

# Around CIVSA

## **We each have much to be thankful for!**

CIVSA is thriving and growing every day and continues to attract exceptional professionals who are great fun to be around. While I depend on the professional insight offered by your Executive Board, the fun part was never more necessary than during our December Board Meeting. Friday was a rather light day, we met for 3 or 4 hours before enjoying dinner together. The Saturday session, however, started at 9:30 a.m. and, believe it or not, it was 7:30 p.m. before we even knew it. We didn't even slow down for lunch - not much for Southern hospitality, huh? I promise to offer much better service during the National Conference in June.

This newsletter includes reports from each of your officers highlighting various topics discussed at the meeting. I will not belabor any of those points here, only say that you have chosen your officers well. Not only were they a joy to work with, but they came to the table with significant issues and worked diligently to resolve a number of challenges. We laughed hard, but we worked hard as well. A topic of discussion, which deserves a highlight here, was the Standards which we adopted at our Board Meeting. I am pleased to report that Matt Weismantel, Steve Saffian, and I will be traveling to Washington D.C., next May to discuss with CAS their adoption of our Standards. This is a significant step for CIVSA and will launch us to another level of professionalism, one recognized throughout higher education. Steve and Matt have worked hard to insure that all the correct bases are covered, and we will look forward to giving you an update on our progress at the June Business Meeting.

Speaking of June, please be sure to have the National Conference on your calendar, June 7-9, you won't want to miss it. Until then, my best wishes for a wonderful spring semester!

- Denise Wellman, President

## **New Membership Procedures**

Newer CIVSA members may not realize

The tremendous growth that our organization has enjoyed over the past three years. CIVSA has tripled in size during the past three years, and new members continue to join our organization each month. The procedures by which new members are welcomed into the organization have changed as we have grown. New members begin their relationship with our organization through personal contacts, networking at regional events, and browsing the World Wide Web. A complimentary three-month guest membership is granted to individuals expressing an interest in the organization. Guest members also receive an information packet from our National Headquarters. The packet contains a letter of introduction, the latest issue of The Welcomer, the membership brochure, an application form and a fact sheet. Each regional director makes a personal effort to contact guest members in his/her region

and share with them the benefit of membership.

When dues are received at National Headquarters, the new member is welcomed by the director of membership. National Headquarters sends a membership kit, including a letter from the CIVSA president, a copy of the membership directory, the CIVSA Constitution, the CIVSA Standards and the CIVSA By-laws.

With these tools in hand, the new member is well-prepared to get involved. Additionally, he/she receives a subscription for The Welcomer. Periodic news, for instance upcoming conference announcements, will be sent as well. The new member is added to the electronic mailing list and the directory of member institutions is updated to reflect the newest CIVSA school.

If you have a professional colleague that might be interested in joining CIVSA, please refer them to your regional director or to the CIVSA Web site request form at <http://www.civsa.org>. This will ensure that he/she receives a guest membership and information packet as soon as possible. The consolidation of guest member information and new member services at our National Headquarters is a significant one. Please join me in expressing many thanks to the staff at Rutgers, The State University of New Jersey, for taking on these important responsibilities.

## **Welcome New Members**

Please welcome our newest CIVSA members:

- Jeanne Giordano, Raritan Valley Community College
- Isabelle Hunter, Brown University
- Mianna Jopp, United States Naval Academy
- Jeanne Spencer, Valdosta State University

Additional information on these new members can be found in the membership directory.

- Celisa Manly, Director of Membership

## **CIVSA Bylaws**

The executive committee reviewed a draft of bylaws for CIVSA during the December Executive Board Meeting. The bylaws for our organization include pertinent information for members, such as voting eligibility, financial structure, the responsibilities of the executive board and information not covered in the constitution. Members will be mailed a copy of the revised bylaws during February.

- Laura Lembo, Secretary

## **News from the Regions**

The regions are off and running. The ideas are flowing and plans are under way to increase membership by promoting CIVSA's presence across the nation. It is a big undertaking, but we're up to the challenge.

All regional directors have been busy making telephone calls to those members that were slated to fall off of the CIVSA membership roster in early November. There's nothing like adding a personal touch to each recruitment effort. News from the regional directors follows:

#### Region I - Raye Leigh Marion

Discussion is under way regarding the possibility of holding a Region I conference in mid- to late February.

#### Region II - Debbie Perez

Letters are being sent offering assistance with organizational questions. Additionally, the director of membership has sent names of prospective members and there are plans to contact them with CIVSA membership information.

#### Region III - Jessica Fleming

A letter has gone to all existing members encouraging increased participation in regional activities. Additionally, CIVSA promotion and recruitment has begun within the state of Michigan and further region-wide PR efforts are planned.

#### Region IV - Rebecca Killeen

"Guest" members who had a 11/1/97 member expiration date were sent postcards encouraging them to join CIVSA. To date, three new members have been recruited from the region. While lots of work goes on in the regions, I am preparing a written promotion piece for the The Chronicle of Higher Education and CASE Currents. Both publications have event listings that will be extremely useful in advertising the annual conference.

