

Crew Notes

From The Producers:

The concept of an organization to promote the information and visitor services field in higher education originated as far back as 1986 by a small group of dedicated professionals. Over time the numbers grew and the first conference took place in 1994 with 25 attendees. The following year the group broadened the scope by adopting the name Collegiate Information and Visitor Services Association. This year's conference celebrates 20 years of CIVSA Magic with over 300 in attendance and the announcement of the first long-range strategic plan in CIVSA's history. Thank you to the membership for your part in making The Plan a reality!

Janey

From The Survey Crew:

Learning how membership-centered CIVSA is has only furthered our passion and dedication to this dynamic professional organization. We now have a clearer image about our strengths, areas of improvement, opportunities for expansion, and threats to current change. Knowing these areas will only further our development for another 20 magical years!

Andrea, Drew, Katelyn, Tim

From The Announcement Crew:

We feel the heart of CIVSA is collaboration. We would like to present to you our creative interpretation and overview of CIVSA's first strategic plan. We hope you enjoy the show!

Bryan, Eric, Karlene, Natalie, Nick

From The Writing Crew:

Our team had the privilege of crafting the written Plan from months of membership feedback and brainstorming efforts within the strategic planning committee. CIVSA's leadership took these ideas to heart and the Writing Team is proud to have been a part of the process to help CIVSA soar!

Becky, Patrick, Scott



Our Strategic Plan Announcement would not be complete without an appearance from our mascot, CIVY the Civet!

CIVSA Strategic Planning Committee presents:

Collegiate Information and Visitor Services Association

STRATEGIC PLAN SUMMARY



2013 Annual CIVSA Conference
Alexandria, VA

The Prompt for Planning:

At the 2011 midyear meeting of the CIVSA board, discussions began about how to shape the future of the association and ensure we are serving our members with the value they deserve and expect. The decision was made that this could best be achieved through strategic intent about how CIVSA sets standards of excellence in the field of information and visitor services in higher education.

The Planning Process:

Initially, a full Board survey was taken along with brainstorming sessions. A strategic planning committee was formed made up of 13 members to include a chair, the 4 regional directors, and 2 members from each region. The process has included multiple steps and opportunity for broad member participation through a survey which was analyzed to determine internal strengths/weaknesses and external opportunities/threats.

The Results:

Planning efforts resulted in the following statements defining Vision, Mission, and Values along with the Strategic Initiatives to be addressed July 1, 2013 through June 30, 2016. Strategic intent for CIVSA will be ongoing in order to meet the needs of our growing association.

VISION and MISSION

The CIVSA vision is to partner with higher education professionals to set standards of excellence in the field of information and visitor services.

Our mission is to provide knowledge exchange, research and connections in an inviting arena that builds professional and personal relationships.

CORE VALUES

COMMUNICATION:

We seek out all avenues to strengthen connections and networking among our membership.

MEMBERSHIP:

We support our dynamic membership of collegiate professionals through every decision made.

EDUCATION:

We provide leadership and a variety of innovative educational formats to support professional growth.

TAG LINE



The gateway to information and visitor services within higher education.

Strategic Initiatives

- I. Create standardized internal and external communication plans to grow the association through membership and external marketing opportunities.
- II. Develop a recruitment plan that focuses on retention of current members and explores new resources for membership recruitment opportunities.
- III. Expand opportunities for membership education and support while enhancing current resources to include promotion of research in the field of information and visitor services.

Please Silence All Cell Phones And Other Noise Makers. No Photography Or Filming Of Any Kind Permitted in the Theater.
Roars, Hoots and Howls and the like are both permitted and encouraged.