TABLE OF CONTENTS

I. SAA Executive Board

II. Your Commitment

III. Your Responsibility

IV. Tips for Being A Successful Guide

V. Guide Policies and Expectations

VI. Guide Benefits

VII. Dealing with Difficult and Frequently Asked Questions

VIII. Facts

IX. SAA Constitution
I. SAA EXECUTIVE BOARD

SAA Advisor         Randy Friend, Associate Director of Admissions
Contact: rfriend@shepherd.edu

SAA Executive Board

President          Kevin Bender
Vice President     Marshall DeMeritt
Secretary          Maria Arrington
Treasurer          Brian Owens
Community Service Chair         David Link

II. YOUR COMMITMENT

You play an important role in Shepherd University recruitment. You have a responsibility to our visitors and the entire University community. Your efforts and your willingness to share your Shepherd knowledge and enthusiasm help bring talented students into the Shepherd community each year.

We expect you to share your experiences about Shepherd with visitors and to give them a positive impression of campus. If a formal complaint is made against a guide, that person will be required to have a conference with Kevin Bender and Randy Friend. If a second complaint is made against the same guide, that guide will be released from the program.

Weekly Commitment: Although we have no formal schedule for tour guides, we would like to know when you’re available to give them. We will have a list of tour times and would like you to fill out your best available times the first week of classes. We would really appreciate it if you could give at least 2 tours a month.

Tours are scheduled Monday through Friday at 10am, 12 pm, and 2 pm. Tours last a little over an hour, you are required to arrive at the Office at least 10 minutes prior to your scheduled tour, and you will probably have to answer questions from visitors after the tour. So, plan on spending an hour and half at the office and on the tour. Please be aware of your class schedules when signing up for a tour slot. You will not want to have a class the hour prior to your tour or the hour immediately following your tour. IF YOU CANNOT MAKE YOUR TOUR TIME, PLEASE CONTACT THE OFFICE OF ADMISSIONS 24 HOURS IN ADVANCE!!!!

Group Tours: All Guides are also making a commitment to participate in Group tours given occasionally during times other than the usual tours.

Special Events: All guides are required to help with special events throughout the year. These events include, but are not limited to: SAA meetings, Open Houses, Retreats and Training Sessions. The fall open house dates are: September 30, Oct. 7, and Nov.11. Please Arrange your Schedules now!
III. YOUR RESPONSIBILITY

You are a representative of Shepherd. You often establish visitors’ initial impressions of Shepherd and sometimes their only impression. You speak on behalf of Shepherd, so your job is a big one. Both verbal and non-verbal cues paint pictures for visitors as to what Shepherd is like. In general, how you speak, look, and interact with others greatly impacts their first impressions of Shepherd and their perceptions of what a Shepherd student is like. No one guide will be the representative of Shepherd...there is no “typical” Shepherd student. You all bring different personalities, backgrounds, majors, interests, and accomplishments. One thing that you all bring to this program is your dedication, commitment, and enthusiasm about Shepherd. It is important that you use common sense and courtesy as your primary guideline when you “are” Shepherd in the eyes of the visitors.

You are a Student Representative: You represent Shepherd, so always act in a manner that represents Shepherd well!! In this position of great influence, please consider how you may be perceived. Be aware of OFF-HAND comments about ways “around the system.” Consider what messages your timeliness and language use send to visitors. Your every comment can impact a visitor’s impression of Shepherd. Think before and while you conduct a tour, greet visitors, and answer questions. Jokes about your dealings with a specific campus office, warnings you give about services, and comments about activities not supported by the university can leave a negative impression for visitors about Shepherd, you, and the Office of Admissions. Just BE CONSCIOUS AND AWARE of your language – both verbal and non-verbal. Be honest, but tactful.

You are expected to avoid the following:
- Chewing gum or eating on the tour
- Foul, derogatory or disrespectful language
- Being biased related to campus affairs.

Personal Opinion: Maintain a professional and unbiased attitude toward university policies, programs, or activities whether or not you entirely agree with or personally endorse them. A tour guide or any person representing the University to the public should offer visitors a fair and unbiased representation of the University and campus life. For example, you may not agree with the Housing lottery system, but you should present the facts of the policy to your group and indicate that specific questions should be directed to the Residence Life Office.

