

# UCR School of Public Policy

# Dean's Student Ambassador Program

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## Mission

Serving the marketing, communications, and events arm of the UCR School of Public Policy as brand ambassadors, our mission is to actively build brand awareness for the School and increase its brand reputation by serving as the School's student representatives to all internal and external constituents.

## Vision

Our vision is to influence and inspire current and future generations of public policy students by role modeling our shared values and through leadership by example.

## Shared Identity

1. **Brand Advocates.** First and foremost to us is the UCR School of Public Policy brand. We are active advocates of the School brand, and are invested in cultivating and furthering the reputation of our School. We are mindful of our own personal brands and more importantly how our individual brands fit into the larger ambassador program brand and the UCR School of Public Policy brand as a whole.
2. **School Representatives.** We act as professional and customer service-minded representatives on behalf of our School, the Dean, faculty, and staff to constituents both internal (i.e. faculty, staff and students from other units on campus) and external (i.e. distinguished guests, potential donors, prospective students, and the media).
3. **Outreach Marketers.** We are active promoters of our brand and all of its products (such as its academic programs, events, and student success programs among others), and understand that we play an integral role in our School's public relations strategy, especially through our word-of-mouth marketing efforts.
4. **Recruiters.** By virtue of being the School's brand representatives, we are all naturally the School's best recruiters. We understand that as students we are in a unique position to better reach fellow classmates in a way that professional staff members cannot. We welcome opportunities to talk about public policy, our respective academic programs (Master of Public Policy or B.A. in Public Policy), as well as the ambassador program to prospective students, with an aim of hopefully persuading them to apply to our programs or declare public policy as their major/minor of choice or preferred field of study.
5. **Event Staff.** We play an important role in the success of events hosted or co-hosted by the UCR School of Public Policy and/or its research centers and programs. We are invested in portraying a positive image for our School by providing a customer service-oriented brand experience for all guests at our events.
6. **Role Models.** We serve as role models to our peers, seeking to heavily influence the attitudes, behaviors, and quality of up-and-coming public policy cohorts. By way of displaying our excellence in all facets of student life, our peers learn from us as model public policy students. We display maturity, responsibility, poise, all-around excellence, academic honesty, and rigor that embody the ideal UCR public policy student. When we see others acting in a manner unbecoming of our School, we do not follow their ways but instead are steadfast in serving as role models.

## Shared Values

1. **Dedication.** We understand the importance of commitment, reliability, organizational skills, and time management. We are invested co-visionaries in this program. Additionally, our mentality is that being an ambassador is not an identity we switch on and off, but rather one that undercuts all priorities - We are ambassadors not just at School of Public Policy events, but also in classes, in general university activities, and even in our day-to-day activities outside of school.
2. **Enthusiasm.** We are passionate about being ambassadors, always setting a positive tone and outwardly showing motivation in all ambassadorial tasks, projects, and other activities related to the advancement of the School's brand.
3. **Professionalism.** Ambassadors are held to a high standard when it comes to understanding the importance of displaying utmost professionalism and tact, through outward appearance (i.e. via business attire) and conduct (i.e. via withholding from derogatory or foul language, negativity, profanity, racism, sexism, homophobia, etc.).
4. **Teamwork.** We are cooperative and collaborative team players with each other, School personnel, and other partners we may be engaged with. We understand that each individual in a team is held accountable for the results - good or bad - generated by the team. We actively build trust with each other, making efforts to understand each other's working styles and personality types. When we see one in the team in need of assistance, we provide aid. We mitigate any conflicts that may arise together. If we engage in debate, it will be civil. We practice good sportsmanship and do not sacrifice others in the team for our own benefit. We do not cultivate elitism, cliquishness, nor a "not-my-job" mentality in ourselves, with the understanding that we are all equal and that no one and nothing is beneath us. We are weary of contributing to team dysfunction, be it through negativity, envy of others, or insubordination. We understand the role that each of us plays in preventing a toxic work environment. Ultimately, we all act as the better person in a group of better persons.
5. **Customer Service.** We are customer service oriented, always providing a courteous face and service leadership to the School's Dean, faculty, staff, public policy students, donors, community members, other customers of the School, as well as each other in the ambassador program. Our philosophy is to treat *everyone* as customers, be they clients, our supervisors, or each other. Additionally, we understand that maintaining good customer relations and cultivating customer satisfaction involves patience, understanding, humility, attentiveness, approachability, responsiveness, flexibility, thoroughness, and resolution-mindedness.
6. **Conscientiousness.** We value self-awareness and are mindful how we and our actions are *perceived* by those around us, always with the understanding that what we do reflects on the School of Public Policy. We think through all the consequences of an action, and know when to compromise and be diplomatic. When we have taken a false step, we apologize for wrongdoings and proactively alleviate any issues that may have arisen as a result.
7. **Initiative.** We are leaders among leaders who, with a go-getter attitude, do not impassively let unavoidable conflicts arise nor failures happen. Rather we are proactive and step in as needed to ensure we meet expectations and/or the timely completion of projects. We think and work independently when necessary with an eye for the finer details, and with confidence in our decision making skills we manage up when there is lack of clarity. We volunteer for tasks, assignments, or projects and/or go above and beyond the call of our duties of our own volition for the good of the program.
8. **Refinement.** On an individual level, we approach challenges and new information Socratically and with a growth mindset. We are open to constructive feedback and strive to constantly improve ourselves by being aware of our individual brand value

