

## **College of Engineering Proposal for a Tour Program**

**Date:** January 4, 2006

**To:** Glenn Beltz, Associate Dean of Undergraduate Studies

**Fr:** Tacy Costanzo, Admissions and Recruitment Coordinator

**Introduction** -- This proposal for a college tour program is in response to recommendations from the college's International Advisory Board (IAB) and due to feedback from campus guests and potential students. The IAB reported that the reputation of the graduate and research programs were fairly well known, but urged Dean Tirrell to focus marketing on the undergraduate studies programs in order to increase the "name recognition" of the college as a whole. Additionally, the Master Plan for Higher Education in California and the UC office of the President call for increasing the number of California community college transfer students at all ten UC campuses. Requests for an Engineering tour to both the Visitor Center and the Undergraduate Advising Office indicate that numerous guests are eager to visit the college each year due to the nationally and internationally acclaimed faculty, highly rated academic programs and the vast array of research endeavors and institutes housed by the college. Although the Admissions Department and Visitor Center have a fabulous campus tour program, it does not include visiting the Engineering Sciences complex or include details about the reputation and offerings of the college.

**Program Description** -- The tour program will describe the academic infrastructure of the college and the Undergraduate Degree programs while showcasing the physical attributes of the College of Engineering, including laboratories, desktop computer equipped classrooms, the Nanosystems Center and other research facilities, and the indoor and outdoor study spaces with ocean and mountain views. The tour will highlight the collaboration between academic

disciplines and the inclusion of undergraduate students in faculty and institutional research endeavors. I will integrate material promoting the college's new corporate image in developing the 'character and tone' for the tour script. Tour groups will not be lead into labs or classrooms during instruction periods. The tour program will be staffed by paid student Ambassadors and by volunteer student tour guides.

***Undergraduate Recruitment Tours*** -- Campus Visitor Center records show that interest in freshman admissions peaks during the months of July, August, October, February, March and April, due to the application and notification cycles. The College of Engineering would offer a one hour tour at 3pm, Wednesday through Saturday during the months identified as recruitment months. A one hour tour would be offered at 3pm on Mondays and Fridays during the months of September, November, December, January, May and June.

- Guides for these all college tours will be volunteers serving their Honor Society or Honors Program community service hours.
- The College of Engineering will pay for the training/supplies for these tour guides.

***Orientation Tours*** – I will work with the department chairs and faculty advisors to design a tour for each of the five individual undergraduate majors highlighting information vital to new students and their parents and families. These 45 minute walking information sessions would complement the academic presentations that prepare new students for the collegiate experience in Engineering at UCSB. The tour guide positions for Orientation would be staffed by the Honors Program students within each individual discipline, adding a personal touch to the guest's experiences. Additionally, these new student tours would include locations of bathrooms, lockers, bike parking, the advising offices, computer infrastructure office, and the laboratory shop parts room. These tours would be offered in conjunction with the Orientation

Programs schedule during the months of July and August and would be at 1pm. Currently, the departments' Undergraduate Advisor or a Development Engineering lead the Orientation tours. Student lead tours would yield substantial salary savings for the departments.

- The Tour Ambassadors for Orientation sessions will be student employees hired from the College Honors Program.
- The College of Engineering will pay for the training/supplies and student wages earned during the training period, but the Ambassadors' wages for these tours will be recharged to Orientation Programs.
- The student wage of \$10 per hour will yield huge savings to Orientation Programs as these tours are currently lead by the Staff Undergraduate Advisor or a Development Engineering with hourly wages ranging from \$18.00 - \$65.00 per hour.

***Special Event Tours*** – The format for Orientation's departmental tours would also be utilized for Spring Insight (Open House attracting ~600 guests) and Parent's Weekend (~100 guests) to the College of Engineering. Ambassadors would also be available for individual VIP tours requested by the Chancellor, Deans or the Development Office.

- The Ambassadors will be paid to train volunteers from all the Engineering majors and various Engineering enrichment programs to lead general and departmental tours of the Engineering Sciences at large events.
- These additional tour guides will supplement the Campus Tour guide pool, making tour groups smaller and more personal.

***Schools Outreach Tours*** – School group tours will be offered four or five times a month (on Tuesday, Wednesday or Thursdays) in conjunction with Early Academic Outreach and The

Campus Visit Program. School groups from regional Science and Technology Magnet High Schools, the UCSB Partnership Schools preparing underrepresented 7-12 grade students for college, and the tri-county California community colleges (all schools are within busing distance) visit UCSB for general information and walking tours of the campus. The tone of these programs promotes the large liberal arts college programs but merely touches on the rich offerings in the College of Engineering. The Engineering tour would be available to students more interested in science and technology during the time the students interested in liberal arts tour the campus with EAO and Admissions staff.

- Ambassadors will lead the School Group tour sessions, their wages recharged to the Early Academic Outreach and Relations with School departments, as they supplement existing programs with a budget to cover this need.
- This will yield savings to the College as a Student Affairs Officer currently leads these tours, which is not a good use of resources.

**Annual Tour Matrix**

Tours per month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
UG RT		16	16	16			20	20		16			104
UG RT	8				10	10			8		8	8	52
Spring Insight				20 in one day									20
Parents Weekend											5 in one day		5
Total Volunteer Tours Per Year = 181													
O'Tours							35	35					70
EAO	3	4	5	3	2					4	3		30
Total Paid Tours Per Year = 100													
UG RT = Undergraduate Recruitment Tours - Peak Season UG RT = Undergraduate Recruitment Tours - Off Season O'Tours = Orientation Program Tours EAO = Early Academic Outreach School Group Tours													Yearly Total
													281

## Budget

Cotton polo Ambassador Shirts	
• 2 shirts each for 6 student Ambassadors @ \$20.00	\$240.00
Volunteer Tour Guide Shirts	
• 2 shirts each for 20 tour guides @ \$12.00	\$480.00
Short-wave radios + charging stations	
• 5 sets at 2 for \$60	\$300.00
Bottled Water – 12 ounces bottles @ 24 for \$6.99	
○ 11 cases	\$76.89
Ambassador wages (includes SDI and Worker’s Comp Ins.)	
• 100 hours @ \$10.00	\$1000.00
○ \$700.00 recharged to Orientation Programs	-\$700.00
○ \$300.00 recharged to Early Academic Outreach	-\$300.00
• 30 hours @ \$10.00 for assisting at tour guide training	\$300.00
Pizza and beverages	
• Training sessions	\$150.00
• End of Year Celebration	<u>\$ 400.00</u>
	Total \$1946.89

The Special Events budget provides snacks, lunches and waters to all student volunteers at Spring Insight and Parents Weekend.

**Intended Outcomes** – The Tours Program will:

- Further the College of Engineering’s name recognition by personally informing guests about the integration of instruction and research, collaboration between disciplines and how state-of-the-art research facilities enhance the undergraduate academic experience.
- Increase the Engineering transfer application and admissions rates through direct communication with community college students hoping to transfer into engineering majors.
- Show the value of attending a research university and disseminate information about academic and research opportunities to potential first year students and their families to facilitate informed decisions related to college choice.

**Program Justification** – The UC system is designed to educate a student body that represents the demographic profile of the state. The Tour Program will promote the college’s undergraduate studies programs to students from throughout the state, as well as increasing the name recognition of the College of Engineering. This Tour Program is a cost effective marketing mechanism for attracting more applicants to the Engineering Sciences and aimed at the very students the college wants to admit.