

The Welcomer

Collegiate Information and Visitor Services Association

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News and Information from the
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Visitor Services Association

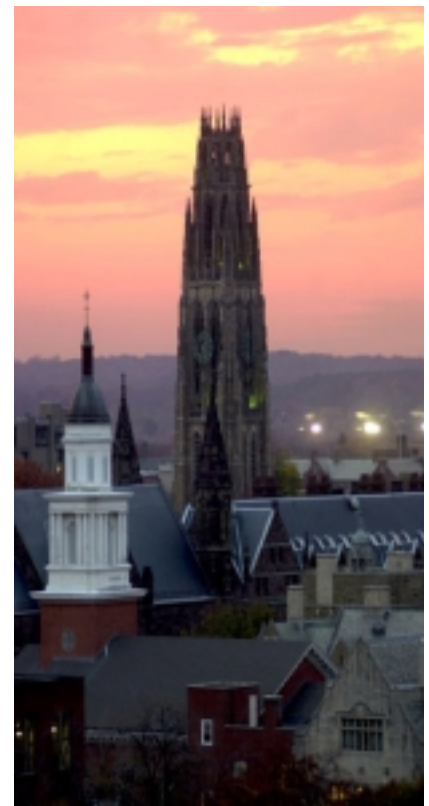
CiVSA heads to Connecticut!

by Nancy Franco

The 11th Annual CiVSA Conference is just a few weeks away. As you know, this is the first time two institutions are co-hosting this annual event and that is sure to mean twice the excitement! We hope you plan to join us at the University of Connecticut and Yale University for the upcoming conference.

We'll begin the conference in historic New Haven. We are looking forward to showing you some of the unique spaces on the Yale campus. You can visit the Yale University Art Gallery, which was the first University Art Gallery in the western hemisphere. The collection includes works by Monet, van Gogh, Renoir, and Picasso. Just across the street, the British Art Center has the finest and most comprehensive collection of British art outside the United Kingdom. Be sure to see the Beinecke Rare Books and Manuscript Library—this floating box of translucent marble is one of the largest buildings in the world devoted to rare books and manuscripts. It houses more than 600,000 rare books, including the Gutenberg Bible, as well as original Audubon prints.

Did you know that the last three U.S. Presidents were all Yale-educated? In fact this year's Presidential election will keep the tradition going, as both President Bush and Democratic nominee John Kerry are Yale graduates. Our tour guides will be happy to point out Skull and Bones (the Secret Society which Bush and Kerry are both members of) or show you around the Yale Law School where Bill met Hillary.



Sunset over the Yale campus

Continued on next page

The second day of our conference will be spent in Storrs, home to the [University of Connecticut](#). Regarded as the top public university in New England, UConn blends exceptional academics with a vibrant athletic tradition (UConn is currently home to both the Men's and Women's National Basketball Champions!). It is a campus rich with traditions, honoring its agricultural heritage while continually expanding its cutting-edge research facilities, arts offerings, and the beauty of its campus. Recently, UConn created a vehicle-free Pedestrian Core at the center of campus featuring brick plazas and pathways that are conducive for meeting, exchanging ideas, and enjoying University life.



The University of Connecticut's Lodewick Visitor Center

Oh, and let's not forget some of the exciting seminars we have planned during the conference. Here are just a few of the sessions we've got scheduled:

- Creating Engaging Exhibits and Materials
- The Importance of the Campus Tour: How to Recruit and Hire the Best Tour Guides
- Grant Writing 101
- Discover Your Genius: How to think like Leonardo da Vinci
- How to use survey and focus group data to build and strengthen Visitor Services, Marketing and Public Relations
- Effective Training Programs for Student Workers

Remember, our Keynote Speaker will be [Neil Howe](#), author of numerous books about generations and trends, including his recent publication, *Millennials Go to College*.

The complete conference schedule, as well as information about getting to Connecticut, hotel information, and a sneak peek at some of the activities we have planned is on the conference web site: www.civsa.yale.uconn.edu

We can't wait to see you at this year's Conference!

*Nancy Franco, Conference Co-Host
Yale University*

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IMPORTANT HOTEL NOTE:

All hotel reservations should be made by calling the [Holiday Inn at Yale](#) at **203-777-6221**. Rooms are limited, so please make your reservations as soon as possible and be sure to mention CiVSA!

