



# CHC Student Ambassador Manual

COMMONWEALTH HONORS COLLEGE  
CHC OUTREACH

# Part I: The Position

## Student Ambassador Job Description

CHC Student Ambassadors at UMass Amherst work with the Recruitment and Outreach Unit to provide support for outreach efforts to prospective students and families.

Drawing on personal experiences, Student Ambassadors highlight the opportunities and benefits of an honors education in academic and co-curricular settings at UMass Amherst. Student Ambassadors serve as a resource for prospective students and their families in individual meetings, small groups, or as panel-members. In addition, they assist the college by providing reception support as needed. Student Ambassadors will have the opportunity to:

- Become part of a prestigious student program.
- Develop public speaking and other valuable professional skills.
- Develop a range of leadership experience.

## Supervision

Student Ambassadors work as a part of the recruitment team with the Associate Dean for Student Recruitment, Inclusion, and Success (Ann Marie Russell) and the Coordinator of Events & Programs (Ashley Brazil).

## Overview of Duties and Responsibilities

- Conduct one-on-one information sessions with prospective students and their families.
- Greet and assist CHC third floor visitors.
- Respond to incoming telephone calls and email inquiries.
- Prepare and assemble materials and information for various outreach initiatives.
- Participate in panels at admissions recruitment events and other presentations as requested.
- Be available to attend training and weekly meetings.
- Perform relevant additional tasks as requested.

## Position Requirements

- Excellent verbal and communication skills.
- Some experience in public speaking or group presentations.
- Basic office and computer skills.
- Enthusiasm and excitement for sharing the benefits of the CHC experience with prospective students and families.
- Professional interactions with internal and external constituents at all times.

- Must be an undergraduate Commonwealth Honors College student in good standing.

## Outreach & Recruitment Goals

The goals of Outreach and Recruitment are best achieved when Student Ambassadors:

- Direct inquiries and requests to the appropriate party in a timely manner.
- Help prospective students to make CHC their destination of choice
- Maintain communication with prospective students throughout the recruitment cycle.
- Assist with student recruitment projects
- Manage and record information to support student recruitment activity and monitoring
- Draw on their personal CHC experiences to highlight the opportunities and benefits available to them at Commonwealth Honors College.
- Represent UMass Amherst and the Commonwealth Honors College both on and off campus.
- Act as role models and sources of information for prospective students.
- Serve as a crucial point of contact for prospective students through email, phone calls, and various outreach events.
- Promote the Commonwealth Honors College community to current and future students, and their families.

# Part II: The Office

## The Dean



Mari Castaneda joined the Commonwealth Honors College as dean on September 1st, 2020. In her 19 years with UMass Amherst, Castañeda has served as a Chancellor's Leadership Fellow and chair of communication. Over the course of her career, she has received the UMass President's Public Service Award, Distinguished Outreach Award, College of Social and Behavioral Sciences Teaching Award, and Lilly Fellowship. Both the state Senate and House of Representatives have issued citations and a commendation to Castañeda in recognition of her engaged scholarship and community contributions. In 2010, she became the first director of diversity advancement in any college on campus. Castañeda's research interests include the study of digital media and telecommunication policy, Latina/ethnic media studies, and academic cultures of care. Her work promotes engaged scholarship and aims to address inequality, power, community voices and the role of intersectionality in shaping media and cultural spaces. Her engaged scholarship has appeared in multiple journals/monographs, and she has published three co-edited books: "Telenovelas and Soap Operas in the Digital Age: Global Industries and New Audiences"; "Mothers in Academia"; and "Civic Engagement in Latinx Communities: Learning from Social Justice Partnerships in Action."

A 1993 graduate of the University of California, Los Angeles, Castañeda earned a B.A. in communications, with an emphasis on Chicana/Latino studies and media studies. She has a Ph.D. in communication from the University of California, San Diego.

## Visitors for the Dean

When people come to see Dean Castaneda, do not go to her office directly. Instead, let Jennifer Bennett know that someone is here to see the dean, and she will escort them.

## General Office Rules

### Phones at the desk

- Refrain from using your cell phone at the desk.
- If you need to take/make a phone call, use the conference room.

### Dress Code

- You do not need to dress business casual, but you do need to be office appropriate. This means no short legwear, no sweatpants or leggings, and be well groomed.

### Being Late/Missing a Shift

- If you are running late, you need to notify the staff and your supervisor.
- If you are going to miss a shift, it is your responsibility to get the shift covered and approve the swap with your supervisor.

### Belongings at the Desk

- Hang your jackets up on the coat rack.
- Keep your backpacks out of sight, near your chair.

