

ATSU ALUMNI AMBASSADOR PROGRAM GUIDELINES

PURPOSE:

The ATSU Alumni Ambassador Program offers alumni the chance to assist with the recruitment of prospective students, provide leadership to all ATSU students, and build further relationships with fellow alumni. Alumni considered are members of the Board of Trustees, members of Alumni Chapter Boards, former Student Ambassadors, and other select alumni. Ambassadors act as regional resources for students and other ATSU alumni.

GOALS:

- To assist the Admissions Office in the recruitment of prospective students.
- To positively represent the healthcare profession.
- To provide information to potential applicants.
- To report back to Admissions and Alumni Relations about communication with students.
- To provide support at ATSU sponsored events in your area.
- Refer students interested in ATSU programs to Admissions.
- To increase the number of highly competitive and qualified students considering ATSU.
- To act as regional information source for inquiring students, applicants, and admitted and enrolled students.

RESPONSIBILITIES:

- Assisting with events in your area. Ex: College presentations, retention events, speaking to students.
- Maintain contact with the Assistant Director of Alumni Relations via email, fax, or phone, when necessary and provide annual feedback of student interactions. (See evaluation form online.)
- Respond to all correspondence from the Alumni Relations department in a timely fashion.
- Welcome the opportunity to meet a prospective or current ATSU student, promote the healthcare profession, and promote ATSU.
- Relate personal experiences about life as an ATSU student, and life as an individual in the health care field. Reflect on how graduating from ATSU has positively impacted your career.
- Be sensitive to prospective student's background, heritage, gender, religion, sexual orientation, etc.
- Refer questions that you cannot answer to Admissions or Alumni Relations, do not guess or make-up answers.
- Refer students to admissions on questions regarding admission requirements and procedures.
- Avoid speaking negatively about other colleges or other professions.
- Do not promise prospective students an on-campus interview and/or acceptance into any ATSU program.

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- Allow student to tell you about his/her background, goals, and motivations.
- Allow student to ask questions.
- Remember, your experience at ATSU makes the University a real place for students, one that they will want to experience firsthand.

INTERACTION TIPS

- Be friendly, attentive, and smile. The best thing you can do is to convey your enthusiasm for ATSU with those who come to talk to you. *They are more apt to remember an impression of ATSU than the details you discuss.*
- Realize that the way you represent yourself is the way you are representing ATSU. You **are** ATSU in the eyes of the students and their families.
- Know where to refer individuals for basic questions (Admissions, Student Services, 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.
- Only the Office of Admissions can make admissions decisions, and answer detailed admission questions. Do not guarantee admission, or even speak of specific possibilities.

Additional Information

- The Alumni Relations Department and the Office of Admissions recognize the importance of providing information and resource materials. Information updates will be emailed or posted on the portal.
- A Microsoft PowerPoint presentation will be made available to Alumni Ambassadors upon request. The presentation will be emailed to the requesting Alumni Ambassador. This presentation can be used when presenting to undergraduate Pre-Med Clubs, community organizations or other public discussions relating to the medical profession. To request a copy of the presentation contact Alumni Relations either by email or phone.

RESPONSIBILITIES OF ALUMNI RELATIONS DEPARTMENT

The Alumni Relations department will work in partnership with the Alumni Ambassadors to provide the following support:

- Recruitment materials will be distributed upon registration to program and on-line for your convenience.
- Answer questions and concerns you have as an ATSU Ambassador.
- Evaluate all ATSU Alumni Ambassadors feedback concerning the program.
- Evaluate prospective and current student feedback concerning the Alumni Ambassador program.
- Notify Alumni Ambassador when a prospective or current student has requested their services.

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- Notify ATSU Admissions staff on current Alumni Ambassadors contact information and relevant feedback.