Student Ambassadors: 
ENRICHING THE ADVISING EXPERIENCE

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Vision Statement:
“To professionally represent Radford University while fostering academic excellence, promoting leadership, and developing future business leaders”

Mission Statement:
“To share the Radford University experience with prospective students, families, and the community, while providing professional development and leadership opportunities to current students.”

Purpose:
To have the COBE undergraduate student body represented at campus recruiting events such as Open Houses, Major/Minor Fairs, and Highlander Days. These students will be able to provide a student perspective to prospective students and their families and work with the Advising Center staff to answer general questions.

Objectives:
- Provide mentoring and leadership opportunities
- Develop excellent communication and interpersonal skills
- To enhance professional development
- Be a positive representative of the College of Business and Economics and Radford University

http://www.radford.edu/content/cobe/cobe-advising/ambassadors.html
### Timeline

#### 1st Year

**Spring semester:**
- Met with the college Dean to discuss the creation of a student ambassador group
- January-February 2013- Drafted the proposal for the COBE Ambassadors
- March 2013-Presented the student ambassador proposal to the college Leadership Team and received full support

**Fall semester:**
- Established the Executive Officer position and recruited a top-performing student from the college
- Two interest meetings were held to recruit interested students
- Regular monthly meetings were scheduled
- Requirements for the organization, its members, and its leaders were established
- The vision, mission, and programmatic goals were established and voted on
- The Constitution was drafted

#### 2nd Year

**Spring semester:**
- Designed and ordered uniform polo-shirts for members
- Formal retreat held prior to start of semester:
  - Team building/ training was emphasized
  - Subcommittees with Chairs were created and appointed
  - Ambassadors were trained on how to give building tours and on social media and professionalism
- A formal recruitment process for future membership was established
- Training and professional development goals were identified
- The peer tutoring process was created
- The first college majors and minors fair was hosted by the organization (COBE Experience Fair)
- The first formal recruitment of new members was held:
  - Prospective members applied, were interviewed, and membership was extended based on membership committee selection process
  - Current members had the option to apply for the Executive Office position and subcommittee chairs positions for the following year
  - The Assistant Executive Officer position was created and filled

**Fall semester:**
- Informal retreat held after the start of the semester:
  - Executive Board launched (Executive Officer, Assistant Executive Officer, subcommittee chairs, faculty advisors)
  - Regular monthly Executive Board meeting established
  - Trainings and professional development emphasis continued
- College majors and minors fair was officially moved to the fall semester
- Officially launched the COBE Peer Tutoring Center
- Launched the COBE Ambassadors website
- Ambassadors presented in COBE UNIV100 (freshmen seminar) on resumes and professional dress
- Amendments to the Constitution were made and passed

#### 3rd Year

**Spring semester:**
- Amendments to the Constitution were made and passed
- Executive Board discussed and reviewed the benefits of becoming an officially recognized university organization
- Ambassadors hosted various professional development events for business students and recruited new members

**Fall semester:**
- Starting and completing process to become an officially recognized university organization
- Created business cards for members
- Identifying assessment opportunities for COBE Peer Tutoring Center