



Southwest Texas Junior College
Student Ambassador Handbook
2014-2015

Revised 8/14

Southwest Texas Junior College
Student Ambassadors

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Welcome

Congratulations on becoming a Southwest Texas Junior College Ambassador. We hope you find your time as Student Ambassador a rewarding experience.

Student Ambassadors are often among the first student contact prospective students and their families have with SWTJC. Therefore, it is commanding that you are excited about being a student at SWTJC and display this Cowboy pride. It cannot be over-emphasized how important the impression is that you give. You have joined our efforts to work with schools, colleges and the community, in order to encourage learners to consider progression to higher education at Southwest Texas Junior College.

You will be involved in a range of on and off-campus activities, including Campus Tours, Orientation, College Days, and activity events. Team members also carry out visits to schools and community events each year, attending careers and higher education fairs, and delivering presentations to prospective students on higher education and Southwest Texas Junior College itself.

Student Ambassadors are therefore at the heart of our activities, often fulfilling a supporting role. You will provide a role model to both young people and the mature learners we work with and you will be able to give a first-hand experience of what college life is all about. This kind of interaction can have a significant impact on a young person or mature learner's decision-making and general confidence. As a Student Ambassador you will make an important contribution towards encouraging them to achieve their potential and consider further and higher education.

I hope you find the information contained within this Handbook useful.

Signing for this Handbook confirms that you are responsible for reading the enclosed information. If you require further clarification on any matter, please contact:

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Introduction

Southwest Texas Junior College Student Ambassadors are student volunteers with the skills and training necessary to represent the college at events. They are the face of SWTJC, showing prospective students the many opportunities SWTJC has to offer. Student Ambassadors are honest, positive, and enthusiastic about their passion for SWTJC and are committed to sharing their experiences with future Cowboys.

Duties of the Student Ambassador

The Student Ambassadors Organization offers tours daily, group tours, and has information available to students interested in SWTJC. They are involved in on campus events, activities, campus tours and visits to prospective students.

Responsibilities

- Welcome and greet students at the Student Activities Office.
- Provide various services and referrals to the campus.
- Develop an expanded knowledge of Southwest Texas Junior College.
- Conduct campus tours for new students, schools, classes, and guests.
- Represent Southwest Texas Junior College during college events.
- Assist with duties and tasks related to events put on by various Southwest Texas Junior College departments.
- Work with diverse populations and provide tips on being a successful student.
- Maintain workspace appearance and professionalism.
- Possess a willingness to work with groups in problem solving and decision-making to attain group goals and objectives.
- Participate in mandatory Ambassador Team training.
- Participate in regularly scheduled office hours at the Student Activities Lounge
- All other duties as assigned.
- Attend bi-weekly or monthly meetings (date and time TBA).

Qualifications

- Must be a currently enrolled Southwest Texas Junior College Student.
- Must be currently enrolled in at least 6 hours.

- Must have a semester and cumulative GPA of 2.5.
- Available 10 hours/semester + training
- Position has a one academic year commitment (Fall 2014-Spring-2015).
- Demonstrate strong communication (verbal) and interpersonal skill.
- Exhibit leadership, initiative, dependability, discipline, and enthusiasm.
- Must be able to effectively lead campus tours.

Student Ambassador

To be considered for the position of Student Ambassador, students must be registered for at least 6 credit hours, have a minimum cumulative grade point (GPA) of 2.5, and have completed at least one term at SWTJC. Students wishing to apply for a Student Ambassador position must submit an application. Student Ambassador Advisors or other members of the Student Ambassador Committee will interview applicants.

A Student Ambassador introduces SWTJC to perspective students and their families by providing campus tours of the highest quality and participating in admission related events and activities.

Prior to the start of the campus tour, Ambassadors are expected to:

- Arrive at least **15** minutes before the start of the tour
- Position themselves at their assigned station **Flores Building** (tours begin).

Student Ambassadors must maintain at least a 2.5 G.P.A. If an Ambassador's cumulative G.P.A. falls below 2.5, that Ambassador's continued membership will be re-evaluated by the Student Ambassador Advisors.

