

# THE WELCOMER

FALL 2000

VOLUME IX NUMBER 4

## Rediscover CiVSA's Web Services

By Eric Jacobson

Assistant Director for Advanced Technology, Rutgers

We are proud to remind all our members of the many services and resources available to you on the CiVSA website [www.civsa.org](http://www.civsa.org). As a CiVSA member you can take advantage of the "For Members Only" section utilizing the appropriate username and password. (The username and password are provided to you upon joining, or renewing, your membership. If you have misplaced yours, contact the National Headquarters at 732-932-9342 ext. 604.)

This section contains the Active Members Database, where you can find contact information for colleagues and friends. There are many options for searching, including a listing of all members in particular regions. Additionally, through the advanced search option, you can look for contact information based on service type, staffing, conference participation, historical membership, and officer participation, among other options.

**The CiVSA website has a lot to offer. Visit [www.civsa.org](http://www.civsa.org) today to start taking advantage of all of the services. If you have questions, please call National Headquarters at 732.932.9342 ext. 604**

Also in the "For Members Only" section, you can find the Visitor/Campus Information Services Job Descriptions Archives, an incredibly helpful resource for developing, or rewriting, job descriptions in the field of campus information and visitor services. There is also an up-to-the-minute list of links to the website's of the CiVSA member institutions. There is a site to subscribe or unsubscribe to the CiVSA professional ListServ, and a site where you can order the "Visitor Center Development Video," developed at North Carolina State University, which discusses such topics as "Why do we do what we do?," "Why build a university visitor center?," and "What are the advantages of relying on student staff?" You can also download past editions of "The Welcomer," the quarterly news and information publication for CiVSA.

A new on-line service (still available to everyone from the home page) is the "Examples of Outstanding Practices" page. Here you can find great ideas and examples of outstanding services and programs in the campus information and visitor services field, which can be used to stimulate ideas, and serve as models, for planning purposes on your campus. If you have a program or service that you are particularly proud of, this is also an excellent place to share it with your colleagues! An on-line submission form is available.

There is a section dedicated to job postings in the field of campus information and visitor services. This section is open to all, and is a great benefit to recruiters and job seekers alike.

The CiVSA website is also the best place to find out about the next national conference. If you want to learn more about CiVSA, visit the page "About CiVSA," where you can find copies of our constitution, by-laws and current Standards for Service Excellence. There is also

## CiVSA Officers 2000 - 2001

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## From the President

Important and exciting CiVSA activities are happening around the country. If you are not yet part of these activities, I'd like to encourage you to lend a hand. CiVSA needs you, and I can assure you that you will grow professionally from the experience. We need every member to be involved, and donate at least an hour a week, to strengthen our association. During this year, I would especially like to see the committee structure broadened, as well as more members actively seeking leadership roles. This year most of our organizational development will focus on marketing and membership. (Shall we call it an M&M year?) We are a very young organization, and need to continue to build our membership, and marketing is a large part of the recruitment, and retention, of members. A number of initiatives grew, or gained, momentum from our conference in June. I will highlight a few.

\* **"Let's Go CiVSA" month:** "Let's Go" in September gave us an opportunity to focus on our membership renewals and recruitment. The regions were particularly active. Kevin Berry, President Elect (West Virginia University), will give details about regional activity in his report in this newsletter. My feedback about the "Let's Go" month was very positive, with a suggestion that we shift the month to October, since most universities open the fall semester in September.

\* **Committee development:** The strategic planning committee, headed up by past president Denise Wellman (University of South Carolina) was at work. In particular strategic planning really is the heart of CiVSA's future.

\* **Membership brochure:** Stephanie Stegall, Director of Communications, (University of North Texas) began revising our CiVSA membership brochure during "Let's Go" month. It should be on the street by the next Welcomer.

\* **2001 conference:** Raye Leigh Stone (Texas A&M) continued to work on the 2001 conference. (Howdy!) It is not too early to mark your calendars and make plans to attend. Jeff Brake (University of Michigan) has agreed to serve as program chair for the next conference, with Barbara Dallinger (Illinois State University) as vice-chair.

\* **CiVSA standards for CAS:** Past president and director of national headquarters, Matt Weismantel (Rutgers) worked on the CiVSA standards that were presented to the CAS board in October. Denise Wellman served as alternate presenter at this meeting in Washington, D.C.

The members mentioned above, along with others not directly mentioned in this article, are serious CiVSA leaders and stars. We owe them a BIG thank you. Please give them, and me, any feedback or ideas you have to share.

**Sandy Roberts**

**Kevin Berry**  
**President - Elect**

### **Membership Activities**

It is hard to believe that the seasons have changed and the fall semester is nearly behind us. It feels like the conference in New Jersey ended just a few short days ago and, lo and behold it is now six months later. How time flies!

