



Education Developer Blog



Education Developer Blog



Content Type



Anatomy of a blog



Best practices



Become a Blog Author Request
Form

Education Developer Blog

An overview

Blogs are an excellent outlet for delivering news and learnings about Microsoft products, services and technologies. Build and engage community by producing content to be published on the Student Developer Blog - hosted on the Microsoft Tech Community platform.

Earn the attention of student developers around the world by providing valuable and unique content based on the topics they want to consume. Establish yourself as an industry leader and trusted advisor while showcasing the value of Microsoft.

Write about real scenarios demonstrating how Microsoft products are used to solve every-day problems. Why is it important to customers? What problem does it solve?

Make the problem easy to understand. Offer practical information that will help customers address similar challenges. Provide insight into what the customer can

achieve next.

Content type

Delivering content that meets reader needs

Technical content

- Include procedural, step-by-step information that is helping readers with using a product. Include lots of screenshots of product UI, command lines, or extensive code.
- Include narrative overview of technical capabilities of the product or feature. Link to docs.microsoft.com. Docs sites are factual, updated frequently, and grounded in the present state.
- Use the blog post to highlight the customer use and implementation. Technical content must have purpose and encourage adoption of a product

Storytelling content

- Focus on telling a story that will benefit the customer over time. The post should tell a story, outline customer benefits, and offer practical information that will help customers find solutions to their challenges.
- Use the blog post to highlight the customer value and persuade them on why they should care. Content has a shelf life of 2+ years. Avoid content that will become quickly outdated.

Blogs should follow industry best practices and showcase Student Ambassadors skills and talents.

- Content should be original and free from error with the look and feel of professional standards
- Content should be in demand, fill a void in search results and drive traffic to the site

Anatomy of a blog

Title

- Titles are important. They help a user decide if the content is relevant. Use call-to-action verbs in your title. Use the most important focus keywords in the beginning of the title.
- Top performing titles are listicles, "how to ...," and "best practices for ...". "How" and "How-to" post titles are also popular with readers because they offer the reader a way to accomplish a task or solve a problem.
- Make them brief, to the point and unique. Do not go over 12 words or 60 characters. Over 50% of reader traffic comes from organic search. Titles over 60 characters will be truncated in search results.

Lead paragraph

- Introductory paragraphs should include a hook, a transition to your content, and the thesis or your main takeaway that the rest of the blog will answer.
- State the key message of your blog post in the first 1 to 4 sentences. The role of the lead paragraph is to clarify the title and drive readers further down the blog.
- The primary CTA should be linked at the beginning of the post, within the first 200 words, and again at the end of the post so the reader can continue their journey.

Body, length and structure

- Blogs should be 600–1,400. Break an article into a series if it's over 1,400 words. Having more than 600 words keeps your blog from being considered "thin content," meaning it adds little to no value for the user, in search.
- Long-form content contains more keywords adds to the credibility of the content, generates better reader value, and has more keywords than shorter posts, providing more keywords that gives the post a better opportunity to crawl in search.
- Avoid walls of text. Break up text for easier readability. Use subheadings with clear, digestible keywords for wayfinding. Include bulleted or numbered lists, both for human readability and opportunities for featured snippet extraction
- Content should be structured in a way that it is easily consumed by both humans and search engines.

Conclusion

- Include a clear and direct CTA, so if someone reads to the end of the post, they'll have a clear action to take. The main CTA should be reiterated in the post's conclusion to encourage audiences to continue their journey.

Best practices

Optimize blog strategy and performance

CTAs (Call to actions) and hyperlinks

- All blog posts must have at least one CTA. Blog posts should not have more than 7 CTAs to avoid overstuffing. Avoid linking to the same page multiple times.
- All CTAs should drive to Microsoft owned pages, or Microsoft subsidiary pages. Use hyperlinks wisely. Each is an invitation for your reader to leave your post and not return.
- The primary CTA should be linked at the beginning of the post, within the first 200 words, and again at the end of the post so the reader can continue their journey.
- All CTAs and hyperlinks must be linked to descriptive text using long-tail keywords. Do not use nondescriptive text for hyperlinking, such as "click here" and "video."

Media

- 1–3 multimedia assets per post is recommended. All forms of multimedia should be relevant to the blog topic. Image alt text is required for accessibility. It also increases the chance of ranking high in search.
- Use high-quality images, videos, charts, infographics, and diagrams because posts with media perform 94% better than posts without, including increased SEO performance.

Voice

- Write like you talk. Cut out business jargon. Be warm, relaxed and natural. Be crispy, clear and to the point. Be ready to lend a hand and offer great information. Above all, focus on the reader.

Blog submission form

Updated submission form coming soon

May 24, 2024 Update: The blog submission process has changed.

Blogs will be subject to editorial review and not all blogs submitted will be published.

Submissions should follow industry best practices and showcase Student Ambassadors skills. Content should be original and free from error with the look and feel of professional standards. Content should also be in demand, fill a void in search results and drive traffic to the Student Develop Blog site.

You will be asked to share the link to your blog in the blog submission form. Blogs should be saved as a Word doc to your Student Ambassadors OneDrive and the link should be created with edit permissions.



FAQ

 Benefits

 Careers

 Incident Reporting

Benefits

 Milestones

 M365

 Visual Studio Enterprise

 Azure credits

 Azure OpenAI Service

 LinkedIn Learning

 Swag

What benefits do I get with each milestone?

Alpha Ambassadors

- M365 subscription
- Visual Studio Enterprise subscription
- \$150 USD monthly Azure credits

Beta Ambassadors

- Beta swag box

Gold Ambassadors

- Gold swag box
- Program leadership opportunities
- Consideration for special events and activities
- Consideration for MVP mentorship and nomination

[Read about how to advance your milestone and unlock your benefits](#)

	New milestone	Alpha milestone
M365	✓	✓
Visual Studio Enterprise		✓
\$150 monthly Azure credits		✓
Beta swag box		
Gold swag box		
Program leadership opportunities		
Consideration for special events and activities		
Consideration for MVP mentorship and nomination		

Microsoft 365

What if I cannot access my Microsoft subscription?

Before you contact sa-help@microsoft.com, please check the following common issues:

- Did you sign on the [Microsoft 365 portal](#)
- Did you sign on using your @studentambassadors alias?
- Is the spelling of your @studentambassadors alias correct?
- Does your @studentambassadors alias have a period between your first and last name? If so, did you include the period?
- Did you launch a private browser window? If not, Microsoft 365 may try to sign on with the incorrect alias.
- Did you enter the correct password?

What if I do not remember my @studentambassadors password?

You should be able to reset your own password. Please follow these steps:

- Open a private browser
- Go to the [Microsoft 365 portal](#)
- Enter your @studentambassadors email and click Next
- Click Forgot my password

Microsoft 365 Guidance

Please note all program communications such incentives, benefits, meeting invitations are sent to your @studentambassadors.com account

[Set up and use Outlook - Microsoft Support](#) and [Turn on automatic forwarding in Outlook.com](#)

Visual Studio Enterprise

What if I cannot access my Visual Studio subscription?

Before submitting a support ticket to Visual Studio, please check the following common issues:

- Did you sign on the [Visual Studio portal](#)?
- Did you sign on using your @studentambassadors alias?
- Is the spelling of your @studentambassadors alias correct?
- Did you include the period between your first and last name for your @studentambassadors alias?
- Did you enter the correct password?

- Did you launch a private browser window? If not, Visual Studio may try to sign on with the incorrect alias.

\$150 USD monthly Azure credits

What if I cannot activate my Azure benefit?

Before submitting a support ticket to Visual Studio, please check the following common issues:

- Did you sign on the [Visual Studio portal](#)?
- Did you sign on using your @studentambassadors alias?
- Is the spelling of your @studentambassadors alias correct?
- Did you include the period between your first and last name for your @studentambassadors alias?
- Did you enter the correct password?
- Did you launch a private browser window? If not, Visual Studio may try to sign on with the incorrect alias.

What if I am still having issues with my Azure account?

If you still cannot access your Azure benefit, you will need to submit a support ticket to Visual Studio. Please follow the below steps.

- Go to [Visual Studio Support](#)
- Click Accounts and Subscriptions
- Scroll to the bottom and click Account, Subscription, and Billing Support
- Select your Country/Region from the drop-down menu
- Choose your assisted support option (phone, online request, live chat)

How do I access my Azure benefit from my personal account?

Your Azure subscription is assigned to your @studentambassadors account. Your subscription cannot be assigned to any other account; but you can set up an alternative account if you want to access your Azure benefit from an account that is different from your @studentambassadors account.

- Go to the [Visual Studio portal](#)
- Sign on with your @studentambassadors credentials
- Click Subscriptions
- Click Add alternative account

Azure OpenAI Service

Student Ambassadors can request access to OpenAI via this form:

<https://aka.ms/oai/access>. Azure OpenAI Service is a fully managed service that allows developers to easily integrate OpenAI models into their applications. With Azure OpenAI Service, developers can quickly and easily access a wide range of AI models, including natural language processing, computer vision, and more. Azure OpenAI Service provides a simple and easy-to-use API that makes it easy to get started with AI.

Application Guidance

- Question #4 Please provide your 1st Azure Subscription ID (not your Tenant ID) to your Visual Studio subscription
- Question #5: Enter your @studentambassadors.com email address
- Question #6: Your company name: Microsoft Learn Student Ambassadors

Credit Card Guidance

We do not suggest using a credit card for account overage, if you use a credit card for account overage you are fully responsible for all charges.

- [Tutorial: Create and manage budgets](#)
- [Azure spending limit](#)

LinkedIn Learning

The LinkedIn Learning benefit will retire June 30, 2024.

Swag Kits Fulfilled by the Microsoft Company Store

Starting July 1, 2024, Beta and Gold swag kits will no longer include custom certificates and badges, additionally this will speed up the kit processing time. Based on Ambassador feedback, the vast majority of Ambassadors, over 80%, shared that the custom certificates and badges are not essential to their motivation for participation. Looking for guidance on how to download your digital certificate? [Read more here.](#)

Who receives a swag kit?

Beta and Gold milestone Ambassadors are eligible to receive this one-time benefit fulfillment.

What is included in my swag kit?

Your swag kit will include stickers and some cool program branded items.

Can I request an additional swag kit for my upcoming event?

No, Student Ambassadors are only eligible for one swag kit. This is a one-time benefit fulfillment.

How do I redeem my Beta or Gold Swag kit using my voucher?

You will receive a voucher code via email to your @studentambassadors.com account in the following month after you advance to the milestone. It is important to understand that the code is unique, will only be delivered once, and is not for resale. This unique code can only be redeemed by the Ambassadors it was assigned to. When you redeem your voucher, your name must be entered as it appears on your passport and or identification or your package may not clear customs. Your code expires within 60 days of the email date. You are responsible for protecting the code and understanding its expiration date. You will utilize your unique voucher code to claim your kit with the Microsoft Company store.

Follow this [step-by-step guidance document](#) from the Microsoft Company store on redeeming your voucher.

