

# The Welcomer

Collegiate Information and Visitor Services Association

Vol.17 Issue 1

Winter 2008

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## CiVSA 2008 Annual Conference

By: Steve Quintero



Plaza at twilight

***“There is science, logic, reason; there is thought verified by experience. And then, there is California.”***

- Edward Abbey  
American Writer (1927-1989)

In 1848, pioneers made a discovery in California that would change the future of the nation: GOLD! By 1849, a mad rush began to Sutter’s Mill. Now, 149 years later, a mad rush is once again on the horizon for the “Golden State.”

For the first time in history, CiVSA is hosting the annual conference on the West Coast. It’s only fitting that CiVSA, conference and coast all start with the letter “C.” In keeping with that trend, this year’s host institution is Cal Poly Pomona. The former ranch home of cereal magnate William K. Kellogg, the ranch is now a beautiful campus set in a rolling hill environment of flowers, plants, trees and happy cows.

The planning committee is working diligently on giving you an experience that will enhance and enrich your life professionally and personally. Whether you are new to the organization, new to the conference or a wise elder, the conference will provide you a chance to learn, to share and to explore.

At the conference, you will have an opportunity to hear Cal Poly Pomona President Dr. J. Michael Ortiz speak on the Hispanic population influence of recruitment and enrollment at four-year institutions. Dr. Andrew Feinstein, Dean of the Collins School of Hospitality Management at Cal Poly Pomona will speak on hospitality and service.

There will be outstanding concurrent sessions and panels on information centers, visitor centers, student staff, tours and technology. Session topics include motivating staff, designing a campus map, integrating resources and CAS Standards.

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This year, the conference will also implement some new components. The Research Committee has selected a research proposal for presentation. An exclusive social event will be hosted for new members to the association and first time attendees to the conference. Regional Meetings will take place on the first day of the conference. The last day of the conference will give members an opportunity to join one of the association's working committees – Constitutional, Council for the Advancement of Standards in Higher Education, Marketing, Strategic and Research.

While learning and sharing are important aspects of the conference, we will also be exploring. We have the opportunity to visit UC Irvine - Go Anteaters! And if we are fortunate with weather, a beautiful Pacific Ocean sunset awaits!

The best surf season in California is during the summer. It's best you are well-prepared for your trip. So, take a moment to practice your surfing on-line by visiting the conference web site at [dsa.csupomona.edu/visitors/civsa](http://dsa.csupomona.edu/visitors/civsa). Cruising through the web site, you'll find the conference schedule, hotel information, travel resources and California tourism.

Jan and Dean once sang about Surf City (aka Huntington Beach) where there were "two girls for every boy." Just maybe, they were talking about CIVSA membership.

Your 2008 conference planning committee:

Bryan Jue, Rosa Lamas-Serratos, Anne Peterson and Steve Quintero with special guidance from Georgia Balafas, Stephen Barnett, Betty Spengler and Tami Tassler.

Steve Quintero

### Conference 2008!

Don't forget to mark your calendars for the 2008 Annual Conference, being held **June 19-22** at beautiful [Cal Poly Pomona](http://www.calpoly.edu)! Along with the usual assortment of fabulous sessions, roundtable discussions, and presentations, we'll have all the excitement and resources of Los Angeles to enjoy. More information about the conference is available on the Conference website, <http://dsa.csupomona.edu/visitors/civsa>. Don't miss Steve Quintero's Home Video!

Register for the conference by April 15 to take advantage of early-bird pricing!

### Conference 2009!

The location has been chosen for the 2009 Annual Conference. Where is it going to be? Boston University!

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

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# A First Time Conference Experience

By: Sarah Amos

Berea College

In April of 2006, my first year as the Coordinator of Campus Visits for the Berea College Office of Admissions was coming to an end. Our director forwarded a letter to me from Stephen Barnett from the University of Kentucky. The letter, an invitation to learn more about an organization called CiVSA, immediately caught my attention. An organization committed to serving those of us who work in campus visit programs all over the country? It sounded too good to be true! I had watched my colleagues attend regional and national conferences focusing on recruitment and admissions trends, but never felt like these conferences would be beneficial to me. I called Stephen who immediately recommended that I attend the CiVSA conference in Washington DC. With the support of my director, I quickly made travel plans, very interested to learn more about CiVSA.

When I arrived at the conference hotel, I was immediately greeted by Tami Tassler who made me feel right at home. Everyone I met was so excited and full of energy! The “veterans” welcomed the “newcomers” with open arms and I learned so much at the new member’s workshop.