Before explaining my goals for the upcoming years, please allow me the opportunity to thank you for the nomination and election to the position of President - Elect. I am sincerely grateful for your faith in my abilities to effectively serve in this position. I promise to work diligently, throughout the year, as a sign of my appreciation.

In the areas of membership and recruitment, my goals are in line with the recommendations made by the strategic planning subcommittee chaired by Nancy Sandhu of the University of Wisconsin. The implementation of the recommendations made by this committee will bring much needed structure to the process of “getting and keeping” members. I look forward to working with Nancy during this year to build the foundation for bringing the recommendations and goals to fruition.

In the areas of retention, I plan to work with the Regional Directors to create a more substantial mentoring program for new members. This is a great idea that was initially brought forward by Sandy Roberts at the University of North Carolina. By developing the framework for a year-round mentoring program, I hope to create a mechanism so that new members become more involved. The other benefit of improved mentoring is that it could potentially become a leadership cultivation program. Through closer relationships with newer members, the current leadership might better determine interest and ability and in turn recruit the future leaders of CiVSA from day one. Another goal of this proposed program is to help in the “redefinition” of the importance of the Regional Director in the recruitment and retention of members.

I also plan to continue and enhance the “membership directory/resource book” created last year by Sandy Roberts. The new booklet will be delivered to the membership during the Spring semester. This booklet is important in that it helps us to better understand our membership. This piece is an important tool that should be, in my opinion, made into an annual directory/resource book that is “stepped up” on a yearly basis until it reaches the point that it is a service, provided only by CiVSA, that individuals working in our profession simply cannot live without.

These are just a few of the major goals that I plan to strive to achieve during the upcoming year. Please feel free to contact me by e-mail at: [kberry@mail.wvu.edu](mailto:kberry@mail.wvu.edu) or by phone at 1-800-344-9881 x2 if you have ideas related to recruitment and retention of members.

Once again, thank you for the honor of allowing me to serve as President - Elect. I look forward to an outstanding year.

**Fran Lane**  
**Past President**

### **The Burden of a Great Potential**

The “burden of a great potential” was a phrase that came up occasionally in our household during my children’s teenage years. From a parents’s perspective, we felt it was our duty, of course, to remind the rising generation to make the most of the talents, skills and capabilities with which they had been blessed. Their response upon being reminded was not always positive, so we dubbed this particular recurring conversation “the burden of a great potential discussion.” I believe that we, in CiVSA, could have this particular discussion on two levels.

The first level being a focus on the unique skills and talents of each member. Not only will our organization benefit by utilizing the talents of our members, but by further developing their skills, our members will come closer to achieving their full potential.

The second level is to imagine the unstoppable of CiVSA if we could harness the talents of our collective membership to work together toward a common goal.

The American Heritage College Dictionary states that “potential” means “having possibility, capability or power.” CiVSA has a solid beginning, and a terrific future. If each of us, in this young organization, bring our talents to bear on the functioning of the group, we will be an amazing organizational force. Consider your talents and volunteer to serve on a committee, host a conference, contact a prospective member or run for an office. Just lay that “burden” down, step up and turn that potential into reality!!



**Don't forget! The *Kudos Kolumn*, *Bright Ideas & On The Move* columns are open for your suggestions and input. Forward your information to us for the next newsletter as soon as you can.**

**Our e-mail address is [sstegall@unt.edu](mailto:ssstegall@unt.edu)**

**Raye Leigh Stone**  
**Treasurer**

Next Stop....College Station - June 2-5, 2001!

Just like all those cadets back in the 1800s, the next stop for the CiVSA conference is College Station. When the Agricultural and Mechanical College of Texas first opened in 1876 most of the cadets would arrive by train. Since the college was founded on prairie land, five miles south of Bryan, many of the cadets would miss their stop and have to hitch a ride back to school from Bryan. The train conductors remedied this by calling out, "Next stop, the college station." The name stuck, and College Station is now home to over 44,000 students at Texas A&M University, the site of the 8th National CiVSA conference.

The Aggieland Visitor Center staff are eagerly anticipating your arrival, in June, for the conference. We've lined up some great Texas bar-b-que, dancing, and Aggie charm to accent the conference. Now we just need you, and your expertise, to highlight the CiVSA program. Please consider giving a presentation or facilitating a round table discussion. Jeff Brake, our conference program chair, would love to hear from you!

Plan to arrive early so you can participate in the bus trips we have scheduled on Saturday, June 2nd, to visit the San Antonio Folklife Festival or the Visitor Center Tours of the University of Texas at Austin and Southwest Texas State University. We'll send out more details on these trips in the spring.

Mark your calendars now for the conference, June 2-5, 2001, and get your travel requests rolling so you can join us in Texas!

