

the CIVSA WELCOMER

Collegiate Information and Visitor Services Association



Pictured above: A wintry City Hall in Alexandria, Virginia.

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From 15 to 500 – A Kickoff to our Year of CIVSA Magic!

By Stephen Barnett, CIVSA President
The University of Kentucky

Perhaps it was the vision of the 15 “U-VIPs” (as they were called) in 1990 to grow this organization to include over 200 member institutions and reach 500 members. If so, in this year when we celebrate our 20th Annual Conference, that vision has become a reality and helps us kickoff our year of CIVSA Magic!

During our 2011 Annual Conference in San Antonio, we celebrated reaching the 400 member mark, and in just a short 19 months that number increased to 500 in January 2013. I personally believe this to be a landmark moment for this organization, not because it is a pat on the back of those who have

worked hard to make this association successful (although many deserve a hearty thank you and congratulations), but because it's a reflection of our professional field and the importance it plays in the role of our colleges and universities.

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Looking back over just the past few years, each of us has had the opportunity to grow in the shared knowledge that comes with having more members. To understand this, you simply need to look at the number and variety of presentations at our conferences. This year nearly 40 information sessions will cover everything from student development to visit programs. In addition, we will all have the chance to make deeper “connections” with members from similar institutions to develop deeper meaning of the topics being discussed and to forge relationships with our colleagues for future discussions and information sharing. If you are on the listserv we are having almost daily discussions on topics like admitted student programs or creative tools to use on our campus tours or in our information centers.

In Alexandria we will have completed our strategic planning to pave a path to the next 20 years of this great association. While we are looking to the future, it is always nice to stop and celebrate the past and what has helped us get to this moment. For those who have been members for some time you likely understand immediately what “CIVSA Magic” is, and for those of you who are new to our association, we hope you quickly learn what this organization can and will provide to you as a member – and perhaps you will spread the word to help us reach our next goal. It started with 15 and has grown to 500 – that’s magic in itself and I cannot wait to see what the future holds for our profession and this organization.

Hope to see you in Alexandria!

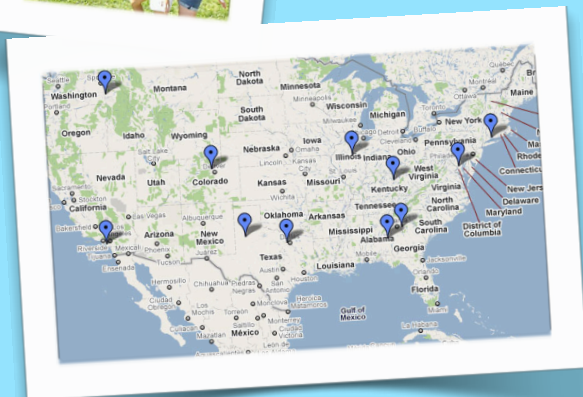
Stephen



Aerial shot of Alexandria, Virginia



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!



20 Years of
CIVSA
Collegiate Information &
Visitor Services Association
Magic
Alexandria, Virginia ★ June 2-6, 2013

Time is running out to save \$100 on conference registration!

Register today to secure your spot at the 20th Annual CIVSA Conference in Alexandria, Virginia. Registration for CIVSA members is just \$350 through January 31. The member rate will increase to \$450 on February 1.

Visit www.civsa.org/conference for complete conference information and to download the conference brochure.

Also be sure to make your hotel reservation at the Westin Alexandria. Our room block is filling fast. Details about the hotel and a convenient link for reservations can be found on the conference web site.

Don't miss the bus to the pre-conference visit to American University or the post-conference trip to the University of Maryland. Space is limited and these trips are filling quickly! Registration and payment are required to reserve your spot.





CIVSA ROUNDTABLE

Student Ambassadors and Employees: How We Recruit, Train and Evaluate
Thursday, January 31st at 2:00PM EST

Moderated by: **Drew Steding**

Assistant Director of Campus Information Centers, University of Michigan

An official invitation has been sent out with information on how to RSVP and how to access the call. If you missed the invitation or have questions/ideas for CIVSA Roundtables, contact Catie Taylor (University of Evansville), Member Relations Co-Chair, at ct37@evansville.edu.

