

CLA Ambassador Student Coordinators (3 leadership areas)

- Campus Events & Marketing
- Campus Visits & Tours
- Leadership Development & Communication

**Program Supervisor:** Ray Hecht - Recruitment and Enrollment Coordinator, College of Liberal Arts

### **Description of Work Unit**

The College of Liberal Arts (CLA) Student Ambassador Program is an extension of the CLA Dean's Office, supervised and led by the college's full-time recruitment coordinator. Program leadership and administrative tasks are supported by three CLA Ambassador Student Coordinators who each receive a \$3,000 scholarship for approximately a one-year commitment (dispersed \$1,500/semester). As a leadership team, the recruitment coordinator and student coordinators embrace the responsibility of managing and coordinating the college's undergraduate recruitment and outreach efforts in partnership with professional staff, campus partners and a growing number of the college's academic departments and programs.

### **Position Summary**

Coordinators are emerging leaders with a demonstrated commitment to the Ambassador Philosophy and the Principles of Community. Each coordinator is assigned a specialized leadership area with unique responsibilities and project oversight. Coordinators each host weekly office hours during which they are expected to manage and complete timely and position-specific projects and tasks. In addition, coordinators manage and help guide the ambassador program, help to advance the college's strategic recruitment initiatives, and assist the recruitment coordinator [and thus the Dean's Office, departments, centers, programs, etc.] in meeting their undergraduate recruitment goals.

As a cohesive team, and under the direction of the program supervisor, coordinators are responsible for (1) planning and management of weekly meetings, retreats, annual events and team traditions, (2) coordinating ambassador involvement in campus visits and admissions events, (3) contributing to the planning, preparation, and execution of recruitment initiatives, and (4) promoting meaningful opportunities for the team's continued growth and skill development. Additionally, coordinators are empowered and expected to communicate proactively, engage authentically, and serve as advocates for the team to ensure a positive, inclusive learning environment at all times.

**Compensation:** \$3,000 CLA scholarship (distributed \$1,500 / semester)

### **Required Minimum Qualifications**

- Current CLA Ambassador
- At least 3.0 GPA (cumulative) at time of application, maintained each semester in the role
- Available for the full academic year; no semesters away or early graduation
- Committed to maintaining a high level of integrity and cooperation in a work environment
- Demonstrated commitment to [and understanding of] the Ambassador Philosophy & Principles of Community
- Strong written and verbal communication skills
- Demonstrated interest in servant leadership

## **Preferred Qualifications**

- Confident, inquisitive, proactive, and adaptable.
- Strong presentation skills with the ability to articulate the value of a liberal arts degree from CSU.
- Comfortable taking direction, willing to request more information and ask for clarification.
- Willing to adapt to meet the unique needs of different populations we serve including staff, faculty, fellow ambassadors, VIP guests, prospective students and families, school groups and personnel, etc.
- Organized and detail oriented with a strong desire to produce high quality work.
- Willing to take initiative and think critically in order to meet established outcomes and expectations.
- Belief in the need for accountability, positive communication, and self-advocacy in work environments.
- Strong desire to learn and grow including being open to receiving and providing feedback.

## **Position Specific Preferred Qualifications & Desired Skills**

- Campus Events & Marketing
  - Appreciation for detail-oriented, strategic, and challenging work often in collaboration with others.
  - Interest in further developing or growing event planning and people coordination skills.
  - Eager to work on projects related to marketing, web, social media, etc.
- Campus Visits & Tours
  - Experience working in customer service, excited to create positive guest experiences.
  - Desire to improve the CLA campus tour experience for ambassadors and guests.
  - Willing to invest time in receiving training and learning new technology and software programs.
- Leadership Development & Communication
  - Experience planning and facilitating meetings, leading peer groups and/or coordinating team activities.
  - Demonstrated organizational and time management capabilities.
  - Excellent written and verbal communication skills.

## **Position Responsibilities**

### ***All Coordinators***

- Commit to developing as a servant leader and serving as a positive role model through a demonstrated commitment to the Ambassador Philosophy & Principles of Community.
- Host minimum 4 office hours per week to take place in the CLA Dean's Office (Clark C138) recognizing busier times may require more hours
- Assist with all aspects of planning, preparation and coordination for regular and annual events including weekly meetings, team retreats, CLAAMBS-giving, graduation celebrations, and Ambassador of the Year selection.
- Communicate any concerns, needs, or ideas related to the team or its members early and often.
- Actively organize and maintain position-specific file folders, transitional documents (operational calendars, transition notes), and physical documents relevant to the team.
- Contribute to ongoing efforts to maintain welcoming and intentional spaces both physical and virtual; keep guest-ready the Recruitment Office in Clark C138 and regularly update the [claambs@](mailto:claambs@) inbox, calendar, and OneDrive folders.
- Participate in the spring student coordination transition retreat and provide as much support as possible to ensure a positive changeover to the coordinator selected for the following year.
- Facilitate effective communications with prospective ambassadors interested in learning more about the position. Respond to email inquiries and form submissions from prospective ambassadors.
- Attend the annual CLA Donor Brunch.