### Staying After Hours

- You must leave at 5pm when the office closes. You cannot stay here after hours.

### Conversations at the Desk

- Be mindful that the front desk is an open atmosphere and sound travels easily in the office.
- Keep conversations quiet and office appropriate.
- Do not talk about bad interactions with visitors at the desk.

### Checking Email

- Your supervisors will be communicating with you via email.
- You are expected to check your emails often and reply promptly.

## Escorting Visitors

Escorting visitors is a crucial element of this position. When guests arrive from the stairs or the elevator, please be attentive. Look up from the computer and greet them. Your interactions should generally resemble the following dialogue. Of course, there are different situations that might require different conversations, but this is a general guide.

**Ambassador:** “Hello/Good Morning/Good Afternoon, how can I help you?”

**Guest:** “Hello, I’m here to see XXX”

**Ambassador:** Do you have an appointment?

### **IF YES:**

**Guest:** Yes, we are supposed to meet at XX o’clock.

**Ambassador:** Okay. I will let them know you are here. What is your name?

**Guest:** My name is XXX.

**Ambassador:** Great, thanks! In the meantime, please feel free to help yourself to coffee, tea, or water. \*Go to XXX office and let them know their appointment is here.

### **If they say SEND THEM BACK:**

**Ambassador:** XXX is ready for you. Do you know where their office is?

**IF YES:** Let them walk back

**IF NO:** Walk them to the office

### **If they say I’LL BE OUT IN A MINUTE:**

**Ambassador:** XXX knows you are here and will be out in just a moment.

### **IF NO:**

**Guest:** No, I’m just stopping by.



**Ambassador:** Okay, I will check to see if they have some time. What is your name?

**Guest:** My name is XXX.

**Ambassador:** Great, thanks! In the meantime, please feel free to help yourself to coffee, tea, or water \*go to XXX office and say, “Hi, XXX stopped by and is wondering if you had some time to speak”

