Educational Session Track Descriptions

In an attempt to create a more balanced educational program while still addressing the growing and changing educational needs of CIVSA, we are shaking up the Educational Session Tracks for the 2022 Annual Conference. Please see below for a full listing of the available Session Tracks and their descriptions. If you're not sure which Track your proposed educational session would fall under, please feel free to contact the Programming & Education Chair, Jayne Reimel, via email at jayne.reimel@sa.ucsb.edu.

Initial Impressions: Large Event Planning and Campus Collaboration
Between open houses, admitted student days, orientation and more, planning a large-scale event for students and their support networks is no easy task. Share your tips and best practices for organizing and hosting large events, including planning and assessment, utilizing campus partnerships, and day-of operations.

The Campus Experience: Daily Visits, Tours, and Custom Programming
The campus visit offers students the opportunity to see the university and envision themselves as part of the student body, making the important decision whether or not to apply or attend. For many of us, the demand from visitors for campus visits has increased while our resources have not. We want to hear how your institution is providing visitors with a positive campus experience that goes beyond the one-size-fits-all approach, including how you came to these solutions and how you measure success.

Strengthening Your Team: Student Development, Office Culture, and Staff Training
Professional growth and development are central to the work that we do. Sessions in this track include those centered around both professional and student staff training and development, staff hiring and retention, and improving office culture. Whether you're a new professional or seasoned manager, we encourage you to share innovative ideas and strategies that have helped to shape your office culture, build morale, and equip staff with the tools they need to succeed.

Navigating Turbulence: Campus Safety and Current Events

As the public face of your institution, navigating campus emergencies, controversies, and unflattering headlines can feel like an uphill battle with our staff often at the front lines. Whether you're proactively preparing your team or addressing something new, learn from other professionals who have faced similar challenges including emergency preparedness, difficult conversations, and managing through uncertainty.

Opening Doors: Group Visits, Community Outreach, and Building Partnerships

Building strong relationships with off-campus partners, including schools and organizations, is a critical aspect of our work in improving access to higher education. However, hosting group visitors in addition to families can be a challenge, from overnight programs to school buses filled with eager elementary school students. Share your approach to group visits, including unique program options and strategies for building positive community relationships.

Staying Innovative: CRMs, Event Management Platforms, and Research & Assessment

From pen and paper to complex CRM systems, visitor data is what drives our work. We encourage you to share how your institution collects and analyzes visitor data and how it shapes your operations, including collection strategies, metrics, analytic assessments, and reporting practices. Learn how you can best leverage data to meet your campus and departmental goals, as well as improve the visitor experience.

Going Viral: Social Media and Virtual Events

As we have seen over the past year, students are increasingly engaging with our campuses online. From social media campaigns to virtual tours, online events and strategies are likely here to stay, so let's learn from one another how to maximize our engagement with visitors in the virtual space.

Equity and Inclusion: Multicultural Recruitment, Events, and Campus Diversity

Our visitor programs play a pivotal role in building a welcoming, inclusive, and supportive campus environment for all students. As we continue our efforts to improve campus diversity and inclusion, let's learn from one another about how to improve representation in our own programs, as well as hosting programs and events for specific student populations in order to improve our campus communities for students who are non-traditional, LGBTQ+, disabled, and students of color, along with additional and intersectional identities.