## NEW MEMBERS

**Jane Alexander**, George Washington University

**Greg Bedard**, Rutgers University

**Barbara Conn**, Fort Lewis College

**Allison Coonley**, James Madison University

**Derek Dye**, James Madison University

**Pam Fleming**, Cal Poly State University

**Sue Hutchings**, Rice University

**Jody Jeffries**, University of Missouri - Kansas City

**Debbie Kaufman**, James Madison University

**Kathleen Kissane**, Philadelphia University

**Gina Lomardini**, Northern Michigan University

**Tery Lyons**, University of Maryland

**Nick Mata**, University of Missouri - Kansas City

**Erin Milligan**, Thomas More College

**Sheila Pastor**, Yale University

**Linda Sandusky**, Albuquerque Technical Vocational Institute

**WELCOME! WE ARE  
GLAD YOU JOINED!**

Do you know someone who would make a great addition to the CiVSA organization? Let our National Headquarters know and they will send them an information packet.

# Let's Go CiVSA!

*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, as well as news about current activities, to:*

**The Welcomer**

c/o Stephanie Stegall

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Visitor Services Association

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# Bright Ideas!

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The Open House was made possible entirely through private funding, with several sponsorships from local media, an equipment rental business and the Wisconsin and Southern Railroad that provided train rides on Saturday. Nearly 800 faculty, staff and students volunteered their weekend to staff activities and events.

For more information about the UW-Madison Campus Open House, or for a copy of the event program, e-mail Sara Jung at [sjung@redgym.wisc.edu](mailto:sjung@redgym.wisc.edu).

Have you held an exciting event on your campus that you feel others may learn from? Let us know. We can feature it in our Bright Ideas column. E-mail your stories to: [sstegall@unt.edu](mailto:sstegall@unt.edu)

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## **NEXT STOP.... COLLEGE STATION**

**MARK YOUR CALENDARS FOR  
OUR 8TH ANNUAL NATIONAL  
CONFERENCE TO BE HELD AT  
TEXAS A&M UNIVERSITY.**

**JUNE 2-5, 2001**

**CONTACT JEFF BRAKE, PROGRAM  
CHAIR, IF YOU WOULD BE INTERESTED  
IN PRESENTING OR FACILITATING A  
ROUND TABLE DISCUSSION.**

**734.763.4636**

**[jbrake@umich.edu](mailto:jbrake@umich.edu)**

# CiVSA Spotlight

## **Ryan Leigh Runyon, University of South Carolina**

### **Region II Director, 2000 - 2001**

This edition's member spotlight is on Ryan Leigh Runyon, Assistant Director of the University of South Carolina (USC) Visitors Center and the newly elected Director of CiVSA Region II. Ryan Leigh has served in her current position at South Carolina since the Fall of 1998. In her role as assistant director, Ryan Leigh is part of an office that has three full-time employees and more than 50 student volunteers. The Visitors Center falls under the office of Student and Alumni Services at USC.

The USC Visitors Center is a dynamic office. Each week, a minimum of eleven walking campus tours are offered through the center. Those tours are approximately two hours in length and include a visit to a campus residence hall (if you visit during the work week). The number of tours, above eleven, can vary from week to week depending on the number of specialized and other group visitations that are scheduled on top of the regular schedule. Ryan Leigh is eagerly anticipating the addition of a driving portion to the current campus tour. That will occur when buses are added to enhance the program during the upcoming Spring semester.

Prior to her employment at the USC Visitors Center, Ryan Leigh earned a bachelors degree in Political Science from Lander University (Greenwood, SC) and a masters degree in Higher Education Administration from the University of South Carolina.

Ryan Leigh was extremely involved during her undergraduate experience. While at Lander, Ryan Leigh served as a Class Agent (representing the graduating class of 1996) and as a University Ambassador. As an aside, Ryan Leigh credits her positive experience as an Ambassador as the single largest reason for her decision to work full-time in the Visitor/Information field upon completion of her graduate studies. Ryan Leigh is a graduate of the Lander President's Leadership Program and served as a student member of the institution's Retention Committee. She also worked as a peer instructor in a course designed to assist students on academic probation or returning from academic suspension. Ryan Leigh remains an active member of the Lander University Alumni Association.

While working on her master's degree at USC, Ryan Leigh served as a graduate assistant in the University Registrar's Office. In that role, she was part of a three person unit that maintained a campus wide electronic degree auditing system. She also served as a trainer for faculty, students and staff members, teaching those individuals how to use the database and interpret the results of each audit. Ryan Leigh had the benefit of gaining practicum experiences in several USC offices throughout her graduate experience. Some of those experiences included work in the following offices: Office of Orientation and Testing, TRIO Programs, and the National Resource Center for the First Year Experience and Students in Transition. Ryan Leigh also served as a student member of the USC Judicial Board and on the planning committee for the 1998 Graduate Student and Faculty Forum held at USC while earning her degree.

