

Student ambassadors

Have a way of getting IUPUI students to return to their high schools to describe their positive university experiences. Could be a strong recruitment tool, and enhance diversity.

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Current Status

- A number of programs in which students serve ambassadorial roles exist at IUPUI, though they are not centrally coordinated. They host prospective students and their families while visiting campus or at off-campus recruiting events. Others provide mentoring outreach to pre-college students. Sponsoring units include (but are not limited to):
 - Campus Visits
 - Multicultural Outreach
 - Engineering and Technology
 - University College

Recommendations

- Create a centrally-coordinated program in which students are trained to host on-campus recruitment events, provide written and telephone correspondence to newly admitted students, and serve as panelists at local high school outreach programs. Participants would be known as JagBassadors.

Implementation Strategy

- Select students who have completed at least 26 credits at IUPUI and have a minimum GPA of at least 2.5.
- Provide scholarships to students serving as ambassadors. The scholarship serves as an inducement to attract participants as well as a way to assure their continuing participation.
- Students would attend in a summer training retreat.
- Students would participate in 3 outreach/recruitment activities per semester, including at least one high school visit.
- Students would participate in at least one of the following mandatory recruitment events: 21st Century Scholars Day, Fall Campus Day, Scholars Weekend, Shades of Brilliance, Spring Campus Day, New Student Call Outs, and Middle School Career Day.
- Funding for ambassadors, participants, programming, travel, and a graduate assistant is required for full implementation.

Student Ambassador Action Team Report

Background

IUPUI has grown not only in terms of the overall campus size but also in the caliber of students who consider IUPUI as their first choice institution. The change in our overall student academic profile and the different quality of student life experiences are best told by students who are currently experiencing all IUPUI has to offer. Understanding the value of the student voice in the recruitment process, the committee began the task of fulfilling their charge to research and develops an action plan that provides guidance regarding how IUPUI could best use students as recruitment ambassadors.

Assessment of Critical Needs

A number of units on campus are currently utilizing students in their recruitment efforts. Here is a list of some departments that are actively engaging students in recruitment outreach/recruitment programs:

- Campus Visitation – Campus ambassadors have accompanied admissions staff to high school and middle school visits. CA’s also serve as the official tour guides for IUPUI.
- Multicultural Outreach – Multicultural outreach ambassadors (MCOA’s) have accompanied the multicultural outreach staff on high school, middle school, and community visits. MCOA’s also serves various functions at IUPUI events.
- Engineering & Technology – E&T utilize their student ambassadors as on campus spokesmen during special events like Jag Days. Students also visit Project Lead the Way classes locally.
- University College – A number of programs that provide students with scholarships/ stipends in exchange for volunteer service hours. Students serve as mentors in local elementary, middle schools, high school, and even college. Students will often assist at recruitment related events.

It is important to note that all of the ambassador programs listed provide some type of compensation. The multicultural outreach program most recently began recruiting volunteer ambassadors.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • School has a strong reputation for community service and our students are very civic minded. We may actually be able to begin a volunteer based program • We draw a number of students from Central Indiana which makes transportation to a students’ high school more affordable • Our campus is constantly growing and improving. (Campus Center, Housing) • We have a very diverse campus which helps to assure students that they will feel welcome on our campus • Students are already approaching enrollment services and other units offering to volunteer for recruitment related events on campus. • We have increased student life which helps to change perceptions of the campus 	<ul style="list-style-type: none"> • Faculty don’t always believe that students are more effective as recruiters • We have a number of organizations with similar functions and without coordination we look as though no one knows what is going on. • Faculty thinks we should script student interactions to make sure any answers given are appropriate. • Currently don’t know how students are being trained. Need to see how to adequately train students to provide the facts while also talking about their own experience. 	<ul style="list-style-type: none"> • Coordination of ambassador function by one entity would help to ensure consistent training for all ambassadors. • We do have a very diverse student body in regards to age which means we could also develop an ambassador program for adult students. • There are a number of myths that still linger about IUPUI. This provides fertile ground for student panels and discussion. • Given the number of students who come to us from the community college we would also be able to use them as ambassadors for community college transfers and to encourage those that need to start at the community college. 	<ul style="list-style-type: none"> • If we don’t train students well, we will reinforce perception of IUPUI as a second tiered institution • Choosing the wrong students could hurt the credibility of the program. • Must not script student because it could seem fake to prospects. • Current generation of high school students like to be entertained and may lose focus if the presentation isn’t engaging. • Recent issues on campus related to diversity may cause some students concern. • If we don’t pay students will they participate? •

Methodology

Each action team member present was asked to provide an example of the ideal model for ambassador program. (*See attached*) We also researched whether or not some of our peer institutions offer similar programs. What we found is that a number of them do offer similar programs, but very few of them are providing fiscal support. The common aspect of all models was a central coordinator that conducted training and assisted with student assignment. Other commonalities were the need for these models, in addition to the items identified in the SWOT exercise, contributed greatly to the development of the following program draft.

Program: **The JagBassador Program**

Program Purpose: Seeks to engage current IUPUI student in recruitment related activities by providing training, camaraderie, school pride, and other incentives. Students in this program will serve as host to on campus recruitment events, provide written and telephone correspondence to newly admitted students, and serve as panelists at local high school outreach programs. Most of the programs researched did not provide monetary incentive their ambassadors. I am not sure if IUPUI students would be willing to volunteer or whether some form of monetary compensation will be required.

Program Components

JagBassador Program Coordinator	Program will need one FTE to assist with the administrative needs of this program. Coordinator will also be responsible to planning the annual JagBassador training retreat. The JagBassador coordinator will work closely with the executive board of the JagBassdor program each year.
JagBassador Training Retreat	The JagBassador Training Retreat will be held in the summer of each year. The program participants will receive training regarding IUPUI history and facts, public speaking skills, effective communication skills (written and verbal) and IUPUI enrollment steps (including application process, financial aid, and scholarships).
JagBassador Recognition/Award Banquet	Honor outstanding service of JagBassadors and provide a much needed finals break. Special recognition will be given to graduating seniors.
“Why IUPUI?”, High School Visit Program	Students will go to local high schools and talk about what IUPUI has to offer and specifically why they attend here. Student will be encouraged to connect with other students from their high school. Special focus will be on connecting with high ability student groups in the surrounding area.
MOVE – Multicultural Outreach Volunteer Educator Program	As a member of the MOVE program participants are assisting IUPUI Enrollment Services in their efforts to encourage local youth to consider attending college in the future.

JagBassador Criteria

- Completed two semesters of full time course work or 26 credit hours
- Have a 2.5 cumulative GPA and at least a 2.0 GPA for the last enrolled semester.
- Participate in 3 outreach/ recruitment activities per semester, including at least one high school visit.
- Participate in at least one of the following mandatory recruitment events: 21st Century Scholars Day, Fall Campus Day, Scholars Weekend, Shades of Brilliance, Spring Campus Day, New Student Call Outs, and Middle School Career Day.

Sample Budget (See Attached)