College: Honolulu Community College

Project Title: Student Ambassador Program

Proposer’s Name and email address: Brian Furuto, DoSS, HonCC  HYPERLINK "mailto:brian.furuto@hawaii.edu" brian.furuto@hawaii.edu ; Emily Kukulies, Student Life Director, HonCC, HYPERLINK "mailto:kukulies@hawaii.edu" kukulies@hawaii.edu

Proposal Period: FY2012/AY 11-12

Budget request: ________________________________________________________

Complete the following sections:

Description:
250 word description of the proposed project or service. Include data supporting the need for the project or service. (30pts)

The HonCC Student Ambassador Program will be a select group of outstanding student leaders who support the college’s community outreach, recruitment and retention initiatives.

The Student Ambassadors Program has two distinct facets. It serves to develop the students that are Ambassadors and to provide the Ambassador’s service to others. Ambassador status will hold with it a standard of excellence that encourages the best from among the student body in a variety of areas. Among the Ambassadors strengths will include cultural competence, professionalism, oral communication, written communication and campus knowledge.

Ambassadors will use their skills and knowledge to assist community members and students with their understanding of HCC and the college experience. They will be taking a leadership role through:

- conducting campus tours
- attending recruiting events
- responding to inquiries, contacting others
- serving as an orientation leader
- serving as the face of the college’s student services
- assisting prospective and new students through the academic process providing insight into the student experience for staff, faculty and community members
• promoting opportunities to be actively involved on campus
  modeling successful student engagement

Over the last academic year there was a **missed opportunity** to provide ambassadors to connect with **over 1000 prospective and new students** who came to the HCC Campus. Ambassadors are needed to provide quality, interactive, student-to-student experiences.

**Research:**
Refer to research that influences or serves as foundation for the project, if any. (10pts)

Since Ambassadors will serve a variety of functions their need is seen in many areas of student development and enrollment management research. The Art of Student Retention: A Handbook for Practitioners and Administrators produced by the Educational Policy Institute (EPI) advocates for Social and Academic Integration. This process of becoming socially integrated into the fabric of the college has also been found to be both a cumulative and compounding process. The level of social integration within a given year of study is part of a cumulative experience that continues to build throughout one’s college experience. The establishment of peer relations and the development of role models and mentors have been defined in the literature as important factors in student integration, both academically and socially. This research by EPI therefore supports the Students Ambassadors program for the role it will play in the success of prospective, new and continuing students. This program with dual facets will address both the cognitive and social attributes that the student brings to campus and the institutional role in the student experience.

**Strategic Plan:**
Refer to the Campus and the System strategic plan section that demonstrates the relevance of this project. (10pts)

UHCC and HCC Goal A – Promote learning and teaching for student success
UHCC Goal C – A model local, regional and global university
UHCC and HCC Goal C – Promote Workforce and Economic Development
UHCC and HCC Goal E – Resources and stewardship

**Sustainability:**
Discuss how this project will sustain itself after system funding ends . (10pts)

The College will reallocate internal funding to support this program.

**Outcomes:**
Indicate the way in which the success or failure of the project will be visible through **measurable and reportable outcomes.** (25pts)
1. Ambassador quality standards: The success of the Ambassadors as a selective program that represents qualities HCC encourages will be measured by number of quality applicants. Each term total the number of applications and the distribution by quality indices will be measured. Those indices will include the students’ knowledge, skills, abilities and accomplishments such as cultural competence, professionalism, oral communication, written communication, campus knowledge and GPA. An application and interview process will be used to select initial ambassadors and to re-new.

As a measure of success the overall quality of ambassadors will grow over time and there will be an increasing number of students in the quantity of quality applicants to be ambassadors.

The number of ambassadors will be contingent upon funding. Therefore the number of students we will serve will also reflect the funding. We do our best to operate tours at a ratio of one ambassador to ten students to allow for a quality experience. Based on past data, we expect to give tours to at least 1000 prospective students. Based on past data, we expect ambassadors to attend at least 10 recruiting events with an average attendance of 100 prospective students or more. In total we project that we can reach nearly 2,000 new or prospective students. However, more importantly, we believe we will improve our retention rates as much of the Ambassadors’ work will involve serving as “go-to” sources of information for many new students.

2. Ambassador client satisfaction: Multiple measures will be used to determine client satisfaction in their varied roles. For example in their presence at recruitment events the number of visitors to the HCC table and number of strong leads could be tracked. In the ambassador’s interactions as an orientation leader, each new student will complete a survey directly rating the helpfulness of the ambassador.

As a measure of success events and activities will show greater success and satisfaction rates with the incorporation of ambassadors. Satisfaction is determined by at least 80% of those surveyed reporting that they were satisfied and/or they found the service helpful.

Completion Rate:
Describe how this project reduces time to certificate or degree for students. (15pts)
Student Ambassadors will become experts in navigating the college environment. They will be able to make informed choices about their course and registration to facilitate their degree attainment. Additionally, Achieving the Dream data shows that student employment is critical to degree completion. A program such as this will not only provide employment opportunities. All of these factors will decrease the time for students involved with the ambassador program to complete their degrees.
The Student Ambassadors Program has two distinct facets. It serves to develop the students that are Ambassadors and to provide the Ambassador’s service to others. Therefore both the ambassadors and prospective students completion rate is positively impacted by the program.

**Budget:**

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The campus is committed to sustaining the project in year 4 if evidence of its success is warranted and funding is available.

Signed:

_________________________________________________ ________________
Chancellor         Date

Signed:

_________________________________________________ ________________
Vice Chancellor of Student Affairs     Date

Criteria
Projects receiving between 80-100 points will be supported for funds.*. Projects receiving 60-79 points will have an opportunity to revise and resubmit. Projects receiving below 60 points will not be supported for funds.

*final approval of projects made by VP Morton