



BUSINESS STUDENT AMBASSADORS

TRAINING MANUAL

PURPOSE | ELIGIBILITY | EXPECTATIONS | LEADERSHIP

School of Business Student Ambassadors | More Than Just A Job!

Student Ambassadors have:

- ❖ An enthusiastic and positive attitude with an ability to maintain confidentiality and professionalism
- ❖ A good work ethic to perform assigned tasks effectively in a team-based environment
- ❖ An ability to start conversations and engage with prospective and current students, alumni, and community/business leaders
- ❖ A genuine desire to recruit for and actively promote awareness of the school's programs and activities
- ❖ A commitment to leadership and team-building
- ❖ A commitment to the school's mission to Live, Learn, Lead, and Care

PURPOSE | Why we do what we do.

Student Ambassadors serve by:

- ❖ Fostering a sense of pride and commitment to PLU and by representing the School of Business at sponsored events throughout the year
- ❖ Engaging both current and prospective students in productive conversations both in-person, and on and/or off-campus to promote awareness of school programs
- ❖ Promoting interest in business careers and by serving as liaisons between the School of Business and the business community
- ❖ Working collaboratively with the school's administration team, faculty, and staff to effectively promote recruitment and retention efforts

ELIGIBILITY | Essential requirements for consideration.

Student Ambassadors must:

- ❖ Be a declared major in the PLU School of Business
- ❖ Be able to positively represent the PLU School of Business across all situations and circumstances
- ❖ Consistently maintain a 2.75 minimum GPA
- ❖ Submit a completed application
- ❖ Be able to attend regular meetings (typically conducted during chapel hour) and participate in the support and coordination of school-sponsored events

EXPECTATIONS | Participation is key and you will be expected to maintain an active role.

As an Ambassador, you:

- ❖ Must portray and promote professionalism at all times
- ❖ Must attend scheduled events and/or meetings on an average of two hours per month
- ❖ Must check and respond to email messages within 24 hours
- ❖ Must find own replacement for scheduled meetings/events (two no-shows may result in a dismissal from the Ambassador program)
- ❖ Must wear name tag and appropriate attire during all sponsored events
- ❖ Must agree to discuss any concerns or grievances that arise with a School of Business staff or faculty member, Associate Dean, and/or Dean
- ❖ Must be a team-player and be willing to learn, adjust, and problem-solve as situations arise

LEADERSHIP | This is a dynamic part of our program that provides a needed connection and support network for current business students.

Ambassador leaders will:

- ❖ Take part in leadership opportunities on a rotational basis
- ❖ Present to and receive approval by the School of Business Administration Team for all project ideas prior to implementation
- ❖ Actively help promote and coordinate student outreach, recruitment, community projects, and events
- ❖ Be responsible for coordinating communication with fellow Ambassadors and for regular updates to the Administration Team via social media, email, and face-to-face meetings
- ❖ Demonstrate ability to independently identify needed action(s) while working within a team environment
- ❖ Be good listeners and excel at communicating with others
- ❖ Share their love for the PLU School of Business