

<b>Title:</b>	<b>Staff Campus Tours</b>
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<b>Circulation:</b>	Service Ethos Project Group members
<b>Summary:</b>	Recommendations and points for discussion on the future of Staff Campus Tours

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## **1. Staff Campus Tours Survey results**

- 1.1 Staff campus tours ran from 11 – 13 September 2012, with a total of 6 tours taking place. 170 members of staff signed up for the tours; as a register wasn't taken, it is not possible to know exactly how many attended but it is suspected that not all those who signed up will have attended.
- 1.2 The staff campus tours survey was launched on 1 October 2012 and to date has had 60 respondents (see Appendix A).
- 1.3 56.36% of respondents said they rated the tours as useful, compared to 18.18% not useful and 25.45% who gave a neutral response. 80% of respondents said they would recommend the campus tours to other members of staff.

## **2. Recommendations**

- 2.1 Based on the results and comments in Appendix A, staff campus tours should continue to be offered in some form.
- 2.2 The overall objectives of the tours need to be clearly defined and used to inform the content of the tours.
- 2.3 Each tour should have a maximum number of places available.
- 2.4 A handout of some sort should be given to staff to refer to during and after the tour.

### **3. Points for discussion**

- 3.1 **Frequency** – if the staff campus tours continue to be offered should the tours be run at the start of year only, or at certain key times of the year or on a more regular basis?
- 3.2 **Tour guides** – should the tours be delivered by students, staff or both together?
- 3.3 **Type of tours** – should there be one standard tour or should there be a range of tours to suit different needs, i.e. Basic Campus tour, Advanced Campus tour, North Campus tour?
- 3.4 **Administration & management** – who would be responsible for the administration and ongoing management/ assessment of the tours? This would include preparing tour content; delivering training to tour guides; promoting tours to staff; managing the sign up process; collating feedback. There may also be cost implications to consider.

## Appendix A

### Survey Results

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Staff Campus Tour Survey							
Respondents:	60 displayed, 60 total			Status:	Open		
Launched Date:	01/10/2012			Closed Date:	N/A		
1. How long have you worked at the University of Manchester?							
	Less than 3 months	6-12 months	1-3 years	More than 3 years	Response Total	Points	Avg
Length of time	16.95% (10)	13.56% (8)	18.64% (11)	50.85% (30)	59	n/a	n/a
Total Respondents					59		
(skipped this question)					1		
2. On a scale of 1-5 (1 being not very useful and 5 being very useful), how useful did you find the staff campus tour?							
	1	2	3	4	5	Response Total	Response Average
1= not very useful and 5 = very useful	5.45% (3)	12.73% (7)	25.45% (14)	30.91% (17)	25.45% (14)	55	3.58
Total Respondents						55	
(skipped this question)						5	
3. Would you recommend the tour to other members of staff?							
					Response Total	Response Percent	Points Avg
Yes					44	80%	n/a n/a
No					11	20%	n/a n/a
Total Respondents					55		
(skipped this question)					5		
4. Would it be useful for future tours to include a tour of North Campus?							
					Response Total	Response Percent	Points Avg
Yes					45	82%	n/a n/a
No					10	18%	n/a n/a
Total Respondents					55		
(skipped this question)					5		
5. How could the tour be improved for the future?							
View responses to this question						<a href="#">view</a>	
Total Respondents						41	
(skipped this question)						19	