CIVSA Cares – Ronald McDonald House Charities® of Greater Washington D.C.

by Ashley McDermott, *Coordinator of Campus Tours, Louisiana State University*



One of the greatest lessons I've learned from my experience as a member of CIVSA is that there truly is strength in numbers. Each year, our CIVSA family joins together to work on bettering ourselves, our universities, our peers, and for the first time this year, bettering our community. Our conference host cities give us all so many great memories and experiences, it's time we give a little back to the families in the communities we all grow to love.

This year, for CIVSA's inaugural charity drive, we have selected the Ronald McDonald House Charities of Greater Washington D.C. (RMHC®). Like CIVSA, RMHC believes in strength in numbers along with a strong network of healing. Ronald McDonald House Charities of Greater Washington D.C. addresses the most urgent needs of our community – children's health. They are dedicated to improving children's access to quality health care through their programs.

Their cornerstone program, Ronald McDonald House®, provides a home-away-from-home to families with seriously ill children being treated in local hospitals. Over the last 33 years, more than 22,500 families have stayed at either of their two area Houses, helping their child heal faster and better. Other programs include their Ronald McDonald Care Mobile® that provides free primary health care to thousands of children in D.C. annually; their Ronald McDonald Family Room at Children's National Medical Center that provides a place to rest and regroup just steps away from their child, and an outreach program that helps children and young adults reach their full potential, all without any government funding. This means that RMHC of Greater Washington D.C. relies entirely on the generosity of individuals, the business community, philanthropic groups, and the public at large.

CIVSA members will have the opportunity to make contributions by check, provide Wish List items or make online donations at www.rmhc.greaterdc.org. The Wish List will be circulated prior to the conference.

It's in the spirit of the new year, new beginnings, and new endeavors that we create CIVSA's first commitment to community. There is no better way for CIVSA to prove our own strength in numbers than for us to contribute a group donation to Ronald McDonald House Charities of Greater Washington D.C. Please plan on joining us to make our first CIVSA Cares project a rousing success!



Top Things to See and Do in Alexandria

by Patrick Lorenzo, *Region 1 Director, St. Mary's College of California*

Every destination has secrets of which travelers are unaware. Along with discovering the magic of our 20th annual conference, there are cultural gems to look forward to when we gather for this special occasion. And, of course, since we're CIVSA members, we know there is always something to learn from every tour we experience!

Three of the best local things to do in Alexandria for CIVSA members:



1. *Bike Tours* - Bike and Roll offers the most entertaining and informative bike tours of Washington DC. Learn about the sites, history and stories behind the National Mall and surrounding area! There is no better way to get up close and personal with all the great sites that Washington, DC and Alexandria, VA have to offer than from the seat of a bike.

www.bikethesites.com/tours

2. *Mount Vernon* -
Take an afternoon

to see where George Washington was raised. Scenic trails take you through Dykes Marsh and Belle View Park. The canopy coverage and banks of the Potomac provide seclusion and a beautiful transition back in time to an early America and the timeless feel of the Mt. Vernon Estates.

www.mountvernon.org



3.

Potomac River Riverboats - Experience Washington DC monuments, Mount Vernon, Skipjack, the Alexandria Seaport via time on the Potomac River. During the summer, you can also experience a boat tour to the new National's baseball stadium on the Anacostia River!

www.potomacriverboatco.com





Member Profile

Jenn McKenzie,
Hendrix College

In the CIVSA Communications survey, several members suggested a “get-to-know-other-members” or “get-to-know-the-Board” feature for the Welcomer. This is the ninth; look for more profiles of other members in the future issues.

Job Title: Associate Director of Campus Visitation & Administrative Services

What are your major job responsibilities? Top of the list is taking care of our visiting students and their families making sure they have a great experience while on our campus. In addition, I manage our student ambassador program (The HEAT) and work with transfer students.

How long have you been in the information/visitor services world? I've been working in this field for 7 years.

When did you join CIVSA? My first conference was in 2007 at the University of Notre Dame and I joined CIVSA in 2009.

