Preface

Here you will find the tour guide procedures, facts, and figures. It includes almost everything you need to know as a guide. It does not contain stories regarding your experiences at Duke, because you get to provide those yourself!

When touring, add your personality, interests, and experiences to provide a comprehensive picture of your life at Duke. Pay attention to campus events, do research on your own, and make every effort to expand your knowledge—it will make your tour absolutely fantastic. Every detail in this manual does not have to be in your tour. This is just a guide. Familiarize yourself with the key areas so you can quickly refer to a specific section at any given time, and be sure to make it your own!

Please note that Duke University is not associated with any organizations that promote for-profit campus tours. All official Duke University campus tours are conducted free of charge. Furthermore, the services provided by the Admissions Ambassadors such as calling or emailing prospective students are provided free of charge. Duke University is not associated with any organizations that promote for-profit college search and recruitment, and tour guides are not permitted to be tour guides while working for these organizations.

Advisors:
Stephanie Egeler, Admissions Officer  stephanie.egeler@duke.edu
Ilana Weisman, Admissions Officer  ilana.weisman@duke.edu

Executive Board

Head Coordinator:
Noor Tasnim ’18  noor.tasnim@duke.edu

Assistant Head Coordinators:
Brian Chan ’18 (Accountability, Training, and Group Tours)  brian.chan@duke.edu
Melissa Beretta ’18 (Recruitment, Social, and Communications)  melissa.beretta@duke.edu
**Responsibility**

As a student tour guide, you are a representative of Duke University. How you talk, act, look, and portray Duke will leave a lasting impression on prospective students and their families. Please remember this responsibility and be conscious of your actions and language. In addition:

- Portray a fair and unbiased opinion on campus life/activities
- Do not draw comparisons between Duke and other universities
- Do not speak negatively about other universities
- Do not use foul or derogatory language
- Do not chew gum or eat during a tour

Tour guides who fail to abide by these policies will be removed from the program.

**Signs:** Each guide must pick up a numbered sign to hold up when introducing themselves and when waiting outside for groups to gather. Pick the sign up when checking in with the receptionist. **Do not take the sign on the tour.** Leave signs on the last bench before heading down the pathway under the tree.
Attire: We do not have uniforms, however we ask you to be conscious of what you wear while interacting with visitors. The guidelines for our dress code are as follows:

1. In order to promote school spirit and be easily identifiable, all tour guides must wear Duke shirts/gear during tours. If a guide is not wearing Duke gear, they may be subject to wearing a neon admissions ambassador shirt that will be provided. You don’t want that. Wear Duke.

2. Dress for comfort and to suit your personality. Tour guiding is a physical work requiring a lot of walking, standing, and climbing etc. Thus, comfortable clothes and shoes are important for a guide to complete the work.

3. If your clothing has writing or logos, be mindful of the messages it might send. Do not wear shirts that have offensive logos, or logos from any other college or university. This includes “Go to Hell Carolina Shirts”. We encourage you to wear as much Duke gear as possible, but not at the expense of our peer institutions. No attire with Greek life or SLG affiliations. No shirts containing drug or alcohol paraphernalia, or graphic sexual content.

4. Be mindful. While we want you to be comfortable and express your own sense of style, we also expect a certain level of professionalism from you as representatives of the University. We receive a surprisingly high number of comments regarding volunteers’ dress and how it made guests feel uncomfortable—this holds true for guides of all gender expressions. We ask that you be mindful of your appearance and how it may affect your tour. In doing this you may recognize that those shorts or that bro tank may not be the best choice for a tour. Please do not make us contact you about negative feedback related to your appearance or dress; that’s just an uncomfortable situation for all.

5. Maintain personal hygiene and healthy manners on your tour. Be aware of bed-head, and try to have a neat or combed hairstyle before leading your tour. Know that body-odor can make visitors uncomfortable – it’s also awkward to bring up. Try to shower before going out to lead a tour and please use deodorant.

Weather: We give tours RAIN or SHINE. Check the weather before coming to the Office of Admissions and dress accordingly. We have a limited number of umbrellas for our guests, not tour guides, to use. 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 Duke. Should we have lightning and thunder prior to leaving McClendon, we will delay the start of all tours. During this time feel free to engage your visitors and answer any questions. A reasonable delay is 15 - 20 minutes after the last flash of lightning. This will ensure that any weather front will have time to move on. If after one half hour the front continues to remain over the area, we will cancel the tour for safety reasons. Should you find yourself on campus when an unsafe situation arises (severe weather), seek shelter immediately by heading indoors and follow the above guidelines.

