



*Student
Ambassador*

TRAINING

2024-2025



Ambassador Overview

Expectations

Academics: Ambassadors are meant to be leaders who prioritize their schoolwork and remain in good academic standing of a career GPA of 2.8.

Attendance/Participation: Arrive to your shifts on time. If you arrive to your shift late, you must stay that much time after your shift. Ambassadors are expected to attend all trainings, weekly meetings, and shifts as well as any required events unless other arrangements have been made.

Attitude: A welcoming and positive attitude is expected to create a good office environment!

Involvement: Ambassadors are encouraged to find ways to be involved on campus, try new things, and motivate each other to do the same. This is an important way to stay up-to-date on things happening around campus as well as a way to pass on info/stories to prospective students while on tours.

Communication: Ambassadors are expected to communicate any issues that may come up throughout the semester, when they need support, and report any concerns to the Ambassador Supervisors. Timely communication through proper communication channels are expected.

Professionalism: As an ambassador, you represent Madonna University in more ways than one. We expect you maintain professionalism at all times within the University, this includes, but is not limited to, off-campus events and social media.

Initiative: Ambassadors are self-motivated to accomplish day-to-day tasks, sign up for tours, and complete other projects as assigned. Ask staff if they need any help before working on any homework.

Goals

- Give ambassadors the knowledge and skills they need to effectively represent Madonna University.
- Enhance communication and interpersonal skills to engage with prospective students and their families.
- Prepare ambassadors to handle various tasks and responsibilities, including campus visits, events, and office duties.
- Encourage a sense of professionalism and leadership among ambassadors.



Importance of Student Ambassadors

- **First Impressions:** Ambassadors are often the first point of contact for prospective students and their families, this role is important in creating a positive and lasting impression of Madonna.
- **Peer Connection:** As current students, ambassadors can relate to prospective students and share personal experiences, making the information more relatable and authentic.
- **University Representation:** Ambassadors represent the mission and values, culture, and community, highlighting what makes Madonna University unique.
- **Support for Admissions:** They assist the admissions team by providing tours, participating in events, and performing essential office tasks, contributing to the overall effectiveness and efficiency of the Office of Admissions.
- **Leadership Development:** This role helps develop valuable leadership, communication, and professional skills that will be a benefit in their academic and future professional careers.

Communication as a Student Ambassador

Why communication skills matter:

- First impressions: Create positive initial interactions.
- Clarity: Convey information accurately and clearly.
- Engagement: Keep prospective students and Families Interested and involved.

Types of Communication: Verbal and Non-Verbal communication

Effective Verbal Communication:

- Active listening - show genuine interest and understanding.
- Clear Articulation- speak clearly and at a moderate pace.
- Conciseness: avoid unnecessary words, keep messages simple and to the point.

Effective Non-verbal Communication:

- Eye contact- maintain appropriate eye contact to show attentiveness
- Body Language- Open and welcoming posture
- Facial Expressions- smile and use expressions that match your message

Handling Questions:

- Stay informed- Be knowledgeable about our programs, events around campus, sports games, and wild random other things that people call about
- Honesty- If you don't know the answer, be honest, and offer the caller to be placed on hold and ask the teams chat what to do.
- Empathy- Show understanding and empathy in your responses.

Phone Communication:

- Professional Greeting- Always answer with our greeting. We answer the phones for the whole university. This is very important since you do not know who is on the other end of the line.
- Clarity- Speak clearly and avoid background noise. (EX: put on hold, if you are asking a question, no matter how small)
- Taking a message for someone- (only in admissions office) - write down accurate and detailed messages.



Training

Key Terms to Know

OUA: Office of Undergraduate Admissions

SBW: Semester Break Week

(Winter/Spring/Summer Breaks)

AO: Admissions Officer

Slate: Student Data Management System

There are 4 Undergraduate Admission officers. They handle all of our incoming students to the university. They each have a territory assigned to them. This is important to know because this is where you will transfer calls to when student calls wanting an update on their application or have any other questions.

There is One Graduate Admission officer. They handle all of our incoming graduate students to the university.

There is a Director of International Admissions. They handle all International (Foreign National) students.

Campus Visits- These include a meeting with an admissions officer, a full campus tour with options to see the labs, BCA studio, Res Halls, and Athletic coaches (if available).