How soon will I receive my swag kit after I redeem my voucher?

Ambassador swag vouchers must be redeemed by Student Ambassadors within 60 days of the automated swag voucher email being sent. Fulfillment and shipping can take anywhere between 4-6 weeks. Please note that delivery times can vary due to customs clearance and shipping restrictions in your country.

What does it mean if my order status is 'on hold'?

If your order status is on hold, no further action is required on your end. This simply means that your kit is currently being customized and will be processed and shipped as soon as the customized item(s) are completed.

What do I do if I am contacted by customs?

For International shipments, when/if you are contacted by customs, please choose the option to select FedEx as your CUSTOMS BROKER, this will ensure that all duties/tax are paid by Microsoft. If you select to be your OWN CUSTOMS BROKER

this will require additional paperwork on your end and will cause delays or make package undeliverable.

How do I get tracking information for my swag kit and who do I contact?

When you place your order online with the Microsoft Company store, you will receive an order confirmation outlining the details of the order. Once the order ships, you will be sent an email with tracking information. If you have further questions, please contact the Microsoft Company Store Customer Care team directly:

- Email: customercare@ecompanystore.com
- Toll Free: 888-672-1355
- Hours: Monday – Friday 8:00 a.m. to 8:00 p.m. Eastern Time
- Languages: English only
- You can expect to hear a response from the customer support team within 24 hours of submitting your query

Who do I contact for support regarding my swag kit inquiries?

Inquiry Type	Microsoft Company Store Customer Care	SA-Coordinator@studentambassadors.com (via Teams chat)
Tracking Information	✓ Please note you can find your tracking information on your order confirmation email from the Microsoft Company Store	
Damaged or missing items	✓	
Importation form support	✓	
Customs related issues	✓	
Change of delivery requests	✓	
Questions regarding your swag kit voucher		✓

Careers

Can you help me get a job at Microsoft?

Student Ambassadors need to submit internship applications via the global [Microsoft Careers site](#). If you scroll to bottom of the page, there are links to [FAQ](#) and [interview tips](#). It is worth taking the time to explore both these resource links. Join the [University Recruiting LinkedIn group](#) for updates. Watch the [University Recruiting best practices presentation](#). Also, keep an eye out for news, updates and events related to recruiting by [following the Announcements channel in Student Ambassadors teams](#).

Can you provide a verification of employment or letter?

You are welcome to use your program certificate(s) as verification of your participation in the Student Ambassadors program, but the Student Ambassadors program cannot provide a verification of employment because your participation in the program is/was not an employee/employer relationship by nature or definition. Once you reach Gold milestone, we can provide a letter of recommendation.

Will this program cause an issue with my U.S. visa?

U.S. F-1 students should check with the Designated Academic Institution Official at the International Student office of their Academic Institution (or their own personal immigration legal counsel) to see if participation in this Program would constitute a violation of their F-1 status. A violation may not only impact a student's ability to continue with their F-1 studies but may also affect his or her eligibility for future U.S. immigration-related benefits.

Incident Reporting

How do I report a potential conduct violation?

If you become aware of a conduct violation on or offline, you are encouraged to report it to [Student Ambassador Global Support](#). If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of the Program team immediately.

If you don't feel comfortable going through one of these channels, you can raise an anonymous concern via the [Microsoft Runs on Trust website](#).

How is the Code of Conduct enforced?

All reported concerns are reviewed confidentially by the Microsoft Learn Student Ambassadors management team. Disciplinary actions, up to and including removal from the Program, are made on a case-by-case basis at Microsoft's sole discretion



Hosting Events



Event Planning



Event Support



Cloud Skills Challenges



Content for Workshops



Join conversation on Teams

Event Planning

Preparing, promoting and hosting

NEW: Event Incentive Allotments

Beginning this April, we will be implementing a quarterly limit on attendee event incentives, with the allotment renewing every quarter. Please see detailed quarterly schedule below. Each ambassador will be eligible for 100 LinkedIn attendee vouchers and 100 Xbox attendee vouchers per quarter, please see more information below in addition to the quarterly schedule.

- April 11, 2024, 9:00 a.m. PT: The [existing event incentive form](#) will close
- April 15, 2024, by 5:00 p.m. PT: The [new event incentive form](#) will open
- If you exhaust your quarterly allotment, your allotment will re-start the following quarter
- If you have unused vouchers in your quarterly allotment, you cannot roll them over to the following quarter. Similarly, you cannot borrow against your future quarterly allotment

- For example: If an Ambassador submits an event incentive request on June 30, 2024, this event incentive request would go against your quarter 4 attendee voucher allotment

Quarter	Dates	Voucher Allotment
Quarter 4	April 1st – June 30, 2024	up to 100 LinkedIn attendee vouchers and 100 Xbox attendee vouchers
Quarter 1	July 1 – September 30, 2024	up to 100 LinkedIn attendee vouchers and 100 Xbox attendee vouchers
Quarter 2	October 1 – December 31, 2024	up to 100 LinkedIn attendee vouchers and 100 Xbox attendee vouchers
Quarter 3	January 1 – March 31, 2025	up to 100 LinkedIn attendee vouchers and 100 Xbox attendee vouchers

Please be aware that the timestamp for your event incentives allotment is recorded the moment you submit your request through the [event incentive form](#)

Define your event topic and audience

- Understand what your attendees want to gain when the event is over
- Beginning February 1, 2024, your event will be approved only if the event topic aligns with one of the [Microsoft Learn](#) product categories (excluding hardware, Microsoft website, Gaming, Founders Hub and Microsoft Learn Student Ambassadors Program information session).

<ul style="list-style-type: none"> ○ .NET ○ Azure ○ Azure AI ○ Bing ○ Consumer ○ Copilot ○ Dynamics 365 ○ Flip 	<ul style="list-style-type: none"> ○ GitHub ○ HoloLens ○ Industry Solutions ○ Microsoft 365 ○ Microsoft Authentication Library ○ Microsoft Defender ○ Microsoft Edge 	<ul style="list-style-type: none"> ○ Microsoft Endpoint Manager ○ Microsoft Entra ○ Microsoft Fabric ○ Microsoft Graph ○ Microsoft Intune ○ Microsoft MakeCode ○ Microsoft Power Platform 	<ul style="list-style-type: none"> ○ Microsoft Priva ○ Microsoft Purview ○ Microsoft Teams ○ Microsoft Viva ○ Mixed Reality Toolkit ○ Nuance ○ Office / Office 365 	<ul style="list-style-type: none"> ○ Project Bonsai ○ Quantum Development Kit ○ SQL Server ○ Sysinternals ○ Visual Studio ○ Visual Studio App Center ○ Visual Studio Code ○ Windows
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**Note: Microsoft for Startups Founders Hub standalone information sessions are not eligible for event incentives. To qualify for event incentives, any information session about the program must be combined with a session on one of the designated product categories.*

***Note: Microsoft Learn Student Ambassadors Program's standalone information sessions are not eligible for event incentives. To qualify for event incentives, any information session about the program must be combined with a session on one of the designated product categories.*

Plan your event logistics including outlining team roles (if any), selecting the date, and choosing the venue or online platform

- Schedule the event on your Student Ambassadors Teams calendar and then share the link in the [Ambassadors Events channel](#)
- Schedule the event on the Student Ambassadors website and then share the event with your local and online communities
- [View the Skills for New Professionals - Hosting Events collection](#) to refresh your presentation and project management skills

Prepare the event content including building the agenda, designing the right activities, and practicing the material

- [Browse the Workshop-o-matic content on GitHub](#) for event topics; watch Cloud Advocate Train the Trainer videos to get valuable tips and tricks
- [Host a Cloud Skills Challenge](#) to skill participants on Microsoft products and technologies via a gamified experience utilizing Microsoft Learn content
- Explore the 60 plus ready-to-use workshops available for various technical and social focus areas in the Student Ambassadors [Content for Workshops OneNote](#)
- Walk the audience through a Microsoft Learn learning path; visit the [Microsoft Learn Student Role page](#) or the [Microsoft Learn Student Hub](#) for ideas
- If you're a Student Ambassadors Windows Insider, and the event topic is related to Windows, email wipstudentambassadors@microsoft.com to request a presentation tool kit; make sure to mention your event topic
- [Explore the marketing Style Guide](#) and [use Student Ambassadors branded assets in your marketing](#)
- Ask attendees to share their registrations on social to spread awareness and expand your reach
- Use #MSFTStudentAmbassadors and include it on your registration page and in your social media posts; encourage others to use it too

Host the event making sure to create group interaction and participation, solve unexpected problems and keep things on track

- [Familiarize yourself with Microsoft's accessibility guidelines](#) to make your event materials more inclusive
- Incorporate live polls and surveys and use a moderator to raise and answer questions from the chat

Follow up with attendees after the event to share event insights, encourage continued skilling-up and connect on social

- Include bullet points of key takeaways and additional resources
- Promote upcoming events and ask for feedback

Reminder: Attendee personally identifiable information (PII) should only be saved on your Student Ambassadors personal OneDrive, and it should be deleted immediately after event follow-up.

Reminder: Ambassadors are not permitted to sell tickets to their events. Additionally, Ambassadors are not permitted to sell any program benefits such as LinkedIn premium, MTC or Xbox vouchers as this is strictly prohibited and violates our [program agreement](#), and [code of conduct](#).

Event Support

Event Incentives and Azure for Students codes

Event Incentives

Events hosted before June 30, 2025, are eligible to receive the event incentive offering. Events must be submitted and approved on the Student Ambassadors website and submitted and approved on the Incentive Request form.

Events must be submitted and approved on the website and the [event incentive form](#) within 30 days of the event start date. Events held from June 1, 2025, to June 30, 2025, must be submitted and approved on the website and the form within 15 days of the event start date.

In addition to the standard Event Incentives described here, [Ambassadors hosting Cloud Skills Challenges in support of the AZ900 Azure Fundamentals Certification or](#)

[the AI 900 Azure AI Fundamentals Certification](#) are ALSO eligible to receive a MTC certification voucher.

Attendee incentive ([Cloud Skills Challenge](#))

- Approved challenges are eligible to receive 1 incentive per 10 active participants, see below for details. Only 1 incentive type per challenge is permitted. The incentive must be raffled at random. Incentive types include:
 - Xbox/PC Game Pass Ultimate (3 month)
 - LinkedIn Premium Voucher (6 months)
- Challenge participants earn 1 incentive raffle submission for completing at least one of the available modules. While there is no limit to the number of modules you complete, participants will only receive one entry to the raffle. Challenge participants cannot be selected as a winner more than once per challenge.
- After the challenge has been submitted and approved on the Student Ambassadors website, the speaker/presenter Ambassador must complete the [Incentive Request form](#).
- Incentive requests are subject to additional event review. Please note that the event incentive review and distribution process can take 2-3 weeks to complete. However, if you are requesting a large quantity of vouchers, processing times may exceed 3 weeks. We appreciate your patience. Additional event review criteria include:
 - A minimum of 15 participants must complete the challenge. Ambassadors participating in the challenge are not eligible to receive participant incentives.
 - Event must be a Student Ambassador speaker/presenter event. 3rd Party speaker/presenter events and MSFT speaker/presenter events are not eligible.
 - Only 1 Ambassador may host and submit a Cloud Skills challenge. The hosting Ambassador must be the Student Ambassador who completes the Challenge Creation form and submits the challenge on the website.
 - The challenge must skill attendees on a Microsoft technology and the personal challenge collections (if used) must include a minimum of 10 modules.
 - The event may only be submitted once on the website and on the incentive form. The speaker/presenter Ambassador who submitted the event on the website must be the Ambassador who submits the event on the incentive form.
 - A maximum of 25 incentive vouchers will be provided per Cloud Skills Challenge.