**If they say I AM BUSY RIGHT NOW:**

**Ambassador:** Unfortunately, XXX is busy right now. They said \*pass along message from XXX.

**If they say SURE SEND THEM BACK:**

**Ambassador:** XXX has some time to meet with you. Do you know where their office is?

**If YES:** Let them walk back

**If NO:** Walk them to the office

\*Always remember to say goodbye to guests when they leave\*

## Voicemail Guide

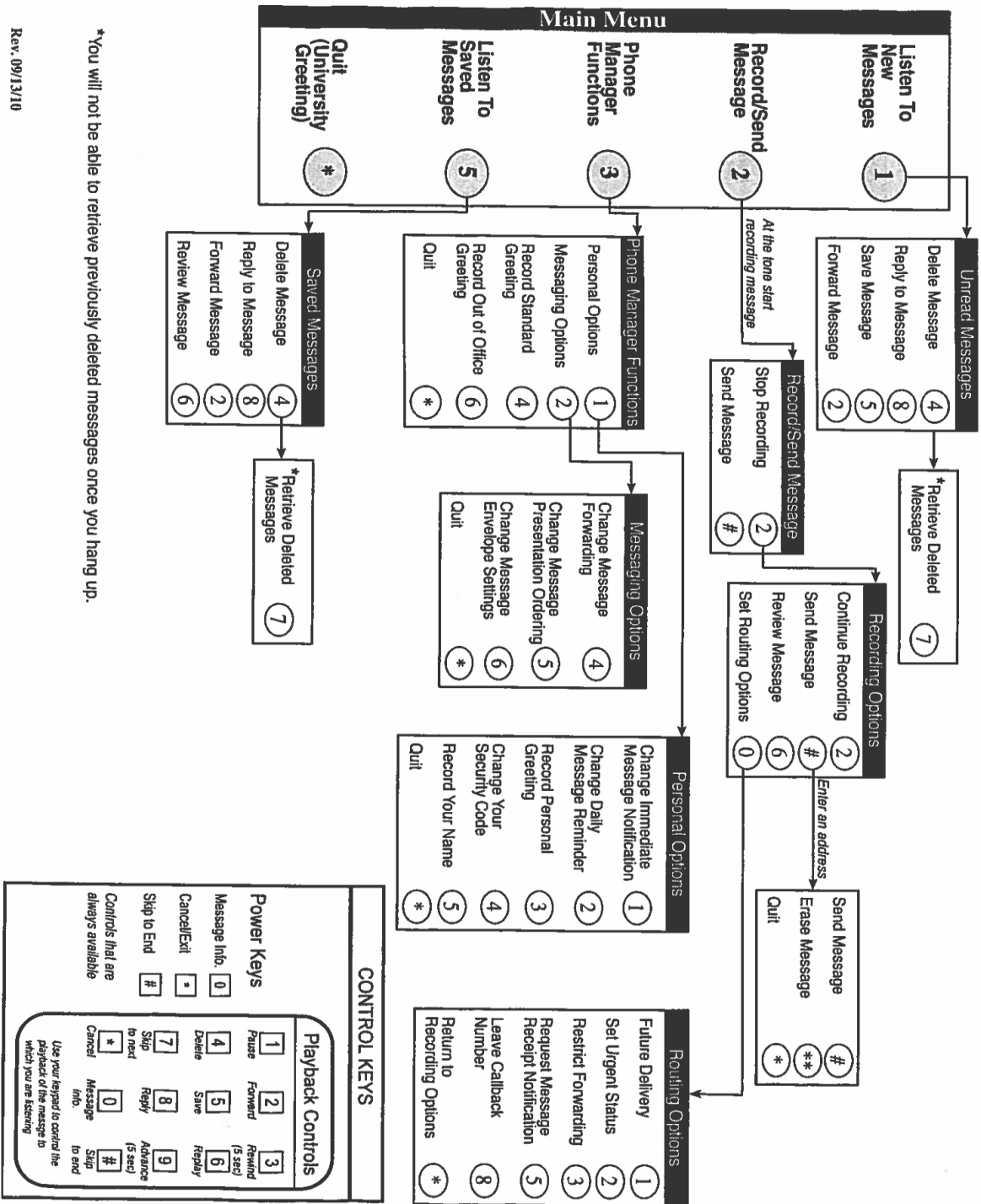
**Username:** reception

**Password:** comcol

Voicemail Password: 123456

Break Voicemail

Call Xpress Voice Mail Flowchart



\*You will not be able to retrieve previously deleted messages once you hang up.

### During Admissions Season:

Thank you for calling Commonwealth Honors College. We will be back in the office on DAY OF WEEK, DATE. If you have questions about your admission to Commonwealth Honors College, please direct those to the University's Admissions Office at 413-545-0222. Otherwise, we will return your call early in the New Year.

### During Other Breaks:

Thank you for calling the Commonwealth Honors College. Our office is closed for break starting Wednesday DAY OF WEEK, DATE and will reopen DAY OF WEEK, DATE. Please leave a voice message or email us at [outreach@honors.umass.edu](mailto:outreach@honors.umass.edu) and we will contact you after the holiday. Thank you.

## Giving Directions to the Building

### From the Parking Garage (5-7 Minute Walk):

- Head south towards the 26-story, red brick library, which will be to your left (there is a gray chapel beyond that).
- Turn right as you pass the library on your left and the bicycle rack on your right.
- Follow the walkway down the hill away from the library, walking alongside a red brick building (South College) on your right.
- Turn left at the AFROTC building, which will be in front of you.
- Look for the red “Commonwealth Honors College Residential Community” sign to your right across the street.
- Cross the street at the sign and proceed past it (Sycamore Hall will be to your right past the sign).
- Take the steps down to the CHC Administration Building, which is the gray building with glass windows across the courtyard and directly in front of you.
- Enter the second floor via the double doors.
- Take the elevator (just past the office on your right as you enter) up to the third floor and check in at reception.

### From the Robsham Memorial Visitors Center (10-12 Minute Walk):

- With the visitor center sign at your back, cross Massachusetts Avenue and proceed north in the direction of the 26-story, red brick library, walking along the left side of the large, grassy Haigis Mall.
- Pass Whitmore Administration Building and then Herter Hall on your left as you approach the bus stop and the Bromery Center for the Arts ahead (large concrete building).
- Turn left immediately after you pass the Herter Annex entrance, and then turn right onto a main walkway headed towards the library (Memorial Hall, a yellow brick building, is on the corner).
- Just as you pass Memorial Hall on your right, bear left diagonally across the green towards Goodell Hall (red brick building with 4 large white columns).
- Pass Goodell on your left and then immediately turn left and follow the sidewalk down the hill (South College, a red brick building, will be on your right).
- Turn left at the AFROTC building, which will be in front of you.
- Look for the red “Commonwealth Honors College Residential Community” sign to your right across the street .

- Cross the street at the sign and proceed past it (Sycamore Hall will be to your right past the sign).
- Take the steps down to the CHC Administration Building, which is the gray building with glass windows across the courtyard and directly in front of you
- Enter the second floor via the double doors.
- Take the elevator (just past the office on your right as you enter) up to the third floor and check in at reception.

