



IMPROVING YOUR ADMISSIONS AMBASSADOR PROGRAM FOR BETTER CAMPUS VISITS

June 29, 2017 :: 1:00 - 2:15 p.m. EDT

Gain ideas and strategies to improve and strengthen your campus visit ambassador program.

OVERVIEW

Join us for a webcast that will showcase the admissions ambassador programs for campus visit at Oklahoma State University and Hendrix College. Our instructors will provide details about how their programs are structured, and how student tour guides are trained, managed, and evaluated, including:

- How the recruitment, interview, and selection process for admissions ambassadors works
- What topics are included in ambassador training and examples of materials used
- How disciplinary situations with ambassadors are handled
- How performance is evaluated

You will leave the webcast with new ideas for improving your own admissions ambassador program on your campus.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/improving-your-admissions-ambassador-program-better-campus-visits



WHO SHOULD ATTEND

This webcast has been designed for admissions and visitor services professionals who oversee student ambassadors or student tour guides in the context of the campus visit program. If you're looking for examples of how other institutions are running successful admissions ambassador programs, this training is for you.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.

LEARNING OUTCOME

After participating in this online training, you will be able to make improvements to your own admissions ambassador program on your campus.

AGENDA

Thursday, June 29, 2017 :: 1:00 - 2:15 p.m. EDT

➔ **Structure, Branding, and Recruitment**

- What is the size and supervisory structure of the program?
- How is the program branded and marketed on campus?
- What is the application, interview, and selection process like for ambassador candidates?
- How are ambassadors incentivized to participate?

➔ **Training**

- Once selected, how are the ambassadors trained?
- Topics for training
- Length, frequency, and format of training
- Training materials and guides used
- Training assessment

➔ **Management and Evaluation**

- What rules and expectations are established for ambassadors up front?
- How are disciplinary situations with ambassadors handled?
- What do performance evaluations for the ambassadors look like?



INSTRUCTOR

Benjamin Hagan, Assistant Director for Recruitment Services, Oklahoma State University

A member of the admissions senior leadership team, Ben has been responsible for teams enrolling four of the top five largest freshman classes at OSU, including the largest freshman class of any institution in Oklahoma higher education history. OSU is currently celebrating the highest undergraduate enrollment in its history as well as the largest Honors College freshmen class. Ben divides his leadership responsibilities between prospective student financial aid, scholar recruitment, and Stillwater High School. In his time with OSU, Ben has been responsible for the campus tour and events program, in-state and out-of-state freshman recruitment, and transfer recruitment as well as a year working remotely while recruiting in Houston, TX.

Prior to joining OSU, Ben was a Senior Photography Producer for Williams-Sonoma, Inc. in San Francisco, CA, where he worked for the flagship brands Williams-Sonoma and Pottery Barn, among others. He gained early professional experience while coordinating guest services at a large boutique hotel in New York City.

Ben has a Bachelor's of Art degree from the Gallatin School of Individualized Study at New York University where he graduated at the top of his class as a Founder's Day Scholar.



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EARLY BIRD PRICING

Postmarked on or before June 22, 2017. After June 22, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

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