Probationary Period for New Ambassadors

- A new member will shadow (observe) three tours.
- The first tour is to be completely observed with no comments from the ambassador.
- During the second tour, the new ambassador should begin working with the more experienced ambassador in giving equal amounts of information to the prospective students and their families.
- The third tour is when the newly ambassador should give most of the information on the tour, with only looking to the more experienced ambassador for verification of facts and any missed/forgotten information.
- After observing and interacting on three tours, the new Ambassador will give their own tour and his/her performance will be evaluated by Student Ambassador Advisor, an experienced Student Ambassador, or a staff member of the Student Life Department (if the two above are unavailable).

- Upon completion of the evaluated tour, the evaluation will be discussed with the new ambassador and the Student Ambassador Advisor and the Ambassador or staff member who conducted the evaluation.
- If a new ambassador passes their review, the Ambassador will be permitted to give tours.
- Once permitted to give tours, the Ambassador must complete two tours every Fall semester, to continue the high quality of tours and information given.
- In the event that a new ambassador receives an unsatisfactory evaluation, the Ambassador will be given the option to observe an additional tour. After observing the additional tour, the student will then give one tour on which he or she will be re-evaluated.

Change of Personal Data

Student Ambassadors must keep their profiles, both online and offline, (including name, address, telephone number, email addresses, etc.) up to date with the Student Ambassador Advisors. Ambassadors are also responsible for keeping their contact information current with the Institution.

Incentive Program

Student Ambassadors are given the opportunity to volunteer in a variety of ways. By participating in these opportunities, ambassadors will work toward a goal to reach an incentive during each long semester. The incentive program will allot points in the following manner:

Activity	Points
Community Events (SWTJC Rodeo, President’s Gala, etc.)	10
Parades	8
Campus Tours	5
Office Hours in the Student Activities Lounge	3
On-Campus events (Orientation, College Days, etc.)	3

Attend bi-weekly or monthly Student Ambassador Meeting’s. Participation in meetings and college day are mandatory. Failure to attend will result in a loss of points

If these scheduling requirements are not fulfilled each semester, you will not be permitted to return as a Student Ambassador for the following semester.

Student Ambassadors Organization Guidelines

Student Ambassadors need to be committed to providing services that enhance the development and advancement of Southwest Texas Junior College. Student Ambassadors stand for personal integrity, the liberal education of the whole person, the dignity and worth of all individuals, service to others, and the development of pride and moral for the college.

Conflict of Interest

Student Ambassadors fulfill their professional responsibilities with fairness and impartiality by showing equal consideration and respect to individuals regardless of status or position. SWTJC is an Affirmative Action/Equal Opportunity Institution. Students employed without regard to race, religion, color, sex, age or disability. Student Ambassadors neither engage in nor tolerate harassment in any form.

ATTENDANCE AND PUNCTUALITY

- Student Ambassadors are to report for their scheduled tour time at least **15** minutes prior to the start of the tour.
- Student Ambassadors are to report to special events (i.e. Orientation) **40** minutes prior to the start of event.

Absences and Tardiness

In the event that a Student Ambassador cannot attend a scheduled tour time or event shift, he or she is required to:

- Find a replacement Student Ambassador
- Notify an Advisor of any change

Dress Code

Student Ambassadors are expected to present a clean and professional appearance inside and outside the office during tours and while participating in special events. Dressing in a fashion that is clearly unprofessional, that is deemed unsafe, or that negatively affects the Institution's reputation or image is not acceptable and may result in dismissal.

Daily regular and special tours:

- "SWTJC" MUST be on a shirt or jacket.
- Jeans, khaki or black pants; knee-length jean/khaki shorts; or knee-length jean/khaki shirt skirt.
- Name tags will be provided in the Student Activities office and **must** be worn during tours.
 - ***IF*** you keep your nametag, you **must** bring it with you to **every** scheduled tour and special event.

