

Walla Walla Campus Outreach Dept.

Campus Tour Policy & Procedure

1. Purpose

The purpose of this policy is to establish guidelines and procedures for conducting group and individual campus tours at Walla Walla Community College's Walla Walla Campus. This policy aims to ensure that all campus tours are informative, welcoming, and well-coordinated.

2. Scope

This policy applies to all staff, faculty, and student workers involved in the planning, organization, and/or execution of campus tours, be they for prospective students or other any other groups or individuals (i.e., community groups, visiting government officials, etc.). This policy does not apply to recruitment tours organized by coaches in Athletics Department or tours given by the Human Resource office or individuals designated by them as part of a hiring process.

3. Definitions

- **Individual Campus Tour:** A personalized tour for a prospective student and their guardians/guests.
- **Group Campus Tour:** A tour for multiple prospective students and chaperones or other guests, often involving larger groups such as school classes or community organizations.
- **Tour Guide:** A designated individual (student ambassador, staff member, or faculty person) responsible for leading campus tours.
- **Requestor:** Person or persons requesting a group or individual campus tour.

4. Policy Statement

Walla Walla Community College is committed to providing visitors with informative and engaging campus tours that showcase the college's facilities, programs, and services. Campus tours are a critical component of the college's recruitment and public relations strategies and must adhere to the highest standards of professionalism and accuracy.

5. Procedures

5.1 Scheduling Tours

Walla Walla's Outreach and Welcome Center Department are responsible for arranging and coordinating campus tours at Walla Walla Community College excepting those coordinated by Athletics and Human Resources, as mentioned above.

Request for Tours:

- Staff or faculty approached with an individual or group tour request should refer the requestor to the Outreach Department or to the online tour scheduling calendar on the Visit page of the College's website.
- The following email templates can be used to facilitate such referrals:

EMAIL TEMPLATES RESPONDING TO TOUR REQUESTS

For Individual Campus Visits:

Dear [Insert prospective student's name],

Thank you for your interest in Walla Walla Community College! Visiting our campus is an excellent opportunity to explore our facilities, meet with faculty and staff, and get a firsthand look at the vibrant atmosphere of our community. Schedule your campus tour of the Walla Walla Campus or Clarkston Campus by following these simple steps:

1. Visit our website at wwcc.edu
2. Click on the "[Visit](#)" tab
3. Walla Walla Campus: Navigate to "Book with the Walla Walla Campus."
 - Choose your preferred service. There are options for tours and information sessions.
 - Fill out the required information, including your contact details.
 - Submit your request, and our Outreach team will work on your visit.
4. Clarkston Campus: call 509.758.3339 to schedule your tour.
5. If you need some assistance, work directly with our Outreach department. Email outreach@wwcc.edu or call Walla Walla 509.522.2500 or Clarkston Campus 509.758.3339.

For Group Campus Visits:

Dear [Club Leader/Group Coordinator],

Thank you for your interest in Walla Walla Community College! A campus visit is an excellent way for your students to explore our facilities, engage with faculty and staff, and discover the many resources and programs we offer.

To schedule your group tour, follow the steps to schedule a planning session with our Welcome Center Program Coordinator.

1. Visit our website at wwcc.edu
2. Click on the "[Visit](#)" tab.
3. For Walla Walla campus, navigate to "Book with the Walla Walla Campus."
 1. For Clarkston tours, call 509.758.3339.
4. Schedule a Group Tour Planning Session.
5. During your planning session, be prepared to offer your contact details and the preferred time & date for your visit, desired tour stops, and size of group.
6. Our team member will work with you to create a customized tour experience for you.
7. If you have any questions about the process, I strongly encourage you email us at outreach@wwcc.edu or call the Welcome Center at the College's main line, 509.522.2500.

2. Individual Tours:

- Individual tours for prospective students should be scheduled during times available on the tour scheduling site.
- Prospective students can schedule tours through the college's website, by phone, or in person at the Welcome Center.
 - 1. Tours scheduled over the phone or in person will be input into the web scheduler.
- Anyone outside of the Outreach and Welcome Center Dept. who receives a request for a tour from a prospective student should refer the requestor to the previously mentioned resources to schedule their tour.
- Confirmation of the tour, including date, time, and meeting location, will be sent via email within 24 business hours of scheduling.

3. Group Tours:

- Requests for group tours should be directed to the Outreach and Welcome Center Dept. via the tour scheduling application on the Visit page of the College's website or by calling the Clarkston Campus.
- Group tours must be scheduled at least two weeks in advance.
- Outreach or Welcome Center staff will coordinate the tour with the requestor, and it will be tailored to their group's interests.
- If requestors are already working with a faculty or staff person outside of Outreach, they should communicate that during the planning call.
- The Outreach and Welcome Center Dept. does not need to be involved in tours specific to one area of the college. However, Outreach can ensure guests take away relevant information and should be aware of groups coming to campus to avoid confusion and provide accurate directions should the guests come by the Welcome Center.

