


Training Your Tour Staff

Putting your best foot forward




Importance of Training

- ▶ The Role of Student Staff
 - Serve a variety of functions
 - Greeter
 - Event ambassador
 - Call center personnel
 - Campus tour guide
 - First impression
 - “You never get a second chance to make a first impression” (Will Rogers, Mark Twain, Oscar Wilde)



How to get Started

- ▶ Decide what is important
Create a list that is representative of your campus as a whole!!!
 - Determine in advance what you want/need tour guides to know
 - Important factors to consider/questions to ask
 - Common questions asked about your campus
 - Campus strengths (weaknesses)
 - Central University messages
 - What makes your campus unique?
 - Buildings, people and things that show well
 - Dispel myths and rumors



Typical Areas to Include

- ▶ Campus history
 - Traditions unique to your institution
 - Buildings
 - Other legends/stories
- ▶ Tour routes
 - Regular visit
 - Open house
 - Disability
 - Field trips

Typical Areas – cont

- ▶ Primary Areas of Interest
 - Classroom/lecture hall
 - Residence Hall
 - Computer Lab
 - Student Commons
 - Other student outlets
 - Rec Center, library, etc.
- ▶ Basic Communications
 - As a tour guide, you should...
 - HE jargon

Types of Training

- ▶ Veteran versus New hires
 - Do you train the same?
- ▶ New hire
- ▶ Retreats
 - Annual or semesterly?
- ▶ Ongoing
 - Weekly or bi-weekly?
- ▶ Hands-on

New Hire Training

- ▶ Campus visit
 - Admissions (3-4 hours)
- ▶ Tour
 - Shadow and Tag system (5-6 hours)
- ▶ Office
 - Shadow and tag system (2-3 hours)
- ▶ Evaluation
- ▶ Special assignments
 - Athletic Facilities (1-2 hours)

Training Resources

- ▶ Office Manual
 - Important to provide information and set expectations
- ▶ News Bureau
 - Daily news clips
 - Press releases
 - MU in the News
- ▶ @Mizzou
- ▶ Distribution list
- ▶ Current staff
- ▶ Campus departments

Engage Students

- ▶ *Generation Me* (Jean Twenge)
 - Learn best by doing
 - Typically don't/won't read
 - Short nuggets
 - Help make connection
- ▶ Campus leaders
 - Student supervisors
 - Typically involved in other orgs.
 - Know the beat/undercurrent of campus
 - First-hand testimonials using own experience
 - AU's, professors, advising, life on campus, etc.

Effective Strategies

- ▶ Empower
 - Have top administrators address the group
- ▶ Use multiple sources
 - Bring in outside speakers
- ▶ Use multiple mediums
 - Social media
 - Email
 - Office bulletin board
- ▶ Use student staff
 - Certain things they want to hear from each other

Forms of Evaluation

- ▶ Semester review
 - Student supervisors
- ▶ Performance evaluation
 - Discuss strengths and areas for improvement
 - Set goals and expectations for following year
- ▶ Secret shoppers
 - Faculty and staff new hires
 - Random families
- ▶ Tour Team test
 - Given randomly
 - Pass 80%
- ▶ Visit Survey

Contact Information

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