

# PRESIDENTIAL STUDENT AMBASSADOR PROGRAM

|                       |
|-----------------------|
| Start: July 1, 2025   |
| Finish: June 30, 2026 |

|                   |
|-------------------|
| Budget: \$120,000 |
| Actual YTD: \$0   |

## PRESIDENTIAL STUDENT AMBASSADOR WORKFLOW

| Task  | July | August | September | October |
|---|------|--------|-----------|---------|
| Preliminary discussions and project planning  |      |        |           |         |
| Needs assessment & stakeholder analysis       |      |        |           |         |
| Create leadership and group charter           |      |        |           |         |
| Solicit feedback and draft communication plan |      |        |           |         |
| Clarify recruitment and group structure       |      |        |           |         |

## RISK/MITIGATION

Building on the previous work of the Admissions Ambassadors and the Student Alumni Council, the Presidential Student Ambassadors program will initially be an amalgamation of these two organizations into a new student organization, under the direction of the divisions of Advancement and Enrollment Management and Marketing. The creation of a new organization from two distinct campus traditions will require a substantial amount of careful planning and stakeholder involvement to ensure a successful launch, while being sensitive to navigating continuity and change.

## Q1 OBJECTIVES

- Identify key stakeholders of the Admissions Ambassadors and the Student Alumni Council to engage in initial planning discussions.
- Conduct needs analysis and program evaluation to inform the new organizations' function and purpose.
- Create a draft of the new organization's leadership structure and group charter
- Initiate preliminary communication and recruitment of the new organization.

Status:   
Lead: Joseph Miller  
Pillar: Excel, Engage  
Date: 08/05/2025

## DESCRIPTION

*Presidential Student Ambassadors will promote Winthrop University through official university engagements and social functions with visitors, prospective students, alumni, donors, and friends of the university; conveying the high standards and congeniality of our students.*