## Laptop & Conference Room Setup

### Laptop Setup

1. Turn power to the system on (on panel in the corner near the closets/from of the room in Events Hall, on walls in Conference rooms). You must hold down the “on” button.
2. Put the screen down by pressing and holding “down” button.
3. Plug the laptop into the power cord.
4. Use the HDMI cord that is in the laptop bag. Plug the cord into the laptop and then into the wall, where it is marked HDMI 1.
5. On the power panel, press HDMI 1 button (you may need to hold it down).
6. Power on laptop.
7. Open your presentation.
8. Make sure that your content is showing on the screen in front of the room. You may have to press Ctrl+F10 to display).
9. If you are in the Events Hall, press “combine” on the system panel. This combines the sound system so that it plays through all speakers.

### Dim Lights

1. Use the control pad on the wall.
2. The code is “1234.” Press Enter. The control pad is very touchy, so you may need to try several times.
3. Use AV lighting in the entire room.
4. When the presentation is over, change the lighting to “lounge mode.”

### Shades

1. The shades are attached to the “system” so when the lights dim for AV Mode, they may go down.
2. If you want them down, use the button in the back of the room, near the piano that says “on/off” and press one or the other.

# Part III: Front Desk



## Shift Checklist

### Entering the Office:

- Check voicemail (only to be done by those who have the first shifts of the day).
- Check to see if there are any emails.
- Respond appropriately and mark as read, and OR mark as unread if you don't understand it/don't have time to answer.
- Check the Ambassador Drop Box on the desktop for new information and updates.
- See what Info Sessions are scheduled for today and check conference room availability.
- Check with your supervisor if any projects or tasks need to be done.

### Closing the Office.

- Straighten up desk (put pens in holder, put papers in the black organizer, etc.)
- If anything was left at the desk for someone to pick up, put a sticky note on it with who dropped it off and who it's for and leave it by the black organizer.
- Wipe down desk with Clorox wipe.
- Log off computer and turn off monitors.
- Turn off Keurig (the switch is at the top back of the machine, right beside the water tank).
- If you're the last person working before a break, (Thanksgiving/Winter break, etc.) set up the automated email response and set the voicemail.

## Email Protocol

- Only respond to emails you know the answer to.
- Consult with your fellow Student Ambassadors and/or Ashley/Ann Marie for help if you need it.
- If you don't know the answer, forward it to your supervisor.
- If the email was sent the incorrect address, forward it to the appropriate party.
- ALWAYS proofread your messages. Have a co-worker look over it before you send it if possible.
- Remain respectful and professional at all times.
- Address the email "Dear XXXXX,".
- Sign the email with the pre-written signature in Outlook and add your name.
  - Click "Signatures" at the top of the screen.
  - Click "Student Ambassador."
  - It will input at the end of your email, just add your name.
- Move the email from the inbox and file the email under a folder marked "Student Outreach" so that other ambassadors know it was addressed.

## Out of Office Vacation Responder

If there is a school break, you must set the vacation responder on the Outlook email. It will read:

Thank you for your email message. We will be back in the office on DAY OF WEEK, DATE, and will respond to your email then. If you have questions about your admission to Commonwealth Honors College, please direct those to the University's Admissions Office at 413-545-0222. If you would like to learn more about honors, please visit our website <https://www.umass.edu/honors/> or schedule an information session with us using this link - <https://www.umass.edu/honors/admissions/visit>

Sincerely,  
Commonwealth Honors College Ambassadors

## Phone Protocol

- When the phone rings, answer it as promptly as possible.
- Answer with the following greeting: “Thank you for calling Commonwealth Honors College, my name is XXXX, how may I help you?”
- If you need to transfer the phone call:
  - Press Access 2.
  - Dial the last 5 digits of the UMass number you are transferring them to.
  - Push the transfer button.
  - All lights should turn off.
  - Hang up.
- If you need to ask someone in the office for clarification, ask to put the caller on hold, and make sure you’re on hold BEFORE you begin to speak to someone else.
- When listening to voicemails, always have a pen and paper to write down call back numbers.
- Remain respectful and professional at all times.
- See the Voicemail Guide for more phone information.

## CHC Ambassadors Gmail

Username: [chcambassadors@gmail.com](mailto:chcambassadors@gmail.com)

Password: CHC19#Sum

There is a CHC Ambassadors Gmail account ([chcambassadors@gmail.com](mailto:chcambassadors@gmail.com)).

