

# UK Ambassador Program

Beginning July 1, 2012, the UK Visitor Center staff positions, PAW and all other recruitment affiliated volunteers will be combined into one program – UK Ambassadors. All students must submit an online application to be a UK Ambassador during the appropriate time based on the term the student will begin participation. The goal is to have 50 – 60 Ambassadors at any given time.

## ***Hiring Periods***

Currently enrolled students applying to begin in the Fall term can apply between February 15 – April 15 each year. Incoming freshmen applying to begin in the Fall term can apply between June 15 – July 15 (The VC Director will notify all students being considered when the application is available). All students applying to begin in the Spring term can apply between November 1 – November 30. All students must complete the online application using the UK Jobs website.

## ***Payment***

All Ambassadors will be on the payroll of recruitment at the hourly wage of \$7.25/hour – all UK Ambassador Leadership (5 members) will receive an hourly wage of \$8.25/hour due to the increased amount of work required of these individuals. We would also encourage re-looking at the possibility of early priority registration to allow students to set schedules that will provide better opportunity to participate in activities.

All UK Ambassadors will be provided with polo shirts as attire and UK business cards to provide to prospective students and families.

## ***Participation Requirements***

All UK Ambassadors must sign a contract agreeing to the rules and regulations of serving as an Ambassador.

All UK Ambassadors must attend the monthly dinner provided by the Office of Enrollment Management – the event will include updates and special speakers.

It is the requirement of all UK Ambassadors to enter the hours worked and complete their timesheets prior to the bi-weekly deadline for submission.

It is the responsibility of the UK Ambassadors to notify the appropriate EM staff if they are unable to participate in a previously confirmed event.

Ambassadors staffing VC Campus Tours and VC Operations are responsible for finding coverage of hours to be missed.

UK Ambassadors will operate on a three-strike system. Ambassadors missing a meeting/dinner or shift without notifying the appropriate EM staff or UK Ambassador Chair will receive a strike resulting in an e-mail warning. The second time will require a meeting with an EM staff member and UK Ambassador Chair. The third time will result in dismissal.

### ***EM Professional Staff Involvement***

The UK Ambassadors will be a single group utilized across our recruitment efforts with several staff members assisting with the leadership and responsibility:

- VC Director – VC Tours and Operations – Assignment of hours and management of those Ambassadors selected to staff the tours and operations.
- EM Director of Events – Recruitment Events – Will communicate with the UK Ambassadors to confirm students to participate in all recruitment events and activities.
- Director of Recruitment – Preview Night Speakers – Will work to identify and prepare student speakers for all Preview Nights.
- Recruitment Office Manager – TeleCenter – Will manage all UK Ambassadors selected to staff the UK Recruitment TeleCenter.
- Associate Director of Admission & Associate Registrar – Monthly Events - Will coordinate monthly dinners to be led by Don Witt and assist with any management issues necessary.

### ***UK Ambassador Leadership***

The UK Ambassadors will be led by a group of five leaders – each required to provide at least two hours weekly dedicated to their leadership responsibilities. Students must apply for these positions and can be nominated by other students or self-nominate and complete the application and selection process.

#### UK Ambassador Chair

- Will maintain overall responsibility of leadership for the UK Ambassador group. Will monitor activity participation and will work with UK Admission Office professional staff to enforce the rules and regulations of the UK Ambassadors. Will work with the four Directors in executing the goals of the UK Ambassadors.

#### Director of Operations

- Will lead the VC Operations area, assisting with the management of the daily VC operations of making phone calls, checking-in students, mailings, etc. Is responsible for working with all UK Ambassadors assigned to operational hours at the VC and communicating any necessary changes or updates to these operations. Will be responsible for ensuring all hours have been submitted to a central location and all timesheets are signed prior to the deadline for submission.

#### Director of Tours

- Will lead the UK Ambassadors assigned to provide VC Campus Tours. Is responsible for monitoring the quality of tours – including personnel needs and tour updates. Will communicate with all UK Ambassadors regularly regarding any updates or needs of the campus tours.

## Director of Events

- Will work with Prim Wathen to schedule students to participate in events both on-campus and off-campus, including Preview Nights. Will assist in monitoring the staffing and hours associated with participating in these events. Will also assist with the scheduling of UK Ambassadors needed for PR & Marketing events.

## Director of Morale

- Will be responsible for maintaining incentive programs for outstanding work as UK Ambassadors including monthly activities and UK Ambassador of the Month events. Will work with Stephen Barnett to plan the monthly UK Ambassador dinners and meetings. Will also coordinate regular annual events such as holiday events, senior recognition/spring events, etc.

## ***UK Ambassador Activities***

UK Ambassadors will work in a variety of areas within recruitment – not all will work in each activity in each semester and some will work in a variety of areas. These activities include, but are not limited to:

### VC Campus Tours

- Prior to each term, students wanting to give campus tours will participate in a tryout process. Students will be scored by two or more professional staff members and those with the highest scores will be used to staff the VC Campus Tours. To qualify to lead VC Campus Tours, students must have completed two semesters on campus. All Ambassadors will be encouraged to participate in VC Tour training in preparation to lead their own individual tours.

### VC Operations

- Given the space and hourly restrictions of the VC, not all Ambassadors will have hours at the VC. Ambassadors will be selected based on previous experience and interest in working the operations side of the VC.

### Group Tours

- All Ambassadors will be trained to lead or assist with Group Tours for special groups visiting through the VC or for recruitment events like Come See Blue For Yourself, etc.

### On-Campus & Off-Campus Recruitment Events

- All Ambassadors will be trained to help execute all on-campus recruitment events – assisting with setup and break down, check-in and participation in the events.

### Preview Nights

- All Ambassadors will be required to attend a set number of Preview Nights each year. Students are encouraged to schedule at least one night (Monday – Thursday) in their schedule to be available to travel and participate in Preview Nights.

### PR & Marketing Efforts

- All Ambassadors will be asked to assist PR & Marketing with events such as assisting with the President's Box at athletic events. In addition, UK Ambassadors will be asked to participate in events needed to produce recruitment publications.

#### Transfer Days

- All Ambassadors will participate in Transfer Day events to assist with providing information, giving tours, etc.

#### TeleCenter

- Ambassadors will be selected to staff the TeleCenter – Monday through Thursday from 3:00 p.m. – 6:00 p.m. making calls on behalf of recruitment.

#### Admission Office Operations

- Ambassadors will be selected to work in the EM offices to assist in a variety of ways such as assisting with mailings, staffing areas, preparing for recruitment events, entering data into Connect, etc.

#### Advising Conferences

- Ambassadors will be asked to work any Advising Conferences outside of the Summer Advising Conferences (Opening-of-term, Merit Weekend, April & November Transfer).