Attitude: Above all, you are not “selling” Duke. 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. On the other hand, being
too “laid back” can be seen as being disinterested or uncaring. It is our hope that you are excited to be a part of the Duke community and your attitude / appearance should reflect that.

**Focus on Duke:** On top of having an excited attitude during your tours, it is important for you to focus on Duke and not bring up other universities. As Admissions representatives of Duke, you are held to the [Statement of Principles of Good Practice](#) and cannot disparage or provide misleading information about other institutions. The best way to do this is to simply not bring up any other university – that includes UNC jokes or GTHC-type of comments, too.

**Behavior in McClendon:** Remember that McClendon Commons and the Admissions Office are public spaces and visitors will be hearing your conversations. Be aware of your voice level when conversing with other tour guides or staff members; if an information session is going on, people may be able to hear you if you are speaking loudly in the lobby. Please remember that as you are a representative of the University and should act appropriately. Additionally, please remember to be silent when entering the main auditorium of McClendon Commons until the Admissions Officer has completely finished their presentation. Noise in McClendon Commons echoes, and visitors can hear you talking in the lobby, so please be quiet.

**E-mail:** Reading Tour Guide e-mail is your responsibility. If you are not receiving e-mails from this list, you should contact Stephanie Egeler or the Head Coordinator immediately. All guides are required to register on the tour guide list serve.

**Parking:** You MAY NOT park in the circle located in front of the Admissions Office, the parking lot directly behind McClendon, or use an Admissions parking pass. Sorry! Please take the bus, walk, or park in the parking lot where you have a permit.

**No for-profit companies:** There are companies in which students can get paid to lead tours, revise college essays and give tips about applications. There may not be any involvement in these companies if you are also a tour guide.

**Feedback:** If you have any feedback regarding the tour guide program, the information sessions and/or your tour, do not hesitate to share it with your head guide, the exec board or the advisors.

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**Tour Guide Tips from the Pros**

**What does a Tour Guide do?** Tour guides provide a student-led tour of campus to visitors. Your job is to give visitors a view of campus and enthusiastically provide them with information about students’ experiences here at Duke.

- Tour guides need to go beyond statistics and geographical details to show students and families Duke’s distinct personality and values. Try not to repeat the admissions information session. *Tell stories of your experiences at Duke - do not continually cite statistics.*
- Tour guides do not just talk to the students; they interact with the families, ask questions, engage visitors, are proactive and ask visitors to ask them questions, and are gracious hosts.
Tour guides are aware of their audience. Remember that you are addressing a group of people, so you do need to project your voice to ensure that everyone hears you. If the tour group is small, **engage visitors in conversation throughout the tour of campus.** Walking backwards while talking is NOT something we do. We walk to predetermined spots on the tour route, stop, gather, and engage. That helps ensure that everyone can see and hear the guide.

- **Be on time** - All guides need to report for their scheduled tour at least 15 minutes prior to their scheduled tour.
- **Be yourself and be enthusiastic** - Share your stories/experiences and the stories/experiences of your friends. These personal touches will make your tour more interesting and memorable for visitors. It is your responsibility to keep up to date on information about the University by reviewing the information in this manual, reading The Chronicle daily, and just being aware of the various events/topics/issues on campus.
- **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 (RAIN or SHINE), for 1 visitor or for 50 visitors. For small tour groups, you may be able to conduct your tour while walking together. But for large tour groups, always wait for the group to gather and then talk to the group all together.
- **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.
- **Make all visitors feel welcome** - Your language should send messages of value and respect for the diversity of people with whom you interact.
- **Use appropriate wording and proper grammar** - Speaking properly influences the opinions of visitors. This not only applies to grammar, but also colloquialisms and generational tendencies. Do not use any profanity.

The three most important words in a tour guide’s vocabulary are “I DON’T KNOW”: If you don’t know the answer to a question, feel free to refer the person asking to an admissions officer—don’t make up any statistics just to answer the question. Don’t even make an educated guess, because visitors will quote you on that. Always err on the side of caution and tell people “I don’t know.”

### The Five Key Messages of a Good Tour

1. **Academics**
Duke highlights an engaged, interdisciplinary scholarship with small class sizes and high faculty interaction. Students are given the opportunity to study multiple subjects and have access to expansive resources. Duke is a research institution, so undergraduate research is emphasized and encouraged.