How many CIVSA Conferences have you attended? The Alexandria conference will be my 5th one and they keep getting better each year!

What is your best piece of advice for other CIVSA members (about student training, customer service, unique traditions, your website, or anything!)? The best thing that seems to work for me is the 80/20 rule...listen 80% of the time and talk 20% of the time. If you spend a little more time listening to others you can really hear what they are saying versus what you think they are saying. Customer service is listening to the customer...the student...their family. We spend a lot of our ambassador training sitting, telling stories about visit experiences, and listening to how others handle those experiences. It is amazing what you can learn from others if you just listen a little more.

What is the most fun thing that your office does? During the winter break we like to have a little fun in our office by hosting a theme week...Each day has a theme and the staff will dress up based on the theme. For example, this year one day was “Your Favorite Holiday Song” – we had a couple of folks on crutches with reindeer hoof prints from head to toe (Grandma Got Run Over By a Reindeer), another day was “Favorite Holiday Sweater” which is always a good one since all holidays can be included, and the office favorite is “Cookie Day” where everyone brings a batch of their favorite goodies - the afternoon is a rough one coming down from the sugar high. We get a few of the VP's from other departments to be our judges and whoever ends up with the most points at the end of the week gets the coveted trophy. Do you remember the episode of Friends with the Troll Trophy for the football game??? Our trophy looks just as good and is highly sought after by others on campus!

How many items are on your current to-do list?

Hmmm...depends what time of the day I look at my list. It seems the list is always a little longer at the end of the day, but I guess that is a good thing for job security since there is always something to do. I must admit I'm a little OCD so I do rewrite my list every now and then just to keep it looking clean and not too messy.

What is your favorite part of working in visitor/information services? The people, definitely the people! From the prospective students and their families to the student ambassadors you encounter every day. I love it when a senior stops by my office to chat about their future plans and they remind me of their campus visit; they remember in specific detail something I may have said or done that made a difference for them. You never know when or how your actions are going to impact others and how the smallest detail can cause the biggest impact.

Keep Track of Campus Visitors

by Beckie Supiano

Reprinted with permission from HeadCount online blog, The Chronicle of Higher Education

It's well known in admissions circles that campus tours are strongly tied to where students decide to apply and enroll. With that in mind, some colleges work hard to [make their tours distinctive](#).

But a good tour without strong follow-up efforts can be a missed opportunity. That's what the admissions staff at California Polytechnic State University at San Luis Obispo believed.

There was just one wrinkle. To follow up with prospective students who had recently toured the campus, Cal Poly's admissions staff would have to know who they were. And it didn't always have that information.

The university does ask campus visitors to register for a tour, but does not require them to, says Al Nunez Jr., associate director of multimedia communications. That meant figuring out whom to reach out to required some guesswork.

Cal Poly first looked into a bar-code system, and learned it would cost tens of thousands of dollars, Mr. Nunez says.

Then, Mr. Nunez used a QR code to board a flight, and a light bulb went on. "If airlines can do it," he wondered, "how do we do it?"

Mr. Nunez asked Amy Anderson, a student who worked in the admissions office, to look into it. Ms. Anderson, a sociology major who has since graduated, found a free program to generate the codes and tried it out with the university's system.

Cal Poly started sending registered visitors QR codes, which they could print out or pull up on a smartphone. Tour guides armed with iPods or iPads could quickly scan them in, leaving the admissions staff with a clear idea of whom to reach out to after a tour. (Visitors who do not register in advance are asked to fill out a short form on the campus.)

While a number of other colleges have expressed interest in Cal Poly's system, the admissions staff is not aware of any other campus that uses QR codes to check people in for tours, Mr. Nunez says.

Neither is Jeff Kallay, who spends a lot of time helping colleges improve their tours in his work as vice president for consulting at TargetX, a firm specializing in student recruitment.

But as obvious as the idea of tracking visitors to follow up with them might sound, many colleges don't do it, say Mr. Kallay and his TargetX colleague Emily K. Welsh. A surprising number don't have any sort of registration process, says Ms. Welsh, director of client experience. "How do you know who the heck is on your campus if you're not asking them to register?"

