

Empowering Student Ambassadors to be Storymakers

Saint Mary's College of California
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The Student Ambassador Program

- "We don't raise the bar, we set the standard"
 - Front Desk Concierge
 - Visitor Center Hospitality
 - Showtime Staff
- 20 high functioning student workers
 - Work 8-10 hours a week, includes meetings
 - Provide individual and group tours
 - Support all Preview Days and Visit Programs

Brother Jerome West Hospitality

- Visitor Center Management
 - Create Parking & Welcome Signs
 - Set-up Coffee, Hot Water and Water Dispenser
 - Open/Close Zocchi Lounge and Presentation Room
 - Maintain stock of Marketing Materials
 - Troubleshoot facility issues

Lights, Camera, Action

- Tours, tours, tours
 - Twice during the week and one on Saturday
 - Group Tours
 - Gael Quest – Scavenger Hunt
- Event Days
 - Autumn Preview Days, Pres. Open House (Jan.)
 - Spring Visit Program
 - Spring and Summer Preview Days

Saint Mary's Storymaking

- How do we want to be remembered?
 - Engage students to be part of the visit process
 - Educate students on the standard
 - Equip students with the skills to execute
 - Encourage early and often
 - Empower students to act
 - Energize to inspire
 - Elevate to create buy in with the program

ENGAGE (Jazo)

- Leadership vs. Management
 - Lead to influence and inspire
 - Side by side training
 - 1st two weeks of school year at every shift
 - All Colleagues assist in training
 - Operations students help with data entry
 - Returning ambassadors support training

EDUCATE (David)

- Inspired by the Ritz Carlton “Gold Standard”
- Translated to the “Gael Standard”
 - Underpromise and Overdeliver
 - Surpass expectations, surprise the guest
 - Concierge like service on and off campus
 - Be resourceful and anticipate needs
 - Be interested, not interesting

EQUIP (Bianca)

- Extensive Training & Development
 - “Top Tour” & “Gael Standard” Training
 - Teambuilding & Biweekly meetings
 - Admissions 101
 - Hobson’s and Data Entry Management
 - Guest Services
 - Calendar management
 - Telephone
 - Email etiquette

ENCOURAGE (Indrani)

- Early and often
 - Ok to make mistakes
 - Provide safe space for risk taking
 - Instill and build confidence
 - Correct and move forward
 - Remember it’s a process

EMPOWER (Dominic)

- Act now, tell me later
 - Freedom to take action
 - Trust and believe
 - Affirm and validate
 - Follow up and follow through

ENERGIZE (Julie and Sam)

- Influence, Inspiration and Impact
 - Coach them up as needed
 - Glass is overflowing no matter what
 - Push and challenge accordingly
 - Share the success
 - Appreciate the progress

ELEVATE (Sami)

- Graduate from the Ambassador Program
 - 1st year Ambassador: Co-pilot
 - Senior Ambassador: Captain
 - Ambassador Coordinator: Air Traffic Controller
 - Ambassador Alum: Alumni Volunteer Program