2. **Pratt**
The Pratt School of Engineering is physically, socially, and academically integrated within the Duke community. It is a tight-knit community of scholars with a focus on interdisciplinary studies, not only within engineering, but across the two schools as well.

3. **Co-Curricular**
Duke offers hundreds of clubs and activities that are easy to get involved in. Even if there is not a club that specifically fits your interests, it is really easy to create and customize new organizations as well.

4. Social Life
Social life at Duke features friendly and collaborative residential campuses and a housing system that strives to maintain community throughout the four years, including a unique first-year living experience. The social scene is very balanced, without any one particular living style dominating.

5. Location
Durham is a strong community full of rich cultural, artistic, and dining opportunities. Duke is also situated near Research Triangle Park, the “Silicon Valley of the East”, which offers opportunity for research and internships as well.

## Tour Stops

*Entire route is handicap accessible; be sure to use ramps between stops 2 and 3 if needed

** If group is under 15 people, stop inside Perkins. If group is over 15 people, stop outside Bostock.

Remember, when giving your tour, storytelling is key. You do not have to say all of the following, but you should use this as a guideline for things you could say. Make sure to supplement the facts you share with plenty of examples and stories from your own or your friends’ personal Duke experiences!
Start: McClendon Commons/Welcome/General Orientation

During your introduction after the information session, do not mention affiliations with any Greek or SLG organization. Remember to only mention two to three activities - you can tell them more about everything you’re involved in later. After you have your group, introduce yourself again to refresh people’s memories after hearing from all the other guides. Keep in mind and mention to guests that the tour should not be more than an hour and fifteen minutes (they should be back at the Admissions Office within an hour and a half). Tell your group that you will be touring West campus, but that Duke also features East and Central campuses as well. Emphasize that you want to be asked questions! It is impossible to cover all of Duke in an hour, so questions will help you tailor the tour to what they want to know.

Stop 1: Chapel/First-year Experience

History (spend 1 minute MAX on this, no need to memorize all of the dates):

Mention a little bit about Duke’s past. Duke started as a private school called Brown’s Schoolhouse in 1838. Its name was changed to Trinity College in 1859, and moved to Durham in 1892. Construction on West Campus began in 1930, with the majority of the buildings completed by 1932, and the completion of the Chapel serving as the culmination of construction in 1935. Point out the Chapel and mention how it’s a central part of campus, and also mention the general layout of campus. Emphasize that Duke is always expanding and growing, and that we’re innovating on all levels, which sets us apart from other universities.

Source: http://library.duke.edu/rubenstein/uarchives/history/articles/narrative-history

First-Year Experience:

Talk about the unique aspects of the first-year experience at Duke. You can discuss academic aspects like FOCUS, first-year seminars, and Writing 101, and residential aspects like Marketplace, Faculty-in-Residences, and the small close-knit communities of East Campus dorms. You can also talk about mentorship available to freshmen, including FACs, academic advisors, and peer advisors.

Stop 2: Library/Archway/Academics

Academics:

When talking about academics, tell the visitors what makes Duke a unique university to you. Mention your major/minor and other academic interests, as well as a memorable academic experience. It’s also really valuable to talk about professors and how awesome they are. You can also talk about academic programs such as the Certificate Program, Bass Connections, Service-Learning, FLunch, flipped-classrooms, and study abroad. Some useful facts are the student to faculty ratio (8:1), and the number of majors offered (53 total), but this stop should really be tailored to your experiences and what has made Duke such a rewarding place for you to learn. Mention your favorite professors or classes, schedule for the current semester, and the customizable nature of learning at Duke.
Libraries:
Talk about general information about the library system, as well as the many resources associated with the libraries including librarians, the Writing Studio, and OIT. Undergraduate libraries include Perkins, Bostock, Rubenstein (rare books), Lilly (fine arts), Music, and Pearse (marine). The graduate schools have their own libraries that undergraduates can use as well. Duke’s library system holds over 6 million volumes and is consistently ranked in the top 3 college libraries nationwide. Perkins and Bostock are open 24 hours during the week, but closes at midnight on Friday and Saturday and opens at 9 on Saturdays and 10 on Sundays.