QR codes aren't widely used, and might not be the best fit for every campus tour, Mr. Kallay says, though they may well be a good fit for Cal Poly's more tech-savvy pool.

But however they do it, campus tours should find a way to track who actually shows up for visits, Mr. Kallay and Ms. Welsh say.

And they should make sure it doesn't require students to bother with putting all of their personal information on one more registration card.

This blog entry can be found online at: <http://chronicle.com/blogs/headcount/keeping-track-of-campus-visitors/33397>

WELCOME NEW MEMBERS!

REGION I

Chad Eickhoff
Chris Phillips

Northern Arizona University
Flagstaff, Arizona

Megan Swanson
Seattle Pacific University
Seattle, Washington

DJ Dull-MacKenzie
Stanford University
Stanford, California

Scott Kirkessner
The University of Arizona
Tucson, Arizona

REGION II

Angela Osborne
Elena Taylor
Kate McKeen
Sarah-Davis Cagle
Appalachian State University
Boone, North Carolina

Angela Zimmerman
Barton College
Wilson, North Carolina

Claire Hubbs
Jennifer Waters
Sara Newhouse
Sydney Hawk
Birmingham-Southern College
Birmingham, Alabama

Fatima Stallworth
Laretta Williams
Clayton State University
Morrow, Georgia

Hope Malone
Hardin-Simmons University
Abilene, Texas

Maggie Cano
Lamar University
Beaumont, Texas

Lindsay McCrory
Louisiana State University
Baton Rouge, Louisiana

Jennifer Wynkoop
Maryville University of St. Louis
St. Louis, Missouri

Kerri Fowler
Steven Such
North Carolina State University
Raleigh, North Carolina

Aimee Foster
Saint Louis University
St. Louis, Missouri

Hillary Bradbury
Savannah College of
Art & Design
Savannah, Georgia

Katie Beth Ongena
Kellen Lewis
Kelly Wyper
Southern Methodist University
Dallas, Texas

Shantoria Vance
Spelman College
Atlanta, Georgia

Casey Richardson
Texas A&M University
College Station, Texas

Caitlin Wolf
Heather Bush
Joseph Ford
University of South Florida
Tampa, Florida

REGION III

Hannah Moskat
Beloit College
Beloit, Wisconsin

Alecia Dennis
Ashley Ellis
Capital University
Columbus, Ohio

Lauren Towles
Georgetown College
Georgetown, Kentucky

Andrea Crilly
Monica Chamberlain
Robert Confer
Indiana Tech
Fort Wayne, Indiana

Nicole Griffin
Indiana University
Bloomington, Indiana

Cindy Harkness
Lisa Holland
Tia Hamilton
IUPUI
Indianapolis, Indiana

Andrew Boehm
Miami University
Oxford, Ohio

Andrea Yeoman
Purdue University
West Lafayette, Indiana

Alison Swanson
Anne Fattig
Debra Lord
Simpson College
Indianola, Iowa

Hannah Fenlon
Holly Bland
Rebecca Fenn
The University of Chicago
Chicago, Illinois

Tim Nowak
University of Louisville
Louisville, Kentucky

Melanie Schultz
The College of Wooster
Wooster, Ohio

David VanDeusen
Univ of Michigan- Dearborn
Dearborn, Michigan

Geida Marin
Sara MacKenzie
Univ of Minnesota-Twin Cities
Minneapolis, Minnesota

Hao Yuan
Western Kentucky University
Bowling Green, Kentucky

REGION IV

Marissa Turchi
Bryn Mawr College
Bryn Mawr, Pennsylvania
Andrias White
George Mason University
Fairfax, Virginia

Sarah Quesenberry
Liberty University
Lynchburg, Virginia

Kristin Mulyk
Pace University
New York, New York

Sheri Harper
Penn State Altoona
Altoona, Pennsylvania

Cole Carter
Penn State University
University Park,
Pennsylvania

Heidi Mulherin
University of Delaware
Newark, Delaware

Christal Holmes
Virginia Commonwealth
University
Richmond, Virginia

**The Welcomer is a
quarterly publication
of
the Collegiate
Information
and Visitor Services
Association in
Houston, Texas.**