

Tour Guides Organization  
Event and Organizational Coordinator  
Vanderbilt University  
Elizabeth Ojo

[COORDINATOR GOOGLE DRIVE](#)

## SUMMARY

Each year, Vanderbilt University, a top-ranked institution in the United States, welcomes over 100,000 guests to its campus for various events and programs.

As the Coordination Coordinator, I organized weekly events and group dismissals for programs including MOSAIC, Anchor Days, Counselor Conference, Black and Gold Days, and PreVU Days. This position is a partnership with the Office of Undergraduate Admissions, assisting with in-person correspondence between prospective students and their families and the university by providing informative tours of campus.

- I created the weekly schedule for 180 guides each semester and oversaw a budget of \$16,000 for the organization to dispense among the guides as repayment for their services.
- I collaborated with admissions officers to create an annual schedule for the organization with 1 to 2 tours each day, ensuring every tour time was properly staffed. I appointed 12 captains to assist with organizing the tour times every week.
- I managed a Special Status account and an Additional Advisory Period to keep guides who were unable to fulfill the organization's commitment motivated.

## RESPONSIBILITIES

### Brainstorming Sessions

- **Coordination/Community**
  - Fall Scheduling Form
    - Send out form Sun., Aug. 26<sup>th</sup> --> Finished by Thu. (30<sup>th</sup>) or Fri (31<sup>st</sup>)
    - Regular tours start Sep. 4<sup>th</sup>
  - Tour Guide Website
  - Fall Points Document
    - Should we have OGV only?
    - What will AAP look like?
  - Informal Social Event

### Organizational Roles

#### President

- GBM Organization – Anchorlink, reminders, etc.
- Schedule large exec board meetings
- General assistance
- Liaison

#### Coordination

- Manage regular tour schedule, OGV schedule
- Keep track of points and AAP guides
- Coordinate TG culture and help develop community

#### Training and Development

- Work to train new guides and refresh vet guides
- Plan GBM speakers
- Plan events like TG formal

#### Recruitment

- PR for recruitment – host info sessions, music video
- Lead student fair efforts
- Manage swag and swag days

## TASKS THROUGHOUT THE YEAR

- ATTENDANCE
  - It is your job to follow up with guides who miss tours
    - CC mentors and C-team on these emails
  - If a guide misses a tour once, they get an email and loss of 2 points. Often, guides will respond saying that their captain told them they didn't need a sub, and it was recorded wrong. It's good to have them forward you the email they sent their captain for consistency.
  - If a guide misses TWO tours without an excused absence, you send them an email requiring an immediate reply
    - Option 1: they email back explaining what went wrong and that they did communicate with their captain → all is well
    - Option 2: they email back apologizing but are still at fault → gray area
    - Option 3: they never email back → they can be dismissed from the org
  
- ADDITIONAL ADVISORY PERIOD
  - Guides who do not hit their points are added to the additional advisory period the following semester
  - Not meeting their AAP requirements means that the guide is dismissed from the org
  - You are responsible for communicating with guides that are in danger of not hitting their minimum.
  
- Sign-In Sheets
  - Oversee the creation of sign-in forms for each semester and ensure that they remain accurate with the master schedule.
  - These should be distributed to captains at the beginning of each semester after captain training.
  - Ensure that the computer in the TG lounge is working/ can be used for OGV sign-ins.
  
- OGVs
  - A coordinator serves as captain for all of the OGVs in a given week (or however you choose to divide it up). This means that

Sunday morning, there is an email that goes out for each OGV, with all of the guides giving it copied. They must respond in a timely fashion to confirm they are giving the tour. If they cannot, they must find a sub and you oversee that.

- The OGV doc needs to be monitored and maintained constantly. Make sure tours are getting filled, highlights are proper, too many guides haven't signed up, etc.
- OGVs include actual organization tours, but also additional info sessions and special events, such as Black and Gold Days. Some OGVs have special routes. This information is often in the doc, but must appear fully in the confirmation email.
  - ^^ Very important. Even though guides have agency in signing up for OGV's, it is C-team's responsibility to communicate all special features of the tour in the confirmation email if the tour is not normal (i.e where to meet, if the tour ends somewhere else, how long the tour is supposed to be)
  - Coordinate with TDT to create these tour routes and ensure that they are feasible.
- Large Event Tours
  - Coordinate scheduling of guide responsibilities for Black & Gold Days, Counselor Conference, MOSAIC, and Anchor Days.
    - Usually each of the TG advisors is assigned to one of these events, so you can communicate with them to determine what strategy you would like to pursue to secure guides/ what specific needs they may have.
- Schedule
  - The preparation and creation of the weekly schedule is very time-sensitive and time-heavy. Be prepared with a good plan (perhaps go ~paper free~ like we did this semester).
  - There will be guides who do not have their schedules solidified, and guides who will keep you on your toes for weeks. Remember to keep the schedule fluid and to update captains about any changes in the weekly schedule.
  - Sub lists & cell numbers
    - Important to create as well. Also include a "Working @ OUA" tab with the OUA schedule so we can be aware of