You could emphasize how knowledgeable the librarians are, and talk about how there are personal librarians for each freshmen dorm, in addition to subject librarians. You could also mention the Link and the Edge as examples of collaborative learning and study space. Also, you possibly could discuss the inter-library loan system with other universities and academic tutors. You can also mention OIT and how they offer free or discounted software, loaner technology, and computer repair services.

Stop 3: E-quad/Research

Inside CIEMAS (if Schiciano auditorium is free, take them in):
This will be the main stop where you talk about Pratt. Some suggestions for talking points include the five majors offered, the percent of Duke engineers that study abroad (30%, which is three times the national average), and the percent of engineers that double major or major/minor (over 80%). This is also a good place to talk about the differences between Pratt and Trinity, including T-reqs and the difference in classes (ie. Physics 142 versus 152). You can mention that it is easy to switch between the two schools after talking to a dean and submitting a simple form/application online.

One of the things to stress when talking about Pratt is that it is very integrated within Duke as a whole. Pratt is physically located right on West Campus, and you are allowed to take any class in any school, as long as you have the correct prerequisites or professor permission.

Atrium (section of CIEMAS with the staircase):
In the atrium, talk about E-socials that are held every Friday outside of Twinnie’s Café. E-socials bring companies from all over the US (ex. Appian, Cisco, Edwards Life Sciences) to connect with Duke engineers. Student groups can also host E-socials to highlight their work (mention a few like robotics, motorsports and 3D printing). Pratt also hosts an E-ball every year for all engineers.

You can also point out the DIVE cube (one of only a few full virtual environments in the country), and talk about how professors and students can do research in it. The DIVE cube has simulations during its open houses, including one where you fly around the Minecraft universe. This is a good segue into research on campus. Stress that Duke encourages undergraduate research, and that over 50% of students are involved in research outside of the classroom (not only in STEM fields, but also in humanities such as English and Art History). Talk about your own research experiences if applicable, and discuss unique opportunities like Global Health SRT and Bass Connections, which applies interdisciplinary classroom learning to current, global issues across 5 themes.
Stop 4: Science Drive/DukeEngage/Safety

DukeEngage:
Begin the stop by describing Science Drive and the surrounding buildings. Point out the French Family Science Center, and connect it to Melinda French Gates (a 2-time Duke alumna!), who is the primary benefactor of the DukeEngage program. Highlight DukeEngage as a unique opportunity for Duke students- it is an eight to ten week summer program that sends students all over the country and the globe to work on civil engagement projects. Give some examples of programs, like fixing medical equipment in Nicaragua and working on turtle conservation in Turkey. If you have done DukeEngage, talk about your experience! You can also discuss off-campus opportunities and other summer programs as well.

Safety:
Stress that student safety is of primary concern. Point out the blue help lights, and talk about DUPD. Also mention Duke vans as a mode of transportation when busses aren’t running, as well as Duke Alerts, which parents can sign up for as well. Mention that dorms are card-swipe access only, and that freshmen dorms are only accessible with freshmen Duke cards. Duke also subscribes to the Live Safe app, a national app where students can find a variety of safety tips, features, and ways to contact Duke Police immediately and directly through the app. This is a good place for students to mention anecdotes of feeling safe on campus like walking home from the library late at night with no problems.

Stop 5: Bryan Center/Student Life/Arts/Construction

Student Life:
Point out the various offerings in the Bryan Center, such as the University Store, the Center for Sexual and Gender Diversity, and the theaters. This is a good opportunity to talk about clubs. There are over 600 clubs and organizations on campus, but if you can’t find something specifically for you, it is really easy to start one yourself! When you point out the theaters, you can mention guest speakers and musical performers that have visited campus (ex. Mitt Romney, RJ Mitte from Breaking Bad, Jenna Marbles, T-Pain, Misterwives, etc.). Also mention your favorite extra-curricular activities!

Arts:
Duke is really invested in fostering the arts on campus. Talk about how there are opportunities to get involved both with classes and extracurricular as well as the new Arts Center. Some specific programs you can mention include the American Dance Festival (world-renowned festival hosted at Duke each summer), Hoof ‘n’ Horn, and the Chapel Choir. You can also mention that the Arts Annex offers free supplies and workshops for students in everything from painting to ceramics to screen printing.

