

COLORADO STATE UNIVERSITY

Admissions Ambassador Recruitment and Hiring

Admissions Ambassador program

- The Colorado State University Admissions Ambassador program is a year long, paid, commitment for 50 of our undergraduate students. Each year the program becomes more and more popular. In order to recruit and hire new ambassadors each year, we have developed a recruitment program that works great for us. In this session we will talk about the planning process, how we market the program, what the application process look like, what does the interview process look like, and how we select the final candidates.

Timeline- January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Request for nominations from CSU staff	5	6	7	8	9
10	11	12	13	14	15	16
17	18 Nominations due Website due Facebook due	19	20	21	22 Final Due Date of Nominations	23
24	25 Advertising begins- Table Top Flyers	26	27 Nominations email goes out to ambassadors	28	29	30
Advertising Week 1						
31						

Information Session

- We require all interested applicants to come to one mandatory information session about the Admissions Ambassador program
- They get the application information and minimum qualifications and have the opportunity to ask any questions
- This year we received 150 paper applications for the 2010-2011 school year

Application Cuts

- We chose to bring in 100 people for group interviews
- Our first cuts were based on GPA, availability, and answers to questions on the application
- After the group interviews we cut it down to 45 people to bring in for individual interviews

Group Interviews

- Divided into three parts
 - Tour scenarios
 - How to handle certain questions from families and students
 - Mingling exercise
 - This tests their ability to speak to anyone, anywhere
 - Talking points
 - They are asked to speak about certain parts of campus and programs

Individual Interviews

- 20 minute interviews, an opportunity to sit down with them to speak face to face
- 8 questions
- Current Admissions Ambassadors are also included in the individual interviews
- Rate each applicant- yes, no, maybe, and why

Interview Questions

- Admissions Ambassador Interview Questionnaire
- Candidate's Name: _____
- Interviewers: _____
- Why did you decide to attend Colorado State? What would attract other students to Colorado State?
- What personal qualities would make you an asset to the Admissions Ambassador Program?
- What other activities have you been involved with that may have prepared you to become an Admissions Ambassador? Do you have any public speaking experience?
- Imagine that you're giving a campus tour and a parent in your group is wearing a CU Boulder hat, shirt, and class ring. He's an alumnus of CU and he counters every positive thing you say about our campus with how much better CU is. How would you respond to that parent?
- Now that you are a college student, what valuable information would you share with high school students about the college search/selection/application process?
- What do you like the least about Colorado State and why? How would you discuss negative aspects about our campus with prospective students?
- Have you reviewed the time commitments listed in the program description? Do you have any conflicts? (mention Ram Call)
- Address specific concerns:
Interview #: _____ Interview Time: _____
Name: _____ Major: _____ From: _____
- Strengths: _____
- Weaknesses: _____
- Other Comments: _____ Recommendation: _____ Yes
No Maybe (yes/no)
- If NO, please indicate reason(s) for this recommendation:

Final Selection

- Our goal with the Admission Ambassador program is to bring in current students that have a unique story/perspective to tell
- These perspectives include out of state students, ethnically/culturally diverse students, students that are involved with an array of clubs and organizations on campus, and students that have an interesting story to tell
- When a student and their family visits campus, we want them to leave feeling like they know whether or not CSU would be a great fit for them
- Having diverse ambassadors brings that unique perspective we are looking for

2010-2011 Admissions Ambassadors

- 51 total ambassadors
- 19 male, 32 female
- 18 non-residents, 33 CO residents
- 6 transfer students
- 14 Greek students
- 36 different types of clubs and students organizations
- 12 ethnically/racially diverse students
- 1 student with a disability
- Average GPA- 3.29
