

STUDENT AMBASSADOR

PROGRAM GUIDELINES



Galveston College Student Ambassador Program Guidelines

I. Purpose

Galveston College acknowledges the pivotal role of a vibrant community and student engagement within its campus. To foster this environment, the proposal aims to establish a Student Ambassador Program. This initiative aims to empower students to advocate for the college, thereby enriching the student experience and cultivating a thriving campus culture. The envisioned Galveston College Student Ambassador Program will not only benefit the college community but also nurture leadership skills and a strong sense of connection among students with their educational institution.

II. Program Objectives

The objectives for creating and implementing the Student Ambassador program will center around enhancing the overall Galveston College student experience in, but not limited to, the following areas:

- Encourage active participation in campus life, community events, and the college's social media platforms.
- Develop authentic college promotions through real student-generated content.
- Support recruitment efforts by sharing personal experiences and insights with prospective students.
- Establish a robust program to bolster future alumni relations and increase awareness.

III. Duties and Responsibilities

Regular Meetings and Content Creation:

- Ambassadors will meet biweekly for Ambassador meetings with program coordinators and be assigned specific topics to cover for social media content or promotion.
- They are required to provide at least one piece of social media content per week, with at least half of all content created including group collaboration.

Event Attendance:

- Ambassadors must attend all assigned events as college representatives.
- Valid excuses for missed events must be provided in advance and will be considered on a case-by-case basis by the Student Ambassador program coordinators.
- Assigned events include attending at least four monthly Student Activities events, Fall Fest, Island Fest, and the yearly Commencement Ceremony.

Project Tracking and Timesheet Submission:

- Ambassadors must track their projects weekly to ensure they are meeting their event attendance and content creation requirements, which will be verified by the Program Coordinators at the end of every month.
- The program coordinators will oversee and monitor the Ambassador's logs regularly to ensure program requirements are being met.

IV. Application and Selection Process

Application Submission:

- Students will submit their applications via Dynamic Forms.
- Applications must include a resume, a description of their desire to join the program, and links to previous social media experience or personal profiles, if applicable.

Review of Applications:

- Program Coordinators will review submitted applications.
- Applications will be evaluated based on leadership qualities such as organization, enthusiasm, creativity, and availability for the role.
- Applicants must meet minimum enrollment requirements and maintain a GPA of 2.0 or above.

Interview Process:

The interview process will consist of two rounds.

- First Round: Conducted virtually by the Ambassador Hiring Committee, which includes the two Program Coordinators.
 - During this round, students will be tasked with presenting a social media video project.
- Second Round: Conducted in person by the VP of Student Services.

- Once candidates are approved through both interview processes, they will be required to submit a background check through the Galveston College Human Resources department before final admittance into the program.

Recruitment Period:

- The recruitment period for Student Ambassadors will be from May to August each year.
- Student Ambassadors will participate officially in the program from September through May, with December off to allow for school closure and finals preparation.

V. Compensation

To motivate and reward Student Ambassadors for participating in the program, the following compensation structure has been designed:

Monthly Stipend:

- Ambassadors will be paid \$400 per month for their working months of: September, October, November, January, February, March, and April.
- Payments will be made on the last day of each month, via check or direct deposit, via notification to the Galveston College Financial Aid department.
- Program Coordinators are responsible for verifying the Ambassador's pay at the end of each working month.

End-of-Year Bonus:

- In May, Ambassadors will be eligible to receive a bonus of \$500 for their end-of-year efforts, provided they have attended all required events and submitted all required content throughout the school year.
- Required events include at least four monthly Student Activities events, Fall Fest, Island Fest, and the yearly Commencement Ceremony.
- If Ambassadors miss any required events or content submissions without pardon from the program coordinators, they will only receive their scheduled monthly payments through April, when the program ends for the year.

VI. Program Management and Structure

Program Coordinators:

- Isabelle Perello, Digital Communications and Web Services Manager.
- Junior Garcia, Student Activities Coordinator.

VII. Social Media Content Guidelines

Adherence to Guidelines:

- All content created by Student Ambassadors must adhere to Galveston College's social media guidelines, brand standards, and code of conduct.

Promoting Cultural Richness and Belonging:

- Content should promote diversity, inclusivity, and respect for all members of the Galveston College community.
- While staying current with trends, ambassadors must always tie their content back to the core values, mission, and goals of Galveston College.
- Content should promote, but is not limited to, academic excellence, student success, community involvement, student engagement, and school pride.

High-Quality Content:

- Ambassadors are responsible for creating high-quality content that captures the essence of the "Whitecaps Way" on campus.
- Ambassadors are encouraged to stay informed about current social media trends, platforms, trending topics, audios, and features to increase engagement while ensuring the college's message is effectively communicated.

VIII. Compliance

Failure to comply with the policies and procedures outlined may result in termination of the ambassadorship. Program Coordinators are expected to:

- Conduct end-of-semester evaluations to gauge the program's impact, gather feedback from Ambassadors, and make necessary adjustments for continual improvement.
- Establish an Ambassador feedback mechanism for continuous program improvement.



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