Construction:
Emphasize that “this is my Duke, but yours will be different”. Duke is constantly trying to improve itself, and building new state-of-the art facilities is included in that. All new buildings will be LEED (Leadership in Energy and Environmental Design) certified, which means they are resource efficient: use less water and reduce greenhouse gas emissions. Recently completed
projects that you can talk about include Marketplace, Rubenstein, Bostock (the Edge), Wallace Wade (football stadium that now includes new seating and a new scoreboard), the Chapel (restoration), the Brodhead Center (new name for West Union), and the Student Health and Wellness Center. Ongoing projects that you can discuss are the Arts Center and a new alumni center.

The Arts Center (expected to open Spring 2018) will include a black-box theater, a film theater, and flexible studio space for collaborative projects. It will also have studios for video production, painting, and drawing, and will also house classrooms. DukeCreate will host studio art workshops there as well. At the end of the stop, mention the Brodhead Center as a recently completed project to segue into the next stop.

Stop 6: The Brodhead Center/Campus Center/Food

The Brodhead Center and the Campus Center:
This stop is one of the highlights of the tour, especially since the Brodhead Center is the brand new! You should mention how the combination of the Plaza, BC, the Brodhead Center, Penn Pavilion, Student Health, Page, and the Chapel is the Campus Center. This area includes everything that you need for student life in a university setting. Instead of having just a student union, here at Duke, we have a whole section of campus dedicated to student resources and events.

Since you’re stopping in the Brodhead Center, talk about how it is the newly opened center of community and activity on campus. In addition to housing 13 new eateries, the Brodhead Center also boasts an amazing teaching kitchen that will feature guest chefs, cooking classes, and pop-up restaurants, as well as spaces throughout the building that can be reserved for groups and organizations. The dining facilities also attract impressive celebrity chefs, such as Mario Batali.

Food:
Talk about how Duke is ranked the #1 Best College for Food in America by DailyMeal in 2016, and mention some of your favorite eateries in the Brodhead Center. This is a good time to talk about the meal plan- as a first-year, you get a combination of meal swipes at Marketplace and food points, and as an upperclassmen you just get food points. Talk about other options besides on-campus eateries: food trucks and Merchants-on-Points. You can also mention that Duke uses environmentally friendly tableware and utensils, and provides diet-friendly options such as vegan, vegetarian, kosher, halal, and gluten-free.

Stop 7: Abele Quad/Athletics/Residential Life

Athletics:
Although you won’t stop near the athletic facilities, you should still point towards the direction of Towerview/Wilson to talk about athletics. Some key points to hit are that students do not have to pay extra for a gym membership, the different facilities on campus (Wilson, Brodie, central facilities) and their offerings, and sports. When you talk about sports, you could explain the three levels (varsity, club, and intramural). In terms of varsity athletics, Duke is a Division I ACC school with 27 teams, and we have won over 16 national championships and over 128 ACC championships. For club sports, explain that it is a campus-wide team that competes against other schools. Intramural sports are more relaxed, and are teams on campus that compete
within the Duke student body. You might also talk about K-Ville and tenting! Don’t forget to mention that all sporting events are free.

**Residential Life:**

When you talk about residential life, emphasize that Duke’s housing system fosters a sense of community. Mention that you are required to live on campus for the first three years here at Duke, and that you are guaranteed housing if you decide to stay on campus for your fourth. You should spend some time talking about East Campus, and how it builds camaraderie within each class. You can also talk about Faculty-In-Residences.

For upperclassmen housing, discuss the different types of housing: Greek, SLG, LLC, and independent. For Greek life, mention that Duke’s rush process is second semester, which allows students to find a friend group first semester and take time to decide if they actually want to rush. For Selective Living Groups, explain that they are (mostly) co-ed and are sometimes based on themes (for example Arts Theme House and Lang Dorm). For Living Learning Communities, say that they are similar to SLGs but are not funded by student dues (the six LLCs are Smart Home, Baldwin, The Well, WHO, Visions of Freedom, and Kenan Global Justice). When talking about independent housing, discus blocking and right of return. *Emphasize that no one living style dominates the social scene at Duke, and there is no pressure to join a living organization.*

**Ending the Tour: West Bus Stop**

All tours should end at the West Bus Stop, where you should thank your guests for taking the time to visit Duke and for listening to you talk! This may be a good time to talk about why you chose to come to Duke, if you had not already mentioned it. Please also remember to give everyone *directions back to the Admissions Office*. You can also stick around for a few minutes to answer any questions guests may still have.

