

COEN Ambassador Program Tier

Ambassador Program Tier

No matter the role student Ambassadors perform, all Ambassadors will be able to help inform visitors about the College of Engineering.

Tier Level	Description	Duties/Roles
Tier 1	First-year students/First-time in the College of Engineering (time in college: 1-2 semesters, excluding summer sessions)	<p>Develop relationships with prospective students by mail, email, text, and/or social media(created by Recruiting & Outreach Committee). Share their knowledge and personal experiences.</p> <p>Recruiting events: serve as welcome committee, direct guests to event locations, and answer general questions.</p> <p>Outreach functions: participate in K-12 outreach programming after training- paired on a team of Ambassadors (3-6) to facilitate a demonstration or a hands-on design activity to K-12 classrooms.</p>
Tier 2	Sophomore - Senior students who have completed all freshman-year courses in their major.	<p>Develop relationships with prospective students by mail, email, text, and/or social media(created by Recruiting & Outreach Committee). Share their knowledge and personal experiences.</p> <p>Recruiting events: Facility Open House tours.</p> <p>Outreach functions: participate in K-12 outreach programming after training- paired on a team of Ambassadors (3-6) to facilitate a demonstration or a hands-on design activity to K-12 classrooms.</p>
Tier 3	Sophomore - Senior students who have completed coursework at least through first-semester sophomore-year courses.	<p>Develop relationships with prospective students by sharing their knowledge and personal experiences.</p> <p>Recruiting events: Facility weekday and Open House tours.</p> <p>Outreach functions: Ambassadors give presentations on Careers in Engineering to K-12 classrooms. The 20-30 minute presentation discusses various career options and opportunities in the engineering field.</p>

		Lead for paired teams of Ambassadors (3-6) facilitating demonstrating or offering hands-on design activities for science or math classes.
Tier 4	Junior - Senior students	Leadership Team- All duties listed above

The Recruiting and Outreach Committee will create a leadership team to provide leadership to the COEN Student Ambassadors. The leadership team will meet regularly with the Recruiting and Outreach Committee throughout the year to support the goals related to recruiting and outreach. The leadership team will have the opportunity to meet with the College Administrative Council and Program Directors as representatives of the student body.

President

- Lead the leadership team meetings
- Assist with Ambassador assignments at events
- Communicate regularly with Visit Coordinator
- Coordinate, schedule, and manage social events/team building activities
- Member of the Dean’s Ambassador Council

Vice President (Events Facilitator)

- Event set up and logistics
- Will work closely with Recruiting and Outreach Committee
- Maintain a record of the number of hours Ambassadors spend on events and outreach

Vice President (Media & Communications)

- Create (with the Director of Marketing and Outreach) and update the Ambassador Website
- Manage social media [specifically the Instagram page @clt_coe_studentlife]
- Manage photographs and videos of events as appropriate
- Work with the Director of Marketing and Outreach to create content for videos for recruitment
- Work with the Director of Marketing and Outreach to highlight stories and news

Vice President (Tour Ambassador)

- Serve as liaison for college tours (works closely with the Visit Coordinator)
- Make tour schedule and routes for recruitment events
- Help train new Ambassadors to lead tours
- Work with the Director of Marketing and Outreach to develop special virtual tours for the College