Handbook

What is a Student Ambassador?

Ambassadors are campus leaders dedicated to welcoming prospective students to campus and recruiting students like them to come to want to come to Madonna. Ambassadors are essential to the college experience and represent the university in and outside of the office of Admissions

Academics

You must maintain a minimum of a 2.8 GPA

Attendance

Arrive to your shifts on time. if you arrive late, you must stay that much time after your shift. You are expected to attend all trainings, weekly meetings, and shifts, as well as any required events unless other arrangements have been made.

Involvement

Ambassadors are encouraged to find ways to be involved on campus and try new things! This is a great way to stay up-to-date on the university as well as ways to pass on information in a natural way to prospective students and weekly meetings.

Communication

Ambassadors are expected to communicate any issues that may come up throughout the semester, need support, have a concern, and anything with your shifts, you must communicate with BOTH of the Ambassador Supervisors- Anna AND Mitch.

Professionalism

As an Ambassador you represent Madonna in more ways than one. You are expected to be professional at all times within the university, this includes and is not limited to, off-campus events and social media.

Initiative

Ambassadors need to be self-motivated to accomplish day-to-day tasks, volunteer to take tours if needed, and complete other projects if assigned. Ask OA staff if they need any assistance before working on homework.

Dress Code

Best practice is to wear jeans/dark pants or khakis, business-ish casual, and/or Madonna gear which includes scrubs and athletic apparel (not workout gear). Showing school spirit is always a great option if you don't know what to wear. Be clean, presentable, and professional to ensure a great first impression. **ITEMS NOT ALLOWED: SWEATPANTS, HEADPHONES/EARBUDS ON SHIFT, APPEARL FROM OTHER UNIVERSITIES OR HIGH SCHOOLS**

Handbook

Shift Coverage

You must check in with the Ambassador Supervisors at the start of your shift and check out when you leave. If you have the need to adjust your shift start/end time this must be communicated and approved 24 hours prior to the day of your shift. An extra shift will be added finals week if you do not communicate prior.

Missed Shift/Meeting

You get 1 missed shift and 1 missed meeting per semester.

If you miss your shift, the arrangement to make up that shift will need to be decided by the end of the week of the missed shift (adjustments can be made if sick or emergency).

If a meeting is missed, you are required to meet with the Ambassador Supervisors to cover any information that was covered and to make up the hour that was missed.

Swapping Shifts

If you know that you are going to be missing a future shift/need coverage, try to swap shifts for the week with a fellow ambassador. It is YOUR responsibility to ensure that your shift is covered. The shift you are swapping for must be equal hours. Communicate all adjustments with ambassador supervisors. If you are unable to swap a shift, your next option is a makeup.

Make-Up Hours

Make up shifts must be scheduled and confirmed by end of the week of the missed shift, some accommodations can be made in the event of an emergency and illness. An email is required to be sent to Ambassador Supervisors to document and confirm the situation. If a makeup shift is not scheduled and confirmed in the allotted time frame you are automatically signed up to work your regular shift during the upcoming SBW.

Event/Saturday Hours

Ambassadors are expected to cover 7 hours of additional events for the office of admissions, above and beyond your regularly scheduled shifts. These events are not limited to Saturday visits, admitted student days, opens houses, financial aid events, etc.

Semester Break Week (SBW)

SBW is considered to be any week that the campus and OA are open but classes are not in session (i.e. winter/spring break, weeks between semesters). These weeks are focused on students that need to make up shifts. If no hours were worked during the previous SBW and a missed shift has not been made up you are automatically scheduled to work both shifts during finals week.

Finals Week

Ambassadors are required to work one of their ambassadors shifts during finals week, office coverage takes precedence over shift preference. Ambassadors that need to make up hours and are not able to do so during potential SBWs in the semester, will do so during finals week by completing both of their shifts instead of just one. If you are over hours, your missed shift used cannot be during finals week. ALL AMBASSADORS MUST WORK AT LEAST ONE SHIFT FINALS WEEK.

Campus Tours

How to Engage a Family on Tour

Engage families on a campus tour by addressing both student and parent interests. Ask questions to understand their priorities, then highlight relevant areas like academics for students and safety or support services for parents. Share personal stories and encourage questions to make the tour relatable and interactive. Balancing the needs of both groups creates a welcoming atmosphere that resonates with the entire family.