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**Appendix**

**Tour Guide Accountability Policy, Fall 2017:**

Tour guides play an incredibly important role in shaping prospective students’ opinions of Duke! Although being a tour guide can be rewarding, it’s also a big responsibility. To help keep tour guides accountable to themselves and to each other, we will be implementing the following accountability policy for the 2017-2018 school year. This document will walk through the procedure for missing/subbing for tours, and the multi-level discipline system that we will use to address absences and other violations of tour guide policy.

Please take the time to read this thoroughly so that you don’t have any surprises down the line! If you have any questions, comments, or extenuating circumstances that you need to let us know about, please email us to let us know: Rafay (*rafay.malik@duke.edu*), Brian (*brian.chan@duke.edu*).
Guidelines for Missing Tours:

Valid Excuses:

Tours should be like a class in your schedule, and you should try not to miss them for any reason. The only valid reasons to miss a tour are:

- Debilitating illness (ie. something that prevents you from being able to talk or walk)
- A family emergency
- A shifted class session
- A job/grad school interview that you cannot move
- Pre-arranged travel (only around breaks - notification required one week in advance minimum)
- Other extenuating circumstances--please email us!

Except in the case of a sudden emergency, you must contact your head guide at least 3 days in advance or your excuse will not be valid.

If you have to miss a tour and you have a valid excuse…
1. Email your head tour guide right away (3 day minimum) to let them know that you will not be there. Even if you have a valid excuse, you are responsible for finding your own sub.
2. Try to find a sub by asking friends, through the Facebook page, or emailing other guides. Email your head guide the name of the person who is filling in for you when you have found someone.
3. If you can’t find someone, email your head guide to let them know. If you have a valid excuse, emailed your head guide at least 3 days in advance, and can provide proof of actively trying to find a sub, this won’t count against you.

If you miss a tour without a valid excuse and/or do not try to find a sub, you will receive a formal warning (or the next step in the system of consequences, see below).

Special note for Group Tours:

- If you have a conflict with the group tour you are assigned to, you must email Cole Wicker (winfred.wicker@duke.edu) as soon as you realize you will not be there. Then you must find your own substitute at least one week before your scheduled group tour.
- There are no valid excuses for missing a group tour without finding a substitute. A formal warning will be issued if this happens.

Here is a list of Head Guides for the fall semester and their contact information:

Monday 10am – Noor Tasnim (noor.tasnim@duke.edu)
Monday 3pm - Nia Moore (nia.moore@duke.edu)
Tuesday 3pm – Lizzie Fountain (elizabeth.fountain@duke.edu)
Wednesday 3pm - Cole Wicker (winfred.wicker@duke.edu)
Thursday 3pm - Melissa Beretta (melissa.beretta@duke.edu)
Friday 10am - Ashley Blawas (ashley.blawas@duke.edu)
Friday 3pm – Brian Chan (brian.chan@duke.edu)
Saturday 10am – Lily Chaw (lily.chaw@duke.edu)
Saturday 12pm – Rafay Malik (rafay.malik@duke.edu)

For additional tours, please email Rafay (rafay.malik@duke.edu) or Brian (brian.chan@duke.edu) for this purpose.

Your Head Guide is your point person for attendance--if you can’t make a tour or have questions about your tour time, email them first! Head Guides will also be responsible for coordinating which guides will give tours in which weeks, if the number of guests is not sufficient to require all the tour guides in that time slot.

**Guidelines for Subbing:**

If you agree to sub for another guide, follow these steps:
1. Make sure you remember the name of the guide that you are subbing for so that you can sign in for them when you show up to the tour.
2. Give your name to the Head Guide at that tour time so that they can mark you down on the attendance sheet.

**The Disciplinary Process:**

The disciplinary process will take effect if you violate the tour guide policy in any of the following ways:
1. Missing a tour without emailing your Head Guide; missing a tour for an invalid reason; and/or not finding a sub
2. Being more than five minutes late to a tour (showing up less than 10 minutes before your scheduled tour time)
3. Inappropriate dress (outlined in tour guide handbook)
4. Misinformation (giving false information about Duke to guests)
5. Poor communication, or not filling out forms in a timely manner (including forms to sign up for weekly and group tours)
6. Not fulfilling the group tours requirement

**Level 1:** A Level 1 infraction occurs when any of the aforementioned violations are committed. A formal warning will be issued. The guide will receive an email from us providing information on steps that they can take to improve in the given area.

