Tour Basics

I. The Introduction

Your introduction is your business card in the world of tours. If you welcome your visitors warmly and introduce yourself enthusiastically, your group will be engaged from the beginning and will follow you willingly. Provide a brief overview of the areas that they will see, approximate time it will take, and where you will end the tour. Your group should now be energized and ready to go!

- Establish CREDIBILITY
  - Introduce yourself - Who are you? What do you study?

- Create CONNECTION
  - Get to know your group - Who are they? What do they want to know?

- Build INTEREST
  - Give highlights of the university - Why should they consider UCSB among their many college options?

*Tip: An advanced strategy in the introduction is to involve audience members in planning key elements of the tour. If you can manage to tailor the tour around their interests, you will hold their attention.*

II. The Tour

The student perspective is one of the most valuable aspects of the tour for prospective students. Visitors learn more from your attitude, style, information, opinions, and insight than from any other sources. Visitors will often use the information and “feeling” they get from the tour to decide if this is the right school for them - or not, so it’s important to represent UCSB and its diverse student body appropriately and respectfully. So, although it is okay to state your opinions, try to offer other perspectives as well.

II (A). Academics: Know the Three Colleges

Let your visitors know about each of the three colleges and give a brief overview of the majors offered, general degree requirements, and advising available in each college.

- Letters & Science – about 80 majors and 40 minors; broad-based liberal arts education
- Engineering – 5 majors; focus on math/science with desire to innovate, design, build
- Creative Studies – 8 selective emphases; the “graduate school for undergraduates”; opportunity to work closely with faculty to create new knowledge in the field

*Another Tip: Learn the most popular majors and special programs in each college and in which building the departments are located so you can point them out as you pass by.*
II (B). Student Resources, Programs, and Opportunities for Success

Let your group know about important resources that will enhance their experience and support their success. Examples include, but are not limited to Orientation Programs and Parent Services; Athletics; Summer Sessions; Office of Student Life; Arts & Lectures; Education Abroad Program; Career Services; Associated Students; Counseling Services; Women’s Center; and, Student Health.

II (C). Housing & Residential Life

Residence hall life is of particular interest to prospective students. Be certain to mention all the University-owned as well as other residence hall options and their individual characteristics. For example, mention the variety of living-learning communities available as well as the fact that some halls are set up as suites. Mentioning these differences usually help potential students get a better feel for what they can expect if they choose to come to UCSB. Be sure to take guests to the model room in Santa Rosa Hall. You may borrow the key from the front desk attendant as long as you have your Access card. There are also posters that display the features of the different residence halls on the walls of the model room. Also, mention the dining commons and meal plans.

III. The Conclusion

Put some thought into what you will say at the end of your tour, as it may be the most memorable part (e.g., the reason you chose to attend UCSB; your favorite class/professor; or, your most memorable experience).

REMEMBER:

- Speak clearly
- Project your voice
- Elevate your position so the entire group can see you whenever possible
- Repeat questions for and share answers with entire group
- Interact with group throughout tour to keep them involved and engaged

LINK TO UCSB SELF-GUIDED TOUR MAP & TEXT

For more information and instructions on how to access a complete tour guide manual (when available), contact:

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