My First CiVSA Conference

by Tami Tassler

Are you wondering if you should attend the 2004 CiVSA Conference at Yale/UConn this summer? Wondering if it will be beneficial and if you'll really even learn from it? Wondering if you'll be able to convince your Director (or Dean) it will be worthwhile to attend? If nothing else, you can steal ideas from other member institutions – they should go for that! Who wants to go to Connecticut in the middle of the summer? Why couldn't it be in Florida in February? Well, let me tell you my story:

I have to admit, going to Lincoln, Nebraska, in the middle of the summer was not at the top of my list of "things I'd like to do this summer." I really wasn't looking forward to the trip all that much. My dean had asked me to represent [FGCU](#) at the conference and I told him I'd go. I didn't know a soul that would be there. Even though I'm pretty much a "people person," I would much rather already know who I was going to hang out and skip the sessions with.....

So, I reluctantly packed my bags and got on the plane with my book in hand thinking at least I'd have some good reading time while I was out there. Flying into Lincoln was an experience in itself. My little 30-seater aircraft was just about to touch down when the pilot realized there was something in the way, so back up in the air we went. The air conditioning wasn't working to my standards and the sweet old man sitting next to me was trying to have a conversation with me while I was trying to calm myself from what I thought was a near crash. I'm usually a great flyer, but this was just adding to what I thought was going to be wasted time and money from our ever-so-scarce budget.

When we finally touched ground and I got off the plane and into the terminal, my next concern was getting to the hotel. I called the hotel and requested ground transportation. When I hung up, there was a lady standing behind me who was obviously eavesdropping on my conversation because she asked, "So, is the bus for the Embassy Suites on its way?" I remember thinking, "Boy, what a nosy person. She looks familiar though." But, I couldn't put my finger on where I had seen her. So, I asked, "Are you, by any chance, here for the CiVSA conference?" Boy was that the right (or wrong) question to ask! "YES! Are you? I'm Barb! Nice to meet you! This is such a great group! We're going to have so much fun! What school are you with? I'm from [Illinois State University](#). Whew, what a flight! I'm the President-Elect of CiVSA. We're so glad you're here. Most of the group is arriving tomorrow, but we have a board meeting that I need to be here for, so we came in today. Have you ever been to Lincoln? Do you know anyone in the organization? I'm so excited about this conference! What was your name?" At least, I think that's how it went. For those of you who know Barb Dallinger, our current President, you probably wouldn't think twice about this conversation, but being someone who had never met her, I was slightly overwhelmed (although I realize I may have that same effect on people). I thought I had just met the most enthusiastic, positive, upbeat person in the entire higher education system. Little did I know she was just the beginning of it! From that point forward, until the moment I stepped on my plane for the return flight to Florida, I "talked shop." Can I just say, I have never enjoyed talking about work more!



The brand-new, just-about-to-open Sugden Visitor Center at Florida Gulf Coast University.

Continued on next page

I have never had so much fun learning all kinds of new ideas and procedures for training staff and tour guides and getting information to everyone. I literally received all types of other helpful hints that make my life so much easier in the office! I can't tell you how many times one question would be answered with multiple suggestions. I was sure everyone would roll their eyes when they saw me raise my hand because I had so many questions! I became so excited to attend all of the sessions and disappointed I couldn't make them all (yes, I realize, I'm a conference junkie now). Although there was a small group in terms of conference participants, the amount of information I collected was enough to weigh down my suitcase by at least 10 more pounds! From visiting the newly opened Van Brunt Visitor's Center to tasting my first ever Runza to "Mini-me" t-shirts and standing on the big "N" in the middle of the University of Nebraska Cornhusker's Memorial Stadium, I made memories to last me a lifetime!

As much as I didn't want to leave Lincoln (yes, I did just say that), I was so excited to get back to my own campus and share all of the exciting details! Believe me, when I did return, my staff thought I was a crazed lunatic! I think it started like this at our staff meeting, "So, I had to go to this CiVSA Conference in Lincoln, Nebraska, and just wait until I tell you about the things I learned! First, I met our new President, who was the President-Elect at the time because they passed the gavel at the closing banquet, at the airport when I was waiting on my luggage and she was so cool! Then I got to the hotel and started meeting all kinds of CiVSA people and then I walked over to their new visitor's center and talked with the staff there. Boy do I have a lot of ideas for our new center! But, I'll tell you about that later. So, I've learned all kinds of ways to quiz you on the information we share. Oh my gosh, I got to stand in the middle of the football field on the N – do you know how big Cornhusker football is? We have to take pictures of our new center from the ground up – it was so cool to see how their center was built through pictures! What? You mean I'm going too fast? Slow down? But I have so much to tell!"

