*,
University of Wisconsin-Madison

The Strategic Planning committee needs your help in designing the first-ever CiVSA Membership Handbook! There are so many resources already in existence to CiVSA members, however we would like to gather them all in a single resource that is updated annually. Some content ideas include: CiVSA history, all officers and working committees as well as their functions, the Collegiate Information & Visitor Services CAS standards, Self-Assessment Guidelines and a collection of outstanding practices.

We'd like to know what you would find beneficial in this type of publication. It is our hope that we will be able to provide all members with a hard copy annually as well as access to an online version.

Please contact Nancy Sandhu by Friday, January 18 with your ideas!

Nancy Sandhu
University of Wisconsin-Madison
608/265-2008
sandhu@redgym.wisc.edu

Editor Notes

Hello fellow CiVSA members! Hope this finds newsletter finds you wrapping up a successful Fall Semester. Much has happened in our country since our last issue and I know we each have had our personal struggles during this difficult time for our nation. Amazingly, admissions professionals have continued to travel to college fairs and high schools throughout our country. More important for CiVSA members; students and families are still making their way to our campuses. I think the hospitality and information services our offices provide are even more important than they ever were before.

In this issue of The Welcomer I hope you will find information that will help you in your center. Note that there are articles on a brand new Visitor Center in Nebraska, a CiVSA member in Kansas, and a conference in Indiana! Please notice the Call for Programs for our 2002 Conference. We need you to submit a program for our Indiana Conference.

Peace.

*Liz McKenzie
Vanderbilt University*

Recruitment Report

by Nancy Franco, Yale University and Shannon Kennan, James Madison University

One of the reasons we volunteered to serve as Membership Coordinators is because we realize how essential membership in CIVSA is to our day-to-day operations. Our alliance with CIVSA allows us to consult with a network of savvy professionals each time we're contemplating changes or additions to our own University programs. When we're printing new materials for our centers, we can reference reams of timely and relevant materials we've picked up at the Annual Conference from colleges across the country. CIVSA is an invaluable resource when we're searching for creative ways of coping with the many challenges of operating facilities staffed primarily by student workers. Above all, we know we have a group of colleagues at CIVSA who truly understand.

Our goal continues to be to make recruitment a number one priority and we are hoping to enlist your help. Please email us with two or three prospects and we will do the follow up. You don't need to supply us with a lot of information,

simply give us a contact name, phone number and name of the University. To borrow a catch phrase: "Think globally and act locally". Look for schools in your immediate area, state, or right next door that are not currently members. Regions 1 and 2 are handled by Nancy, 3 and 4 are handled by Shannon. A few minutes of your time will help enormously in our efforts to continue to grow CIVSA.

Shannon Kennan
James Madison University
MSC 0105, Sonner Hall 205
Harrisonburg, VA 22807
540-568-3325 Phone
540-568-1775 Fax
kennans@jmu.edu

Nancy Franco
Yale University
149 Elm Street
New Haven, CT 06511
203-432-2301 Phone
203-432-8469 Fax
nancy.franco@yale.edu

Mountain Initials

by Nick Kovalakides

It must be nice to have mountains overlooking your campus. The views must be wonderful, especially at sunrise and sunset and when it snows.

What's also cool is having your school's initials "engraved" in the mountainside. It was neat to see Brigham Young University's white "Y" looming majestically above their campus. I learned that it is made of concrete and is 180 feet from top to bottom.

There's also a "U" above the University of Utah in Salt Lake City and an "I" above Idaho State University in Pocatello. I also remember (40 years ago) seeing a "CU" above the University of Colorado in Boulder.

Are there others?

And Then There Were Four... CiVSA'S Own Survivor Series?

by Nick Kovalakides

At our eighth annual national conference at Texas A&M, I joined Sherry Case (Colorado State), David Watters (Community College of Philadelphia) and Matt Weismantel (Rutgers) for what has become an "annual photo op." We remain the only ones who have attended all eight conferences. Afterwards, we joked that this might become CiVSA's answer to the "Survivor" series!

But, just who were those 'brave' charter members who ventured to the University of Alabama in Birmingham to join me for our first conference in 1994? They were: Pam Alsterlund (Idaho), Mary Besenjak (Wisconsin - Madison), Beryl Bowden (New York U.), Rob Brooks (Massachusetts), Judy Brownell (Rensselaer Polytechnic Institute), Sherry

Case (Colorado St), Jackie Dallas (Georgia), Shirley Delbert (Missouri), Jude Ethier (RPI), Colleen Grimshaw (Weber State), Linda Hardwick (Baylor), Martin Jackson (Illinois State), Thomas Lane (Illinois State), Terry Moore (Utah State), Skip Roberts (Wyoming), Karen Rugh (Penn State), Steve Saffian (Wisconsin - Madison), Joel Seligman (Cornell), Corliss Watkins (California - Berkeley), Watters (from NYU then), Weismantel and our host, Kevin Whitaker (UAB).

Although I should be able to make it to Indiana University next year, with my retirement putting an end to my school-supported travel, I'll probably be the next one 'off the island' — thank goodness we're not voting!



CiVSA members relax at Texas A & M



Financial Report

by Raye Leigh Stone

I'm pleased to report that CiVSA continues to be strong financially. In the 2000-2001 fiscal year CiVSA remained within the budget and incurred \$7,065.56 in expenses.

Conference fees covered all expenses incurred at the 2001 annual conference at Texas A&M University.

CiVSA wrapped up the 2000-2001 fiscal year with \$17,575.38 in savings.

Thank you for the opportunity to serve you as the CiVSA treasurer the past two years.

*The new members
are:*

Kevin Farrell
Rutgers University

Deborah J. Harvey
Whitworth University

Margaret Herron
Central Missouri State University

Jennifer Jennings
Kettering University

Cathy Larkin
Howard Community College

Anne-Marie Lauranzon
Randolph-Macon College

JS Lynch
Florida Gulf Coast University

Rick Pollard
Howard Community College

Jennifer Ray
University of Texas

Jan Rower
Rutgers University

Jennifer T. Wood
St. Edward's University

Vicki Zimmerman
Orange Coast College

The Council for the Advancement of Standards in Higher Education
announces the publication of a newly revised

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More information is available and order forms may be downloaded
from the CAS Website (<http://www.cas.edu>),
or by calling Phyllis Mable, recently appointed Executive Director of CAS,
at (202) 862-1400.

Does Your Main Campus Entrance Make The Desired Statement?

by Nick Kovalakides

Ever since turning off Texas Avenue onto the Texas A&M campus in College Station, I knew that not many schools could duplicate the impression I got from the Aggie's main entrance.

On each side of the entrance is a plain, beige concrete wall about four feet high and 30 feet long with black capital letters, TEXAS A&M UNIVERSITY. The drive up to a stoic building is about 500 yards with a lush green lawn with trees on the right and part of their golf course on the left.

It is bold, yet simple; large, but not overbearing. Spacious is an understatement. If I hadn't known about "Aggie Pride" ahead of time, I would have been convinced by their gateway.

What about the most popular entrance on your campus? What kind of a statement does it make? Flowers? Manicured lawn and bushes? Stately trees? Brick walls on each side? Wrought iron gates? Brick road surface? School seal? The name of your school?

If yours is a city school with many entrances, but not a main one, do you have bright vertical 2' x 4' banners, sporting your school name and colors, on each light pole on the streets that border your campus?

Before they are greeted by your friendly smile at your campus visitor center, your visitors should be anxiously looking forward to meeting you and touring your campus after the way they were greeted visually.

Texas A & M students on the job at their Visitor Center