Comparisons between Shepherd and other Institutions: Do not draw comparisons between Shepherd and other institutions or say negative things about other schools. If people ask you where else you applied or why you chose Shepherd, be honest but tactful. Focus on the positives at , not why you did not choose to go elsewhere. Your two responsibilities as a guide are to share factual information about Shepherd and to share your experiences and anecdotes about your time here. Balance between the two is key.
IV. TIPS FOR BEING A SUCCESSFUL GUIDE

As a tour guide, you serve as a representative of Shepherd University for prospective students and parents visiting the office every day. Your job will be to answer questions about the university from a student’s perspective. Your perspective is invaluable, but remember that it should be presented within the context of the overall mission of Shepherd University.

What does a Tour Guide do?
Tour Guides provide a student led tour of campus to Shepherd visitors. Guides arrive at the Office of Admissions 10 minutes prior to their tour time. Your job is to give visitors a view of campus and provide them with information about students’ experiences here at Shepherd.

- Tour guides should go beyond statistics and geographical details to show students and families Shepherd distinct personality and values.
- Tour guides do not just talk at the students, they interact with the families, ask questions, engage visitors, are proactive and ask visitors to ask them questions, and are always a gracious host.
- Tour guides are aware of their audience. If the tour is a small size, tour guides will engage visitors in conversation throughout the tour of campus. If the tour is a larger tour, tour guides will wait to provide tour information until the group has stopped in an area where everyone can see and hear the guide.

Becoming a GREAT Guide

1. **Be on time** - Arrive at least 10 minutes prior to your scheduled tour. This will allow you time to sign-in and pick-up your nametag without feeling rushed at the beginning of your tour. It is important, however, that you DO NOT START THE TOUR BEFORE THE SCHEDULED TIME AND WHEN YOU ARE TOLD THE GROUP IS READY BY THE ADMISSIONS STAFF!

2. **Be yourself** - Share your experiences and the experiences of your friends. These personal touches will make your tour more interesting and more memorable for visitors. Talk about faculty/student interactions, Residence Hall programming, student organizations, and your RA in your freshman residence hall. Share your favorite (and appropriate) moments at Shepherd. Remember your feelings as you visited college campuses, and think about some of the questions you wanted answered. Share how you adjusted to college and the opportunities you have discovered at Shepherd.

3. **Know the facts** - While it is important that you offer your own personal experiences at Shepherd, it is also important that the information you provide to visitors is factual. Remember, in your role you are representing the University and you have a responsibility to present accurate information to visitors. It is your responsibility to keep up to date on information about the University by reviewing the information in this manual, reading updates posted on the SAA website, and attending monthly SAA meetings.

4. **Be flexible** - Visitors often travel a great distance to visit, so your adaptability to different types of weather, sizes of groups, and energy level of visitors is crucial. You should be prepared to give a tour in any weather, for 1 visitor or for 50 visitors. You may be able to conduct your tour while walking with a small tour group, or you may have to stop, wait for the group to gather, and talk to a larger group all together.
5. **Encourage interactions with visitors** - Look at the people you’re speaking with – **eye contact** can help people understand you and also helps make a connection with visitors. Also, if you are leading a tour, **project your voice** so that everyone can hear you. Be attentive to visitors when they ask questions and encourage participation. Walking backwards is a skill to be mastered. By doing you will give a clear image of addressing of the group.

6. **Help all visitors feel welcome:** Helping the university come alive requires that all visitors to Shepherd feel comfortable during their entire visit. Your language should send messages of value and respect for the diversity of people with whom you interact.
   - Use both male and female pronouns
   - Don’t assume anything about the visitors in your tour group. Not all students come from two-parent families, attend private schools, participate in sports, etc. Make comments that make everyone feel welcome.
   - Familiarize yourself with the location of accessible entrances to buildings on your tour route and make sure that if someone is on your tour that will need to use those entrances that the EVERYONE on your tour follows that route.

