

the CIVSA WELCOMER

Collegiate Information and Visitor Services Association

LETTER FROM THE PRESIDENT

By Stephen Barnett, CIVSA President
University of Kentucky



The Denver skyline

In this issue

Letter from the President	1
10 Reasons to Attend the Annual Conference	2
Just for fun!	3
Have you seen CiVY?	3
Congratulations Are In Order!	4
CIVSA Member Profile	5
CAS Update: Ted K Miller Award	6
President's Letter cont.	7
Lending Library Information	7
New Members	8-9
Conference Session List	10

Start the Madness!

As winter quickly comes to a close and spring is upon us the madness of March is underway. It is amazing how fast time goes by – in just less than three months many of us will gather in Denver for what will be another outstanding Annual Conference.

I want to provide you with several updates from CIVSA that have occurred over the past couple of months:

- Brittany Preston who had served as Regional I Director from the University of Colorado, Boulder accepted a new position at Simpson College in Indianola, Iowa. This exciting change for Brittany moved her out of Region I to Region III. As a result, she could no longer complete her term as Regional Director. Patrick Gabriel Lorenzo of St. Mary's has agreed to complete Brittany's term as Regional Director of Region I. Brittany was an amazing Regional Director who helped recruit many new members and we are very appreciative of her work on the Board and congratulate her on her new position. We are also very grateful to Patrick for agreeing to serve the organization in this capacity.
- Are you interested in becoming more involved in CIVSA? At the 2012 Annual Conference, our organization will elect new leaders for the 2012 – 2013 year. The positions open will be President-

CONTINUED ON PAGE 7...

Top Ten Reasons You Should Not Miss Out on Denver... Reasons You'll Want to Show Your Boss!

by Jaime Engelhart, CIVSA 2012 Conference Committee Chair
Arizona State University

10. Two Words - Social Media! Make sure to follow us on [Facebook](#) and [Twitter](#) to get the most up to date information about this year's conference as well as some opportunities to win some FREE CIVSA [swag!](#) This is also a great way for us to share ideas and hear about things YOU want to do prior to conference, and while we're in Denver this June.

9. It's Affordable! Honestly though, we try to give you the biggest bang for your buck! Compared to many other national conferences, CIVSA is very [reasonably priced](#) and the information you will receive during the conference this year is priceless. The conference room rate isn't too shabby either.

8. Learn from TargetX and Other Great Sponsors! [TargetX](#) returns as our Signature Alumni Conference Sponsor for the third consecutive year, and we couldn't be happier. They are the leading provider of interactive marketing technology and services in higher education, helping more than 400 colleges and universities recruit today's web-savvy students and make campus visits an experience to remember. We will also have other sponsors on site ready to show you how they can enhance your college's visit experience. You will have plenty of time to pick up a few tips on improving your campus' visit programs, while experiencing some of the most breathtaking sites in the Denver area!

7. The Networking Opportunities! CIVSA conferences are designed to provide time to learn some best practices from each other and build relationships that can benefit you over the course of your career. Whether it is during scheduled events or while you are enjoying the beautiful Denver skyline, you won't want to miss the opportunity to develop these connections or reconnect with old friends. You never know when this can come in handy!

6. Tons of Educational and Developmental Opportunities! With [OVER 40 sessions](#) (the most we've ever had) to choose from including plenary sessions, presentations, discussions and panels you are sure to walk away with new ideas and information you can put to immediate use on your campus. We will also be offering "Let's Talk CIVSA" as part of the discussion circles to let people know a little more about the history of the organization and how you can become more involved.

5. Motivation! At the end of the school year, it's difficult to find that motivation that keeps us coming back to work every day, while trying to constantly enhance our programs. This year's conference is sure to give you the motivation you need to use your summer changing and planning some extraordinary programs for your campus to help get those visitors at your front door!

4. Our Keynote Speaker! Our Keynote Speaker, [Tamara G. Kleinberg](#), an idea tinkerer, serial entrepreneur, nationally published author, innovation enthusiast and martial artist, speaking to us in the beautiful new [History Colorado Center](#). In addition to her keynote, Tamara will also be presenting a follow-up workshop.

3. Hear from One of CIVSA's Own Dynamic Members! Back by popular demand... yes, we're all still talking about his presentation from last year. Eric Johnson, from the University of Georgia, will be presenting a closing session titled "Elevation 5280," which will help us see the big picture, do remarkably great work, and make a dent in the universe with all that we learn from this year's conference.



Jaime and ASU mascot Sparky

2. Actual Campus Visits! You will have the opportunity to select from a range of college campus tour experiences! Tour options will include private, public, big and small, so you will get to select what you want to see. A complete list of tour offerings will be posted on the conference site soon.

