

STUDENT AMBASSADOR GUIDE TO...

This document offers tailored advice for varied aspects of your student ambassador role including top tips for delivery and student engagement, description of event layouts, and roles and responsibilities of different types of events.

If you have any additional queries regarding your ambassador role, please contact

marketingambassadors@leedsbeckett.ac.uk

IMPORTANT:

- Mock interviews will mainly take place in a school or college.
- The reminder text sent to you the day before the event will inform you of your meeting time, meeting point and dress code.
- Ensure that you arrive at the agreed meeting point on time to allow time to travel to the event.
- You are likely to be asked to dress smartly for mock interview events (think of how you would personally dress for an interview) instead of wearing your Student Ambassador t-shirt but please pay attention to your reminder text just in case.

EVENT DETAILS:

- Mock interviews offer students a chance to practice their interview skills.
- Students will mostly be in Year 12, and therefore are preparing mainly for university interviews. Rarely you may be asked to interview Year 11 students, therefore they will be preparing for college interviews.
- For the event you will be given a question prompt sheet and enough feedback forms to complete one per student. The question prompt sheet includes general questions about skills and subject choices tailored to university/a career.

ROLES AND RESPONSIBILITIES:

- You will be asked to fill in a feedback sheet and give some verbal feedback at the end of each interview.
- You will have approximately 15-20 minutes to conduct each interview, including the interview stage, opportunity for the student to ask questions, and written and verbal feedback. In most cases, we recommend splitting the time as such:

75%

INTERVIEW

15%

STUDENT
QUESTIONS

10%

VERBAL
FEEDBACK

COMPLETING FEEDBACK FORMS:

- When you arrive at the school, ask the supervising teacher whether you should hand all completed forms to them at the end of the event or hand each individual form back to the student at the end of each interview.
- Feedback forms must be completed for each student as they often are used for assessment purposes.
- You may complete the feedback form during the interview or at the end of the interview – but keep a track of your time allowance. This feedback form will assist your verbal feedback for the student.
- Give honest and constructive feedback. Be as positive as you can as this may be their first experience of an interview.

AMBASSADOR TOP TIPS:

- Don't forget to introduce yourself to each student. Stand up to greet them and offer a handshake.
- Interview experience, personality and direction will differ with each student, so remember to be supportive, responsive and professional. Prompt students when they get stuck on questions, e.g. students often have difficulty talking about their strengths, so get them to think about times they have worked in teams or in roles of responsibility.
- Students will ask all sorts of questions, from your experience of student life to student finance. If they don't have questions, tell them a little about your course and student life.

IMPORTANT:

- The reminder text sent to you the day before the event will inform you of your meeting point and time – pay attention to which campus you'll be working on.
- Ensure that you arrive at the agreed meeting point on time, wearing your Student Ambassador shirt and comfortable footwear (unless stated otherwise).

EVENT DETAILS:

- On-campus events are an opportunity for school and college students to experience the feeling of a university campus, become informed about their next steps in education such as UCAS, student finance and student life, and raise awareness and aspirations of HE. This is reflected in the event programme.
- The event will be managed by an AWP or SCL staff member and you will report to them.

ROLES AND RESPONSIBILITIES:

Your duties on a HE Day may include any or all of the following:

- Setting up and packing down resources.
- Leading your own small group of students (max. 15 per person).
- Supporting academic or student ambassador workshops.
- Supporting presentation delivery, especially Student Life.
- Campus tours led by student ambassadors.

You have the option to deliver a workshop. In this case, you will work with a member of staff prior to the event to brainstorm your workshop and prepare any resources needed.

EVENT PROGRAMME AND STRUCTURE:

You will attend briefing at the beginning of the event to inform you of the structure of the day and be given an event programme to keep. At their most basic level, HE Days will look something like this:

Times	Activity	Staff
15min	Arrival and Welcome	All
30-45min	HE Presentation	Facilitator
30-45min	Campus Tour	SA
30min	Ambassador Q&A with Student Ambassadors	All
15min	Evaluation and Departure	All

However, events will vary, and more information will be given during briefing. Longer events may involve:

- A carousel of workshops or presentations delivered by academics or SAs
- Lunch and break times
- Ice breaker or Teambuilding activities
- Mini lecture/seminar

AMBASSADOR TOP TIPS:

- Campus tour - If you are not familiar with the campus you are working on, tell the lead staff.
- If you're unsure of anything on the day, everybody will be happy to help and offer you tips.
- The students attending these events will vary in their journey, so be prepared for lots of questions. If you don't know how to answer a question, ask your lead staff or another ambassador.
- Get involved and be proactive in workshops and table discussions. Give advice to the students.
- Reminder text will inform you of whether you'll be required to bring your own lunch.