7. **Be prepared** – This means that you should understand how you are going to communicate the Shepherd experience to visitors through examples, facts, anecdotes, etc. Know your goals for the tour and what images you are trying to convey. Refer to the “Dealing with Difficult and Frequently Asked Questions” section of the manual and think about your answers to these questions ahead of time. Knowing how you would answer these questions in advance will help you avoid getting into a difficult situation.

8. **It’s okay to say “I don’t know”** - Your role is to speak from your perspective as a current student, not an admissions counselor or financial aid officer. It is FAR BETTER to refer the visitor to an Admissions Officer than to make up an answer or guess a statistic.

9. **Have fun!** – Enjoy meeting visitors and sharing your enthusiasm for Shepherd. Your energy and excitement will be contagious! Be yourself and don’t be nervous.

If you meet with a student for an extended period of time, you may give him/her a business card with your information. Business cards are located behind Debby’s desk in the Admissions Office.

10. **Thank your visitors!** – Remember to fill out a Thank you card for those prospective students you just led around campus. The cards are also located behind Debby’s desk.
V. GUIDE POLICIES AND EXPECTATIONS

- **Attendance:** When you sign up for a tour you are making a commitment that you will be there at that time. PLEASE SIGN UP DURING A TIME THAT IS CONVENIENT FOR YOU. You MUST be at all of your regularly scheduled tours. You MUST also arrive to give all Special Tours for which you sign up. Because you play such an important role in the recruitment of students, your attendance and your punctuality are ESSENTIAL!!! Not showing up for your scheduled tour is unacceptable.

If you cannot make your scheduled tour time, it is YOUR RESPONSIBILITY to find a replacement if it is less than 24 hours before the tour. Otherwise you must let Kevin or someone in the Admissions Office know as soon as possible so we can find a replacement.

When you find a replacement for a TOUR time, you are required to e-mail Kevin AND Randy to let them know who will be there!

If you become ill and/or a family emergency arises that impacts your ability to greet visitors or give your tour, please contact Kevin or Randy. They will be responsible for filling your spot if you have not been able to find a replacement.

During some of our slower months in the office, we will not have as many visitors. However, it is still your responsibility to come to your scheduled tour. When there are not a lot of visitors, please understand that giving personal attention to our visiting families is just as important.

Attendance at monthly meetings is also required. If you will miss a meeting, you must let one of our executive board members know via e-mail at least 3 days before the meeting.

- **Attire:** We do not have uniforms, however we ask you to be conscious of what you wear while interacting with visitors. Look presentable during each tour because you are the prospects first impression—make it a positive one! Students are required to dress in a collegiate manner. For example, Student Ambassador shirts are to be worn during Open Houses and usual college clothes during individual tours. Comfortable shoes are a bonus! DO NOT wear any articles that sponsor alcohol or profanity, another college or university, torn and frayed shorts or jeans, and short skirts or shirts. Always try to wear as much Shepherd apparel as you can.

We give tours RAIN or SHINE. Check the weather before coming the Office of Admissions and dress accordingly. We will also have a limited number of umbrellas for the use of our guests. Visitors will still be excited to see campus – many have traveled a long distance to visit, so the weather will not impact their desire to learn about Shepherd. Please remember how much impact your attitude and enthusiasm have on our tour groups.
• **Attitude:** Be friendly and enthusiastic but do not overdo it. People realize that everything cannot be perfect here. Share your feelings and be honest, but if you appear to be “selling” the school, your tour may lack credibility. At the same time, if you are stressed out or having a bad day, try not to let that set the mood for your tour – check your attitude at the door.

• **Training and Meetings:** TRAINING IS AN ONGOING PROCESS! There will be a refresher training for those of you who would like a review after the summer break.

  Our monthly meetings will offer continued training and an opportunity to discuss and share new ideas.

• **E-mail:** Reading SAA e-mail is your responsibility. If you are not receiving e-mail from this list, you should contact Kevin.

• **Website:** We now have a website for the tour guide program. The address is [http://webpages.shepherd.edu/kbende02](http://webpages.shepherd.edu/kbende02). Please check the website regularly for important updates and meeting information.

• **Parking:** You MAY NOT park in front of the Admissions Office. Sorry! Please take the PanTran, walk, or park in the parking lot where you have a permit. Please allow plenty of time to get to the Office of Admissions.