So, in all, I guess what I'm trying to say is if you're having a problem with getting to the conference because of budgetary reasons, just have your supervisor e-mail me, or better yet, call me! I'll explain how beneficial it will be! They'll get tired of hearing me talk about it – as I'm sure my new director has! The resources I have received throughout the year have been even better than the resources at the conference! This group is the most giving and helpful group I've ever been a part of! If you need something, they'll provide! I hope to see you at Yale and UConn! Believe me, I'll be there! I may have to walk, but if I start now, I may make it by June 5! ☺

Tami Tassler
Florida Gulf Coast University



A Call for Volunteers!

As I prepare myself for the 2004 conference, I am looking for volunteers to serve as session note takers. I would love to get folks assigned to sessions they are already planning to attend. There is a great conference schedule on the [conference webpage](#). If you're interested in helping out (this is not a huge time commitment and yet a good way to get involved), let me know by email: your name, phone number and session(s) you are interested in and I will put together a schedule.

I can't wait to get your email! Thanks in advance for your assistance.

Kate Steinbach
University of Wisconsin - Milwaukee
ksteinba@uwm.edu

Update from the President

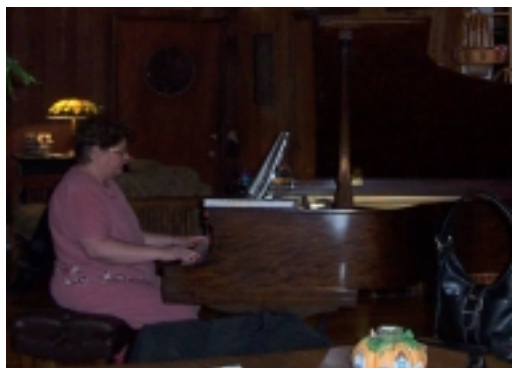
Plans are underway and the e-mails have been buzzing around between your executive board members as we count down to CiVSA 2004! The folks from Connecticut are anxious to see us and are unswerving in their quest to bring you the best CiVSA Conference yet. Our goal is to bring you the best possible blend of valuable information, professional development, and networking opportunities with an added bonus of a little relaxation, CiVSA-style.

One of my recent CiVSA Friday e-mails invited you to nominate your colleagues for the [Nick Kovalakides Outstanding Member Award](#). This prestigious award is presented yearly to an active member who has shown outstanding service, devotion and support to the success of the organization, but who is not currently a member of the Executive Board. Won't you please take a moment and give some thought to nominating one or more of your colleagues for this honor? So many of our members have shown a commitment not only to our organization, but to our field and are out there in the trenches making a difference everyday. I look forward to reading all about them!

Whether you're a new member and attending your first conference or a seasoned veteran with several CiVSA trips logged onto your luggage, I look forward to seeing you at [Yale and UConn](#)!

Safe travels!
Barb

*Barb Dallinger, President
Illinois State University*



Barb entertains the crowd during the CiVSA Executive Board mid-year meeting in November.

Welcome New Members!

Catherine Bell
Black Hawk College

Rebecca Craft
University of Kentucky

Jaime Cripe
University of Notre Dame

Tom Myers
Princeton University

Colleen Bennett
Illinois State University

Christine Webb
Vanderbilt University

Lauren Haberman
University of South Carolina

Karen Rowan-Badger
University of South Carolina

LaDawn Duvall
University of California – Berkeley

Emily Jones
George Mason University

A hearty welcome to new members who have recently joined our dynamic organization! I invite you to jump into organization activities by replying to listserv questions or tossing one out to the membership yourself and, hopefully, marking your calendar to join us at [Yale/UConn in June](#).

I also ask all members, new and continuing (notice the lack of the use of the word “old”), to spread the word to colleagues and work associates about CiVSA. Please pass along names and general contact information to me at ksteinba@uwm.edu. I will be glad to contact them to discuss the benefits of joining.

Thanks for your assistance!

*Kate Steinbach, Membership Chair
University of Wisconsin - Milwaukee*

Officers 2003-2004

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Calling all CiVSA Leaders!

Leadership development continues to be critical to the positive growth of our young association. Our goal is to utilize the unique skills and talents of our members to build a stronger organization – and at the same time offer our members the opportunity to develop professional leadership skills. Each of our members is a leader on her/his individual campus. We want to tap these skills for CiVSA! Please consider the leadership opportunities that will be open this coming year. More importantly, consider submitting your name or that of a CiVSA colleague for a position in 2004-2005.

To serve as an officer, you must have attended at least one national conference prior to this year's.

In addition to nominations for the [executive board](#), I am asking for nominations for the positions of Regional Director. [Regions II and IV](#) will elect directors this year. [Region III](#) will also be appointing someone to a one-year term as Director. Regional Directors as well as the officers will be elected at our conference at [Yale and UConn in June](#).

