June 30, 2014

Dear CIVSA Colleagues:

Last year was a time of growth and learning for CIVSA’s leadership in implementing the first strategic plan in the history of the Association. Our thanks to those holding positions of responsibility in this area and to our Strategic Planning Committee for their commitment to act as facilitators and monitors of the 2013-16 Plan.

This report will provide the following elements as we continue our work in strategic planning.

**PROGRESS HIGHLIGHTS**
This area will address the progress of Action items over the past year.

**WHAT'S NEW FOR 2014-15**
This area will address exciting changes to the Strategic Planning process for the year ahead.

We look forward to continued progress many thanks to our membership for your loyalty and commitment as we work together to insure a solid foundation for CIVSA’s future.

The 2013-14 Executive Board
June 30, 2014

**OUR MISSION** is to provide knowledge exchange, research and connections in an inviting arena that builds professional and personal relationships.

**CIVSA's VISION** is to partner with higher education professionals to set standards of excellence in the field of information and visitor services.

**OUR TAGLINE:**
The Gateway to Information and Visitor Services within Higher Education.
I. COMMUNICATION: Create standardized internal and external communication plans to grow the association through membership and external marketing opportunities.

- Successfully conducted the first CIVSA Student Development Institute

II. MEMBERSHIP: Develop a recruitment plan that focuses on member retention and explores new resources for membership recruitment opportunities.

- Created a loyalty program recognizing time of years in CIVSA

- Expanded small group activities at conference through partnerships (ACC, Big 12, CTCL, Pac 12, SEC, etc.)

III. EDUCATION: Expand opportunities for membership education and support while enhancing current resources to include promotion of research in the field of information and visitor services.

- Implemented a new, more user-friendly CIVSA website

- Increased conference call opportunities with new technological support in order to encourage continued conversations.

- Identify members who are currently seeking a degree via the membership renewal process.
WHAT’S NEW FOR 2014-15

1) Helpful changes in wording for membership/stakeholder perceptions as well as those responsible for implementation of The Plan:

   GOALS instead of INITIATIVES
   ACTIONS instead of PERFORMANCE MEASURES

2) Changing the oversight of the Strategic Planning Committee to be under the Immediate Past President serving as the Committee Chair.

3) The Strategic Planning Committee to remain as a standing committee
   • to monitor and document implementation and progress
   • to prepare year end Annual Reports, monthly Board call reports
   • to manage surveys associated directly with the Strategic Plan

4) Appointing executive officers as the “reporting person” for status updates.
   • to include an executive officer in each “Action” group
   • to promote motivation and accountability in work groups
   • to be helpful when an “action” consists of only 1 chairperson
   • to enhance collaboration and progress

5) At the request of the executive board, the 2011-14 strategic planning Chair will serve in an advisory role to assist with the transition.

6) These changes are effective July 1, 2014 and will be instituted during the 2014-15 fiscal year.

7) Approved changes will be incorporated into the CIVSA Operations Manual.