**Level 2:** A Level 2 infraction occurs when another of the aforementioned violations is committed. Guides will receive an email containing the allegation and ways to improve. Guides are required to acknowledge/respond to a Level 2 email within 48 hours, or they will move on to Level 3.
Level 3: A Level 3 infraction occurs when a guide commits another offense after reaching Level 2, or by not responding to the Level 2 warning email. Guides will receive a phone call from the head of Accountability to discuss their offenses and future in the tour guide program.

Level 4: Anything further than a Level 3 offense is potential grounds for immediate dismissal. These guides will receive a phone call from the head of Accountability informing them of their dismissal and the appeal process.

For each guide, the disciplinary process will level down in the following semester (ie, those guides on level 1 will start fresh, guides on level 2 will start the new semester at level 1, guides on level 3 start at level 2, etc.)

We hope that these accountability guidelines will allow us to have an even more successful year in the tour guide program! As always, please feel free to contact us if you have any questions, comments, or concerns. Thank you for your commitment and service as a Duke Tour Guide!

The Accountability Team

Rafay Malik (rafay.malik@duke.edu)
Brian Chan (brian.chan@duke.edu)

Additional Facts and Figures

CAMPUS INFORMATION:
- Location: Durham, North Carolina (approximately 250,000 residents)
- Founding Date: 1838 (as Brown’s Schoolhouse)
- Size: 8,500 Acres = 6,500 Duke Forest, 2,000 East, West, Central
- Closest Airport: Raleigh-Durham International Airport
- 2 Undergraduate Schools, 7 Graduate Schools
- President: Vincent Price, Ph.D.
- Durham is part of the Research Triangle Park. RTP is home to roughly 2 million people and 70,000 students
- 3 hours from the beach and about 3 hours from the Appalachian Mountains.

UNDERGRADUATE STUDENTS:
- Approx. 6,500 Students in 2 Undergraduate Schools
- Approx. 80-85% Students in the Trinity School of Arts and Sciences
- Approx. 15-20% Students in the Pratt School of Engineering

GRADUATE STUDENTS:
- Approx. 8,400 Students in 7 Graduate Schools
- School of Medicine, School of Law, Fuqua School of Business, Nicholas School of the Environment, Divinity School, Graduate School of Engineering, Graduate School of Arts and Sciences
- Graduate libraries: Ford (Business), Divinity, Goodson (Law), Medical Center,

DEMOGRAPHIC INFORMATION:
- 13% North Carolina, 87% from outside North Carolina
- ~29% Mid-Atlantic and Northeastern
- ~26% Midwestern and Western
- ~13% International
- ~27% Asian-American
- ~11% African American
- ~7% Hispanic/Latino
- 50 States Represented
- 85 Nations Represented

**THE UNDERGRADUATE EDUCATION:**
- Approximately 50% receive financial assistance (need-based aid)
- 3,400 Faculty Members
- 8:1 Student/Faculty Ratio
- Over 4,000 courses at the undergraduate level
- Over 50% participate in one of over 120 study away from campus opportunities
- >50 Undergraduate Majors in the Trinity School of Arts and Sciences, including the Program II Major, which allows you to design your own major. Most popular: Public Policy, Economics, Biology, BME, & Psychology. Recent increase in Theater, Dance, Music majors, and Global Health co-major.
- 50 minors and 20 interdisciplinary certificate programs
- 5 Undergraduate Majors in the Pratt School of Engineering: Biomedical, Civil, Environmental, Electrical and Computer, and Mechanical Engineering
  - 2 Minors: Energy Engineering and Electrical and Computer Engineering
- 6 Experiential Certificate Programs: Innovation and Entrepreneurship, Civic Engagement…these require research or internships as a part of the curriculum
- 98% Acceptance Rate to Law Schools.
- Acceptance rate to medical/dental/veterinary schools was 85% (over twice the national average).
- 400 First Year Students (25%) participate in the FOCUS Program annually: semester of engaged reading, writing, and classroom discussion with shared living on East Campus in order to facilitate the development of a close-knit academic community and strong support network
- DukeEngage: total programs = ~70 for summer 2015, both domestic & international; 425 students traveled; completed 1 millionth hour of service in 2015
- Career Center
  - On-campus recruiting by top companies for internships and full-time positions.
  - Online job and internship search systems
  - Of the 2013 graduates 85% completed at least 1 internship (25% had 3)
  - Top employer: Teach For America
  - Resume/interview skills counseling
  - Alumni network of 6,000 for career advice and internships
  - Five major career fairs. One is just for internships/undergraduates only.

