

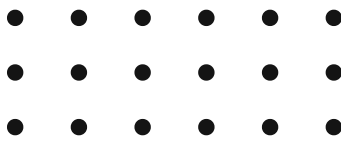


Building a College Ambassador Program

**Crafting
Distinctive
Programs for the
College Transition**



Building a College Ambassador Program



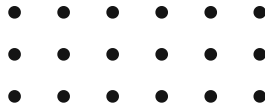
1. Defining Purpose

Start with clear intent.

Common goals include:

- Supporting recruitment and admissions outreach
- Improving yield and retention
- Increasing campus engagement and school pride
- Supporting specific populations (first-generation, transfer, international)
- Expanding social media and peer-to-peer communication

2. Program Structure



Two Pathways to Consider

Having an ambassador program means encouraging students with experience to share with students who are just starting out. Experience can be from students in the middle of their college transition or ones who have completed it.

Path 1: Pre-College Students

Pros

- Students are present at the school
- High school seniors and juniors can build rapport to support college-going culture with younger freshmen and sophomores

Cons

- Students will have to be vulnerable to discuss what they have done and the mistakes they have made while doing it
- Students have not completed their college transition

Path 2: College Students

Pros

- Students have completed their college transition
- Students might be more comfortable discussing their process

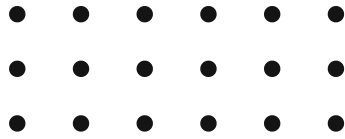
Cons

- Students are not at the school, so it might be hard to schedule





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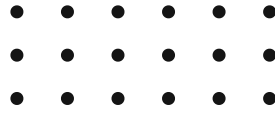


3. Eligibility Criteria

Typical Requirements

- Minimum GPA (*e.g.*, 2.5–3.0)
- Good academic and disciplinary standing
- Completed 1–2 semesters
- Strong communication skills
- Reliable availability

4. Recruitment



Strategies

- Email campaigns
- Faculty and advisor referrals
- Student org announcements
- Social media posts
- Information sessions

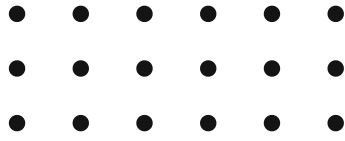
Application Components

- Online application
- Short-answer questions
- Resume (optional)
- Faculty/staff reference
- Interview (individual or group)





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5. Training & Onboarding

Core Topics to Consider

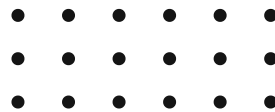
- Admissions and academic basics
- FERPA and confidentiality
- Communication and professionalism
- Inclusive language and cultural awareness
- Public speaking and storytelling

Ongoing Development

- Monthly skill workshops
- Leadership training
- Guest speakers
- Shadowing experienced ambassadors (if beyond first year)

Provide a handbook and code of conduct. These will need to be created.

6. Roles & Responsibilities



Clearly Define Expectations

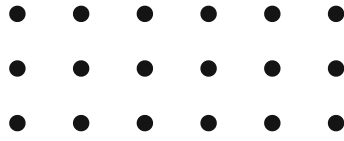
- Hours per week or semester
- Event participation
- Social media or content expectations
- Reporting and feedback procedures

Consider having an ambassador agreement that they must sign.





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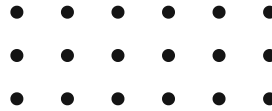


7. Supervision & Support

Consider Assigning a Staff Member to...

- Schedule ambassadors
- Provide feedback and coaching
- Track performance and hours
- Address concerns and conflicts
- Hold regular check-ins and team meetings

8. Incentives



Options Include...

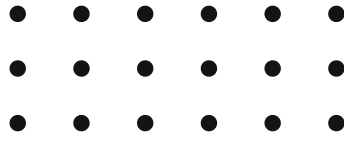
- Pay or stipend
- Scholarship or tuition assistance
- Leadership certificates
- Community service hours

***Even unpaid programs should offer a clear value to students.**





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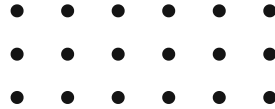
9. Communication & Brand

Consider

- Creating a program name and identity
- Providing branded apparel or name badges
- Using shared communication tools (Teams, Slack, GroupMe)
- Maintaining a calendar of events and deadline

*Ambassadors should feel part of a cohesive team!

10. Launch Checklist



- Goals Defined
- Budget Approved
- Program Structure Chosen
- Application Created
- Training Materials Prepped
- Supervisors Assigned



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