Special note regarding Cloud Skills Challenges incentives: The operations team determines the amount of event incentives for each Cloud Skills Challenge (CSC) based on the number of active participants. Items to note if there is a discrepancy between CSC participation and incentives received:

- Some of your CSC participants may have completed the modules in your challenge prior to joining your challenge. Users who complete modules for the first time are "active participants." If a user completed the modules for the first time in another challenge, the user will not count as an active participant within your challenge.
- Ambassadors only have visibility into "collections completed" from your CSC homepage leaderboard. The active participant count is a metric the operations team views when distributing eligible incentives.

Important Notice Regarding Incentives: Please refrain from promising incentive vouchers to your participants prior to your event getting approved, as they are not guaranteed. Incentive vouchers are complimentary gifts that participants have the opportunity to win. However, these incentives are awarded only for eligible topics of events approved for incentives. Since events need to be fully reviewed and approved for incentives, conducting incentive raffles during your event is discouraged.

As a Student Ambassador, you are responsible for managing your participants' expectations regarding the delivery of these gifts, which can take approximately 30 days from the date of your incentive request.

Attendee incentive (non Cloud Skills Challenge)

- Approved events are eligible to receive 1 attendee incentive per 10 verified attendees. Only 1 incentive type per event is permitted. The incentive must be raffled at random. Incentive types include:
 - Xbox/PC Game Pass Ultimate (3 months)
 - LinkedIn Premium Voucher (6 months)
- After the event has been submitted and approved on the Student Ambassadors website, the speaker/presenter Ambassador must complete the [Incentive Request form](#).
- Incentive requests are subject to additional event review. Attendee incentive vouchers for approved requests will be emailed within 10 days of form submission. Additional event review criteria include:
 - Event must have a minimum of 15 attendees. Actual attendance entered in the Reach field will be verified against the file or weblink entered in the

Photo URL field. Ambassadors attending the event are not eligible to receive attendee incentives.

- Event must be a Student Ambassador speaker/presenter event. 3rd Party speaker/presenter and MSFT speaker/presenter events are not eligible.
- The event must be a minimum of 30 minutes in duration and the speaker/presenter Ambassador must speak for at least 20 minutes skilling attendees on a Microsoft technology (see comprehensive [list here](#)). You must show evidence of 20 minutes of skilling on a Microsoft technology in your photo evidence in submitting events for review on the website.
- The full 20 minutes must be focused on skilling attendees on a Microsoft technology and does not include discussion on non-related topics. Interactive presentation elements (e.g. Kahoot) should not exceed 10 minutes.
- The event may only be submitted once on the website and on the incentive form. The speaker/presenter Ambassador who submitted the event on the website must be the Ambassador who submits the event on the incentive form.
- A maximum of 25 incentive vouchers will be provided per event.
- Please note information sessions hosted on the Microsoft Learn Student Ambassadors program are not eligible for incentives.

Ambassador incentive

- Speaker/presenter Ambassadors who host an approved events are eligible to receive 2 Ambassador incentives for themselves. Only 1 incentive type per event is permitted. Incentive types include:
 - Xbox/PC Game Pass Ultimate (3 months)
 - LinkedIn Premium Voucher (6 months)
- Ambassador incentive vouchers are processed at the same time, using the same form and the same review criteria, as the related attendee incentive request. Ambassador incentive vouchers for approved requests will be emailed within 2-3 weeks of form submission. However, if you are requesting a large quantity of vouchers, processing times may exceed 3 weeks.

Incentive distribution and redemption

Attendee incentive vouchers must be distributed to attendees and redeemed by attendees within 30 days of the automated event incentive email being sent. Expired codes will not be replaced.

Ambassador incentive vouchers must be redeemed by Student Ambassadors within 30 days of the automated event incentive email being sent. Expired codes will not be replaced.

Special note about Xbox/PC Game Pass Ultimate (3 months)

Promotional offers may be for new members only and/or not be valid for all members and are only available for a limited time. Offers not valid in Russia and Turkey; other geographic restrictions may apply. Credit card required. After promotional period, subscription automatically continues at the then-current regular price (subject to change), unless cancelled, plus applicable taxes. Please read [Xbox Subscriptions Terms & Conditions | Xbox](#) for additional information.

Special note about LinkedIn Premium Voucher (6 months)

Eligibility: The vouchers are intended for LinkedIn members who have a basic (free) LinkedIn account.

Terms: Resale or exchange of these vouchers is strictly prohibited. As part of the sweepstakes process, Ambassadors must keep a record of the recipients to whom the vouchers are issued. The vouchers you receive for your personal use and those issued to attendees who win raffles, are personalized and non-transferable. They are intended solely for the individual(s) to whom they are issued.

Current LinkedIn Premium Subscribers: If you are currently a subscriber to a LinkedIn premium product, you will need to cancel your subscription and wait for the billing cycle to end, which may take up to 30 days. After cancellation, you can redeem the voucher to activate a new Premium subscription. Please note that upon cancellation, you will lose access to premium features such as InMails, Sales Navigator leads, and Recruiter candidate information. Additionally, the voucher may expire before the 30-day waiting period.

Redemption Limit: Each member is allowed to redeem only **two free LinkedIn offers** within a single calendar year.

Troubleshooting: If you do have a basic (free) account, please contact LinkedIn support for further assistance. [LinkedIn Premium FAQ](#) and [LinkedIn User Agreement](#).

Azure for Students voucher codes

If you are the speaker/presenter at an Azure skilling event, and your event attendees are not able to leverage the Azure for Students public offer because their university does not provide emails, please email SA-help@microsoft.com for voucher codes.

Make sure to email at least 2 weeks in advance and include the following information:

- Student Ambassadors name and email
- University name and campus location
- Event date, title and description
- Estimated reach (ie attendees)
- List of collaborators and event sponsors (if any)



Microsoft for Startups Founders Hub



Microsoft for Startups Founders
Hub



Founders Hub Info Session

Apply to Founders Hub

Open to anyone with an idea

Do you want to build your own startup? Do you have a project that you want to bring to market? Are you looking for tools and resources to help you do so? Earn up to \$2,500 of OpenAI credits and \$1,000 of Azure credits to build your startup! Microsoft for Startups Founders Hub is open to anyone with an idea.

Join the [Microsoft for Startups Founders Hub](#) if you're curious about entrepreneurship. Discover how Microsoft for Startups Founders Hub can supercharge your growth as a Student Ambassador, gain insights into the benefits tailored to Student Ambassadors and student entrepreneurs.

[To apply, you, or members of your community can follow the steps below:](#)

- Apply for Microsoft for Startups Founders Hub [here](#).
- In the 'Share any other partners affiliated with your business concept' section of the application, copy and paste 'studentamb #####' including your Ambassadors Contributor ID. More information on [how to view your Contributor ID here](#).
- Submit your application for review. It typically takes 3 business days to evaluate an application, response times may be delayed if we need to verify any information you provided.

Don't forget to utilize your Sharing ID to share the Founders Hub:

https://www.startups.microsoft.com&wt.mc_id=studentamb_####

Founders Hub questions? Please reach out to the [Founders Hub support team](#).

Founders Hub Info Session

Learn more from the Founders Hub team

ub Info Session for Student Ambassadors

foundershub-ppe.startups.microsoft.com

You can only use this account once. Create a new demo account.

Founders Hub

Home

Ideate Level 1

Develop Level 2

Grow Level 3

Scale Level 4

Request more benefits

Level 3 criteria

- Provide a demo video
- Provide a website
- Verify your domain
- Consume 50% of your current Azure credit limit

Submit request

Benefits unlocked at next level

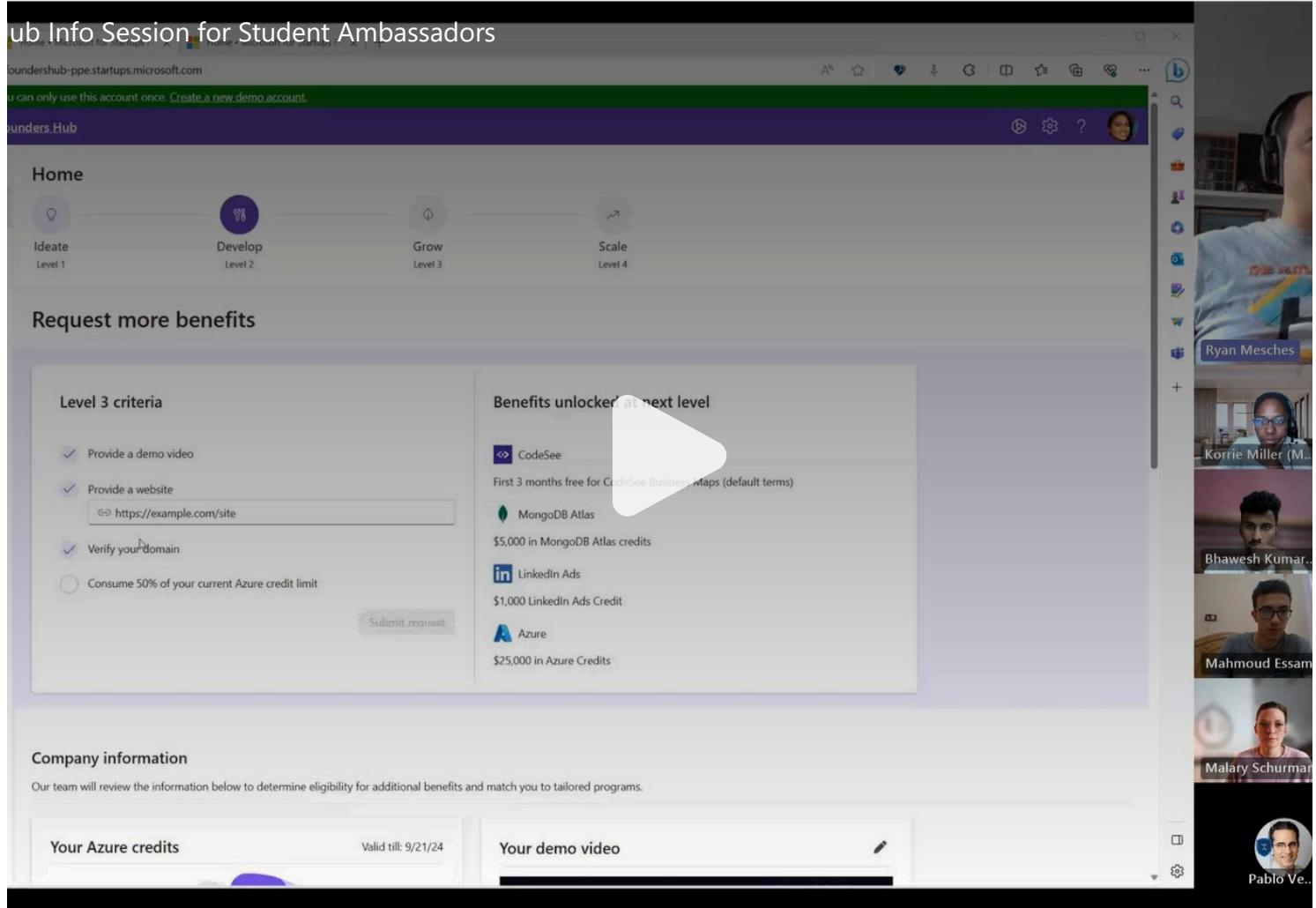
- CodeSee
First 3 months free for CodeSee Business Maps (default terms)
- MongoDB Atlas
\$5,000 in MongoDB Atlas credits
- LinkedIn Ads
\$1,000 LinkedIn Ads Credit
- Azure
\$25,000 in Azure Credits

Company information

Our team will review the information below to determine eligibility for additional benefits and match you to tailored programs.