## **Leadership Areas**

### **Campus Events & Marketing**

- Assist program supervisor with various aspects of planning, preparation and execution for nearly all admissions visit days and events
  - Manage shift planning for annual admissions events by gathering availability sets, scheduling or offering event and prep shifts, and participating in events whenever your schedule allows.
  - Assist with assignments, instructions, and distribution of event documents (WTG and DEF) for the team.
- Liaise with CLA Dean's Office Scholarship Coordinator and Marketing and Communication Team
  - Maintain accurate webpages for new ambassador recruitment (application links, deadlines, contact information, position descriptions, etc.)
  - Maintain accurate and up-to-date ambassador web profiles including photos, content, and requests to remove former ambassadors as needed
  - Coordinate the scheduling of team photos once a semester
  - Work within all college and university brand guidelines
  - Provide support as needed to complete the college's annual t-shirt design by May each year
- Oversee CLA Ambassadors social media initiatives and *Team Social* activities
  - Manage the team's Instagram account ([@cla.ambassadors](#))
  - Document ambassador activities including service projects, CLAAMBS-giving, recruitment events, etc.
  - Prepare and propose a detailed, annual social media plan including a timeline, special event plans, strategic ideas, audience, and the use of stories and/or posts
  - Upon approval from the program supervisor, proactively implement your social media plan. Seek out and communicate opportunities and barriers for refinement and ambassador support
  - Monitor and respond appropriately to notifications and messages; consider opportunities to increase followership, engagement with other accounts, promotion of the CLA visit and our team

### **Campus Visits & Tours**

- Assist with coordination and scheduling of ambassador for individual CLA visits
  - Complete a training process to effectively plan, schedule and confirm a personalized campus visit experience following a prescribed process and series of steps.
  - Monitor campus visit request forms and provide assistance to complete the planning process.
  - Identify, secure, schedule and communicate with CLA ambassadors regarding individual tours.
  - Assist with scheduling of class visits, faculty meetings and VIP requests in accordance with communication policies and procedures outlined during training.
  - Prepare personalized visit folders for upcoming, finalized visits with relevant and substantive fliers, brochures, informational materials and promotional items.
- Responsible for management of the CLA Tour
  - Oversee materials, training, and evaluation and
  - Prepare a proposal outlining suggested updates and improvements to the CLA Tour.
  - Manage the scheduling and execution of tour training to ensure ambassadors receive adequate training through the use of group trainings, shadow tours, evaluations, etc.
  - Maintain accurate and up-to-date tour documents at all times including (but not limited to) the CLA Tour Packet, evaluation surveys, training documents, etc.
  - Coordinate note-writing and post-tour task completion.
- Support efforts to host group visits
  - Attend meetings, represent the ambassador experience and assist with various aspects of planning partnership events such as J- Day.

- Coordinate ambassador availability, scheduling and communications in direct coordination with the school or group, department contact/s, and program supervisor.

### **Leadership Development & Communication**

- Update and maintain accurate team rosters and records
  - Communicate and coordinate new members onboarding including completion of required trainings, availability sets, surveys, profiles and access to systems, calendar invites, etc.
  - Responsible for maintaining an accurate team roster at all times including contact information, graduation terms, programs of study, involvements, attendance, etc.
  - Collect and store ambassador Strengths Finder, How'd You Get Here, and Roster Survey results.
  - Work with CEM coordinator to communicate updates to online profiles for new team members.
- Facilitate preparation and coordination of weekly team meetings
  - Schedule team meetings, manage and prepare weekly meeting agendas, send weekly team emails, and distribute ad hoc updates and information as needed.
  - Schedule and coordinate guest speakers/trainings for weekly team meetings and retreats.
  - Coordinate one team service project each semester.
- Chair the ambassador recruitment committee responsible for selecting new members.
  - Responsible for all documents and spreadsheets needed by the committee for ratings, interview experiences, evaluation forms, rosters, etc.
  - Propose and execute an approved selection plan with consideration given to marketing and promotions, communications, timelines, documentation, participant scheduling and reservations.
  - Review webpages, links, the application and its content before requesting updates through CEM to successfully launch the online application and ensure submissions are being properly received and settings are accurate.
  - Promote a positive and professional recruitment and selection process keeping in constant communication with the program supervisor.

## **Selection & Transition**

### **Selection Process**

Student coordinators are selected through a formal application, review, interview and selection process. The committee is chaired by the program supervisor and members include two or more professional staff and current ambassadors as chosen by the program supervisor. Committee members will conduct and coordinate each interview experience to ensure it's positive and intentional.

### **Spring Training & Transition Expectations:**

- Spring Transition & Planning Meeting – current and future coordinators, program supervisor
- Coordinator Leadership Retreat – each fall, 2021 dates TBD
- Leadership Team Meetings – 1-hour weekly meeting with coordinators and the program supervisor

### **Start Date:**

*Meeting and transition training dates determined based upon on availability of current and newly selected coordinators as well as the program supervisor.*

- *Preference for a summer employment opportunity in the CLA Recruitment Office is given to the campus visit and tours coordinator first followed by remaining coordinators and then ambassadors.*

## **Application Process & Deadlines**

### **Application Deadline:**

A complete application must be submitted before 5:00 pm (MST) Friday, March 11, 2021 to be considered.

To apply, email all required materials directly to [ray.hecht@colostate.edu](mailto:ray.hecht@colostate.edu) by the application deadline.

### **Required Application Materials:**

1. **Resume** showing up-to-date, relevant experiences and that supports meeting the minimum qualifications
2. **Cover Letter** explicitly stating which of the two available coordinator roles you are applying for and
  - ☐ Include reasoning for your selection and upon review of the position description detail your experience and what you believe makes you an excellent candidate for the role.
3. Include contact information for **at least two references:**
  - ☐ One must be affiliated with the College of Liberal Arts, preferably college faculty or staff
  - ☐ References will not be contacted without prior notification