The job descriptions of the executive board can all be found in the bylaws listed on the [CiVSA website](#).

I am seeking nominations for [President Elect](#), [Secretary](#), [Director of Communications](#), and Regional Directors of Regions II and IV. Please submit your nominations electronically to lbaumert@ou.edu. All nominations will be shared with the nominating committee for their consideration. Thank you for taking time to give thought to CiVSA's leadership for 2004-2005! Please contact me if you have any questions.

*Leslie Baumert
CiVSA Past President
Chair, Nominations Committee
University of Oklahoma*

Correction!

In the campus tour chart included in the previous issue of *The Welcomer*, we inadvertently confused member Kimberly McNair's previous institution with her current one. In the previous chart, the responses listed for Howard Community College are actually those for Towson University. This oversight has been corrected in this issue.

Howard Community College does not conduct regularly scheduled tours. Individuals interested in receiving a tour of the campus should contact the Admissions Office.

Our sincere apologies to Kimberly McNair, Howard Community College, and Towson University!



The Welcomer is a publication of the Collegiate Information and Visitor Services Association. Please send comments, suggestions, or photos to:

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*This issue edited by Jennifer McGowan,
University of Michigan*

Have you visited the CiVSA website recently?

There's a wealth of information available, including a member directory, past issues of *The Welcomer*, and complete information about the upcoming conference in Connecticut.

www.civsa.org

If you don't remember the CiVSA member login and password, contact Denise Mercier or CiVSA headquarters!

Campus Tour Survey

Thanks to all who took time to answer the Campus Visit Survey sent out in September. I was overwhelmed with the reply and the continued input from many CiVSA institutions. A copy of the survey and a summary of half of the questionnaire follows. The remainder were compiled in the previous issue of *The Welcomer*.

Thanks again for the great information!

Kate Steinbach
University of Wisconsin - Milwaukee

The Survey:

Who/what office on your campus coordinates campus tours?

Do you have a set tour schedule or can guests get a tour anytime they wish? Please provide the schedule or time parameters for taking a guided tour.

Do you have a self-guided tour option? Please briefly describe.

Is your tour walking, riding or a combination? Please explain.

Do you limit the size of your tour groups?

How large do you let your groups get?

Do you use paid student tour guides?

How much are guides paid? If hourly, how much per hour and how long is the average tour?

How many guides go with a group? What is the guide/guest ratio?

Does your campus tour take guests in and out of buildings? If yes, please give examples of what you highlight.

Does your campus tour include the residence halls?

Does your campus tour include the library? Do you take groups into the library?

Do you host special visit days such as Open Houses, Preview Days, overnight visits? If yes, please provide a brief description.

Please provide any other information related to your campus tour program you feel is relevant or perhaps, unique.

See next page for survey results

| Institution | Size of Tour Groups | Guest/Guide Ratio | Self-Guided Tour Option? | Residence Hall Included? |
|---|--|---|---|--|
| American University | Size Varies | 20/1 | Yes, special map | Yes, guides show own room. Show room used in summer. |
| Cal Poly Pomona | Size Varies | 6/1 during non-peak times | Yes, 20-page booklet | Yes, showroom used |
| Colorado State University | Strive for 20-25 but may go larger | 25/1 is goal | Yes, special map with points of interest | Yes, to show room and dining facilities |
| Florida State University | 14 van; 30-50 walking | Maximum of 120/2 | No | Yes, on walking tour |
| James Madison University | No more than 30; 10 is optimal | 10-30/1 | Yes, special map/brochure. Working on CD version | Yes |
| Midlands Technical College | Try to accommodate any size | 25/1 is goal | | No on campus housing to show |
| Ohio State University | Usually 12 is max | 12/1 | Yes, special map | Yes, 1 on general tour; 3 on admitted student tour |
| Princeton | Unlimited, ranges from 1-50 | 1 per group; try for multiple guides at busy times | Working on one. Visitors can purchase brochures and create their own. | Walk by and discuss but do not go in. |
| Texas State University - San Marcos | 25-30 is goal. Special programs often larger. | 30/1 | Yes, online | No, but arrangements can be made with Residence Life |
| Towson University | 25 reservation; 75 people max (we assume 2 guests per student reservation) | 25/1. We try to have 2 guides/group, 3 if we know group is large. | Yes, special map/brochure | Yes |
| University of California, Santa Barbara | No limit, try for 40-50 | One guide per group | Yes, special map | Yes, model room |
| University of Michigan - Central Campus | Size Varies | 25/1 | Yes, special map | Yes, except during exams and move-in/out periods |
| University of Michigan - North Campus | Try for 25 | 25/1 | Yes, special map | By request only |
| University of Nebraska, Lincoln | Try for 8-12 | 8/1 is ideal. 20/1 for special groups. | No, working on one | Yes, show room |
| University of North Texas | Try for 20 | max 25/1 | Yes, recently developed | Yes, model room |
| University of South Carolina | 13 bus, 15 walking | 10-15/1 | Yes, special map | Yes, model room (never during exams) |
| UW-Milwaukee | 12-15 weekdays; 25 Saturdays | 15/1 (special groups may be larger) | Yes, special map | Yes, suite on 23rd floor (for view) |
| Yale | Unlimited | 25/1 | Yes, special map | Yes, into a common room but not dorm room |

