



Annual Report

Fiscal Year 2014-2015

CIVSA Colleagues –

The 2014-2015 Strategic Planning Committee had a very successful year in monitoring the implementation of the Strategic Plan to assist in the design for the long term success of CIVSA's future. We would like to thank those involved with areas of responsibilities as well as those serving on the Strategic Planning Committee. We could not have accomplished our work without your efforts in facilitating and monitoring the 2013-2016 Strategic Plan.

This report will provide updates on the current goals as we continue our work during the remaining year of the current plan.

Progress Highlights

Addressing the progress of the Actions items during the 2014-2015 fiscal year.

What's New for 2015-2016

Highlighting updates to the Strategic Plan for the upcoming year.

We look forward to this upcoming year as we continue to strive for a solid future for CIVSA. Thank you to our membership for your continued commitment and dedication to this association.

The 2014-2015 Executive Board
June 30, 2015

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

- I. **Communication:** Create standardized internal and external communication plans to grow the association through membership and external marketing opportunities.
 - Created CIVSA Twitter and Instagram accounts and increased subscriber relations within social media
 - Communication plan created by the Director of Communications to provide more organized and purposeful monthly updates to the membership
 - Designated regional members to serve as liaisons to other associations regional and national conferences
- II. **Membership:** Develop a recruitment plan that focuses on member retention and explores new resources for membership recruitment opportunities.
 - Created a leadership committee to assist Regional Directors in recruitment
 - Updated the Regional Directors' responsibilities to include hosting/overseeing regional events
 - Continued increased growth of the association through the Annual Membership Drive
- 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.
 - Developed a CIVSA Book Club to encourage member interaction through materials pertinent to higher education

- Promoted easily shared best practices for the membership through linking CIVSA to the CAS Standards
- Saw increased participation in Webinars on Wednesdays (WOW) with attendance by more than 600 members

What's New for 2015-2016

1. The Strategic Planning Committee to remain as a standing committee
 - a. To monitor and document implementation and progress of the 2013-2016 Strategic Plan
 - b. To begin surveying the membership to determine the goals and actions for the future of CIVSA
 - c. To participate in monthly Board calls and prepare annual reports
2. Create a new three-year Strategic Plan to begin July 1, 2016
 - a. To continue the future path for CIVSA
 - b. To develop ongoing goals and actions for the Association
3. Any and all approved changes will be incorporated into the CIVSA Operations Manual.