

Program Proposal of Global Ambassadors Program

Xiaohan “Linda” Du

Arkansas Tech University

CSP 6143 – 001

November 23rd, 2015

Program Proposal	Element	Rationale/Justification
Functional Area & Program Title	International Student Programs and Services; Global Ambassadors Program.	International Student Programs and Services is selected because of the personal interest in this functional area. Rather than cultural events held by the international office, a professional leadership program is needed to promote the public speaking and professional communication skills of students through international student recruitment.
Program Objective	With Global Ambassadors Program, student participants will be able to improve their public speaking and professional communication skills.	Global Ambassadors Program has lots of benefits for different stakeholders. For students as the Global Ambassadors will be able to improve their public speaking and professional communication skills as helping with international student recruitment and contacting perspective students via emails, phone calls, and Skype.
Theoretical Foundation	Schlossberg's Theory of Marginality and Mattering	Schlossberg's Mattering Theory is about the student development for students who matter on campus feel like others can notice them as well (Evans et al., 2010, p. 31). Students who are involved on campus are more successful because they feel they belong and matter. Global Ambassadors will have a better feeling of mattering within the program as they are building the sense of mattering for those perspective students. Personal connection will create the bond between students and the institution.

Intended Audience	Applicants to the program include all international and American students on campus who have a cumulative GPA of 3.0 or above.	Intended audiences include all potential applicants who reach the certain GPA requirement no matter of the citizenship. Although international students will have advantages in understanding the content of future tasks, American students who are interested in international studies are also welcome to participate and they can communicate with perspective students from the view of being an American student on campus. For the whole program, we need a diverse team with different aspects to enhance the comprehensive achievement.
Primary Elements of the Program	<ul style="list-style-type: none"> <li>• Eight Global Ambassadors will be selected from all qualified applicants by reviewing the applications and a final interview.</li> <li>• Global Ambassadors will complete the initial training and attend monthly meetings.</li> <li>• Global Ambassadors will represent the university during international student recruitment.</li> <li>• Global Ambassadors will communicate with perspective students regarding to admission, VISA, arrival, and other related questions.</li> <li>• Global Ambassadors will contact students who have turned down the admission to the university to collect reasons of denying.</li> </ul>	<ul style="list-style-type: none"> <li>• Because of the limited budget and effort to support Global Ambassadors in training, travelling, advising and completing assignments, a small number of participants will be selected from all qualified applicants based on the personal statement and interview.</li> <li>• To execute the program, newly selected Global Ambassadors need to be trained to ensure the quality of the program.</li> <li>• Global ambassadors will practice their public speaking and presentation skills while representing the university during international student recruitment.</li> <li>• Global ambassadors will improve their communication skills while contacting perspective students to help with</li> </ul>

		<p>their questions.</p> <ul style="list-style-type: none"> <li>• Global ambassadors will practice their professional communication skills while asking students who choose not to confirm the admission and giving the feedback to the international office.</li> </ul>
Opportunities for Collaboration	Career Services	When offering the initial training to Global Ambassadors, Career Services counselor can help training them with professional communication skills used in public speaking, emails writing, phone calls, and video chat via Skype.
Promotional/Marketing Plan	<p>Emails about the program information and application form will be sent to all current university students. After the selection of Global Ambassadors, the result will be promoted on the website and social media.</p>	<p>To select the first term of Global Ambassadors, emails will be sent to all current university students. The email will include the application form and information about the program, such as the objectives, benefits, requirement, and responsibilities of the program. Students who are interested in the program will apply and be selected. After selection, these students will be recognized and introduced as Global Ambassadors on the office webpage and social media. Perspective students can find their information on the internet.</p>
Means of Assessing	<ul style="list-style-type: none"> <li>• At the end of the semester, to measure the success of the program, students will be assessed on to what extent they feel their professional communication skills have been improved during the program.</li> </ul>	<ul style="list-style-type: none"> <li>• The goal of the assessment is tied to the main objective of the program.</li> <li>• Because of the small number of participants and the frequent and closed interaction among Global Ambassadors and the program</li> </ul>

	<ul style="list-style-type: none"><li>• The criterion for success is all eight students will be able to improve their public speaking and professional communication skills with the successful completion of the program.</li><li>• Eight Global Ambassadors will be given a self-assessment survey containing questions regarding to communications skills and other related mixed-method questions.</li><li>• The evidence will be collected and analyzed for the implementation in the next term.</li></ul>	<p>staff, a high criterion for success is set to expect all eight Global Ambassadors will be able to improve their communication skills as one of the benefits of participating in the program.</p> <ul style="list-style-type: none"><li>• A self-assessment survey is conducted and students are voluntary to answer the survey as anonymous. Some questions in the survey will be asked in the formats of scaling and open-ended response regarding to their sense of communication skill improvement.</li><li>• After collecting and analyzing the evidence, the result will be shared with Global Ambassadors and program staff. Recommendations will be made to improve the effectiveness of the program in the next term.</li></ul>
--	---	--

Reference

Evans, N. J., Forney, D. S., Guido, F. M., Patton, L. D., & Renn, K. A. (2010). *Student development in college: Theory, research, and practice* (2nd Ed.). San Francisco, CA: Jossey Bass.