Your Azure credits Valid till: 9/21/24

Your demo video



Founders Hub information session deck

<https://aka.ms/SAFoundersHub>



Participating in AI Projects



AI Projects



Project Schedule



Project Teams



Project Preparation



Demo Day Template Deck



Project Experience Feedback
Survey



Join conversation on Teams

AI Projects

What are projects all about

What are AI Projects?

AI Projects are now one of the options to complete your [quarterly program requirements!](#) Projects can also be utilized as a Beta qualifying event. Participants must submit their project to demo day in order to eligible for quarterly program requirements or Beta advancement. Check out the [Participate in Projects channel](#) on teams for the latest updates on the current cohort.

AI Ambassadors Projects are designed to encourage Ambassadors to engage in creative and innovative projects that enhance their learning experience.

The objective is to provide students with an opportunity to gain practical experience with technologies and tools while building their professional network.

Project teams are groups of like-minded Student Ambassadors formed around specific topic areas. Ambassadors skill up on technical content and then apply these skills to their projects.

Ambassadors who actively participate in and make equitable contributions to a project from start to finish, including the project demo presentation, can use Project participation as a Beta-qualifying event.

Prompt: Please create a prototype solution to a challenge in the world today by selecting one AI technical topic. Work together to go from problem to early prototype, you must use Azure in your solution.

Technical Topics
AI Core <ul style="list-style-type: none">For those interested in using tools such as Python and Azure Machine Learning to build ML models able to predict labels and forecast trends, as well as integrating pre-trained models into their solutions.
AI and Application Development <ul style="list-style-type: none">For those interested in harnessing the power of OpenAI, React, and other tools that are shaping the future of app development. Whether you prefer JavaScript, Python, C#, or any other language, you will find plenty of opportunities to showcase your skills.
AI and Data <ul style="list-style-type: none">For those interested in wrangling and analyzing data and working with data structures and databases utilizing tools such as Azure databases, Azure Synapse Analytics, Jupyter Notebooks, and Power BI.
AI and Tooling

- For those interested in resources used in the adoption of Microsoft Services in the creation, testing and debugging of solutions. Tools include VS Code, GitHub (Copilot, Codespaces, Repo), Azure & GitHub CLIs, and Bicep / ARM templates.

AI and Low Code Development

- For those interested in using tools such as Power Apps, Power BI, Power Automate, and Power Virtual Agents to empower everyone to build applications

Prototype Project Type

Teams of Ambassadors will work to create a prototype over the three month sprint. Which will help Ambassadors boost their resumes with practical work-like experience and meet and engage with other Ambassadors.

Early Prototype

Goal	Build a technical prototype, similar to an Imagine Cup prototype, which solves a need for a population or community
Project Process	<p>Month 1 - Identify a problem</p> <p>Month 2 - Identify a solution</p> <p>Month 3 - Build a technical prototype of your solution (e.g., wireframe, web/mobile application, hardware item, etc.)</p>

Project Schedule

What does the project schedule look like

When do Student Ambassadors Projects start?

Projects run quarterly with project work starting the month after each quarter start. Learn more, and find sign up forms in the [Participate in Projects channel](#) on Teams.

Find a Team	Project Sign-Up	Project Work	Demo Day
First two weeks of February	Last two weeks of February	March to May	June Submit your project to Demo Day to fulfill your Q4 quarterly requirement
First two weeks of May	Last two weeks of May	June to August	September Submit your project to Demo Day to fulfill your Q1 quarterly requirement
First two weeks of August	Last two weeks August	September to November	December Submit your project to Demo Day to fulfill your Q2 quarterly requirement
First two weeks of November	Last two weeks of November	December to February	March Submit your project to Demo Day to fulfill your Q3 quarterly requirement

What does a typical quarterly schedule look like?

Projects schedules are not heavy and typically require about 1 hour per week.

	-1 Month	Month 1	Month 2	Month 3
Week 1	Find a team announcement posted in the Projects channel on the Community Team	Kickoff - problem identification	Kickoff - solution ideation	Kickoff - solution implementation
Week 2	Find a team and elect a team lead	Work with team	Work with team	Work with team

Week 3	Sign-ups announced in the Projects channel on the Community Team	Work with team and/or ask questions on the technical channel on the Community team	Work with team and/or ask questions on the technical channel on the Community team	Work with team and/or ask questions on the technical channel on the Community team
Week 4	Team lead signs up	Work with team and team leads post update	Work with team and team leads post update	Demo Day

Project Teams

How are project teams formed

Who leads the quarterly cohorts of projects?

Gold Milestone Ambassadors apply and are selected on a quarterly basis to lead projects with the support of the Microsoft Learn Student Ambassador operations team. They will provide support to all team leads and participants throughout the three-month period, from kick-off to demo day.

How are project teams formed?

Ambassadors should form their own teams by making and replying to Find a Team Post in the Participating in Projects channel in the Community team. Four (4) members maximum per team and minimum one (1) member per team.

Are there team leads?

Ambassadors should choose their own team leads. There is a maximum of two (2) team leads per team.

What is the role of the team leads?

Team leads define the direction of the project and ensure its overall success. They create and maintain the team's task breakdown using GitHub Projects and post monthly status updates in the Participate in Projects channel.

How do teams sign up for projects?

Once a team lead is selected, the team lead should submit the sign-up form to let us know the details of the team.

Can I participate in more than one team?

Each participant is allowed to participate in only one team per quarter.

What are the Benefits of Participating in projects?

Ambassadors that submit a project to demo day will be eligible for benefits, which include a Credly badge and Beta milestone qualification.

Project Preparation

What can I do beforehand

Is there anything I can do to prepare for the project?

There are several things you can do while you're waiting for the quarterly kickoff.

[Create a GitHub account](#)

[Complete the GitHub Hello World exercise](#)

[Complete Technical Onboarding](#)

[Review the GitHub Flavored Markdown Spec](#)

[Training for the Imagine Cup Competition](#)

Team Leads

Guidance for developing your team

Getting started:

- Create a group chat with your team, organize an introductory call and play some fun ice breakers
- Determine weekly meeting cadence, define roles and responsibilities and set team member expectations

Project management:

- [Use GitHub Projects](#) to plan your work, track issues and tasks, and communicate priorities and progress with your team members.
- At the end of Month 1, post a team update to the social impact league channel relevant to your project. Include:
 - Your name, your team's name, and your team member's names
 - Your project type, goal and description
 - Your progress to date and any blockers you're facing
 - Call for additional team members if needed
- At the end of Month 2, post a team update to the social impact league channel relevant to your project. Include:
 - Your name, your team's name, and your team member's names
 - Your project type, goal and description
 - Your progress to date and any blockers you're facing
- At the end of Month 3, submit the Project Completion form and prepare for the Demo Day [using the Demo Day Template Deck](#)



Peer Mentorship



Mentorship Overview



Mentorship Sign Up



Mentorship Next Steps

Mentorship

An overview

July 2024 Update: Please note the peer mentorship program is on pause until September 2024.

The Peer Mentorship program pairs Beta and Gold mentors with New and Alpha mentees to assist the mentees as they (1.) advance milestones; (2.) engage their local and online communities; and, (3.) share content showcasing Microsoft technologies.

It's a casual, buddy system for program related advice and support in which the mentor and mentee work together to build a mutually trusting relationship by creating a safe space and bringing their best selves.

Build the relationship	Create a safe space
Ask questions to better understand needs, goals,	Ensure conversations are private and co

and ideas.	"What is said here, stays here."
Put aside assumptions and recognize diversity creates valuable perspectives.	Suspend judgment and negativity and be open to feelings and attitudes. Focus on listening.

Mentorship Sign Up

How do I join

[Interested mentees and mentors should complete the Mentorship form.](#) ([Form currently closed until September 2024](#)). The form is open quarterly during the first month of each new quarter. It opens on the 1st of the month and closes on the last of the month. When the form closes, the program team will match-up mentees and mentors and notify them of their pairings within 14 days.

Program Cycle	Sign-ups Open
January Cohort	January
April Cohort	April
July Cohort	July
October Cohort	October

Mentorship Next Steps

How do I start

Before the pairings are announced, [mentors are encouraged to watch Being a Good Mentor](#) and [mentees are encouraged to watch Being a Good Mentee](#).

These two LinkedIn Learn courses explore ways to nurture and add value to the mentor/mentee relationship and provide guidance for overcoming common challenges.

obstacles.

After the pairings are announced, mentors and mentees should reach out to each other on their own. Both Ambassadors are fully responsible for managing the relationship - the program team will not be supervising or overseeing their interactions.



Program Offboarding



MVP Nomination



Before we close your accounts



Stay involved and connected



Join conversation on Teams

MVP Nomination

Recognizing your impact

What should I do if I'm interested in being nominated to the MVP program?

Here are some things to consider and the next steps to take if you are interested in being nominated for the [Microsoft Most Valuable Professional \(MVP\) award](#), which recognizes exceptional community leadership. To be eligible for the MVP program you must meet the following criteria:

- You should either (1) be near your graduation date (3 months or less); or, (2) be recently graduated from an accredited college or university.
- MVP nominees are 18 years of age or older. MVP nominees are not government employees or Microsoft employees. MVP nominees do not work for Microsoft competitors.

Your action steps towards nomination:

- Identify your [MVP award category](#) and focus on this category when completing your nomination; you should be able to demonstrate significant impact and contribution to your award category.

- Layout in detail the contributions you made to your award category; nominees should have impactful activities and events delivered in the last 12 months, related to one specific award category.
- Describe and quantify the impact and reach of your contributions; you should align your contributions to the events and activities you submitted on the Student Ambassadors website.
- Once you have compiled your list of contributions, complete the [MLSA MVP nomination interest form](#). The MLSA global operations team will review your MVP nomination interest form. If the operation team sees that you are ready for MVP nomination, your Community Program Manager (CPM) will submit your MVP nomination for review.

