

ATSU ALUMNI AMBASSADOR PROGRAM GUIDELINES (Revised Dec. 2020)**PURPOSE:**

The ATSU Alumni Ambassador Program offers alumni the chance to stay connected to their alma mater and to positively impact the next generation of healthcare professionals. Alumni Ambassadors volunteer to use their educational background, insight, and years of professional experience to support and mentor current ATSU students. In some cases, Alumni Ambassadors may be called upon to assist in activities related to recruitment of prospective students. Participation in the Alumni Ambassador program is open to alumni from all of ATSU's schools and programs. Individuals who serve as Alumni Ambassadors agree to have their contact information shared with current and prospective ATSU students.

GOALS:

- To positively represent the healthcare profession.
- To provide support and mentorship to future healthcare professionals.
- To assist the ATSU Admissions Office in the recruitment of prospective students.
- To provide support at ATSU sponsored events in your area.
- To increase the number of highly competitive and qualified students considering ATSU.

RESPONSIBILITIES:

- Ensure that your contact information remains current with the Alumni Relations Office and agree to be contacted by current or prospective students whose interests align with your professional background.
- Reflect on how graduating from ATSU has positively impacted your career.
- Communicate with current or prospective students (usually via phone or email) about your professional healthcare experiences.
- Mentor current students as they consider various paths in the professional healthcare community.
- Focus on your professional experiences in the information you share with students. Recognize that specific academic requirements, degree programs, academic expectations, university policies, and other opportunities may have changed since your enrollment. Direct specific questions back to Alumni Relations so that staff can help identify the best source for current information.
- Exercise sensitivity with respect to a student's background, heritage, gender, religion, sexual orientation, etc.
- Respond to all correspondence from the Alumni Relations department in a timely fashion.
- Attend ATSU-sponsored events, in your area and/or in conjunction with relevant state and national professional conventions.
- Assist ATSU Admissions in the recruitment of prospective students in your area (ie. speak to prospective students about their interests and your experiences, attend retention events, refer prospective students to ATSU Admissions, etc.)
- Redirect students to Admissions for any questions about admission requirements or procedures.
- Do not promise or infer a student will receive an on-campus interview and/or acceptance into any ATSU program.

GENERAL INTERACTION TIPS:

- Be friendly, responsive, and engaged.
- Avoid speaking negatively about other colleges or other professions.
- Allow student to tell you about his/her background, goals, and motivations.
- Allow student to ask questions.
- Authentically convey your enthusiasm for ATSU and the student's future as a healthcare professional. *The impression you leave is more likely to be remembered than the details you discuss.*

- Realize that you **are** ATSU in the way you represent yourself, especially with prospective students and their families.

TIPS FOR INTERACTIONS WITH PROSPECTIVE STUDENTS:

- Know where to refer individuals for basic questions (Admissions, Student Affairs, etc.)
- Make sure that if you say you will get back to someone that you do so within a reasonable amount of time.
- Discuss ATSU's strengths, not other schools' perceived weaknesses.
- Admission decisions are made only by the Admission Committees and Deans. Prospective students should be directed to consult with the Admission Office staff on any questions regarding admission process or application status. Do not guarantee admission, or even speak of specific possibilities.
- If you are asked to represent the University in interactions with prospective students, the Admission Office will provide resource materials and guidance. Please recognize the importance of being prepared, ensure that you are conveying current information, and do not go beyond the scope of your knowledge.

RESPONSIBILITIES OF ALUMNI RELATIONS DEPARTMENT:

- Notify the Alumni Ambassador when a prospective or current student has requested their services. Alumni Relations will confirm your preferred method of communication and provide information to facilitate initiation of a connection between the student and the Alumni Ambassador.
- Answer questions and concerns you have as an ATSU Ambassador.
- Regularly communicate with Alumni Ambassadors (and other alumni) about campus updates and events.
- Evaluate feedback concerning the ATSU Alumni Ambassador program.
- Evaluate prospective and current student feedback concerning the Alumni Ambassador program.
- Collaborate with Admissions to distribute information and resources to Alumni Ambassadors who are invited to engage in recruitment events.
- Alumni Ambassadors can opt out of the program at any time by contacting a member of the ATSU Alumni Relations staff.

DISCLAIMER:

Alumni Ambassadors are volunteers and are not employees or agents of ATSU. Alumni Ambassadors may share insights and opinions with students based upon their career, knowledge, experiences and professional experience. The information shared is not verified by ATSU and does not necessarily reflect the stance of ATSU. This program is not intended to replace academic and programmatic advising services provided by ATSU. This program is strictly a volunteer program and Alumni Ambassadors, current students, and prospective students can cease participation at any time.