who's working just in case we need a last minute student worker guide

- Captains
  - C-Team along with captains. You guys need to set up and run a captain meeting outlining the responsibilities. Both of you know how they run obviously.
  - We did a refresher training for the spring as you know but we can decide later if we need one for the fall.
  - An email also goes to all of the captains every Sunday morning. This must contain the numbers of guests for each weekly tour time during that week, from Embark. The captains should use that information to email the guides on their tour time each week, including instructions and the self evaluation link.
  - Always CC other Coordinator, VP Coordination, and mentors
  
- Special Status
  - Oversee Special Status applications for the coming semester and approve those requests. Generally the rule has been that a guide can only go on Special Status once, however with the reworking of the system this year, you may want to work closely with Anna/ John Robert to determine how you want to handle this, especially for guides who have gone abroad/ HOD Internship/ Student Taught.
  
- Additional Advisory Period meetings
  - Subject to change. You are responsible for keeping track of guides who are currently on AAP, meeting with them throughout the semester, and communicating with them/ supporting them in their quest to actually meet the point minimum this semester.

## EXAMPLE GBM NOTES

### What's Up in March?

| Sun              | Mon                                     | Tues  | Wed   | Thurs  | Fri   | Sat   |
|------------------|---|---|---|--|---|---|
|                  |   |   |   |  |   | 2<br>Spring Break   |
| Spring Break     | Spring Break                            | Spring Break  | Spring Break  | Spring Break   | Spring Break  | 9<br>Spring Break   |
| 10<br>OUA CLOSED | 11<br>11am tour - 140<br>2PM tour - 300 | 12<br>9am OGV - 40<br>11am tour - 146<br>2pm tour - 140<br>3pm OGV - 32 | 13<br>9am OGV - 20<br>11am tour - 140<br>2pm tour - 140<br>3pm OGV - 25 | 14<br>11am MOSAIC - 130<br>1-00pm MOSAIC - 200<br>2pm tour HOG - 140 | 15<br>9am OGV - 45<br>11am tour - 140<br>2pm tour - 300                 | 16<br>11am tour - 259<br>1pm tour - 270                                 |
| 17<br>OUA CLOSED | 18<br>11am tour - 140<br>2pm tour - 140 | 19<br>9am OGV - 30<br>11am tour - 140<br>2pm tour - 140<br>3pm OGV - 40 | 20<br>11am tour - 140<br>2pm tour - 140<br>3pm OGV - 34                 | 21<br>11am tour - 140<br>2pm tour - 140                              | 22<br>9am OGV - 70<br>11am tour - 140<br>2pm tour - 300                 | 23<br>11am tour - 300<br>1pm tour - 300                                 |
| 24<br>OUA CLOSED | 25<br>Black & Gold - 10:30am - 600      | 26<br>9am OGV - 40<br>11am tour - 304<br>2pm tour - 325<br>3pm OGV - 32 | 27<br>9am OGV - 40<br>11am tour - 140<br>2pm tour - 140<br>3pm OGV - 32 | 28<br>OUA CLOSED   | 29<br>9am OGV - 40<br>11am tour - 140<br>2pm tour - 300<br>3pm OGV - 32 | 30<br>9am OGV - 40<br>11am tour - 247<br>2pm tour - 250<br>3pm OGV - 32 |
| 31<br>OUA CLOSED |   |   |   |  |   |   |

### Letters for the Good?

**WILS MEEKS**

Hi Wilton, We have a such great experience with campus tour on 02/19/2019 under you even though it was heavy rainy day. We always admire Vanderbilt University, location and it is a dream college. The campus tour with you provided more insight and especially your personal experiences with the courses and how faculty supported you during your difficult times.. Your patience level for answering questions was amazing. Overall your performance was above and beyond. So we strongly decided to aim for undergraduate studies here for the next academic year.

**ELIZABETH OJO**

Hi there!  
Thanks so much for a great tour today!  
My son's comment to me was our tour guide was so sincere. For her to share her personal experience with us, it shows a lot about the school's character. I thought that was very true myself.

ANY STORIES FROM YOU ALL?