The primary mission of the University of South Carolina Visitor Center, through partnerships with campus, community, and state constituents, is to serve the informational needs of all visitors to the Columbia campus. In addition to supporting the mission of the University and the Division of Student Affairs & Academic Support, we carry out our mission through the selection and development of a diverse staff and cohort of exceptional Ambassadors which strives to exceed visitor needs and expectations.

Vision Statement

The USC Visitor Center collaborates with a variety of campus and community partners to create an environment that provides exceptional customer service to all visitors of the Columbia campus; supports the recruitment of college-bound students and provide a network for families involved in the college search and matriculation process; educates the University community about their role in meeting the information needs of all campus visitors, including prospective students and parents; develop a rich learning environment for all students involved in the delivery of visitor services; and focuses on continuous improvement in visitor services through assessment, innovation, and the establishment of best practices.

Goal: Provide a welcoming environment which offers exceptional customer service to all visitors of the Columbia campus.

-95% of visit participants will report that their first impression upon walking into the Visitor Center either met or exceeded expectations.
-95% of visit participants will report that planning their visit to USC was convenient.
-95% of visit participants will report that the overall campus visit either met or exceeded expectations.
-75% of visit participants will report that the tour guide connected with them in a professional manner.
-75% of visitor participants will report that the length of their campus tour was “just right”.
95% of all requests for information (in person, email, phone, etc.) will be handled in a personal and professional manner within 3 business days of receipt.
-Following Risk Management Training, 90% of Ambassadors will express that they have the knowledge AND confidence needed to effectively handle an emergency on a campus tour.
-Following Risk Management Training, 95% of the Visitor Center full-time staff will express that they have the knowledge needed, and can demonstrate confidence in handling an emergency that occurs in the Visitor Center or on a campus tour.

Goal: Support learning among prospective students of the University as well as their parents by providing a wide array of campus visit options that support informed decision making on college choice.

-90% of visit participants will report that the tour guide communicated information in a meaningful way.
-90% of visit participants will report that the tour guide effectively answered their questions.
-75% of prospective student visit participants will report that they are more likely to apply to USC after taking a campus visit coordinated by the Visitor Center.
-90% of visit participants will report that the overall knowledge of Visitor Center staff either met or exceeded their expectations.
50% of prospective students who participated in an information session hosted by an academic department will report that the quality of the information received during this session either met or exceeded their expectations.

- Following a group visit from underserved areas in SC, the lead chaperone will report that the student participants:
  - have gained a familiarity with the USC campus,
  - have better understanding of the benefits of attending college, and
  - have a better understanding of what they need to do to prepare for college.

**Goal:** Support student learning by offering a rich and rewarding work environment.

- University Ambassadors (UA) will report that as a result of their Ambassador experience that they have a greater sense of belonging at the University.
- Following University Ambassador training, UA will be able to articulate the Visitor Center’s customer service philosophy and demonstrate how it applies to their work in the Visitor Center.
- Following University Ambassador training, UA will be able to explain professional work behavior and understand how demonstrating such behavior is important to their work in the Visitor Center and supporting the University’s recruitment efforts.
- UA will demonstrate mastery in their knowledge of Visitor Center policy/procedures and University programs/services/resources and confidence in their ability to deliver this information to a variety of publics in both written and oral modes of communication.
- UA will express that they are challenged and satisfied in their role to support the mission of the Visitor Center and carrying out the University’s recruitment efforts.