Please note, Student Ambassadors are not guaranteed nomination to the MVP program, and those who are nominated to the MVP program are not guaranteed acceptance to the MVP program. Nominees will be evaluated against other professionals in their selected award category for potential acceptance to the MVP program. The MVP nomination process can take anywhere from 1-3 months to complete.

What does it take to be an MVP?

There are 3 very simple steps: Be an expert, do lots of what you love, and let us know! Really, there isn't a long checklist of things you need to do to become an MVP. The best MVPs really excel in step #2: they LOVE what they do. And we can tell! Whether you're a recognized speaker, a technical content creator, technical community leader, recognized advocate on social media, a consistent GitHub contributor or have a totally different and cool way to share your passion for our products and services, we'd love to know more! Visit the [MVP program overview](#) page to learn more about what MVPs do.

[Read more here in the ultimate guide to becoming an MVP](#)

Before we close your accounts

Important steps to take

Before we close your M365 and Visual Studio accounts

Your Microsoft 365 and Visual Studio accounts will be retired 7 days after your final program graduation notice. When this happens, all your email, contacts, and files will be deleted; and all your Azure resources will be inaccessible.

Please take some time to make sure you have everything you need before your accounts are retired. It's important that you not leave anything behind.

Some action items to consider are:

- [Export or backup emails, contacts, and calendar](#)
- [Import email, contacts, and calendar](#)
- [Download files and folders from OneDrive or SharePoint](#)
- [Move Azure resources to a new resource group or subscription](#)
- [Update the email on your Windows Insider program profile](#)
- [Update the email on your Microsoft Learn profile](#)

Before we close your Student Ambassador website account

Your Student Ambassador website account will be retired 7 days after your final program graduation notice as well. When this happens, your program certificates will be deleted, and your certificate URLs links broken.

Please take some time to download your certificates to a personal drive and update URLs for certificates you might have shared on other sites (i.e. LinkedIn).

Download program certificates

- [Follow the instructions on the Website Navigation tab](#)
- Save your certificate to a non-Student Ambassadors location

Update LinkedIn certificate URL (if applicable)

- [Follow the instructions on the Website Navigation tab](#)
- Update the URL in the Description field to the new public URL

Stay involved and connected

Keeping yourself in the loop

Stay involved with the Student Ambassadors program

- Join the [Student Ambassadors LinkedIn group](#) (if you haven't already)
- Join the [Student Ambassadors Alumni LinkedIn group](#)
- Follow Imagine Cup on [Instagram](#), [Twitter](#) and [Facebook](#)

Stay connected to Microsoft

One of Microsoft's biggest strengths is its community and employees. These are people who are most passionate about Microsoft products and technologies; and want to help you do more!

Some action items to consider:

- The [Microsoft Community](#) helps answer Microsoft product and service questions with responses from other knowledgeable community members. [Creating an account](#) is free and easy, and when you're ready to ask your own question, reply to someone else's, or start a discussion, you'll just need to sign-in.
- The [Microsoft Windows Insider program](#) lets you explore the future of Windows. Windows Insiders are the first to access new Windows features and exclusive Microsoft experiences. [Completing your registration](#) is as simple as read, accept, and submit.
- [Learn Shows](#) is operated by a group of developers and technical enthusiasts to include you in their discussions. Channel 9 is not a marketing tool, or a PR tool, or a lead generation tool. It is a conversation tool created to inspire Microsoft and its customers to talk in an honest and human voice.
- [Microsoft Careers](#) is a useful resource in making a successful transition from student to member of the workforce. In addition to listing [open jobs for students](#) and experienced professionals, the site offers [help](#) getting hired and provides interviewing tips.



Program Onboarding



Program Welcome



Onboarding Checklist



Welcome Video



Join conversation on Teams

Program Welcome

Congratulations on being selected

Welcome Student Ambassadors!

My name is Pablo Veramendi and I am the Global Program Director for the [Student Ambassadors](#) program. As the leader of the program, I am thrilled by the opportunity to combine my passion for technology with my desire to empower future generations; and I am privileged to lead a team that guides students on their journey through the Student Ambassadors program as they learn to build projects with lasting purpose, and lead classmates in meaningful experiences.

The Student Ambassadors program is a great example of what happens when students from around the world come together and engage each other in learning, competitions, and other experiences to become the next generation of global do-good citizens. We firmly believe that cooperation and collaboration are key ways to educate and nurture creative thinkers to transpose their passions into positive impact projects, and we encourage you to partner with your fellow Student Ambassadors to utilize all resources this program provides you.

Everyday thousands of Student Ambassadors will strive to master the latest technical content on [Microsoft Learn](#) and shape themselves into exceptional leaders and role models within their communities. Through their efforts in writing blogs, posting video tutorials, and organizing workshops, they are poised to become true tech leaders and catalysts for change. Congratulations on your acceptance to the Microsoft Learn Student Ambassadors program. Our team is committed to providing you with the support and resources you need to thrive in the ever-changing tech world, and we look forward to an enduring and rewarding relationship. You are now part of an exclusive community of Student Ambassadors who have the passion, enthusiasm, and motivation to make fundamental differences and transform the world!

Pablo Veramendi Global Program Director, [@IamPablo](#)

Onboarding Checklist

Important things to-do

Day 1

- [Watch the welcome video](#)
- [Familiarize yourself with Teams](#)
- [Setup your M365 account](#)
- [Check out the program calendar](#)
- [Read about advancing milestones](#)

Week 1

- [Sign up for peer mentorship](#)
- [Familiarize yourself with Teams](#)
- [Read about advancing in milestones](#)
- Watch your inbox for Town Hall invite

Month 1

- [Complete your learn path](#)
- [Finish your technical onboarding](#)
- [Begin using your Contributor ID](#)
- [Start planning your first event](#)

Please note: If you onboarded on or after April 17, 2024 you will onboard at the Alpha milestone. For all Ambassadors who onboard on or after April 17, 2024 the learn path and technical onboarding requirements have been fulfilled on the path to become an Ambassador on Discord.



Program Requirements

 Program Requirements

 Program Agreement

 Code of Conduct

 Incident Reporting

 Join conversation on Teams

Program Requirements

The requirements you agreed to complete

 Community Influencer

 Community Builder

 Startup Advocate

 Ambassador Hosted Events

 Student Ambassadors Project

 Learn Paths

 Technical Onboarding

 Microsoft Teams

 Town Hall Calls

 Monthly Calls

Updated Program Requirements

To remain active in the program

Starting April 2024, to enhance our Student Ambassador program in line with our Discord Registration model and to promote ongoing engagement, we are introducing updated program requirements. As a Student Ambassador, **you are expected to complete at least one of the following pathway or milestone activities every quarter to maintain active status and continue your enrollment in the program.** Reflecting on our Q3 survey, a significant majority, over 86%, agree that Ambassadors should engage in activities at least quarterly to stay in the program. Each quarter, your progress is reset. This means that any pathway or milestone activities you complete will count towards your requirements for that specific quarter. For instance, if you complete a pathway or milestone activity by June 30, 2024, it will be applied to your Quarter 4 requirement.

Want to know your progress so far on the quarterly program requirements? [Login to this SharePoint page](#) using your @studentambassadors.com account. Please note, the data on the quarterly requirements SharePoint page is updated every two weeks.

Ambassadors must complete one of the following pathway or milestone activities every three months:

Pathway Activities: <ul style="list-style-type: none">Community Influencer: 125 preferred visitors utilizing your Contributor IDCommunity Builder: 500 net new Cloud Skills Challenge modulesStartup Advocate: 7 Founders Hub accepted applications	Milestone Activities: <ul style="list-style-type: none">AI Projects: Fully participate in projects, including submitting to demo dayEvent: Host an approved Ambassador event
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Quarter	Dates	Program Requirement
Quarter 4	April 1st – June 30, 2024	Complete one pathway activity or one milestone activity to remain active in the program <i>Note: Community Builder activities will be reviewed with the CSC platform updates in mind *</i>
Quarter 1	July 1 – September 30, 2024	Complete one pathway activity or one milestone activity to remain active in the program

Quarter 2	October 1 – December 31, 2024	Complete one pathway activity or one milestone activity to remain active in the program
Quarter 3	January 1 – March 31, 2025	Complete one pathway activity or one milestone activity to remain active in the program

Please note: If you onboarded on or after April 17, 2024, any pathway activities you completed in Discord during the month of April will count towards your quarterly pathway or milestone activities within the Ambassador program.

Pathway Activities

Community Influencer

May 6, 2024 Update: Changing the definition to better align with responsibility to build relationship, introducing Preferred Visitors. Preferred Visitors are a proprietary metric, and the specific dimensions cannot be disclosed. When sharing content, focus on the larger purpose of the path - attract audience, drive engagement and build relationships - to naturally see your count rise. Community Influencers aim to grow their online presence by creating and sharing Microsoft content to attract audience and drive engagement. Ambassadors must reach **125 preferred visitors per quarter** to Microsoft website pages using their Contributor IDs to remain active in the program.

What is a Contributor ID and how do I use it? All Ambassadors are given Contributor IDs, these IDs help you track the impact of the content you share. Check your @studentambassadors profile. You'll add the Contributor ID to the end of links you share to Microsoft properties. We'll build a monthly leaderboard using the data from the traffic behind your Contributor ID. You'll use the leaderboard to track performance and grow influence. [Read more about how to find and use your Contributor ID.](#)

Community Builder

Community Builders aim to grow their leadership skills by hosting Cloud Skills Challenges featuring Microsoft training content. Ambassadors must reach **500 net-new modules completed from Cloud Skills Challenges** hosted under their Contributor IDs. When you request to create your Cloud Skills Challenge your Contributor ID will be added to the end of the Cloud Skills Challenge URLs you host.

What are Cloud Skills Challenges?

Cloud Skills Challenges are gamified learning experiences on the Microsoft Learn platform. They are fun, interactive events which skill participants on Microsoft learning modules. Challenges can be held on their own or in conjunction with traditional in-person events. [Read more about creating and hosting your own Cloud Skills Challenge.](#)

Startup Advocate

Startup Advocates aim to promote AI-driven startups building and growing software-based solutions with Microsoft AI and cloud technologies. Ambassadors must refer 7 accepted applications to Microsoft for Startups Founders Hub using their contributor IDs. Ambassadors who choose the Startup Advocate path will refer startups to Founders Hub and ask the startups to include their Contributor ID on Founders Hub applications.

What is Founders Hub?

Founders Hub helps startups accelerate innovation by providing access to industry-leading AI, essential tools and technology, and expert support. Founders Hub benefits include, up to \$150,000 in Azure credits, free access to development and productivity tools including GitHub and M365, startup-friendly offers from Microsoft partners including OpenAI, Bubble and LinkedIn, expert mentorship and guidance from business leaders and technical experts. [Read more about Founders Hub and how to refer community members.](#)

Milestone Activities

Ambassador Hosted Events

[Host an approved event highlighting Microsoft technologies](#) to skill your local or online community. Use event-ready content created and developed specifically for Ambassadors. Student Ambassadors must host an approved event highlighting Microsoft technologies.