Know Your Audience

This is essential for delivering relevant and engaging information. Tailoring your approach to the specific interests and concerns of prospective students, parents, or other visitors helps you highlight what matters most to them, whether it's academic programs, campus facilities, or safety. This personalized connection not only builds rapport but also addresses their unique needs, leaving a positive and lasting impression of the college.

Etiquette

Maintaining proper etiquette on a campus tour is key to creating a positive experience. Be punctual, polite, and attentive to your group's needs. Speak clearly, and avoid using slang, and respect any quiet areas on campus, like the chapel. Staying engaged with your group by making eye contact, listening to their questions, and responding thoughtfully. Lastly, ensure everyone feels included by addressing the entire group, not just one or two individuals. This professional and respectful approach leaves a lasting positive impression.

Accessibility Tours

When guiding a tour for a family with accessibility needs, it's essential to be proactive and accommodating. Start by understanding their specific requirements, then adjust the tour route to ensure all locations are easily accessible. Highlight accessible facilities and services on campus, and offer assistance where needed, such as finding elevators or alternative paths. Communicate clearly and be patient, ensuring everyone feels comfortable and included throughout the tour. Your attentiveness and flexibility demonstrate the college's commitment to accessibility and inclusivity.

Main Responsibilities

Ambassador Teams

everyone will be on an team. These include Social Media team, Events team, Meetings team, First Glace Team, and an athletics team.

- these teams will allow you to have more specialized tasks either geared toward your major or other interests.
- It will also make sure that we are getting everything completed that we need to do for office operations.
- Each Admission Officer has a team and these will be chosen/assigned at the first meeting of the semester.
- Each team will have an opportunity to earn points (1 point=1sticker) throughout the semester. The team with the most points will earn a reward at the end of the semester.

Basic Responsibilities

Weekly Shifts and Meetings	Supporting Admissions Staff in office
Front Desk duties: Answering phones, Mail, directing visitors, filing, inputting data in our Student Data System, and any other office duties.	Admissions Events not limited to but include: Saturday Visits, Open Houses, high school visits & virtual events.
Giving Campus tours/Thank you Post Cards	Mid-semester Check in
Marketing Material	Award Nominations

Phones/Front Desk

Desk Coverage

Ambassadors are a key aspect of maintaining office coverage for the Welcome center First floor info desk and the second-floor information desk. It is important that this duty and other responsibilities are managed before doing homework. While it is important for students to check in with Admissions Officers for tasks, please note the importance of desk coverage. **Leaving the desk for a prolonged period of time (over 10 minutes), unless asked to do so by a supervisor, is not acceptable.**

Microsoft Teams

There is a Teams account on both computers on the first and second floor. This is to be used to communicate with the admissions office. If you have any questions for Mitch and Anna, teams them or call them- **DO NOT LEAVE THE DESK** unless absolutely necessary.

Guest Reception

When a family or guest walk into the Welcome Center, it's important to prioritize safety and ensure proper procedures are followed. Greet visitors warmly and inquire about the purpose for coming to campus today. Message or call the appropriate person that the family/person is here to see and the Admissions officer will come down and get the family/person. **THE STUDENT AMBASSADOR WILL NOT BRING THEM UPSTAIRS.**

It is important to note that you need to be attentive at the front desk. You cannot look distracted, have your feet up, on the desk or not look up at guests when they walk in.

Friends at the Desk

They are **NOT** allowed at the desk. This is a job and you are being paid to be a student ambassador. It is incredibly unprofessional and does not provide a welcoming look for prospective students. There is a time and place for your friends and when you are on shift is **NOT** one of them :)

“Thank you for calling Madonna University, Student Speaking, How Can I direct your call?”

Office To-Dos

Gold Star Tasks

These are going to be tasks that will be worth points. These tasks will be combination with the other points from your ambassador teams.

This will be how you can individually contribute to your overall teams point total. Whatever ambassador has the most gold star at the end of the semester will get a special prize!

The Gold Star Task board will be posted in Anna's Office and she will be keeper of the stars.

These Tasks Include and are not limited to:

- Conference Room Screen
- Thank you Cards
- making folders
- program sheets
- shredding
- office cleaning and organizing
- marketing materials/photos
- organizing



Campus Tour Time