



**Collegiate Information & Visitor Services Association**

*The gateway to information and visitor services within higher education*

# **ANNUAL REPORT**

**FISCAL YEAR 2015-2016**

**Collegiate Information and Visitor Services Association**

# FROM THE EXECUTIVE BOARD

Dear CIVSA Members,

The 2015-2016 Strategic Planning Committee had a busy year monitoring the completion of the 2013-2016 Plan while also leading the work in establishing a Strategic Plan for 2016-2019. It has been very fulfilling to witness and be a part of the many accomplishments made by the Association under the direction of the current 2013-2016 Strategic Plan. It is equally exciting to anticipate the future as work begins under the Strategic Plan 2016-2019. We want to thank you for participating in the surveys which shaped the direction of the Plan.

This report will provide updates on the accomplishments of the current plan, as well as a brief overview of the 2016-2019 Strategic Plan.

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## PROGRESS HIGHLIGHTS

Addressing the progress of the Action items during the 2015-2016 fiscal year.

## WHAT'S NEW FOR 2016-2019

Highlighting the goals for the new Strategic Plan.

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The 2015-2016 Executive Board

June 30, 2016

**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.

# PROGRESS HIGHLIGHTS OF THE 2013-2016 STRATEGIC PLAN

- I. **Communication:** Create standardized internal and external communication plans to grow the association through membership and external marketing opportunities.
  - Began collecting athletic or other conference affiliations on membership renewals to enhance the ability to encourage small group affiliates during annual conference.
  
- II. **Membership:** Develop a recruitment plan that focuses on member retention and explores new resources for membership recruitment opportunities.
  - Obtained database of community colleges throughout the United States to reach out for potential members.
  
- 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.
  - Established opportunities to survey membership during annual conference to provide and encourage additional research.
  - Designated one edition of *The Welcomer* to focus on research within visitor services.

# STRATEGIC PLAN 2016-2019

## Core Values

- I. **Involvement:** Cultivate an **involvement plan** that provides opportunities for involvement and rewards members who are actively engaged in volunteer positions on behalf of CIVSA.
- II. **Connecting:** Create a plan that will **connect** members through personal, professional and leadership development.
- III. **Education:** Develop an **education plan** that provides substantive educational opportunities in depth and breadth for the association which can be delivered to the membership throughout the year.

## 1. The Strategic Planning Committee will 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

## 2. Any and all approved changes will be incorporated into the CIVSA Operations Manual.