1. RISING TO NEW HEIGHTS, Literally! Denver, [the mile high city](#), is a wonderful destination and we are making the most of all it has to offer by incorporating some fun events into the conference experience. There will also be plenty of free time so you can experience some of the amazing restaurants and spend time shopping on the [16th Street Mall](#), which are located right next to our hotel, the [Westin Downtown Denver!](#)

If you couldn't tell by this list, we are REALLY excited about conference this year! Be sure to [register](#) ASAP and don't forget to book your hotel room now too. Also, please continue to encourage others do so until registration closes May 15.

Believe us - you won't want to miss this!



Just for fun!

By Bryan Jue, Assistant Director of Visitor Services &
 "Commissioner of CIVSA Fantasy Sports"
 University of California - Irvine

With March here, it is almost time for every university's favorite time of the year, March Madness. This year marks the 3rd Annual CIVSA Madness Challenge where you can see if you can successfully pick the best bracket. The winner will receive a full conference registration* for this year's conference in Denver. To begin the process, you can register and/or renew your team at the link below. The CIVSA password is Denver. More information will come as we get closer to tourney time so have fun studying up.

<http://tournament.fantasysports.yahoo.com/t1/group/13928/invitation?key=179ad40942b2af2athe>

*Conference registration has no cash value and is non-transferrable. It is only applicable for the 2012 CIVSA Annual Conference in Denver, CO.



Have you seen CIVY?



CIVY is a civet and he is traveling the country to meet CIVSA members. If you find CIVY in your mailbox, continue his adventures by sending him to another member of CIVSA within ten days. Before you drop him in the mail, make sure to take a creative photo of him on your campus. You may also choose to teach him something unique that your office does. E-mail your photo and lesson to web@civsa.org!

CONGRATULATIONS ARE IN ORDER!

The following CIVSA members have been promoted to the following positions.
Congratulations!

Mitch Finer

Director of Enrollment
New College of Florida

Jamie Hansard

Managing Director for Recruitment & Marketing
Texas Tech University

Brittney Joyce

Campus Visit Manager
Furman University

Dennis McKay

Director of Welcome Center & Graduate Admissions
Morehead State University

Joann Mitchell

Manager of West Texas Recruitment & Visitors Center
Texas Tech University

Brittany Preston

Assistant Director of Admissions
Simpson College

Tremayne Robertson

Associate Director for University Information
George Mason University



Congratulations to our following CIVSA members on winning the 2011 - 2012 Annual Membership Drive! We appreciate you finding our newest members!

Stephanie Ruybal

Western State College of Colorado

Jamie Hansard

Texas Tech University

We hope you enjoy your free registration to the
2012 CIVSA Annual Conference in Denver!



Member Profile

Drew Steding
University of Michigan

Drew and Cindy Singley (Auburn University) upon winning a CIVSA Foot Award at the San Antonio conference.

Job Title: Assistant Director - Campus Information Centers

What are your major job responsibilities? I am the go-to guy for ~30 student staff members at the Campus Information Center (CIC) at the University of Michigan. I coordinate the scheduling of two info desks and brainstorm new ways to train and develop our student employees. We have 6 committees at CIC which are essentially student-led, but I serve on each committee as a liaison between our director and the staff members. In addition, I also get to do fun things like payroll authorization and paperwork (my favorite--- well, no...) Currently, I am working with my supervisor to develop more of a social media presence on campus.

How long have you been in the information/visitor services world? Just about 13 months now. Although I'm a baby in the world of info and visitor services, I am learning a TON and enjoying myself!

What is a typical day like in your office? I am happy that I have a job where no 2 days are the same. Our main desk is situated in the Michigan Union, the busiest of UM's 3 student union buildings, so there is always an interesting event going on. There have been days where I've witnessed passionate political demonstrations, flash mobs, members of a student glee club performing in our hallways, and even fencing demonstrations! There are also vendors who sometimes come in and let us sample yummy food! Other than that, my typical responsibilities revolve around ensuring that each of our desks is staffed appropriately and that all of our incoming questions (via in-person and online resources) are getting answered in a timely, friendly, and thorough manner.

What is your best piece of advice for other CIVSA members (about student training, customer service, unique traditions, your website, or anything!)? If you attend my educational session this June in Denver, you will find out more -- but my main "pearl of wisdom" that I try to share with the world is that ATTITUDE IS EVERYTHING! If you are able to take a moment each day and smile, you can make a significant difference and touch lives -- even if you don't realize it! Life is actually only about 10% of the actual events that occur.. the remaining 90% is how you REACT to these events! When you realize this, you can greatly bolster your camaraderie amongst your office, and your customer service will greatly improve!

What is the most fun thing that your office does? I love interacting with our student employees outside of the office. Each year, we have roughly 3 retreats/in-services. This gives us all a chance to have some fun, but also gather together for a meaningful purpose. We do things like ropes courses, customer service activities, and of course -- food plays a big part in it as well! :)

How many items are on your current to-do list? Too many --- 14 or so. But, I do love being busy!