Student Ambassadors AI Projects

Actively participate in quarterly [Student Ambassadors AI Project](#) to solve problems you care about, boost your resume with practical experience and work with others as a team. Actively participate in, and make equitable contribution to, a Student Ambassadors Project from start to finish, including the project demo presentation.

Advancing in Milestones

[Read more about advancing to milestones here.](#)

Alpha: Meeting your 6 month event requirement (aka Advancing to Beta)

Advancing to Beta by hosting and submitting an approved event (Cloud Skills Challenge)

- Only Student Ambassadors hosted events are eligible for Beta advancement. 3rd Party hosted events and MSFT hosted events are not eligible for Beta advancement.
- Only 1 Ambassador may host and submit a Cloud Skills Challenge. The advancing Alpha must be the Student Ambassador who completes the Challenge Creation form and submits the challenge on the website. Collaborators cannot be added to a Cloud Skills Challenge.
- Other Student Ambassadors cannot be added as collaborators to the challenge. Other Student Ambassadors cannot submit the challenge as their own.
- The challenge must skill attendees on a Microsoft technology and the personal challenge collection (if used) must include a minimum of 10 modules. A minimum of 15 participants must complete the challenge.
- Cloud Skills Challenge events should be submitted using Add Event. The Event Type should be Other, the Technology Area should be blank and the Event Description should mention Cloud Skills Challenge.
- The challenge URL should be entered in the Event Photo URL field when submitting the event for review. The challenge URL can only be submitted once.
- [Complete Technical Onboarding.](#)

Advancing to Beta by hosting and submitting an approved event (non Cloud Skills Challenge)

- Only Student Ambassadors hosted events are eligible for Beta advancement. 3rd Party hosted events and MSFT hosted events are not eligible for Beta advancement.
- Only 1 Alpha per event can be considered for Beta advancement. The advancing Alpha must be the Student Ambassador who creates and submits the event on the website.
- The event must skill attendees on a Microsoft technology. [Workshop-o-Matic content](#), [Content for Workshops](#) and [Microsoft learn paths](#) can be used for the event if desired.
- The event must be a minimum of 30 minutes in duration and the advancing Alpha must speak for at least 20 minutes skilling attendees on a Microsoft technology.
- The full 20 minutes must be focused on skilling attendees on a Microsoft technology and does not include discussion on non-related topics. Interactive presentation elements (e.g. Kahoot) should not exceed 10 minutes.
- The entire event must be held and recorded as a Microsoft Teams meeting hosted on the Student Ambassadors Teams instance. There must be a minimum of 15 participants connected to the call at all times. Speakers are not included in the participant count.
- The full Teams recording must be uploaded to Microsoft Stream and the recording link should be entered in the Event Photo URL field when submitting the event for review.
- The event may only be submitted once by the advancing Alpha. Other Student Ambassadors cannot submit the event for advancement or review, including incentive review.
- [Complete Technical Onboarding](#).

Beta and Gold: Meeting your annual event requirement

Hosting and submitting an approved event (Cloud Skills Challenge)

- Only Student Ambassadors hosted events are eligible for the annual requirement. 3rd Party hosted events and MSFT hosted events are not eligible for Beta advancement.
- Only 1 Ambassador may host and submit a Cloud Skills challenge. The hosting Ambassador must be the Student Ambassador who completes the Challenge Creation form and submits the challenge on the website. Collaborators cannot be added to a Cloud Skills Challenge.

- Other Student Ambassadors cannot be added as collaborators to the challenge. Other Student Ambassadors cannot submit the challenge as their own.
- The challenge must skill attendees on a Microsoft technology and the personal challenge collections (if used) must include a minimum of 10 modules. A minimum of 15 participants must complete the challenge.
- Cloud Skills Challenge events should be submitted using Add Event. The Event Type should be Other, the Technology Area should be blank and the Event Description should mention Cloud Skills Challenge.
- The challenge URL should be entered in the Event Photo URL field when submitting the event for review. The challenge URL can only be submitted once.

Hosting and submitting an approved event (non Cloud Skills Challenge)

- Only Student Ambassadors hosted events are eligible for the annual requirement. 3rd Party hosted events and MSFT hosted events are not eligible for Beta advancement.
- The event must skill attendees on a Microsoft technology. [Workshop-o-Matic content](#), [Content for Workshops](#) and [Microsoft learn paths](#) can be used for the event if desired.
- The event must be a minimum of 30 minutes in duration and the Ambassador must speak for at least 20 minutes skilling attendees on a Microsoft technology. A minimum of 15 participants must attend the event.
- The full 20 minutes must be focused on skilling attendees on a Microsoft technology and does not include discussion on non-related topics. Interactive presentation elements (e.g. Kahoot) should not exceed 10 minutes.
- The event recording link, or event photos, should be entered in the Event Photo URL field when submitting the event for review. The event may only be submitted once. Other Student Ambassadors cannot submit the event for review, including incentive review.

Additional Requirements

Learning Paths

[Complete a Microsoft Learn learning path](#) to grow your skillset and discover the power of Microsoft products. Whether you're just starting or an experienced professional, Microsoft Learn hands-on approach helps you arrive at your goals faster.

Student Ambassadors must complete a learning path within four months of program acceptance, and once every four months thereafter, to remain a Student Ambassador. Successful first-time completion of this requirement will advance your milestone to Alpha and unlock your Alpha benefits.

Once every 4 months.

Please note: If you onboarded after April 17, 2024, the learn path requirement has been retired.

Technical Onboarding

[Complete Technical Onboarding](#) to develop introductory level technical skills required for software development, including building applications using Visual Studio Code, collaborating with others on GitHub, and hosting web applications on Azure.

Student Ambassadors must complete Technical Onboarding within 4 months of program acceptance to remain a Student Ambassador.

Within 4 months of program acceptance.

Please note: If you onboarded on or after April 17, 2024, the technical onboarding requirement has been retired.

Microsoft Teams

Sign on Student Ambassadors Teams at least once a month to engage with other Student Ambassadors and learn about what's new and exciting in the program.

Sign on and engage once every month.

Town Hall Calls

Attend the quarterly Town Hall call, or watch the call recording, once every 90 days. Call recordings are available within 48 hours of call completion and [can viewed on the Announcement and All Hands channel](#) in the Community team.

Attend or watch once every 90 days.

Monthly Calls

Attend one Monthly call, or watch the call recording, once every 90 days. Call recordings are available within 48 hours of call completion and are can be [viewed on the Announcement channel](#) in the Community team.

Attend or watch once every 90 days.

Program Agreement

The rules you agreed to follow

Code of Conduct

The conduct you agreed to exhibit

Incident Reporting

Report a concern or issue when something's not right

How do I report a potential conduct violation?

If you become aware of a conduct violation on or offline, you are encouraged to report it to [Student Ambassador Global Support](#). If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of the Program team immediately.

If you don't feel comfortable going through one of these channels, you can raise an anonymous concern via the [Microsoft Runs on Trust website](#).

How is the Code of Conduct enforced?

All reported concerns are reviewed confidentially by the Microsoft Learn Student Ambassadors management team. Disciplinary actions, up to and including removal from the Program, are made on a case-by-case basis at Microsoft's sole discretion



Sharing Content

 Curated Content List

 View your Contributor ID

 MVP Automation Tool

 Contributor ID Leaderboard

 Join conversation on Teams

Contributor ID

Sharing curated content with your communities

Student Ambassadors Contributor ID

Do you want to know more about the influence you're having on your community? Then we have an opportunity for you!

As a Student Ambassador, you're constantly sharing content on social media and at events you host to skill up your local and online communities. But how do you know how well your content is performing?

The Contributor ID program can help you figure this out. Its monthly leaderboard will give you the high-level information you need to track your contents performance, while encouraging friendly competition with other Ambassadors.

How does it work? It's really very simple.

- We'll give you a specialized Contributor ID. [Check your @studentambassadors profile.](#)
- You'll add the Contributor ID to the end of links you share to Microsoft properties.
- We'll build a monthly leaderboard using the data from the traffic behind your Contributor ID.
- You'll use the leaderboard to track performance and grow influence.

The monthly leaderboard will let you know (from a big picture) if the content you're sharing on social media and at events you host aligns with your local and online communities. If it does, your place on the leaderboard climbs. If it doesn't, your place falls. Use your movement on the leaderboard as feedback to determine what content influences your local and online communities.

[Check your @studentambassadors profile for your personal Contributor ID](#)

Using Contributor ID

Where do you find it and how do you use it

Frequently Asked Questions about using your Contributor ID

Q: What are Preferred Visitors?

A: Preferred Visitors are a proprietary metric, and the specific dimensions cannot be disclosed. When sharing content, focus on the larger purpose of the path - attract audience, drive engagement and build relationships - to naturally see your count rise. *Tip: Check out these examples below of sharing content which represent ideal and not-ideal activities to driving Preferred Visitors count.*

Ideal

- On LinkedIn, an Ambassador who regularly shares certification content, shares a link with their Contributor ID to a recently published TechCommunity blog highlighting a FreeCodeCamp certification course

- The member's 1st level connections click the link and read the blog. Several 1st level connections repost the content. The 2nd level connections click the link and read the blog. They also start to follow the Ambassador who originally shared the content.

Not-ideal

- In What's App, an Ambassador spams a chat with random links and asks chat members to click the links. The message is not aligned to specific interests and skills, and the links are quickly pushed up the thread.

Reminder: No spamming, scripting, or any other activity which violates the Code of Conduct. Microsoft reserves the right to ask all Ambassadors to validate their Community Influencer activity

Q. How do I get my Contributor ID?

A. Your Contributor ID is a field on your Student Ambassadors profile (formerly called Sharing ID) and can be viewed by signing on the Student Ambassadors website with your @studentambassadors email.

