

**College of Liberal Arts  
Student Ambassador Team  
'CLA Ambassador'**

**Position Description Last Updated: 12/29/20**

**Working Title:** CLA Ambassador

**Supervisor Name:** Jessica Rencher

**Supervisor Working Title:** Recruitment Coordinator, College of Liberal Arts

### **Description of Work Unit**

CLA Student Ambassador Program is an extension of the College of Liberal Arts Dean's Office, both supervised and led by the college's full-time Recruitment Coordinator with leadership support from three CLA Student Coordinators, each receiving a \$3,000 scholarship for a one-year commitment. The Recruitment Coordinator, with support from CLA Ambassadors, is responsible for coordinating and organizing undergraduate recruitment and outreach efforts for the college, and a growing number of its academic departments.

### **Position Summary**

CLA Student Ambassadors are current undergraduate students serving in volunteer roles, selected through a competitive application process. Ambassadors participate in and support the college's strategic recruitment and engagement initiatives including those efforts and events aimed at promoting the value of a liberal arts degree (from Colorado State University), recruiting talented and diverse new students to the college, and providing personalized attention and meaningful experiences for prospective students, their families, current students, faculty, staff, alumni, donors and friends of the college. As representatives for the College of Liberal Arts and Colorado State University, CLA Ambassadors are held to high professional standards and expected to uphold the Ambassador Philosophy, Principles of Community, and Land-Grant Mission at all times.

Primary responsibilities include representing the college and providing support to prospective students and families interested in the college of liberal arts and most often visiting the campus individually or as a part of a school group or annual events hosted by the Office of Admissions. Additional opportunities include serving as a student presenter and panelist at campus visit days or events, leading tours of the college or select departments, communicating with future students in-person, over email and by phone, and providing support for the college's alumni, VIP and donor events and visits as needed.

To ensure accurate insights and information about what it means to be a CSU and CLA alum, CLA ambassadors seek to fully represent the college through a wide variety of majors, concentrations, minors, hometowns, identities, interests and involvements.

### **Ambassador Philosophy**

THE PRINCIPLES THAT GUIDE OUR BEHAVIORS AND INTERACTIONS WITH THOSE WE SERVE, AND WITH EACH OTHER.

CHOOSE YOUR ATTITUDE | KNOW YOUR GUEST | KNOW YOUR KNOWLEDGE | MAKE THEIR DAY

- "Attitude is more important than facts... more important than what others think or say or do. It is more important than appearance, giftedness, or skill... The remarkable thing is we have a choice everyday regarding the attitude we will embrace." (Charles Swindoll) As ambassadors, we embrace and appreciate the responsibility to represent more than ourselves. In all that we do, we do our best to choose a positive outlook. We are CLA. We are CSU.
- We strive to provide the most authentic, engaging and impactful experiences for prospective students and families; to be servant leaders at all times. To do this well, we recognize and appreciate the qualities and characteristics that make a student a good fit for our university and college, and, we avoid making assumptions about guest interests, identities, needs, concerns, knowledge, and expectations at all times.
- Knowing what you don't know, what you don't need to know, and who the experts are is just as important as having knowledge and story to share. We recognize that each year [and across the university] there will be changes in programs, policies, initiatives, opportunities, data and statistics, resources (and more!). As a team we are committed to doing our best to gather, update and share knowledge and stories. In that process we each recognize the one thing we are always an expert on – our CSU experience.
- The details ARE the difference. In everything we do we aim to have a positive impact on others by being honest, positive and resourceful. By being attentive and thoughtful to our guests needs and concerns we believe we can become the reason...the reason they remember their visit, they had a great day, they

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found their way, didn't feel stressed, felt welcome here, got the information they needed, chose CSU, recommend our college and university to others, etc.

**Minimum Qualifications (required for consideration)**

- Enrolled in at least 15 credits (at CSU) at the time of application
- Primary major in the College of Liberal Arts
- 3.0 cumulative GPA minimum (projected for 1<sup>st</sup> yr applicants), maintained each semester in the role

**Preferred Qualifications**

- Demonstrated understanding of and commitment to CSU's Principles of Community
- Resourceful, creative and adaptable
- Strong interpersonal and public speaking skills
- Excellent written and verbal communication skills
- Interest in growing as a servant leader and professional
- Strong belief in the value of a liberal arts degree from Colorado State

**Position Expectations**

- Complete training requirements as outlined below
- Attend weekly team meetings
- Assist with a minimum of one campus visit day (or approved recruitment event) each semester
- Demonstrated commitment to the Ambassador Philosophy and Principles of Community at all times
- Participate in the team service project each semester
- Agree to consider each ambassador request and communicate availability and interest in a timely manner

**Training**

All Ambassadors (including Student Coordinators) are required to attend team trainings and retreats unless otherwise approved by the program supervisor. Retreat events satisfy the training requirement for all new members. All ambassadors are required to successfully complete a minimum half-day training prior to participation in any formal recruitment activities. Training will be led by the Student Coordinator for Leadership Development as directed by the program supervisor. Tour training is additional and not required.

**Leadership Opportunities:**

- Represent the college at campus visit days and select events through event support and speaking roles
- Engage with individuals and groups from a wide variety of diverse backgrounds, roles and perspectives
- Host prospective students, families, HS counselors and school groups visiting the college
- Lead tours of the college and select academic departments for campus visitors
- Participate in college and university social media and marketing campaigns
- Assist with committee efforts led by student coordinators in their respective areas
- Attend off-campus events and select visits to high schools and college fairs

**Compensation:**

*Benefits of participation include but are not limited to the following:*

- Eligibility to apply for a paid Student Coordinator position after one semester.
- Join a supportive and diverse team of fellow CLA students excited to promote the college
- Gain valuable knowledge about CLA and CSU programs and student opportunities through close work with department staff, faculty and ASCs as well as other college and university personnel
- Participate in ongoing leadership training and professional development activities
- Grow and develop essential career skills including public speaking, written and verbal communications, professional networking, customer service, critical thinking, and problem solving
- Receive a personalized nametag and a minimum one piece annually of select CLA gear such as a t-shirt, polo or pullover (*Promotional items and program gifts may vary dependent upon on university, college and program budgets.*)

Questions? Email the CLA Student Ambassador team at [claambs@colostate.edu](mailto:claambs@colostate.edu).