**VI. GUIDE BENEFITS**

The most important and rewarding benefit of being a Guide is knowing that you helped students and family members gain a better understanding of life as a Shepherd undergraduate. You may have sparked a new interest in the mind of a student or helped some students finalize their college decision. You play such an important role in the lives of many.

**VII. DEALING WITH DIFFICULT AND FREQUENTLY ASKED QUESTIONS**

Think about how you would answer these questions. While there often is not a “correct” answer, there are some things you should make sure to address and others you should avoid.

1. What is the party scene like on and off campus?
2. Is the campus safe? What’s happened lately? What’s been done?
3. How can I get an air conditioner in my room?
4. Do graduate students or TAs teach undergraduate classes?
5. How difficult is it to get classes? How big are classes?
6. How does the PanTran work? – Can I make it to class on time?
7. What are the technological capabilities on campus?
8. How are academic advisors assigned? Is it easy to talk with advisors?

9. Is it easy to get help from professors?

10. What are weekends like on campus?

11. How are roommates and residence halls assigned?

12. Why did you choose Shepherd?

13. What is one thing you would change about Shepherd? (What do you dislike about Shepherd?)

14. How is the food in the dining hall?

15. What types of clubs and sports are available for me to join?

16. Do people bring bikes?

17. Should I bring a car to campus?

18. What were your SAT scores?

19. What is the minority population at Shepherd?

VIII. Facts

- Campus is located on 323 acres in Jefferson County, West Virginia
- Founded in 1871 as a private college
- Became a state supported public college in 1872
- Co-ed
- 4 year liberal arts university – fully accredited
- Officially Became Shepherd University in March 2004 with the addition of Masters degree programs.

Enrollment Facts

- About 4000 applications received each year; 3000 freshman about 1000 transfer.
- 2000 are actually admitted
- 1650 actually enroll

Incoming Freshman Facts

- Average freshman class size is 650-750
- Average GPA of incoming freshman is 3.2
- 60% of incoming freshman submit ACT scores and 60% submit SAT scores (some submit both)
- Average ACT score is 22 (not including the writing portion)
- Average SAT score is 1070 (not including the writing portion)
- High school transcript is the most important in application process. Look for a strong set of academic subjects. High test and low GPA draws a red flag.
- Summer Orientation and Registration for freshman is offered 4 times in June/July.
- Fall Orientation for freshman begins three days before the semester begins
- Day of Service is held 2 days before regular new student move-in. An excellent community service opportunity that helps you make friends at your new home while helping the Shepherd community.
• First Year Experience Classes provide a chance to meet new friends, perform community service, and move-in to college early!

General Shepherd Information
• 57% female; 43% male
• 60% in-state; 40% out of state
• Students come from 50 states and over 25 different countries
• 10% minority population
• Student Teacher Ratio is 20:1
• Class size is 20-25 students (average)
• Admission is competitive
• Over 75 different majors offered. Bachelors and Master’s degrees are offered.
• Requirements for Admission
  • High School GPA of 2.0
  • ACT 19
  • SAT 910

Shepherdstown Info
• Oldest Town in West Virginia
• Located in Eastern Panhandle of WV; 3 feet from Maryland border; 8 miles from Virginia border, 16 miles from Pennsylvania border.
• Setting is rural and historic, but located in metropolitan area, only 1.5 hours to Washington D.C. and Baltimore, MD.

Tuition and Costs (2005-2006 School Year)

In-State
• Tuition and Fees $4384.00
• Room and Board $6456.00
• Total for One Year $10,804.00

Out of State
• Tuition and Fees $11,464.00
• Room and Board $6456.00
• Total for One Year $17,920.00

Driving Times
• Annapolis, MD 100 miles 2 hours
• Baltimore, MD 70 miles 1.5 hours
• Charleston, WV 300 miles 6 hours
• Cumberland, MD 85 miles 1.5 hours
• Gettysburg, PA 60 miles 1.25 hours
• Morgantown, WV 110 miles 3 hours
• Philadelphia, PA 185 miles 3 hours
• Pittsburgh, PA 225 miles 4 hours
• Richmond, VA 180 miles 3 hours
• Tysons Corner, VA 60 miles 1.5 hours
• Washington, D.C. 65 miles 1.5 hours
• Wheeling, WV 240 miles 4.5 hours
• Winchester, VA 35 miles 45 minutes
Placement Tests

- Shepherd has an English Placement exam during the June/July orientations.
- We will begin requiring the writing portions of ACT or SAT beginning fall 2006.
- Two faculty members read the exams and a decision is made
- If there is a dispute, a third faculty member makes the final decision.
- Freshman are placed into math and english according to their ACT and SAT scores.