I enjoyed having the opportunity to visit other colleges and universities and the information sessions were so helpful! It was great to hear about what others are doing to improve the college visit experience and learn from those who have spent years working in the field. I came back to Berea energized and with many new ideas!

The thing I enjoyed the most about my first CiVSA conference was getting to meet and interact with campus visit professionals from large state universities, community colleges, and private liberal arts schools. No matter what type of school we come from, we all share a love for the visitors we serve. The CiVSA conference is a great way for us to come together and share ideas, experiences, and even frustrations with colleagues from across the United States. It is a time to celebrate what we do while gaining valuable information along the way. But don’t just take my word for it. Come to the 2008 conference and see for yourself!

## CiVSA Best Practices

### Flaking Season at Cornell University



Cornell University's Campus Information and Visitor Relations (CIVR) celebrates FLAKING SEASON

It's a long-standing tradition at CIVR to celebrate the end of the semester, the holiday season, and the prospect of snow with our version of a secret gift exchange. The program is called Secret Snowflake but the staff more commonly knows it as Flaking.

The entire program is coordinated and managed by our Student Managers. This includes soliciting participants, matching "flakers" and "flakees", decorating the drop-off area, and at times reminding participants if they've forgotten to gift... no one likes a flake that flakes out!

Participation is, of course, entirely voluntary and about 30-40 of our staff join in on the fun. Flaking begins on the Tuesday after Thanksgiving. Every participant is assigned a "flake" that they "flake" during the week with witty/funny/silly/cheap gifts. At the same time, each participant is also "flaked" by another with witty/funny/silly/cheap gifts for themselves.

Each participant will give and receive 5 gifts: Tuesday, Wednesday, Thursday, Friday, and the final gift at the CIVR Holiday Party. The total cost of ALL gifts should not exceed \$25-\$30. The students are very creative in thinking up just the right gifts for their flake (the dollar store has great stuff!) and many leave clues as to their identity. There's a special drop off/pick up area for flaking gifts in our Call Center. Gifts are usually dropped off in the morning with the "flake" name clearly displayed on the gift so that he or she can identify their present.

It's great fun to see the variety of gifts: books, magazines, home-baked goodies, slippers, scarves, tee shirts, bubble bath, a wig (!), a DVD.

Programs such as Flaking are great ways to encourage interaction among staff, facilitate their getting to know each other, grow their capacity to work more effectively together, and ultimately develop a winning team.

By: Peggy Beach  
Cornell University

# CiVSA Officers for 2007-2008

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Have a question for the entire board?  
Reach us all at [civsaboard@civsa.org](mailto:civsaboard@civsa.org)

# Welcome New Members!

Megan Adams  
University of Louisville

Dorie Ain  
George Washington University

Katherine Alden  
College of Southern Maryland

Ashley Baker  
University of Louisville

Jadaroshay Bethea  
Baltimore City Community College

Chris Bierdeman  
University of N. Colorado

Crystal Brodis  
Cuyahoga Community College

Cheryl Brown  
SUNY-Binghamton

Lori Brown  
Arizona State

Christina Buonaccorsi  
Stanford University

Michael Calvo  
UC-Berkeley

Amber Campbell  
University of Kentucky

Dameria Curry  
University of Houston

Cynthia DeLuca  
North Carolina State University

Bridget Derge  
UW-Green Bay

Chris Downen  
University of N. Colorado

Stacy Fair  
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Diane Finsel  
Kutztown University of Pennsylvania

Chrysandra Ford  
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Jeffrey Gates  
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Thom Golden  
Vanderbilt University

Robin Grivetti  
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Susan Habeck  
Anne Arundel Community College

Dana Hammond  
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Pam Harvey-Jacobs  
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Marlene Hernandez  
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Jennifer Hollis  
Rutgers University

Michelle Lockhart,  
Oklahoma City University

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UC-Berkeley

Mary Lee May  
George Mason University

Angie McCoy  
Johnson & Wales University

Alyssa Murphy  
University of Louisville

Jen Pfundtner  
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Vanderbilt University

Douglas Pineda  
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George Mason University

Adriana Ramirez  
Stanford University

Jody Ramirez  
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Amanda Tagliaferro  
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Keri Thorn  
American University

Joseph Tiesi  
SUNY-Binghamton

Eric Tradup  
Texas State University-San Marcos

Brian Troyer  
University of Kentucky

Kirsten Walker  
George Washington University