

# 2024-25 USC Rossier Student Ambassador Program

## General Description

We invite interested incoming and continuing students to apply to the volunteer position of **USC Rossier Student Ambassador Program**. This program description is for two separate roles: Marketing Student Ambassador and Recruitment Student Ambassador. Ambassadors assume the role for the **full** academic year, beginning in August with mandatory orientation and continuing through the Fall, Spring, and Summer semesters (includes the summer immediately after commencement for graduating Ambassadors).

As a **Marketing Student Ambassador**, you are sharing your unique story with the Rossier community. You will share your story in the forms of vlogs/blogs, testimonials, and chatting with prospective students virtually. You are shaping a nurturing community where your voice is amplified. Your stories have the power to inspire and guide both current and prospective students, offering them comfort and valuable insights into navigating the journey of graduate school. Together, we are creating a space where your unique narrative empowers others to embrace their own paths with confidence. Your story can be transformative.

As a **Recruitment Student Ambassador**, you will provide essential and valued perspective in support of Rossier recruitment events, such as webinars and at in-person admission/yield events. You will have the opportunity to share your experiences and help establish a supportive environment for prospective students.

## Duties and Responsibilities

### **Marketing Student Ambassadors**

- Participate in virtual chats via the Unibuddy platform to engage with prospective students and share authentic insights into your student experience.
- Create visual and written storytelling content to showcase your journey and perspectives at Rossier.
- Collaborate with fellow ambassadors to help prospective students gain a sense of the Rossier community and address questions surrounding graduate education through storytelling.
- Share your story within the Unibuddy platform where your narratives can be shared, heard, and celebrated.

### **Recruitment Student Ambassadors**

Provides in-person or virtual live support at the following events:

- *Webinars*: Participate in 1-5 webinar panels throughout the year
- *Admission/Yield Events (varies depending on program)*: Sit on current student panels, lead campus tours, facilitate small group activities/discussions
- *Interview Days (MFT Recruitment Ambassadors only)*: Sit on current student panels, lead campus tours, facilitate small group activities/discussions. Exact dates TBD, but usually 3x each year in December, February, and April.
- *One-on-one meetings (varies depending on program)*: Connect one-on-one with prospective students via phone, Zoom, or in-person based on your availability. Note: in-person meetings may include request for campus tour.
- *Ambassador Interviews*: Co-facilitate interviews the summer following your first-year in the Ambassador program to help select the incoming class of Ambassadors.

### Qualifications

Students who are successful candidates and Student Ambassadors **MUST**:

- Be a currently enrolled or incoming student to a Rossier program
- Be in good academic standing
- Be able to work with a diverse population of students
- Possess good interpersonal communication skills
- Have an outgoing, positive attitude, with a willingness to play a key role in supporting Rossier admissions and recruitment efforts
- Demonstrate initiative, dependability, and reliability
- Be able to work independently and as a part of a team
- Have knowledge of campus and its various resources
- Be able to exercise discretion when working with confidential information
- Ability to participate and contribute to discussions and presentations related to topics on academic and student success
- Ability to demonstrate understanding and empathy when dealing with complex and sensitive issues
- Have a genuine interest in supporting prospective and incoming students

### Expectations

- Participate in Ambassador Orientation
- Consistent communication and professionalism
- Show up for all scheduled activities on-time and prepared
- Notify the respective program lead of any unexpected absences with advance notice

### Required

All **Marketing Student Ambassadors** must be able to attend the Ambassador Orientation and contribute to sharing your narratives with the Rossier community.

- Engage with prospective students on a chat platform, sharing your experiences.
- Create at least one 60-second vlog on topics like your transition to graduate school or a day in your life as a Rossier student. (video creation and editing guidance will be provided as needed)
- Reflect on your applicant journey and share insights as if advising your past self with the knowledge you have now, encapsulated in a 1-3 sentence testimonial.
- Offer a testimonial at the end of your degree program to share your wisdom.
- Select student ambassadors have the opportunity to be recommended for featured articles spearheaded by other USC departments. Your story could be crafted into a compelling article by storytelling professionals. Your willingness to share is key!

All **Recruitment Student Ambassadors** must be able to attend the Ambassador Orientation *and* the following recruitment events.

- 1-5 webinar panels throughout the year, *time commitment: 1hr each*
- Applicant Interview Days (MFT only), *time commitment: 3-4 hrs, 3x per year*
- In-Person Admission Event (may vary based on program), *time commitment: 2-4 hrs, 1-2x per year*
- All Rossier Applicant Mixer (Fall, usually October), *time commitment: 2hrs*

### Benefits

#### **Marketing Student Ambassador Perks**

- Ambassador Kick-Off (Free food and drinks!)
- End of the Year Celebration (More free food and drinks!)
- Opportunities to amplify your voice and story within the Rossier community and potentially the USC community.

- Access to semi-professional headshot photos taken at the beginning of the program for your website profile feature if you do not already have a photo for use.
- Engage in a supportive community environment where you can connect fellow Student Ambassadors and provide mutual encouragement. This network will provide valuable connections throughout your journey.
- Gain transferable skills to list on your resume.
- Access to tailored support from your program lead. As a Student Ambassador, you'll always be our student first.
- Appreciation incentives throughout the year. (Free snacks and more!)

The **USC Rossier Student Ambassador Program–Recruitment** is a great opportunity to amplify your voice and story within the Rossier community. Ambassadors also gain exclusive access to the following Rossier admissions events:

- Ambassador Kick-Off (Free food and drinks!)
- Admitted Student Dinner (Spring, usually late April/early May)
- End of Year Celebration (Spring)
- Rossier swag
- Expand your Trojan network