5.2 Tour Preparation

1. Tour Guides:

- Tour guides must complete a training program that includes information about the college's history, programs, and facilities.
- Tour guides are expected to stay on schedule and follow the planned agenda.
- The Outreach and Welcome Center Department will maintain a script for tour guides to reference.
- Tour guides are asked to wear official college attire during tour.
- If ever a tour guide is unable to attend a scheduled tour, they must plan to provide an alternative tour guide.

2. Materials:

- Relevant official college collateral such as viewbooks and checklists should be offered to all guests.
- Accessibility accommodation must be arranged for visitors requesting them.
 - 1. Requests for accommodation will be gathered from the requestor during the scheduling process and arranged by Welcome Center staff in partnership with Disability Support Services.

5.3 Conducting Tours

1. Introduction:

- Begin with a welcome and introduction of the tour guide(s).
- Provide an overview of the tour agenda and duration.

2. Audio:

- For group tours, use voice amplification equipment when speaking.

3. Tour Content:

- Highlight key facilities, including buildings, resources, student service spaces, and recreational facilities.
- Provide accurate information on academic programs, student services, financial aid, and extracurricular activities.
- Allow time for questions and provide accurate, up-to-date information. Whenever in doubt, gather pertinent information and offer it to the visitors later. Do not guess and risk providing misinformation.

4. Hospitality:

- Warm Welcome:
 1. Greet visitors warmly and make them feel valued and appreciated from the moment they arrive.
- Effective Communication:
 1. Provide clear, concise, and friendly information about the campus, its programs, and services.
 2. Be attentive and responsive to visitors' questions and needs.
- Professionalism:
 1. Maintain a high level of professionalism in appearance, behavior, and interactions.
 2. Be flexible as unanticipated issues may arise.
 1. Avoid becoming frustrated or venting in front of guests.
- Personalization:
 1. Tailor the visit experience to the interests and needs of the visitors.
 2. Offer customized tours and provide relevant information based on prospective students' academic and extracurricular interests.
- Attention to Detail:
 1. Ensure all logistical aspects of the visit are well-organized, from scheduling to providing materials and refreshments when being offered.
 2. Pay attention to the small details that enhance the visitor experience, such as providing break times and comfortable seating areas.
 3. Consider the route and work towards making transitions meaningful, safe, efficient, and attractive.
 4. During period of excessively hot or cold weather with tour stops in more distant buildings, try to provide visitors transportation via golf cart whenever possible.
- Accessibility and Inclusivity:
 1. Ensure the campus and tour routes are accessible to all visitors, including those with disabilities.
 2. Foster an inclusive environment that respects and celebrates diversity.

- Engagement and Interaction:
 1. Encourage interaction between visitors and current students, faculty, and staff.
 2. Facilitate opportunities for visitors to ask questions and engage in meaningful conversations.
- Showcase Campus Highlights:
 1. Highlight key facilities, academic programs, and student services.
 2. Emphasize unique aspects of the campus that differentiate it from other institutions.
- Safety and Comfort:
 1. Ensure the physical safety and comfort of all visitors throughout their stay.
 2. Provide information about emergency procedures and offer aid if needed.
- 5. Compliance:**
 - Ensure all information shared during the tour is accurate and relevant.
 - Respect the privacy and confidentiality of prospective students and their families.
- 6. Unprofessional or disruptive behavior by visitors:**
 - In the event that a guest is upset with the service they are receiving from the department or they are being unsafe or disruptive during their visit and the issue cannot be resolved in a manner that protects the safety and wellbeing of the WWCC staff member and the guest, visitors can be returned to the Welcome Center where the remainder of their visit can be cancelled or rescheduled. If this occurs, the Outreach and Welcome Center Director and/or Assistant Director will be notified as soon as possible after the tour via email, phone or text.

5.4 Follow-Up

- 1. Feedback:**
 - Collect feedback from tour participants via a survey distributed at the end of the tour or through an online survey link sent via email.
 - Use feedback to improve future tours and address any concerns.
- 2. Communication:**
 - Send a follow-up email to thank participants for visiting and provide additional resources or contacts for further questions where applicable.
 - Encourage prospective students to apply and help with the application process.

6. Roles and Responsibilities

- **Outreach & Welcome Center Department:**
 - Department staff including the Director of Outreach, the Assistant Director of Outreach, Outreach Specialist, and the Welcome Center Program Coordinator will oversee the implementation and adherence to this policy;
 - Ensure all tour guides are adequately trained;
 - Review feedback and make necessary adjustments to the tour program.
- **Tour Guides:**
 - Lead campus tours in accordance with the policy and training received.

- Provide accurate and engaging information to prospective students and their guests.

7. Compliance and Review

This policy will be reviewed annually by the Director of Outreach and department staff.