What is your favorite part of working in visitor/information services? I love being able to quantify how much we help people! We take fairly detailed statistics based on how many people ask questions and take advantage of our web resources, so I actually leave work every day able to see how many people we have helped! It is great knowing that our office exists primarily to help people navigate through the large world that is the University of Michigan, which offers a breadth of resources that are oftentimes difficult to find.

Texas A&M Corpus Christi Recognized by CAS

The Council for the Advancement of Standards in Higher Education (CAS) recently awarded Texas A&M at Corpus Christi with its most prestigious honor, the Ted K. Miller Achievement of Excellence Award. Dr. Amanda Drum, Director of Assessment and Housing, along with Dr. Eliot Chenux, Vice President of Student Affairs received the award on behalf of the Student Affairs Division. The award recognizes outstanding accomplishments in advancing standards of practice and quality assurance in educational programs and services in higher education, with the goal of enhancing student learning.



Laura Dean, president of CAS, presented the award. In her letter of recognition, Dean cited the selection committee's recommendation, stating that "the award selection committee was particularly impressed by the on-going assessment plan that includes 'a rotation plan to assure that each area is fully reviewed using the CAS standards every five years.' In addition, the committee cited improvement in educational programs in the areas of alcohol education and University Housing using the CAS standards. It is clear that your efforts have resulted in the creation of a culture of assessment in the Division of Student Affairs. Your work will serve as an important example to others striving to incorporate assessment more fully into their student affairs divisions." The Ted K. Miller Achievement of Excellence Award is named in honor of Ted Miller, CAS's first president from 1979-1989, a professor emeritus of the University of Georgia, and the CAS publications editor until his retirement in 2004.

The Council for the Advancement of Standards in Higher Education (CAS) is a consortium of over 40 professional associations in higher education. Founded in 1979, CAS develops and disseminates standards of practice and related materials for the purpose of fostering student learning and development through enhancing the quality of programs and services.

Ted K. Miller Award

The Ted K. Miller Achievement of Excellence Award was established to be given to an individual, higher education institution, or professional association in recognition of outstanding accomplishments in advancing standards of practice and quality assurance in educational programs and services in higher education. The Ted K. Miller Achievement of Excellence Award is named in honor of Ted Miller, CAS's first president from 1979-1989, a professor emeritus of the University of Georgia, and the CAS publications editor until his retirement in 2004.

FROM PAGE 1...

Elect, Regional Director of Communication, Secretary and all four Regional. Our Past President, Julian Olivas, will lead the Nominating Committee to select the nominees. Be on the lookout for more information regarding this process from him and please feel free to contact Julian at Julian.olivas@ttu.edu or me at Stephen.barnett@uky.edu if you have questions about any of the leadership positions.

- We are looking to continue pushing for members of CIVSA to participate in research. As a result, our Research & Assessment Committee is working to develop a new research incentive program and a journal. I hope that many of our CIVSA members will see the value of participating in research and that this may spark some new ideas for research in the fields of visitor and information services.
- As we begin preparing for the 20th Annual Conference in 2013, we look to seize the moment to celebrate where CIVSA has been and prepare for the future. We continue the strategic planning process and will continue looking for input from the membership to set the path to continue great success through our organization.

To each of you I wish great success through the spring months (both in your workplace and perhaps on the basketball court). I look forward to seeing many of you in Denver in June!

Stephen

Don't forget about the Lending Library!

As members of CIVSA, materials in our Lending Library are available for you to "check out". CIVSA will mail you the requested resource - all you have to do is pay postage when you mail it back to our Association Manager.

Visit the Lending Library's temporary home at civslibrary.wordpress.com!

Welcome New Members!