propositions, as well as our strengths, weaknesses, opportunities, and threats. On an organizational level, we strive to be the best ambassador program we can be, with an eye towards being at the vanguard of ambassador programs. As a fledgling program, we embrace the responsibility of building a foundation for future success. We embrace creativity and out-of-the-box thinking and always with an eye towards the good of the program when it comes to resolving pain points and establishing or revising our policies, procedures, best practices, and standards.

9. **Communication.** Communication is the glue that holds the ambassador program together and allows ambassadors to function effectively with each other. We seek always to be on the same page as everyone else, inquisitively seeking information that would be beneficial for the program. We will communicate ideas respectfully, mindful of the power and effect of words, tone, and language. And we will communicate concerns or feedback openly in a safe space, mindful that others cannot help unless we express problems we may have. We will dispense of passive aggressiveness, hostile sarcasm, petty negativity, gossip, contrarianism, and other toxic communication barriers that may serve to distance us from others. Additionally, when made privy to confidential information, we respectfully do not share such information freely.

## Qualifications

- To qualify, candidates must be declared UCR public policy majors or minors, with at least one quarter of academic experience at UCR.
  - Exceptions may be made should a candidate be in the process of declaring public policy as her/his major/minor. Students who do not follow through with the declaration cannot serve as ambassadors.
- Preference will be given to freshmen and sophomores, especially those who aspire to continue with the program beyond one year of service. The program is also open to juniors, seniors expecting to remain a full fifth year, and Master of Public Policy students in their first year.
- All applicants must have a minimum 3.2 cumulative GPA. For undergraduates, exceptions can be made for those who compensate with high upper division/major GPAs and/or whose transcripts do not include any Ds or Fs from the past year. Transcripts from previous higher education institutions are taken into account for undergraduate transfer students.
- Once accepted into the program and after passing a probationary period, and contingent on continuing satisfactory performance, ambassadors serve continuously until graduation. They do not have to reapply for an ambassadorship.

## Requirements

- To qualify for ambassadorships, candidates must be available for the entirety of the academic year they are applying for. They must remain for all quarters of the academic year (fall, winter, spring) for each year of service.
- During the time of application, all candidates must sign a photo/video release. As the face of the School, they must allow use of their image to be used for School purposes.
- During the time of application, all candidates must sign consent to allow FERPA-trained School/ambassador program personnel to review their academic record for the purposes of verifying demonstration of continuing academic excellence.

## Interview Process

- Qualified applicants will be selected to undergo a rigorous interview process, which may consist of the following:
  - First interview with a search committee that includes the Marketing Manager at a minimum.
  - Second interview with the Dean, faculty, staff, and/or current ambassadors.

## Organizational Chart

The ambassador program is overseen by a staff member, the Marketing Manager, and assisted by the Marketing Specialist. For the 2019-2020 cohort, there will be two lead student ambassadors who will serve as team leads for ambassadors.

## Events

- All ambassadors must participate in an ambassadorial capacity for a **minimum** of four events for undergraduates, and one event for MPPs for each quarter of the academic school year (fall, winter, spring). Ambassadorial events are those that involve event duties and that further the UCR School of Public Policy brand. These events will typically come with a Google Calendar invite.
  - Google Calendar is the official calendaring system for the ambassador program, and is used for scheduling ambassadorial events, meetings, and other activities. It is an ambassador's individual responsibility to keep her/his Google Calendar up to date.
- Event duties may include but are not limited to: setup, escorting, entertaining guest speakers, registration, greeting, ushering, mingling, teardown, and writing thank you notes to guests.

## Meetings

- All ambassadors must attend quarterly general assembly meetings.
  - Google Calendar is the official calendaring system for the ambassador program, and is used for scheduling ambassadorial events, meetings, and other activities. It is an ambassador's individual responsibility to keep her/his Google Calendar up to date.
- Undergraduate ambassadors are required to attend committee meetings.

## Committees

All undergraduate ambassadors are required to participate in **one** committee for the entirety of the year. MPP ambassadors are **not** required to commit to a committee, though they are welcome to join.

Undergraduate ambassadors are required to attend all committee meetings (up to 4 per quarter) and participate in all activities set out by their respective committees.