- Open a private browser and [go to the Student Ambassadors website](#)
- Click Sign In in the top right and sign in with your @studentambassadors email
- Click your profile in the top right and then click My Account
- Click Profile, click Edit Profile and then scroll down to expand the Program Information section

Q. What will my Contributor ID look like and how do I add it to my content URL?

A. Your Contributor ID will have this general format [?wt.mc_id=studentamb_####] and you'll add your Contributor ID to the end of Microsoft URLs (see list of eligible Microsoft URLs) you share. For example:

- You want to share the link to the Microsoft Student Summit
- The link is <https://developer.microsoft.com/reactor/overview/student-summit-2022>
- You modify the link by adding your Contributor ID to the end
- The new link is https://developer.microsoft.com/reactor/overview/student-summit-2022?wt.mc_id=studentamb_####

**** The Contributor ID used here is for illustrative purposes only. It is not your individual Contributor ID. [Please check your Student Ambassadors profile for](#)**

your individual Contributor ID. **

Q. Do I need to remove the lang-locale from the URL?

A. Yes, be sure to remove the lang-locale (e.g., 'en-us/', 'fr-fr/', etc) from all URLs before you add your Contributor ID to the end. For example:

- You want to share the link <https://learn.microsoft.com/en-us/>
- You remove the lang-local <https://learn.microsoft.com/>
- You modify the link by adding your Contributor ID to the end https://learn.microsoft.com?wt.mc_id=studentamb_####

Q. What if the URL already contains a "?" in the link?

A. If your URL already contains a "?", be sure to use "&" instead of "?" when adding your Contributor ID to the end. For example:

- You want to share the link <https://learn.microsoft.com/training/browse/?products=azure>
- You use "&" instead of "?" when adding your Contributor ID
- You modify the link by adding your Contributor ID to the end https://learn.microsoft.com/training/browse/?products=azure&wt.mc_id=studentamb_####

Q. What traffic will you track?

A. We will only track preferred visitor traffic directed to the sites listed below. Your fellow Student Ambassadors are NOT new preferred visitors, and their traffic will not be reflected in your leaderboard count.

- Azure.Microsoft.com
- Cloudblogs.Microsoft.com
- Code.VisualStudio.com/doc
- Devblogs.Microsoft.com
- Developer.Microsoft.com
- Learn.Microsoft.com
- Social.Msdn.Microsoft.com
- Social.Technet.Microsoft.com
- Startups.Microsoft.com
- Techcommunity.Microsoft.com
- Microsoft.com/Startups

Q. Is the Contributor ID program a Student Ambassador program requirement?

A. Utilizing your Contributor ID is one of the options to fulfil your [quarterly program requirement, read more here](#). Influencer impact and reach resulting from its use will be considered when reviewing Gold nominations.

Q. Is the traffic data identifiable?

A. No, the traffic data is not identifiable. It does not pose a privacy risk to you or your community. The data only includes things like preferred visitor count, returning visitor count, page views, bounce rate, time spent, etc

Tips, tricks and MVP tools and solutions

Tools and ideas to make things easier

Q. Are there tools and solutions to automate adding my Contributor ID to URLs?

A. Your MVP peers around the world are finding tremendous value in this program. Many of them have built tools and solutions that make adding Contributor IDs (aka Contributor IDs) to URLs so easy it's only a click away!

Solution #1: Chrome and Edge Extensions to auto-add CreatorIDs to URLs from MVP: Martin Brandl ([Profile](#))

What is it: Martin has built a browser extension each for Chrome and Edge, which allows you to easily add your Contributor ID to your preferred link.

Resources: [Chrome Extension](#) | [Edge Extension](#) | [Github Repo](#)

Solution #2: Azure Function to auto-add Contributor IDs from MVP: Barbara Forbes ([Profile](#))

What is it: Barbara has written an Azure Function that can take a text input and find all relevant URLs. It will then add your Contributor ID to each URL in the right format.

Resources: [Readme](#)

Q. How can the Contributor ID be used with various program and influencer activities?

A. Take a look at the list below for inspiration:

- Social Media – Add your ID to links in posts you’re sharing
- Article and Blogs – Add your ID to links in content you’re writing
- Podcast – Add your ID to easy-to-remember custom link shorteners and mention the links during your podcast
- Videos – Add your ID to links in the summary description, links and linked QR codes in the video, and links in the subtitles, captions and transcripts
- Online support – Add your ID to links in the support resources you’re sharing
- Events – Add your ID to links and linked QR codes in slide decks you’re presenting

You can also get more creative:

- Complete a Microsoft Learn module or path - Add your ID to the *Share Your Achievement* on social link for your friends and followers to click thru from your post
 - Your ID will be the second link, so remember to use & instead of ? when adding your ID
- Host an event using Microsoft Learn content – Add your ID to the Learn content links and share with attendees at event start so they can follow along on their laptops
- Host an event using Cloud Skills Challenge - Your Cloud Skills Challenge URL will already come with your Contributor ID added, making it easy to share with participants to register



Student Ambassadors Program Registration



Registration Overview



Discord Overview



Ambassadors Discord Role



Ambassadors Discord Role Form



Monthly Call | Introducing
Registration (timestamp 37min)



Monthly Call | PPT Slide Deck
(slides 18-23)

Registration is here!

Beginning January 9, 2024, applications are being removed as an admission requirement to the Student Ambassadors program.

The Student Ambassadors program is transitioning from an application-based program model to a registration-based program model. The transition provides greater student access to industry-leading AI tools and technology, and aligns with Microsoft's mission to empower every person and every organization on the planet to achieve more.

Students who submitted applications before January 9, 2024, but who were not invited to onboard to the program on January 17, 2024, will need to meet revised admission requirements to become a Student Ambassador. These requirements

involve completing pre-identified activities that align with their interests and skills and include items such as building AI-driven solutions, leading community events and sharing content on social.

Registered members who meet the activity requirements will be invited to become a Student Ambassador. Once the invitation is accepted, they'll onboard to the program and earn the official title, certificate, and benefits of Student Ambassadors membership, including their @studentambassadors.com email and access to Microsoft Teams.

Students who were invited to onboard to the program on or before April 17, 2024, do not need to renew their membership by registering and completing the new pre-identified activities. These students have already earned the official title, certificate and benefits of Student Ambassadors membership.

Reminder: All accepted Student Ambassadors are expected to meet the program requirements detailed in the Program Handbook and referenced in the Program Agreement. These requirements were acknowledged and agreed to at time of onboarding. Student Ambassadors who do not meet these requirements will be removed from the program. [Read more about program requirements on the Getting Started / Program Requirements tab.](#)

Registration Overview

How do interested students register?

Students register for the Student Ambassadors program by visiting StudentAmbassadors.com and clicking Get started now. Registration is quick and easy and should take less than 5 minutes to complete.

What happens after registration?

After registering for the Student Ambassadors program, students will be invited to join the Microsoft Student Developer Community on Discord. In Discord, they will choose a program path and complete pre-identified activities within this path to become a Student Ambassador. These activities might include sharing content on

social, hosting cloud skills challenges, and referring student startups to Founders Hub.

They will also complete Technical Training (aka Technical Onboarding). Technical Training will be conducted via a Cloud Skills Challenge and will provide the foundational knowledge required for building and growing AI-driven solutions with Microsoft AI and cloud technologies. The cloud skills challenge will cover AI concepts (including generative AI), Azure AI services (including Azure OpenAI) and business concepts to launch a startup.

Registered members who complete program path requirements - and Technical Training - will be invited to join the Student Ambassadors program. Invitations will be quarterly. Once the invitation is accepted, students will onboard to the program and earn the official title, certificate, and benefits of Student Ambassadors membership, including their @studentambassadors.com email and access to Microsoft Teams.

They will also receive their Visual Studio benefit which includes \$150 USD monthly Azure credits.. Students accepted under registration and onboarded on or after April 17, 2024, will onboard at Alpha and then advance to Beta after completing their Beta qualifying activity.

Reminder: Students who were invited to onboard to the program on or before April 17, 2024, will onboard at New, and then advance to Alpha and Beta after completing their Alpha and Beta qualifying activities. Students who do not advance to Alpha and Beta within the required timeframes will be removed from the program.

What are program paths?

Program paths align with 3 broad interests and skills categories and empower students to focus on what matters to them. Registered students select a program path and complete the required activities for this path to become a Student Ambassador.

Community Influencers want to grow their online presence by creating and sharing Microsoft content to attract audience and drive engagement. To be invited to join the Student Ambassadors program, students who select the Community Influencer path must complete Technical Training and reach 250 preferred visitors to Microsoft website pages using their Contributor IDs

Community Builders want to grow their leadership skills by hosting community events highlighting Microsoft technologies, products and services. To be invited to

join the Student Ambassadors program, students who selected the Community Builder path must complete Technical Training and reach 1,000 net-new Cloud Skills Challenge modules completed under their Contributor IDs

Startup Advocates want to grow their impact by promoting AI-driven solutions and startups building with Microsoft AI and cloud technologies. To be invited to join the Student Ambassadors program, students who selected the Startup Advocate path must complete Technical Training and refer 15 accepted applications to Microsoft for Startups Founders Hub using their contributor IDs.

Where can I find out more?

For additional registration information, including how much time it takes to become a Student Ambassador, [read the FAQ on the Student Ambassadors website](#). (*Student Ambassadors website updates went live January 9, 2024.*)

You can also read the FAQ in the Ambassadors channel on the Discord sever too. [Join the server using the public invitation link](#) and then [complete the Ambassador Discord Invite form](#) to receive the Student Ambassador role against your profile in the server.

Discord Overview

Why Discord?

Discord is built with the idea of bringing together all students under a common public platform where they can interact with each other. And they can interact with Student Ambassadors too.

Discord provides Student Ambassadors with additional opportunities complete program activities and establish themselves as tech influencers, leaders and advocates.

- Grow online presence by creating and sharing Microsoft content with server members.
- Grow leadership skills by hosting community events and Cloud Skills Challenges for server members.

- Grow impact by promoting student startups discovered on the server to Founders Hub.

Hosting a study group and need participants? Post to Discord. Organizing a campus club and need members? Post to Discord. The Discord community is a Student Ambassador community too.

Student Ambassadors are not required to participate in Discord. However, participation does align with the values, activities and behaviors expected from program participants. Most notably, Gold Ambassadors and Gold Ambassador nominees.

Discord Do's and Don'ts for Ambassadors

To make Discord a great experience for all server members, we are sharing a high-level list of do's and dont's for those Student Ambassadors who would like to participate in the server.

Discord Do's

- **Assist community members**
 - Respond to channel questions, share links to FAQs, and help with channel moderation by referring incidents to server admins
 - Show kindness, be positive and act with purpose to help create a sense of belonging
 - Contribute to a safe server by providing a respectful, friendly, professional, and inclusive Discord experience
- **Engage community members**
 - Inspire others by showing your passion for Microsoft AI and cloud technologies
 - Make impact by fostering relationships which embrace learning and innovation
 - Share ideas, solve challenges and exemplify Microsoft's mission to empower every person to achieve more

Tip → follow the steps in the Start-Here channel to unlock the Ambassadors gated channels, including the registered members FAQ, Additional Information and Conversation channels.

Discord Don'ts

- **Spam Discord channels**
 - Make excessive and redundant posts and @mentions; these items will be deleted without notice
 - Make marketing and advertising posts and @mentions; these items will be deleted without notice
 - Solicit members with your Contributor IDs and Cloud Skills Challenges (remember, they're working on the same activities!)
- **Request program support**
 - Make posts and open tickets for Student Ambassadors program related support; these items will be closed without reply
- **Repeat violations**
 - Repeat offenders will be removed from the Discord server and/or removed from the Student Ambassadors program

Discord Posting Guidelines

We want to be intentional about creating value for both server members and Student Ambassadors. Help us manage the quality and quantity of content on Discord by following simple guidance about (1.) what to post; (2.) where to post; and, (3.) how often to post.