**DURHAM:**
- Buses run frequently between East and West campus through Central. Buses run 7am-2am Sunday-Wednesday and 7am-4am Thursday-Saturday.
- Durham City bus system, DATA, makes frequent stops on Duke’s campus and provides
Transportation to off-campus destinations. Robertson Scholars bus provides free transportation to UNC-CH during the day and evening hours.

RELIGIOUS LIFE:
- The Chapel oversees all the Religious Life programming on campus, which includes 24 different religious life groups.
- The Freeman Center for Jewish Life, the Duke Catholic Center, Center for Muslim Life, & The Episcopal Student Ministry have services and programs as well.
- Approximately 1/3 of Duke Undergraduates are involved in a religious life group.
- Duke is historically Methodist

STUDENT LIFE FACTS:
- 600 Clubs and Organizations
- 220 average sunny days per year
- 97+% First Year Students return for their Sophomore Year
- Faculty in Residence in almost every first year dorm
- Visiting Lecturers and Performers Annually: 750+
- Cost of a Duke Student Basketball Ticket--$0
- Campus Publications include: The Chronicle (newspaper), Towerview, The Standard, The Chanticleer(yearbook), The Archive (literary magazine), Cantos (poetry magazine), DukEngineer Magazine, Vertices (science), Latent Image (photography), Tobacco Road (creative writing), Prometheus Black (cultural magazine) and Voices (feminist writing)
- 26 places to eat on campus; Merchants on Points for places around Durham to deliver food right to your door
- A study showed it was louder in Cameron Indoor during the latest Duke v. UNC game than in a rocket ship during take-off.
- Extra facts about construction:
  - More projects on campus other than just the ones that affect undergraduates.
    - Example: The new entrance to the Duke hospital, including the new eye center, was built by a blind architect.
    - All new buildings will be built to LEED certification (an EPA certification which designates the building as sustainable). This is part of a larger project to meet Duke’s commitment to become carbon neutral by 2024!
- Duke offers most software necessities (Microsoft Office, PowerPoint, etc.) for free to students.
- ePrint – you get a printing allotment each semester and can print anywhere on campus, so you don’t need to bring a printer.

EATERIES IN THE BRODHEAD CENTER:
- Devil’s Krafthouse: pub food with microbrew beers, owned by Andy Magowan of local Durham Restaurants
- Tandoor: Indian menu with vegetarian options
- Ginger + Soy and Gyotaku: Asian fusion food including DIY bowls, MYO sushi and dim sum.
- Il Forno Italian Kitchen: create your own pastas, wood fired pizzas
- The Farmstead and Sprout: healthy, organic ingredients and Sprout specializes in vegan and vegetarian options
- Cafe: coffee, smoothies, gelato, nitrogen ice cream, pastries and crepes
• Skillet Southern Cookery and JB’s Roast & Chops: southern-style food and finely cooked meats
• The Chef’s Kitchen: educational, culinary space and pop-up restaurant venue
• The Commons: premier fine dining restaurant at Duke, with roof-top dining
• Au Bon Pain (ABP): moved from Bryan Center to ground level of the Brodhead Center

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**Closing**

Thank you for your contribution to the Duke University Tour Guiding Program! As you go out to give your first tours, remember the words of our very own Dean of Undergraduate Admissions: “As we think about our next group of tour guides, I’d like you to keep in mind the qualities you observed in good tour guides on your visits to other colleges. Obviously enthusiasm, articulateness, and thoughtfulness count for a lot. And while in the past we’ve asked students to talk about the social and cultural life of Duke, I want to make sure that our tour guides are as enthusiastic, articulate, and thoughtful about the student academic experience as well. I have no concerns about tour guides exemplifying the well-roundedness, diversity, and warmth that characterizes our student body. And I want them to be as enthusiastic about great classes, great professors, cool research, stimulating conversations, and interesting experiences. I want the sharp intellect to be as smitten with Duke after the tour as the nascent Cameron Crazy. In a nutshell, I’d like parents and students who take our tours to conclude that Duke is a stimulating place populated by fascinating, thoughtful people. That’s what it is, and that’s what I’d like our tour guides to represent.”

- Christoph Guttentag, Dean of Undergraduate Admissions