- This email calendar is used to create the YouCanBook.me availability.
  - <https://chcambassadors.youcanbook.me/>
  - To block off times, create a block in the calendar labeled “Info Session” as the title and set them to “Free” and make the event repeat throughout the semester.
  - Be sure to not schedule holidays.
  - Check on the YouCanBook.me page to make sure the information sessions you want to offer are available on the site.
- The Ambassadors Gmail is also home to the Ambassadors Google Drive. You can find work information here and uploads from the staff.
  - The Google Drive is where you will find all important documents pertaining to the team. Familiarize yourself with the Google drive and its contents as it will be crucial to your role.

# Part IV: Information Sessions

## Information Sessions 101

- In Person (Conference Room 301)
  - Registration Cap 3
- Remote (Zoom)
  - Registration Cap 15
- Info Session Reference Guide

### Information Session Online Sign-Ups

YouCanBook.me is a way for prospective students and families to use an online process to sign up for an information session. Most of the information sessions will be booked this way. You will get an email on the [outreach@honors.umass.edu](mailto:outreach@honors.umass.edu) account, and the family will receive an automated confirmation email. To make any changes to the information session schedule, follow these steps:

1. Find the CHC website with the link to the online sign up to view the current sessions – <https://www.honors.umass.edu/visiting-us>
2. Go to the youcanbook.me website – <https://chcambassadors.youcanbook.me/>
3. Sign into google with the CHC Gmail login ([chcambassadors@gmail.com](mailto:chcambassadors@gmail.com))
4. Use the Google Calendar linked to the email account to update the info session. availability. You will need to select “Calendar” on the left-hand navigation bar.
5. Block the Times/Dates that need to be changed.

Note: On holidays and school breaks (and possibly for individual meeting), you will want to block people from scheduling information sessions.

### In-Person Information Session Emails

Dear NAME,

Thank you for your interest in the Commonwealth Honors College. We would be happy to schedule an information session with you. We hold information sessions every weekday (non-holidays). We have appointment times available at XXX, XXX and XXX. Please let us know what date and time works best for you, and we will confirm that one of our CHC Student Ambassadors (a current CHC student) is available to meet with you.

In these sit-down information sessions, you will have the opportunity to learn more about the history of the Honors College and its mission, admissions guidelines, honors requirement classes and special programs, residential life options, events, and scholarships from a current undergraduate student's perspective. We would also be happy to answer any further questions you may have.

In addition, we encourage prospective students to attend a 75-minute general campus walking tour of campus, conducted through the Robsham Memorial Center for Visitors. The Visitors Center has admissions brochures, campus maps, and general information about the University. To schedule a campus tour, please go to the Visitors Center website or use their information below. Commonwealth Honors College does not yet conduct specific campus tours. Additional information about the Visitors Center, tours conducted through the Visitors Center, and parking information can be found below.

The Visitors Center: 413-545-0306

Tour Information: 413-545-4237

Parking Office: 413-545-0065

Location: 300 Massachusetts Ave, Amherst, MA 01003.

<http://www.umass.edu/visitorsctr/calendar>

<http://www.umass.edu/visitorsctr/parking>

We look forward to hearing from you!

Best,

CHC Student Ambassador Signature

**If you book an information session over the phone or by email, send this:**

*\*If you book an info session over the phone through YouCanBook.me you do not have to send this message.*

Subject Line: RE or Commonwealth Honors College Meeting Confirmation



Dear NAME,

This correspondence confirms that you have scheduled a meeting with a Student Ambassador from the Commonwealth Honors College. We look forward to meeting with you on DATE AND TIME. You may check in at the reception desk on the 3rd floor of the Commonwealth Honors College Office, located in the Honors Residential Community. Please see attached directions.

Additionally, so that we can tailor this information session to best suit your needs, please supply us with the following information: the name of your current school, your current grade level, your prospective major or general field of interest, the number of people who will be attending the information session along with you, and a phone number at which we can reach you.

If you need to reschedule or have any additional questions, please reply to this email or call our office at 413-577-2610.

Best,

CHC Student Ambassador Signature

# Part V: COVID- 19 Amendments

## Health and Safety

As mentioned on the Student Ambassador Shift Checklist

, it is part of our duties to straighten up and wipe down the desk. In addition to those tasks, Student Ambassadors will be asked do the following when in the office.

- Wash hands for the recommended 20 seconds before sitting down at the desk.
- Wipe down desks, computers, the phone, the Keurig, door handles, and any other surfaces that might have been touched at the end of every shift.
- Follow any additional safety measures recommended by Public Health Officials.

These responsibilities are incredibly important to the health and well-being of all staff and students within the Honors College. While these protocols may change over time, these are the minimum standards that Student Ambassadors will be asked to follow.