IMPORTANT:

- The reminder text sent to you the day before your event will inform you of your meeting time, meeting point and dress code.
- Ensure that you arrive at the agreed meeting point on time as you will travel via taxi, car or train to the event location.

EVENT DETAILS:**HE/CAREERS FAIR**

The aim of a HE/Careers Fair is to promote Leeds Beckett University and its courses. For every fair you will take the following resources:

- Recoil Stand
- Tablecloth
- Mini Guides
- Finance and Accommodation Guides
- Bookmarks and extra resources (e.g. pens)
- Reference Prospectus
- iPad for data collection (ages 16+ only)

PRESENTATIONS

Presentations in schools and colleges will be delivered by a member of the AWP or SCL team. As a student ambassador, you will be asked to support the delivery of the presentation by talking about your experience in the following areas:

- UCAS and Personal Statements
- Student Fees and Finance
- Choosing a Course
- Why you chose Leeds Beckett University
- Student Life, Accommodation and Leeds

ROLES AND RESPONSIBILITIES:

- Promote Leeds Beckett University.
- Talk to prospective students and answer questions about our courses, campus and facilities.
- Collect student data on Enlist (iPad) for students above the age of 16 years old
- Be confident, positive and honest about your experience.
- At these events, you are likely to be given a table and 2 chairs. Set up your recoil stand behind or to the side of the table. Avoid sitting down to seem more approachable and active. Fold your tablecloth neatly over the table and present your resources neatly on top.

The facilitator may direct certain questions to you. Answer honestly and positively. These questions will not be technical, but mainly based on your experience as a student so far.

You could be presenting in front of between 15-150 students at a time. If you are not confident in public speaking, talk to a member of staff before signing onto these events.

When packing down, ensure that the tablecloth is folded neatly in the suitcase along with any remaining resources. Pack down the recoil. If the office is not open upon return to campus, please leave the suitcase and recoil with James Graham security.

AMBASSADOR TOP TIPS:

- Students will ask all sorts of questions. If you do not know the answer to a question, don't make one up – ask another ambassador or staff; check the prospectus or the Leeds Beckett website; direct the student to our online prospectus or to contact our admissions team (admissionsenquiries@leedsbeckett.ac.uk).
- Be confident, approachable and proactive. Students may hover around your stall but not have the confidence to approach you. Initiate conversation by asking what you can help them with, or what course they're interested in.
- You will be given an emergency contact number for any issues on the day, e.g. return taxi doesn't arrive.

IMPORTANT:

- The reminder text sent to you the day before your event will inform you of your meeting time, meeting point and dress code.
- Ensure that you arrive at your agreed meeting point on time, wearing your Student Ambassador shirt and comfortable footwear.

EVENT DETAILS:

Campus Tours take place on lots of different events:

1. On-Campus HE Days

On these days, you will most likely give only one campus tour to the group of students you are responsible for. You could be on your own or paired up with another ambassador, depending on the size of the event or the groups. These students will be in Years 8-13, therefore the information you offer will differ. On these events, they have not chosen to take a tour and therefore try your best to start a conversation with everyone in the group to gain interest.

2. Open Days, Applicant Days and West Yorkshire UCAS

If you are allocated Campus Tours on these days, you will be responsible for delivery of tours for the whole event. You will deliver tours as a singular ambassador, and therefore must be confident and positive. Students here tend to be studying at Year 12-13 and are often accompanied by parents. Parents tend to ask more questions than students, so be aware of your audience. Tours will be scheduled at allocated times throughout the day.

3. Wednesday Campus Tours

These tours are stand-alone options for prospective students who have applied or are considering applying but have missed an open or applicant day, and most are accompanied by parents and family. There will generally be two student ambassadors delivering one tour. Your group sizes could vary between 1-20 people. When they arrive, introduce yourself, ask if they would like any resources (e.g. prospectus) that can be found in the Student Hub. Before leaving for your tour, leave your name and mobile number with the Student Hub Help Desk in case of late arrivals.

AMBASSADOR TOP TIPS:

Students in Year 8 will not need as in-depth information as students in Year 12. Older students will tend to ask about the cost of being a student, technical facilities for their course, accommodation and student life around Leeds. Younger students will just be starting to learn about University and are interested in the fun information such as having independence, no curfew in accommodation, and varied options for subjects.

Parents and families will be concerned about finance and safety for the prospective student. Therefore, they may ask about 24-hour security, payments and support available through our university, academics and Students' Union.

Talk to the guests when they arrive – this will help you gauge their personality so that you can deliver the best campus tour to your target audience. For Wednesday tours, you may only get one student and a parent and therefore can deliver a more personalised tour – do go above and beyond where you see fit and possible.

- You will not be able to access accommodation on campus tours. On Open Days, these are on offer with another team of ambassadors.