

CLA Ambassador Position Description

Position Description Last Updated: 6/6/2023

Working Title: CLA Ambassador

Supervisor Name: Kristen Mullen

Supervisor Working Title: Recruitment Coordinator, College of Liberal Arts

Description of Work Unit

The 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. 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. We focus on creating a great space for CLA undergraduates to thrive.

Position Summary

CLA Student Ambassadors are undergraduate students serving in flexible volunteer roles, selected through a competitive application process. Ambassadors support the college's strategic recruitment and engagement initiatives including efforts and events aimed at promoting the value of a liberal arts degree (from Colorado State University), recruiting talented, 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 are 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 who are 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, participating in liberal arts-themed webinars, communicating with future students in-person and over email, 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 ram, 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 every day 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 stories 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. Everything we do matters to those we serve, no matter the size or impact of our actions.

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 1st yr applicants), maintained each semester in the role

In your first year, we would like you to:

- Demonstrate understanding of and commitment to CSU's Principles of Community
- Be resourceful, creative, and adaptable
- Develop strong interpersonal and public speaking skills
- Cultivate excellent written and verbal communication skills
- Grow as a servant leader and professional
- Promote a 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
 - Meetings will take place every Thursday evening from 5:15 p.m. – 6:15 p.m. It is expected that all team members attend to receive important information and training to prepare them for recruitment activities.
 - The minimum requirement for team meeting attendance is twice per month, but it is preferred that ambassadors attend every meeting possible.
 - If an ambassador will need to miss a meeting for a university functioned event, family-related event, health concern, or unavoidable work emergency, it is their responsibility to communicate with the Student Coordinator for Leadership Development before the start of the missed meeting.
- Assist with a minimum of one campus visit day (or approved recruitment event) each semester
 - This may include weekly tours, campus-wide recruitment events such as Choose CSU, department-specific events such as History Student Visit Day, and webinars.
- Demonstrate commitment to the Ambassador Philosophy and Principles of Community at all times
 - This includes one's personal social media and other interactions with the community outside of this role.
- Participate in the team service project each semester
- Agree to consider each ambassador request and communicate availability and interest promptly

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 of training before 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.

The Value of Participation:

Benefits include but are not limited to the following:

- Eligibility to apply for a paid Student Coordinator position after one semester. (\$3000 scholarship for a one-year commitment)
- Join a supportive and diverse team of fellow CLA students
- 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
- 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
- Receive a personalized nametag and a minimum of one piece annually of select CLA gear such as a t-shirt, polo, or pullover (*Promotional items and program gifts may vary depending upon the university, college, and program budgets*).

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
- 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

We seek applicants from all backgrounds to ensure we get the best, most creative talent on our team. Questions? Email the CLA Student Ambassador team at claambs@colostate.edu.