| Institution | Library Included? | Special Visit Opportunities |
|---|--|--|
| American University | Yes, but only lobby | 5 Preview Days; 9 Overnight |
| CSU-Pomona | Yes, and go inside | Admissions & University Outreach sponsor these |
| Colorado State University | Discuss library but do not go in | Visit Day program for juniors, seniors, transfers, and adult learners |
| Florida State University | No, but considering | Admissions offers 5 Preview Days |
| James Madison University | Yes | 4 Open Houses; 3 Preview Days Overnight/Shadow on a needs basis - not publicized |
| Midlands Technical College | Yes, also include Academic Success Center (tutoring and computer labs) | |
| Ohio State University | Yes | Open House, Academic Open Houses, Honors Days, Scarlet and Great Days |
| Princeton | Stop outside to discuss but do not go in. | Hosted by Admissions |
| Texas State University-San Marcos | Yes, but only go inside when weather is bad. | 4 Bobcat Days (open house) |
| Towson University | Yes, but only enter main lobby | Several open houses/semester. Select Friday Information Sessions |
| University of California, Santa Barbara | Yes, 8th floor has great ocean/mountain views. | Fall Preview Day was cancelled; Spring Open House in April; no overnights |
| University of Michigan - Central Campus | Yes | Campus Day; Spring Welcome Day; various other programs hosted by Admissions |
| University of Michigan - North Campus | Yes | Campus Day; Summer Symposium; special programs for women and minorities (may include overnight) |
| University of Nebraska, Lincoln | Not usually; included in honors tours. | Red Letter Days; NU Preview Days; Multicultural Visit Days; Distinguished Scholar Days; some overnight options |
| University of North Texas | Yes, if no complaints | 2 Preview Days, sponsored by a student organization |
| University of South Carolina | At guide's discretion | Admissions runs Open House and Scholars Days; no overnights |
| UW-Milwaukee | Discuss library but do not go in | 3 Preview Days; 1 Open House; 2 Camp-Ins (overnight) |
| Yale | Yes, 2 libraries | Admissions hosts Bulldog days in spring for admitted students and coordinates overnight options in fall for prospects. |

Council for the Advancement of
Standards in Higher Education

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Washington, D. C. 20036-1188
202-862-1400

The Council for the Advancement of Standards in Higher Education (CAS) celebrated its 25th Anniversary at its regular Board of Directors meeting, April 25-27, 2004, in Washington D. C. CAS promulgates standards and guidelines for educational programs and services in U. S. and Canadian higher education. The anniversary celebration featured visitors and speakers who had played significant roles in the history of the organization. Several awards were given by the organization to present and former members who had served many years on the Board of Directors.

“CAS has made a significant and enduring contribution to quality assurance in U. S. and Canadian higher education through its unique approach to self-assessment and self-regulation of educational programs and services to students,” according to Don G. Creamer, President of CAS. CAS is a consortium of 37 professional associations representing various interests in higher education. The CAS process of promulgating standards and guidelines for practices also is unique, according to Creamer, and requires that representatives from all association members of the Board of Directors reach consensus on all aspects of standards and guidelines for them to be approved. This broad consensus of diverse association representatives ensures non-parochial viewpoints on quality of educational practice in higher education.

Only three presidents have led the organization during its first 25 years of service—Ted Miller, Professor Emeritus, at the University of Georgia, Phyllis Mable, now serving as part-time Executive Director of CAS, and Don G. Creamer, Professor of Higher Education and Student Affairs at Virginia Tech. Jan Arminio, Associate Professor of Counseling and Student Affairs at Shippensburg University will assume the role of President in September, 2004.



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 34 member organizations. These associations represent the vast majority of higher education student programs and services practitioners throughout the country.