Clubs and Organizations

- Offer over 70 different clubs and organizations
- Sororities and Fraternities- both academic and social
- Intramurals

Athletics

- NCAA Division II
- WVIAC (West Virginia Intercollegiate Athletic Conference)
- Seven Varsity Sports

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball*</td>
<td>Softball*</td>
</tr>
<tr>
<td>Basketball*</td>
<td>Basketball*</td>
</tr>
<tr>
<td>Soccer*</td>
<td>Soccer*</td>
</tr>
<tr>
<td>Tennis</td>
<td>Tennis</td>
</tr>
<tr>
<td>Football*</td>
<td>Cheerleading</td>
</tr>
<tr>
<td>Golf</td>
<td>Volleyball*</td>
</tr>
</tbody>
</table>

- = Scholarship Sport
X. SAA Constitution

Constitution for the Shepherd University
Student Ambassador Association
Revised 8/06

Article I: Name and Purpose
A. The name of the association shall be the Student Ambassador Association with the recognizable abbreviation of SAA.
B. The purpose of SAA is to accommodate the needs of students who have been deemed to be prospects by Shepherd University’s Office of Admissions.

Article II: Membership
A. Any currently enrolled student in good standing at Shepherd University is eligible to receive an invitation for membership into SAA.
B. An application and an interview process will be conducted during a post-invitational period, which will be held during the beginning of the semester.
C. Membership requirements will consist of the following:
   1. Prospective members will obtain membership after:
      a. Shadowing two tours with a different SAA member or Until deemed capable by an Executive Officer and/or Advisor.
      b. Conduct a successful tour for a current SAA officer.
      c. SAA Advisor and Executive Officer(s) meet for a final SAA candidate evaluation.
   2. To remain eligible, members must complete the following criteria:
      a. Maintain a minimum of 2.0 G.P.A. per semester (cumulative) ,and/or at the discretion of the SAA executive board to remain full status. Dereliction of duties and improper behavior are grounds for dismissal.
      b. If you are not fulfilling minimum attendance requirements you are considered “inactive.” You are required to attend at least : 1 Open House, 1 Daily Tour, and 1 Meeting per semester.
   3. Member must inform advisor or president, in writing, three days in advance if unable to attend an event (meeting, Open House, etc).
   4. Members who no longer wish to maintain SAA membership should Complete an SAA Withdrawal Form (available from the advisor).

Article III: Executive Officers
A. The executive officers of SAA shall be President and Vice President.
B. No executive officer may hold any other office within SAA.
C. No officer may be allowed to serve on the board if he/she currently has a probation status.
D. The duties of the President shall be:
   1. To preside over all meetings of SAA.
   2. To enforce the constitution policies of SAA.
   3. To be the official representative of SAA.
   4. To create committees to handle special situations.
   5. To assist the Visitation Coordinator in coordinating tours and tracking Unit points.
   6. To serve on planning committee for Open House.
E. The duties of the Vice President shall be:
   1. To assume the role of the President in his/her absence.
   2. To assist the President in his/her position.
   3. To represent SAA as the Public Relations Representative.
   4. To be the keeper of records (ex. Code of Conduct, Constitution)
   5. To be responsible for Grade Release forms for all members.
F. The duties of the Staff Advisors shall be:
   1. To oversee all operations of SAA.
   2. To coordinate and communicate any pertinent admissions efforts with SAA.
   3. To represent SAA in Admission’s Office meetings.
   4. To remain in open communication with President.

