

Student Ambassador Program Cheat Sheet



"Our ambassadors are not all the same. We welcome students with all kinds of experiences and personalities. This approach has been transformative for the campus culture itself, not just for our prospective student experience."

– Moiré M. Bruin, Associate Director of Admissions, Bishop O'Dowd

Biggest Benefits

- Build trust
- Foster genuine relationships
- Provide leadership opportunities
- Increase excitement and connection for new students
- Influence campus culture

How to Choose Your Ambassadors

- Pick a cross section of your student body to best represent your school
- Don't close doors or make it hard for ambassadors to sign up or apply, instead provide training for ambassadors
- Pick students who will create a welcoming and positive environment
- Put clear expectations and rules in place so students know exactly what's expected of them before becoming an ambassador

Have Your Ambassadors:

- Call or email inquiries for a less formal conversation
- Assist with campus tours, or give a virtual social media tour
- Lead a discussion or answer questions at an admissions event like an open house, campus tour, or orientation event
- Partner with prospective students during shadow days
- Do an Instagram takeover and Q+A session live