Orientations and other special events:

- Khaki pants and Student Ambassador shirts are required for Orientations.
- If special shirts or hats are provided for specific events, they must be worn at the events.
- Name tags will be provided and must be worn.
- Closed-toe shoes.

INAPPROPRIATE attire for Ambassadors:

- Items of clothing with the names or logos of other educational institutions.
- Clothing that contains obscene or offensive symbols or statements.
- Tank tops
- Sweatpants
- Shorts or skirts above the knee

If an ambassador arrives for their scheduled shift in any attire that does not follow the dress code, the ambassador **will be dismissed**.

Participation in Social Activities

Student Ambassadors are aware of and take responsibility for all pertinent ethical principles and college policies when planning and attending social activities. Regardless of age, student ambassadors do not consume alcohol at college-sanctioned events.

POLICY VIOLATION CORRECTIVE ACTION

Ambassadors who participate in unacceptable behavior, tardiness, absences, improper presentations of tour and/or tour information will undergo the following corrective actions:

1. Verbal Warning with Student Ambassador Advisor
2. Written Warning and meeting with Student Ambassador Advisor
3. Dismissal

The Student Activities Office reserves the right to dismiss Student Ambassadors without notice if necessary.

CAMPUS TOURS

Quality campus tours are among the main reasons that prospective students select SWTJC for their college education. The success of tours provided by Student Ambassadors directly affects new student enrollment at SWTJC. It is important that Student Ambassadors share a positive experience during each tour while at the same time following the guidelines and policies listed within this handbook.

Each Student Ambassador will receive a campus tour training guide.

Customer Service

Identifying and distinguishing the do's and don'ts of customer service are important. Often student ambassadors walk a fine line when dealing with a wide range of students. All it takes is one mistake to strain a relationship. On the other hand, one act of outstanding service can set a positive tone that leads to positive relationships with students and SWTJC. Below are basic dos and don'ts of student service that we must all observe.

Do's

Listen to the Student: Understanding the nature of a student question is the key to effectively helping that student get information the he or she needs.

Treat Each Student the Way You Would Want to Be Treated: Give each student the respect and courtesy that you would expect from a college representative.

Maintain a Positive Attitude: Be friendly to all students, faculty, and staff.

Exceed Expectations: Do more for the student than expected. Be attentive; try to understand the nature of the student's concerns and situation.

Smile: Body language is just as important in communicating your ideas or information, as the words that you speak. The way that you physically approach a situation will dictate the 'temperature' of a conversation.

Be Honest and Realistic: trust is an important key in developing a strong relationship in any office or with a student. Giving realistic and honest answers helps to strengthen that relationship.

Take time to be helpful: Do not rush a student, prospective student, or staff member.

Don'ts:

Do Not Be Rude: Approaching a situation with an open mind helps to solve problems or finish work. Being short tempered or rude devalues the relationship among staff and students, and does not motivate people to work with you.

Do Not Misinform: Students and staff depend on current information to make valuable judgments in and out of the college. Misinformation is the source of a lot of miscommunication among staff and students. Staff and students understand that not everyone will know everything about SWTJC. If you are not sure about some particular piece of information, or are not sure how to respond to a question, work with staff members and supervisors to come to a solution, do not answer with a guess or estimation.

Do Not Break Promises: Failure to deliver a promise ruins your integrity with staff and students.

Do Not Argue: Arguing with a staff member or student does not promote communication within the college.

Do Not Socialize during your Work Time: Remember that students and you responsibilities come first. Never socialize while tending to a student, prospective student, or staff member.

ACKNOWLEDGMENT

Please read each statement, initial next to it then sign the bottom of the page.

_____ Ambassadors Organization Guide/and or Updates, and I have read and agree to follow all policies.

_____ I am aware that there is a copy of the Student Ambassador Organization Guide available in the office at all times to refer to in case I need further explanation or have a question.

_____ I am aware that if, at any time, I have questions regarding policies, I should direct them to the Student Ambassador Advisor.

_____ I also acknowledge that the Student Life Department may change any policy listed here in without notice.

Student Ambassador Printed Name

Student Ambassador Signature

Date

(Student Copy)