

## First-Year Ambassador Program

**A CKI first-year ambassador is responsible for marketing and promoting Circle K International to other first-year students on campus.** If a college/university campus has physical spaces for its first-year students (e.g., residence halls), the ambassador is responsible for recruitment, retention and member education efforts in those locations. Ambassadors are appointed by club presidents. (There may be more than one ambassador per club.) An ambassador serves as a nonvoting member of the club's board of officers.

When students step onto their university campuses for the first time, it can be an overwhelming experience. It's a time when they welcome connections and relationships. This is a great opportunity for first-year members who might be familiar with the Kiwanis family and want to move quickly into a CKI leadership role.

### Duties and responsibilities

- Coordinate the club's recruitment and retention efforts of first-year students.
- Seek recruitment opportunities and organize recruitment events at locations the college/university may have exclusively for first-year students.
- Hold a major recruitment event each semester with the support of the club's board.
- Keep track of first-year members' engagement and reach out to first-year members who are not engaged.
- Organize social events and icebreaker activities for first-year members.
- Acquire feedback from first-year members and communicate what is learned to the club board.
- Develop relationships with first-year students and grow these relationships throughout the year.

### Weekly duties

- Bring your buddies to weekly meetings. Help them assimilate into the club culture and connect with other members.
- Reach out to first-year members who have missed meetings or have low engagement.
- Promote Circle K International to other first-year students on campus.
- Attend club meetings.

## **Monthly duties**

- Attend meetings of the board of officers to give updates on first-year engagement and share concerns about any members whose involvement is declining.
- Advocate for first-year members' concerns and brainstorm solutions.
- Organize major recruitment efforts targeted at first-year students on campus.
- Organize social events and opportunities for first-year members.

## **Annual duties**

- Work with the club's board of officers to achieve membership goals and implement a growth strategy.
- Maintain contact with prospective and current first-year members.
- Work with the club editor to develop marketing materials targeted at first-year students on campus.
- Hold (at minimum) one recruitment drive/event each semester targeted at first-year students.