Article IV: Officers
A. The officers of SAA shall be the Secretary, the Treasurer, and the Community Service Chair.
B. The duties of the Secretary shall be:
   1. To keep accurate record of membership through minutes and roll.
   2. To provide a phone/email list of current members to the Full Board.
C. The duties of the Treasurer shall be:
   1. Maintain financial statements and accountability of SAA.
   2. To present other officers with current budget status at every meeting.
   3. To be the head of the fundraising committee.
D. The duties of the Community Service Chair shall be:
   1. To head the community service for SAA.
   2. To find community service events that members can be a part of and notify members to know in a timely fashion.
   3. To have forms for participants to fill out and be turned in to Shepherd University Community Service Director.

Article V: Elections and Nominations
A. The SAA Full Board consists of all current and qualified members and shall be the final authority on all proposed projects and events.
B. Nominations for all elected positions shall open in the last meeting in November, or no later than two weeks prior to elections.
C. The election shall be held during the month of December or as needed.
D. Students that are not able to fulfill the obligations of their office from election day of that year to election day of the following year may not run for office.

E. If you wish to run for an office, then you must be present for nominations and elections.

**Article VI: Proposals and Expenditures**

A. The SAA Full Board shall consist of all current members and shall be the final authority on all proposed projects and events. In addition, all proposed projects and events require an Executive member to present at a Full Board meeting to be enacted.

1. In order for a meeting to be considered legal, there must be a quorum (50% + 1 of active membership) of the Full Board present.

2. Only an Executive Officer may call an emergency meeting of the Full Board, in which proposals and expenditures are the topics in question.

B. All capital expenditures to be enacted shall require a 2/3 vote of the members present at a Full Board meeting. The Chair of the Full Board shall abstain from voting unless needed to break a tie.

C. All proposals and expenditures shall be numbered, dated, and put on file, regardless of its current status.

**Article VII: Voting**

A. All voting shall fall subsidiary to Robert’s Rule of Order.

B. The President has the power to VETO any proposal or expenditure within one week of its approval.

1. A VETO may be overridden by a 2/3 majority of the Full Board.

C. The Chair of the Full Board (President) shall abstain from voting, unless needed to break a tie in voting.

D. If you are voting on a constitution change, then you must present at the initial meeting.

E. If you do not show up for a tour or event prior to an upcoming meeting, then you lose voting privileges.

**Article VIII: Probation**

A. If your cumulative G.P.A. falls below a 2.00 per semester, you will be put on probation.

B. If you are considered “inactive”, you will be put on probation.

   a. If you are not fulfilling minimum attendance requirements you are considered “inactive.” (You are required to attend 1 Open House, 1 Meeting, and 1 Tour minimum.)

   1. If one or both of these occur, then you will automatically be put on probation for the semester. Based on improvement the following semester, you will be reinstated.
2. If one or both of these occur, then you lose all voting privileges.
3. If you are on probation, you are still expected to meet all obligations; if obligations are not met, you will not be reinstated.
4. If you remain on probation for 2 consecutive semesters, you will be suspended until you meet the above requirements.

Article IX: Removal and Replacement
A. In the event that an elected official or member of SAA is accused of the dereliction of their duties, improper behavior, or gross negligence, he/she may be removed from the office and/or organization by a 2/3 vote of the Full Board. Voting, in any of these instances, will occur no later than one week after the charges have been raised.

1. Examples of dereliction of duties and improper behavior are defined, but not limited to the following:
   a. Numerous unexcused absences from planned workshops or meetings.
   b. Slander of the University and its programs.
2. In the event that an Officer’s position becomes vacant, the Executive Officers may appoint a replacement from among the members of the Full Board to finish the term.

Article X: Ratification, Amendment, and Supremacy
A. This constitution shall be ratified by a 2/3 majority of a quorum of the Full Board of SAA. If ratified, this constitution shall replace any and all previous constitutions of SAA and shall take effect immediately after ratification.
B. This constitution may be amended by a 2/3 vote of a quorum of the Full Board of SAA. Amendments need to be submitted one week before they are voted on. Amendments are subject to approval by assembly.
C. There shall be no discrimination on the basis of race, sex, politics, religion, age, national origin, handicap, or sexual orientation within in SAA.