When away from the office, Ryan Leigh enjoys working in the yard. Although this summer was her first attempt at managing a garden, she was quite successful. She is married to Joe Runyon (those of you that attended the conference in Madison had a chance to meet him) and is the proud parent of three cats: Abby, Sandy and Mulligan.

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contact information for all of our current officers, and an up-to-the-minute list of member institutions.

If you know someone who may be interested in joining CiVSA, direct them to the Membership section of the website that has information about Benefits, an Information Request Form, On-Line Membership Application, an Organizational Calendar and a map of the Regions.

Contact the National Headquarters at [civsa\\_HQ@cis.rutgers.edu](mailto:civsa_HQ@cis.rutgers.edu) or 732-932-9342 ext 604 if you have any questions or suggestions for improvement. We encourage every member to utilize CiVSA's on-line resources and services.

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## Bright Ideas!

### Open House Welcomes Community to Campus

FamilyFun magazine ranks Madison, Wisconsin among the top eight "Small Cities with Big Surprises," and the University of Wisconsin - Madison as one of the reasons for the city's selection to the list of "Urban Gems that Welcome Families with Regional Charm."

Like a free all-day pass to a state-of-the-art discovery park, the UW-Madison Campus Open House was the community's ticket for a weekend of family fun and exploration.

About 15,000 people visited the campus August 18-20, to get up close with the latest discoveries in space, science, agriculture and life sciences, health, engineering, and arts and humanities. Faculty, staff, researchers and students planned nearly 200 activities for all ages, ranging from tours to hands-on experiments. All activities were designed to showcase the diversity of campus offerings, from movies to biotechnology and more.

The UW-Madison Office of Visitor Services served as the primary sponsor and lead organizers of the event, encouraging participation from all schools and colleges, and organizing logistical needs for the weekend. University Communications designed and implemented a marketing plan and managed advertising purchases to get the word out and invite the community.

Staggered activities throughout the weekend created an atmosphere of always having something to see or do. Events were organized by theme and area of

campus. For example, the College of Agricultural and Life Sciences sponsored "From Cows to Wows: A Menu of Discovery," "Stars of Heaven and Earth" featured events designed by the School of Engineering, Department of Oceanic, Atmospheric and Space Science and Intercollegiate Athletics.

Last year the Open House was held in conjunction with UW-Madison's sesquicentennial celebration. This year more information booths were added and parking in campus lots was free. Shuttle busses ran during peak times to deliver visitors to their next destination. Surveys indicated 90 percent of visitors had a better impression of UW-Madison after participating in Open House activities.

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# On the move!

**Sara Maleski**, a 1999 graduate of Douglass College at Rutgers University, joined the RU Campus Information Services in the new position of Coordinator of Informational Services. In this position, Sara is in charge of the RU INFO Radio, the INFO Channel on RUTV and the New Brunswick Official Student Listserv.

**Joyce Dickerson** has recently become a new counselor at the Visitor Center at Cal Poly Pomona. She is in charge of day-to-day operations, which include tour scheduling, Visitor Center marketing and tour guide training.

After a brief hiatus with Cal Poly Pomona's Public Affairs office, **Jennifer Schufer** returned to the university's Visitor Center as the Enrollment Support Services Coordinator. In her new position, she manages the Visitor Center as well as all the marketing for the Enrollment area. In addition, she will be researching and implementing a call center and an Enrollment Express Services office.

## Kudos Kolumn

**CiVSA Membership** - a special thank you for all of your hard during "Let's go CiVSA" month. Your dedication of an hour a week to the organization is truly appreciated! Keep up the great work!!!

**Don't forget! The Kudos Kolumn, Bright Ideas & On The Move columns are open for your suggestions and input. Forward your information to us for the next newsletter as soon as you can.**

**Our e-mail address is [ssteggall@unt.edu](mailto:ssteggall@unt.edu).**

## Bright Ideas!

### Virtual Tour offers a unique look at the Campus

The University of North Texas premiered an interactive virtual tour on the Internet last May. The tour is unique because of its computer generated tour guides called "avatars." Most campus tours offer a QuickTime panoramic view or a traditional slide show. Using, "Dynamic HTML," potential students viewing the site can use these tour guides to get information on the various buildings throughout the campus without downloading new software.

The avatars also create a more interactive experience for students as they conduct the tour and point out different facts about UNT in relation to the different tour stops. Within the first month of operation UNT's virtual tour site received 93,000 hits.

UNT's virtual tour can be found at [www.unt.edu/virtualtour](http://www.unt.edu/virtualtour). For more information you can contact [ssteggall@unt.edu](mailto:ssteggall@unt.edu).

### *Vital CiVSA Information*

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