



Getting The Most Out of Your Campus Visit Program

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Introductions

- What type of school do you represent?
- Do you have an existing student or parent tour guide program?
- Why are you here today?
- What do you hope to learn/takeaways?

Fast Facts about CA's Visit Program

- 40 Parent Volunteers each year, 2 Co-Chairs
- 100 Student Tour Guides, 10-12 Head Tour Guides selected
- Families and students go on separate tours
- Bi-weekly newsletters sent to all guides with tour and campus information
- On-going training for students during monthly club meetings
- Business cards are made for tour guides to give families
- Incentives, prizes, and thank you gifts
- Tour Guides are used beyond initial visit

What does a CA campus visit look like?

- Important players:
 - Greeter
 - Student tour guides, parent tour guides
 - Floater
 - Admissions staff (as needed)
- Anatomy of the visit

Student Tour Guides

Student Head Tour Guides

Six to seven years ago, we were worried about our program.

Why?

- This year we received 31 total applications, an all time high.
- HTG is now a sought-out leadership position for 11th and 12th graders
- Twelve Head Tour Guides were selected by Admissions Team in early May.

HTG Roles

Clarifying the role of HTG was very important.

- Empower them to organize and recruit new guides
- Help train new guides: comprehensive handbook, movie, quick route guide
- Responsible for matching CA tour guides and visiting prospective students
- Increase visibility of the tour guide program
- Share feedback about campus and tour guide program

Student Tour Guides

Why be a volunteer student tour guide?

- Requires only one free block a week
- Allows you to be an ambassador for the school and meet your potential new classmates for next year
- INCENTIVES!!!!!!

Training Student Tour Guides

- Tour guide handbook
- Large opening meeting
- Monthly meetings during club block
- Schoology page - bi-weekly newsletter
- HTGs as resources along with two dedicated members of the Admissions staff

Parent Tour Guides

Why have parent tour guides?

- Excellent volunteer opportunity for parents who want to be involved
- Supports Advancement and Engagement Office and their incentives
- Visiting families have the opportunity to speak directly to current families
- Separates students and their families who often have different questions
- Helps with the timing of the visit

Role of the Co-Chairs of the PTG

- Construct the schedule for parent guides
- Help out if changes/substitutions need to be made
- Liaisons between parent tour guides and Admissions staff
- Trouble-shooting with “problem” parent tour guides

Training of Parent Tour Guides

- Opening meeting to review the manual and learn availability to tour
- Regular *News You Can Use* emails
- Co-chairs and admissions staff serve as resources throughout the season
- Encouraged to use their child's experience in story-telling or to provide examples while remembering they need to address the interests of the prospective family

Questions or Remarks Welcome



Session Takeaways, Part One

- Partner with your Advancement & Engagement Office to help recruit parent guides
- Enlist head tour guides to train, mentor, and lead other tour guides
- Assure that the HTG is part of the formal student leadership structure of your school
- Training, training, training

Session Takeaways, Part Two

Student and parent tour guides are valuable allies throughout the entire admission season!

- Think beyond the visit--enlist students and parents to be ambassadors for other Admissions events (receptions, Open House, Revisit Days, hiring process, etc.)
- Student tour guides email prospective students several times
- Parent tour guides call and congratulate admitted families

Session Takeaways, Part Three

Take three deep breaths and LET GO.

Trust that the vast majority of those who wish to be ambassadors for the school will do a great job!

Don't let one worm ruin your whole apple.