REGION 1

Shelly Annameier

Colorado State University
Fort Collins, Colorado

Martha Husick

Naropa University
Boulder, Colorado

Caitlin Kaber

University of Alaska Fairbanks
Fairbanks, Alaska

Joy Oaks

University of Southern California
Los Angeles, California

Griselda Rodriguez

University of California, Riverside
Riverside, California

Max Ruybal

Adams State College
Alamosa, Colorado

REGION 2

Laura Ballance

Savannah College of Art & Design
Atlanta, Georgia

Tasha Casey-Loveless

Oklahoma City University
Oklahoma City, Oklahoma

Regyna Curtis

Savannah College of Art & Design
Atlanta, Georgia

Kristine Dalton

University of North Florida
Jacksonville, Florida

Melissa Dunning

Clayton State University
Morrow, Georgia

Jennifer Ehlers

The University of Texas at San Antonio
San Antonio, Texas

Andre Green

Florida A&M University
Tallahassee, Florida

Taryn Hamill

Lynn University
Boca Raton, Florida

Kristi Jilson

Savannah College of Art & Design
Savannah, Georgia

Brittney Joyce

Furman University
Greenville, South Carolina

Shani Lenore-Jenkins

Maryville University of St. Louis
St. Louis, Missouri

Steven Martin

Belmont University
Nashville, Tennessee

Darien Moore

University of North Texas at Dallas
Dallas, Texas

Stephen Nance

Florida A&M University
Tallahassee, Florida

Julie Richardson

Coker College
Hartsville, South Carolina

Kathy Westberry

University of North Florida
Jacksonville, Florida

REGION 3

Amy Blackford

Indiana University Purdue University
Indianapolis, Indiana

Paul Copeland

Southern Illinois University Carbondale
Carbondale, Illinois

Jessica Gracon

University of Michigan
Ann Arbor, Michigan

Eric Heilmeier

University of Michigan
Ann Arbor, Michigan

Megan Minton

University of Cincinnati
Cincinnati, Ohio

Amy Tabler

Bluffton University
Bluffton, Ohio

REGION 4

Ryan Carty

Penn State University
Mont Alto, Pennsylvania

Jessica Clark

University at Buffalo
Buffalo, New York

Melissa DiBacco

Quinnipiac University
Hamden, Connecticut

Ashley Ewing

Teachers College
New York, New York

Joy Federico

Liberty University
Lynchburg, Virginia

Jose Infante

Pace University
Pleasantville, New York

Kimberly Kane

Bucknell University
Lewisburg, Pennsylvania

Paul Krsiak

Quinnipiac University
Hamden, Connecticut

Siobhan McGroarty

Penn State University
University Park, Pennsylvania

Brittany Morgiewicz

Southern New Hampshire University
Manchester, New Hampshire

New Members Continued...

Dave Pierandri

University of Mary Washington
Fredericksburg, Virginia

James Raby

American University
Washington, District of Columbia

Cassandra Ratti

University of Mary Washington
Fredericksburg, Virginia

Tremayne Robertson

George Mason University
Fairfax, Virginia

Sharon Sarver

Virginia Tech
Blacksburg, Virginia

Melissa Yakabouski

University of Mary Washington
Fredericksburg, Virginia

Brad Forst

MacEwan University
Edmonton, Alberta
Canada



CIVSA members pose for a quick picture during the annual conference in San Antonio.

Thank you to the 2012 Annual Conference Programming Committee and all our selected members for helping to create an amazing session list for this year's conference!

- SpeechCraft: Give presentations that change things, and teach your team how to be remarkable in front of an audience
- Customer Service: The Role of Attitude in the Workplace
- Renew, Revive, Reenergize! Planning Events to Boost Office Morale
- Students Selecting Students: How Ohio State uses veteran Ambassadors to select/train new Ambassadors
- Pocket Change Produces Productivity: Teambuilding on a Budget
- Pardon Our Mess, Our Campus Visit Program is Under Construction
- The Role of the University Visitor Center
- Supporting Athletic Campus Visits & Ensuring Compliance
- No Boundaries: Welcoming Large Groups to Campus and Engaging Beyond Your Institution
- Mile High Service: Allowing your guests to create their own visit
- Faculty Involvement in Recruitment: Why Is It Important?
- Re-visioning the Campus Tour Experience: How UConn reconstructed our prospective student recruitment tour program
- Urban Challenges – and their Universal Relevancy
- Counsel the Counselor - An In-Depth Look at Programming for High School and Community College Counselors
- Creating a New Tour: Highlighting Exceptional Areas of Your Campus
- Standards and student learning outcomes scares me! Won't they just make my work more difficult by putting me on the spot?
- Bus and Plane O'Fun: Bringing Students to Your University
- How to make your information session sexy again!
- Taking your Tour Guide Training to New Heights!
- Ambassadors 101: Developing and Implementing a Student Volunteer Training Program for Academic Credit
- Good Call: The Value of a Student-Run Call Center
- Campus Ambassador Leadership Program (CALP): 10 years in review
- Kill Two Birds with One Stone: Visitor Satisfaction & Student Learning
- The Texas A&M Aggie Experience Council: How Budgetary Constraints Created an Opportunity for Student Engagement
- A new perspective on Ambassador PD & T: Confidence-based learning
- A First Class Tour: Training Student Ambassadors through a One-Hour Credit Class
- Can you get me some coffee? Creating and executing mutually beneficial internship experiences
- Developing Paraprofessional Student Workers Into Effective Twenty-First Century Leaders
- It's All Greek To Me: How Fraternity and Sorority Members Can Help Your Visit Program
- Not Just a Tour Guide: Developing Student Leadership Opportunities

www.civsa.org/conference

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