

# TRAINING, INSPIRING AND MOTIVATING YOUR TOUR GUIDES

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## Where We Started...

- ❑ 28 Students for two daily visits, Student for a Day programs, group visits and various other admissions events
- ❑ Exec board, point system, polos & nametags
- ❑ Weekly meeting attendance down, lacking accountability, unmotivated exec board

Ambassadors were tired! This affects the visit experience.

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## Where We Are Today

- ❑ 120 current members
- ❑ Reliable volunteers showing up for their tours and events with great energy.
- ❑ Strong Executive Board with multiple people running for the positions each year
- ❑ About 90 applications each semester
- ❑ Building a name on campus and strong reputation with campus administrators.

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## What does a Student Ambassador do on our Campus?

- ▣ Daily Information Sessions and Tours- Twice a day Monday-Friday and one tour offered on Saturday
- ▣ Greeters- Man the check-in desk at our Center for Community and mingle with guests as they arrive
- ▣ Ralphie Visits- Group and Community Visits from local high schools and organizations. Typically held Tuesday-Thursday.

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## What does a Student Ambassador do on our Campus?

- ▣ Be a CU-Boulder Student for a Day- Full day visit program offered six times in the fall and nine in the spring. Ambassadors give tours, sit on panels, mingle with families, and help walk groups to locations.
- ▣ Admitted Student Day- Over 3500 visitors
- ▣ Various other admission events- Including talented programs, Diversity Sampler, private VIP tours, athletic tours, etc.

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## With so Many Events How do you Train 120 Volunteer Students?



TRAINING IS NOT JUST ONE DAY! IT IS AN ONGOING PROCESS!

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## Training Starts with Recruitment

- ❑ How do you currently recruit your members? The way you recruit them sets the standard.
- ❑ **Be FUN!** Students want to find their community on campus and make friends. They want a great resume builder but don't want another "boring, tedious job." Think about ways that you can communicate to your campus that you are fun group to be a part of!
  - Recruitment BBQ
  - Philanthropy
  - Word of mouth- your current members can be the best tool
  - Tabling with Candy and Gear... smiles are sure to pull them in.

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## Training Starts with Recruitment

- ❑ **Be Honest-** If you are a volunteer organization tell them that up front. When they ask about time commitment, don't "sugar-coat" it!
- ❑ **Give Them Your Expectations Up Front-** Express what you expect out of a Student Ambassador as far as commitment, professionalism, and positivity.
- ❑ **Make the Purpose Clear-** The primary purpose of a Student Ambassador is to welcome visitors to campus and give them an *insider's* look at your university to help them make an educated decision if your campus is a right fit for them.

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## Training Starts with Recruitment

- ❑ What are they going to get out of being a Student Ambassador? Make it clear why they want to be a part of this organization! What are some of the "perks." They want to know what they are going to get out of the deal so tell them.



- ❑ The CU-Boulder Recruitment Process

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## You're a Tour Guide Now Comes the Training!

### ☐ A year at Boulder includes:

- Refresher Training
- Double Tours
- Recruitment
- Shadowing
- Full day training
- Monday Meetings

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## Refresher Training

Welcome Back! We catch up!

Breakfast

What's New on Campus & in Admissions

Special Speaker

Changes to Tour Route

Team Bonding!

New Exec Board talks about surveys and their new goals for the year

Panel Refresher Training



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## Double Tours

We're all a little rusty after summer break so we give "Double Tours." It helps ease back in to the rhythm of giving tours, but makes for a fun transition back in to the school year. Visitors often love the attention of two tour guides!



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## Shadowing and Greeting

- ▣ New members are added to an "A" and "B" schedule. Where one week they shadow a veteran tour guide and then the next week they get their feet wet interacting with prospective families as "Greeters." Checking them in and mingling with them as they wait.
- ▣ **Using your current guides is key!** If your veterans are strong tour guides, they can be the best teachers to new guides! Trust them!
- ▣ As the "newbie" gets more comfortable they start giving some of the stops, eventually give double tours and then get signed off by a veteran Team Leader.

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## Full Day Training

- ▣ We've tried this multiple ways. Some things work others don't. But we have learned there needs to be a balance of learning, fun, leadership, and professional development... and remember they love food!



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## Full Day Training

- ▣ We've gotten the complaint from veterans that, "I have been to training before." So try to make each training different with various speakers, various activities, and different tracks for veterans and "newbies."

Opportunities for leadership make the students feel more invested! Get veterans involved.



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