The committees, which may be subject to change, fall into two categories aligned with marketing, communications, and events. Future ambassadors may be cross-trained in both. The committees for 2018-2019 are:

- **Community Service & Events Committee**
  - Purview is outward-facing community service events that ambassadors, faculty, staff, students, and other volunteers can engage in to help further increase awareness of the School brand to the external community (i.e. Adopt-a-Street clean-ups). Purview also includes the planning and execution of the following events, among others: annual undergraduate student welcome mixers; student success events, such as finals prep workshops; ambassador-only get-togethers; and Dean's luncheons.
- **Outreach & Recruitment Committee**
  - Serves as the marketing team of the ambassador program, in collaboration with the School's Marketing Team. Purview is promoting programs, events, and services of the School and the ambassador program via word-of-mouth efforts to the public policy student population and the UCR student population at large. Work may entail but is not limited to: classroom announcements and promotional support of other committee activities. Purview is also promoting the School and the ambassador program to attract recruits.

## Dress Code

- Business professional attire is the **default** attire for ambassadorial events, unless otherwise noted. Ambassadors should always strive to be the best dressed in any given room, regardless of how others (such as guests, faculty, and/or other students) may be attired. They should take pride in presenting a polished, sophisticated, and professional look for others to look up to.
  - **For women:** Suit jacket/blazer required; Skirts or dresses that extend to the knee; Pant suit or skirt suit; Low heels or basic pumps; Light accessories/jewelry, modest makeup, light perfume (if any)
  - **For men:** Suit or sports jacket/blazer required; Tie required; Suit pants or slacks; Dress shoes; Light accessories, light cologne (if any)

## Orientation Sessions

All ambassadors are required to attend all mandatory orientation sessions in order to start service. The 2019-2020 cohort will have required orientation sessions on Saturday, April 6<sup>th</sup>, 2019, and Saturday, April 13<sup>th</sup>, 2019.

Sessions may include the following, among many others:

- Policies and Procedures
- Leadership, Teamwork and Conflict Management
- Marketing, Branding, and Personal Branding
- Professionalism & Attire
- Public Speaking
- Email Etiquette
- Social Media Etiquette
- Event Planning, Promotion, and Execution

- Photography & Videography Etiquette
- Small Talk & Mixer Etiquette
- Peer Mentorship Training
- Time Management Training and Google Calendar Tutorial
- Interacting with Prospective Donors
- Interacting with Government Officials
- Leadership vs. Management
- Management Styles
- Delegation and Micromanagement
- Toxic vs. Healthy Conflict
- Microsoft Office & Google Suite
- Budgeting

## Probationary Period

All newly appointed ambassadors undergo a probationary period during their first quarter of service. Ambassadors will undergo a performance appraisal at the conclusion of their probationary period.

## Consequences for Sub-Par Performance & Dismissal

Outside of the probationary period, the ambassador program enforces a three-strikes system (with the third strike leading to dismissal from the ambassador program) for sub-par performance on multiple fronts:

- **Unsatisfactory Academic Performance** (*i.e. cumulative GPA below 3.2, downward trajectory of cumulative/major GPA, grades below C-, etc.*)
- **Unsatisfactory Event Participation** (*i.e. 4-event minimum not met, consistent or unexplained tardiness or absences, conduct issues, etc.*)
- **Unsatisfactory Meeting Participation (Non-Committee)** (*i.e. consistent or unexplained tardiness or absences, conduct issues, etc.*)
- **Unsatisfactory Committee Participation** (*i.e. reliability or commitment issues, egregious interpersonal conflicts, consistent or unexplained tardiness or absences, conduct issues, etc.*)
- **Unsatisfactory Adherence to Shared Values and/or Program Policies and Procedures**

## External Commitments and Leaves of Absence

All ambassadors are expected to be available to fulfill their duties and responsibilities for each quarter of the academic year (fall, winter, spring). The summer quarter is generally the off-season for ambassadors.

- Ambassadors are expected to prioritize the program when entering into other commitments, and taking a break from the program for a quarter during the academic year is not allowed. Only leave requests due to extenuating circumstances such as medical or family emergencies will generally be allowed.
- Ambassadors are discouraged from participating in other ambassador programs. Ambassadors who are passionate about joining another ambassador program must meet with the Marketing Manager to discuss their time management plan.

- Ambassadors are encouraged to undertake UCDC, UC Sacramento, or Study Abroad during the summer quarter. Exceptions may be made on a case-by-case basis by the Marketing Manager. They will take into account whether a proposed leave will lead to a significant decrease in coverage of ambassadorial events and/or negligence in committee work for the quarter in question. Should leave be allowed, UCDC, UC Sacramento and Study Abroad participants are still expected to engage in ambassadorial work, such as promoting the School brand.