As you can see, major efforts are under way to work toward increasing awareness of and ultimately membership in our organization. If you have any ideas, please feel free to contact me or any of the regional directors. Have a wonderful new year, and I look forward to seeing you all in June.

- LaDawn DuVall Davis, Director of Regions

#### Region Descriptions:

- Region I - West
- Region II - South
- Region III - Mid-West
- Region IV - Northeast

- Region V - International

## **Announcing '98 Nominations Committee**

The 1998 Officer Nomination Committee has begun discussions and is seeking feedback and suggestions from our membership. The committee is comprised of Matt Weismantel (Chair), Denise Wellman, Linda Hardwick, and LaDawn DuVall Davis. The 1998 election slate will include the positions of president- elect, secretary, director of communications, director of membership and director of regional affairs. CIVSA members are invited to nominate others, or perhaps themselves, for these positions, and they can do so by contacting Matt at [weismant@rci.rutgers.edu](mailto:weismant@rci.rutgers.edu) or simply call Matt at (732) 932-9342 ext 609. Friday, March 20, 1998, has been set as the deadline for receiving information. The committee plans on providing candidate information sheets to all members in early May.

We ask that you take the time to consider becoming more involved in our rapidly developing organization. Increasing the number of members who take an active role in the organization can only help make a stronger and more productive CIVSA.

The committee appreciates receiving any suggestions or comments about potential officers. For additional information about the various officer positions, please refer to a copy of the CIVSA Constitution, which can be found online at [www.civsa.org](http://www.civsa.org).

- Matt Weismantel, Past President

# **Building Community Partnerships: USC Visitor Center makes the Skies even friendlier**

By Denise Wellman,

Next March, the University of South Carolina Visitor Center will be opening a Business Center at the Columbia Metropolitan Airport. This project is the fruit of a community partnership between BellSouth and the University of South Carolina. The almost 1600-square-foot facility will immediately greet travelers as they enter the airport either from the parking facilities or the airport concourse. Part of the Business Center will resemble the USC Visitor Center, providing space to display University exhibits and interactive information. The remainder of the Center, equipped with conference facilities, phones, e-mail ports, copying and fax services, as well as a comfortable reading room, will be available by restrictive access to friends of the University and BellSouth. The University Ambassadors, USC student volunteers, will man the Center from Sunday through Friday.

Like other CIVSA member groups, the University of South Carolina's Visitor Center has enjoyed a wonderful relationship with other local, community organizations. In our case, especially with the Columbia Visitors Bureau, the South Carolina Department of Parks, Recreation and Tourism, and the Columbia Chamber of Commerce. Columbia is a lovely city, rich in history and exciting in cultural and educational opportunities. When publications about the University are developed, the magic of the city is used to assist in recruiting students and faculty to the campus.

This relationship is fostered each and every day, whether it be through responding to a simple question, attending a local celebration, or the opening of the newly renovated Columbia Metropolitan Airport.

I am especially thrilled that the University chose the Visitor Center to be involved in this innovative project. Not only will there be continuous opportunities to forge community partnerships, but the Center will provide tremendous visibility for the University as well as the Visitor Center. The Ambassadors are excited about the opportunity to network with business professionals as they extend their expertise beyond the walls of the USC campus. If all goes well, the Business Center will open March 1, 1998. As you travel to Columbia for the National Conference next June, be sure to stop in.

## **Columbia is more than a Space Shuttle**

By Linda Hardwick, Conference Program Chair

Columbia is the landing site for the fifth annual CIVSA Conference - Columbia, South Carolina, that is. We will be taking a flight on June 7 as we begin "Soaring to New Heights of Service." Our theme this year is meant to inspire us to reach higher in our efforts to provide quality service to our clients.

Plans are well under way with regard to the programs to be presented at the 1998 conference. To enhance our theme this year, the keynote speaker will be Dr. Patricia Moody, director of the masters program in business and marketing education and chairman of the retailing department at the University of South Carolina. Moody will present a comprehensive program for personal and professional motivation by instructing us to "Fly Like an Eagle." Moody is a nationally known motivational speaker who has spoken in 41 states, keynoted numerous national and regional conventions, and presented over 500 in-house seminars. In 1992, she spoke to the athletes and staff at the Summer Games in Barcelona, Spain.

She is directly involved in a myriad of issues facing higher education and is particularly sensitive to the important programs and services of collegiate visitor and information centers. Her keynote address at the conference will set us on the correct flight plan in our quest to provide excellent service.

Meeting and learning from an outstanding keynote speaker is just one of the opportunities available June 7-9. Some of the topics to be covered in the program are: student development and training;

tours; and university e-mail, information and referral. A pre-conference computer seminar also is in the plans, plus the mentor program was so successful last year that it will be an important feature for new members at the 1998 conference. More information will be provided at a later date.