

**Collegiate & Information Visitors Service Association
Research & Assessment Committee
2011 Membership Survey**

For the 2011 CIVSA Membership Survey, 172 individual schools responded to the survey by December 1, 2011 in time for the Mid-Year Meeting. Below are the responses to the survey, excluding the member's name, institution and contact information.

THE INSTITUTION

Is your institution public or private?

Public – 61%

Private – 37%

How would you describe your campus setting?

Urban – 41%

Suburban – 39%

Rural – 18%

What degrees are currently offered by your institution?

Associate's – 26%

Bachelor's – 92%

Master's – 81%

Doctorate – 75%

What is your current total enrollment?

50,000 or more – 6.1%

40,000-49,999 – 5.7%

30,000-39,999 – 13.8%

25,000-29,999 – 8.0%

20,000-24,999 – 6.1%

15,000-19,999 – 8.0%

10,000-14,999 – 14.9%

8,000-9,999 – 2.9%

6,000-7,999 – 6.3%

4,000-5,999 – 4.6%

2,000-3,999 – 14.4%

1,999 or less – 6.9%

Is your institution religiously affiliated?

Yes – 21%

No – 78%

If your institution religiously affiliated, please provide us with the religious denomination as described by your school.

Baptist – 15%

Episcopalian – 3%

Lutheran – 6%

Methodist – 29%

Nazarene – 3%

Quaker – 3%

Roman Catholic – 41%

Is your institution a member of an NCAA Athletic Conference?

Yes, Division I – 57%

Yes, Division II – 14%

Yes, Division III – 15%

No – 10%

On average, how many visitors come to your school each year?

50,000 or more – 13%	10,000-19,999 – 14%
40,000-49,999 – 7%	5,000-9,999 – 7%
30,000-39,999 – 11%	4,999 or less – 24%
20,000-29,999 – 7%	

THE PROGRAM

How large is your tour guide program?

100 or more – 12%	25-49 – 25%
75-99 – 14%	25 or less – 35%
50-74 – 11%	

What tasks do your student workers assist with? (each out of 100%)

Campus Tours – 95%	Office Tasks – 51%
Special Group Visits – 91%	Processing – 26%
Open House Events – 88%	Scheduling – 3%
Greeting Visitors – 77%	

NOTE: 98% of schools specified that students assist with additional task not included in the above categories. Based on this number, this could potentially provide the R&A Committee with future research topics.

Are your student workers paid or unpaid?

Paid (out of office budget) – 58%	Unpaid – 14%
Paid (via Federal Work Study) – 30%	Both, paid and volunteers – 24%

What is your starting wage for student employees?

\$5.00-6.99 – 2%
\$7.00-9.99 – 82%
\$10.00 or more – 14%

THE CENTER

At your information/visitor center, what services are coordinated? (each out of 100%)

Campus Tours – 93%	Parking – 23%
Admissions Information Sessions – 80%	Maintain Campus Map – 20%
Campus Information Sessions – 48%	Switchboard – 12%
Call Center – 31%	Maintain Campus Calendar – 7%
Maintain Website/Handle Social Media – 27%	Distribute ID Cards – 2%

NOTE: 22% of schools specified additional services not included in the above categories. Based on this number, this could potentially provide the R&A Committee with future research topics.

If you offer parking facilities, do you charge your guests?

Yes, visitors pay to use our parking – 16%

No, parking is free – 59%

Other – 26%

NOTE: As 26% of schools selected other, this could potentially provide the R&A Committee with future research topics.

What enterprise information system is used at your school?

Admissions Pro – 1%

Banner – 16%

Datatel – 9%

EMAS – 4%

Fire Engine Red – 1%

Hobson’s – 5%

In House/Homegrown – 12%

ISIS – 1%

Jenzabar – 1%

PeopleSoft – 25%

Recruitment Plus – 4%

Other – 4%

Unsure – 17%

What scheduling/calendar software is used at your office?

Filemaker – 1%

Fire Engine Red – 5%

Google – 11%

Hobson’s – 4%

In House/Homegrown – 21%

Oracle – 2%

Outlook – 22%

Recruitment Plus – 2%

Whentowork – 2%

Unsure – 22%

Of the remaining 8%, the following software was mentioned but failed to account for more than 1%: Access, Active Data, Appointment Plus, Astra, Calendarscope, Calendarwiz, Campus Solutions, EMAS, ISIS, Jenzabar, and Talisma.

THE MEMBER

At your current institution, which of the following do you assist with or manage?

Admissions – 77%

Campus Tours – 87%

Visitor Center – 61%

Information Center – 37%

What sex are you?

Male – 17%

Female – 72%

How old are you?

22-30 – 38%

31-40 – 26%

41-50 – 14%

51-60 – 10%

61-70 – 1%

What is your highest level of education?

High School – 2%

Associate's Degree – 3%

Bachelor's Degree – 47%

Master's Degree – 37%

Doctoral Degree – 2%

How long have you been working in the campus information and visitors services field?

2 years or less – 22%

3-5 years – 30%

6-10 years – 20%

11-15 years – 14%

16 years or more – 6%