What to post

Post about what you're learning, ask for advice or ideas and respond to trending AI news and event. Share quality insights and fresh perspectives based on your knowledge, expertise or observations. And, feel free to invite other member to participate in your conversations.

Where to post

Keep channels organized and conversations meaningful. Choose the most appropriate channel for the topic and use clear, descriptive titles and select relevant tags. Consider engaging in existing conversations of the same subject before creating new ones.

How often to post

Take a step back and ask yourself: Is this post unique? Is it timely? Will it bring excitement to the community? Would I click on it? Answer these questions before

posting to gain an understanding as to whether your post will get seen by people you want to hear from.

Examples for reference

Focusing on what, where and how often will help you drive engagement and build your circle of influence when sharing content and hosting hybrid or online events.

- Starting a conversation about maximizing the individual and societal benefits of AI → this post should go in the Discussion channel under the Resources category.
- Sharing a news article about the Microsoft Copilot key coming to Windows keyboards → this post should go to the New channel under the Resources category.
- Sharing a GitHub repo with Microsoft Azure Fundamentals certification content → this post should go in the Skilling channel under the Resources category.
- Sharing a Global Azure live stream community event about cloud computing → this post should go in the Activities channel under the Resources category.

Discord Role

Student Ambassadors who would like to participate in Discord can join the server at any time using the public invitation link and they should also complete this Discord Role form to receive the Ambassadors role on their profile in the server.

- Join the server to participate in Discord → <https://go.microsoft.com/fwlink/?linkid=2252687>
- Share your username to receive the Ambassadors role in Discord → <https://forms.office.com/r/rMQCbMtJ8G>

Tip → follow the steps in the Start-Here channel to unlock the Ambassadors gated channels, including the registered members FAQ, Additional Information and Conversation channels.

The Ambassadors role workflow runs twice per week. The role should display on your profile 3-5 days after joining the server or onboarding to the program. If you

join the server or onboard to the program but do not complete this form, you will not receive the Ambassadors role.



Advancing Milestones

Student Ambassadors are required to complete various pre-identified activities in order to grow their skills on a well-defined road to success. As you complete these activities, your program milestones are advanced. Additional program benefits are unlocked too.

Milestones are advanced in order from New to Alpha, Alpha to Beta and Beta to Gold. Program certificates are updated with each milestone advancement.

Milestones showcase your expertise and let the world know about your achievements. You are encouraged to share your milestone advancements with your local and online communities.

→ [New to Alpha](#)

→ [Alpha to Beta](#)

→ [Beta to Gold](#)

 [Roadmap](#)

 [Join conversation on Teams](#)

Overview

Milestone summary chart

	New milestone	Alpha milestone	Beta milestone	Gold milestone
To Achieve		Complete pre-identified activities as a registered member	Host and report an approved event or actively participate in a Student Ambassadors Project	Go above and beyond program expectations by demonstrating significant reach and impact <i>No earlier than 12 months from program onboarding</i>
M365	✓	✓	✓	✓

Visual Studio Enterprise		✓	✓	✓
\$150 monthly Azure credits		✓	✓	✓
Beta swag box			✓	✓
Gold swag box				✓
Program leadership opportunities				✓
Consideration for special events and activities				✓
Consideration for MVP mentorship and nomination				✓

Please note: If you onboarded on or after April 17, 2024 you will onboard at the Alpha milestone. For all Ambassadors who onboard on or after April 17, 2024 the learn path and technical onboarding requirements have been fulfilled on the path to become an Ambassador on Discord.

Onboarding to Alpha

What you need to do

[Complete requirements](#) as a registered member of the community to receive an invitation to join the Student Ambassadors program. These requirements involve completing pre-identified activities that align with your interests and skills and include items such as building AI-driven solutions, leading community events and sharing content on social.

Registered members who meet the activity requirements will be invited to become a Student Ambassador. Once the invitation is accepted, they'll onboard to the program and earn the official title, certificate, and benefits of Student Ambassadors membership, including their @studentambassadors.com email and access to Microsoft Teams.

The benefits you unlock

When you onboard to Alpha, your benefits are unlocked. These benefits include:

- [Visual Studio Enterprise subscription](#)
- \$150 monthly [Azure](#) credits

Accessing these benefits

Visual Studio

To access your Visual Studio Enterprise subscription and your \$150 monthly Azure credits, you must sign in to the Visual Studio portal with your @studentambassadors credentials.

- Go to the [Visual Studio portal](#)
- Sign on with your @studentambassadors credentials
- Click Go to my benefits
- Select Activate
- Complete About you questions
- Select Next
- Check the Agreement box
- Select Sign up
- When you see the Azure portal appear, you have successfully activated your Azure benefit.

[Benefits FAQ](#)

Alpha to Beta

Advance to Beta within 6 months of program onboarding

What you need to do

Host and report an approved event or actively participate in a Student Ambassadors AI Project including submitting to Demo Day, to reach Beta and unlock your Beta benefits.

- [Check out the Hosting Events tab](#) to help with your Microsoft technologies event.
- [Read about Student Ambassadors AI Project opportunities](#) and the benefits of participation.

What you need to know

Advancing to Beta by hosting and submitting an approved event ([Cloud Skills Challenge](#))

- Only Student Ambassadors hosted events are eligible for Beta advancement. 3rd Party hosted events and MSFT hosted events are not eligible for Beta advancement.
- Only 1 Ambassador may host and submit a Cloud Skills Challenge. The advancing Alpha must be the Student Ambassador who completes the Challenge Creation form and submits the challenge on the website. Collaborators cannot be added to a Cloud Skills Challenge.
- Other Student Ambassadors cannot be added as collaborators to the challenge. Other Student Ambassadors cannot submit the challenge as their own.
- The challenge must skill attendees on a Microsoft technology and the personal challenge collection (if used) must include a minimum of 10 modules.
- A minimum of 15 active participants must complete the challenge. Other Student Ambassadors are not included in the active participant count.

- Cloud Skills Challenge events should be submitted using Add Event on the website. The Event Type should be Other, the Technology Area should be blank and the Event Description should mention Ambassador Hosted: Cloud Skills Challenge.
- The challenge URL should be entered in the Event Photo URL field when submitting the event for review. The challenge URL can only be submitted once.

Advancing to Beta by hosting and submitting an approved event (non Cloud Skills Challenge)

- Only Student Ambassadors hosted events are eligible for Beta advancement. 3rd Party hosted events and MSFT hosted events are not eligible for Beta advancement.
- Only 1 Alpha per event can be considered for Beta advancement. The advancing Alpha must be the Student Ambassador who creates and submits the event on the website.
- The event must skill attendees on a Microsoft technology. [Workshop-o-Matic content](#), [Content for Workshops](#) and [Microsoft learn paths](#) can be used for the event if desired.
- The event must be a minimum of 30 minutes in duration and the advancing Alpha must speak for at least 20 minutes skilling attendees on a Microsoft technology.
- The full 20 minutes must be focused on skilling attendees on a Microsoft technology and does not include discussion on non-related topics. Interactive presentation elements (e.g. Kahoot) should not exceed 10 minutes.
- There must be 15 attendees at the event for the entire duration of the event. Other Speaker/Presenters (Student Ambassador or 3rd Party) are not included in the attendee count. Other Student Ambassadors are not included in the attendee count.
- If the event is in-person, photos documenting the event and its attendance should be taken. The photos must be uploaded to Student Ambassadors OneDrive and the file link should be entered in the Event Photo URL field when submitting the event for review to the website.
- If the event is online, the entire event must be held and recorded as a Student Ambassadors Teams meeting. The full Teams recording must be uploaded to Student Ambassadors Microsoft Stream and the recording link should be entered in the Event Photo URL field when submitting the event for review.
- The event may only be submitted once by the advancing Alpha. Other Student Ambassadors cannot submit the event for advancement or review.

Advancing to Beta by actively participating in a Student Ambassadors AI Projects

- Actively participate in, and make equitable contribution to, a Student Ambassadors Project from start to finish, including the project demo presentation.

The benefits you unlock

When you host and report an approved event or actively participate in a Student Ambassadors Project, and complete technical onboarding, your Beta benefit are unlocked. These benefits include:

- Beta swag box

Accessing these benefits

Each month, the swag box workflow is triggered. Student Ambassadors who advanced to Beta milestone will be included in this workflow and receive a swag box. This is a one-time benefit fulfillment.

A voucher code will be sent to your @studentambassadors.com account. Ambassador swag vouchers must be redeemed by Student Ambassadors within 60 days of the automated swag voucher email being sent. Please note that the delivery of your swag kit may vary due to customs clearance and shipping restrictions in your

country. This is a onetime benefit fulfilment. You can find additional guidance on how to claim your swag kit on the [swag kit benefit FAQ page](#).

Please note: For all Ambassadors who onboard on or after April 17, 2024 the learn path and technical onboarding requirements have been fulfilled on the path to become an Ambassador on Discord.

[Benefits FAQ](#)

Beta to Gold

Be selected for Gold by continuing to host events and skill your communities

What you need to do

The program team reviews Gold nominations twice a year and selects Ambassadors who have gone above and beyond for advancement to Gold milestone. The program team looks for Ambassadors who:

- Have been an Ambassador for at least one year, not graduating within 6 months, completed all program requirements and been highly engaged in the program and their local communities
- Have completed Microsoft Learn learning paths to advance their skills and prepare for Microsoft certification exams; and, shared Microsoft Learn content with their local communities using their Sharing IDs
- Have hosted events, including Cloud Skills Challenges, skilling up their local communities on Microsoft technologies and submitted these events for review on the Student Ambassadors website
- Have actively participate in, and make equitable contribution to, a Student Ambassadors Project from start to finish, including the project demo presentation
- Have regularly signed on Student Ambassadors Teams and been actively involved in the Student Ambassadors community; including attending calls, making posts and interacting with other Ambassadors
- Have a complete Student Ambassadors profile with a well-drafted Headline and Biography, and have a LinkedIn profile which showcases program participation and achievements, and shares program content
- A reminder to those that are interested in being considered for Gold Student Ambassador nomination to [ensure your events and activities are reported via the SA website](#)

[Complete the Gold Student Ambassador Nomination form](#) to nominate yourself for the Gold milestone.

Current Gold Ambassadors can also nominate a Beta Ambassador for consideration. Nominations are reviewed in December and June, and announced in January and July.

What you need to know

We are looking for Ambassadors who have established and grown their Microsoft influencer status in their local communities and whose events and activities have measurable reach and impact.

- Microsoft skilled and certified learners who are active in the program (Teams, mentorship, recruiting, etc)
- Inspiring leaders who show a passion for skilling up their local communities by hosting events highlighting Microsoft technologies
- Content sharers who regularly promote Microsoft properties to their online communities (LinkedIn, Twitter, Instagram, etc)
- Developers who contribute to GitHub and advocate for building and collaborating on its open-source platform
- Students whose behavior aligns with the [Code of Conduct](#)
- Adhere to the [Gold Ambassadors Expectations](#)

The benefits you unlock

If you are selected for Gold, your Gold benefits are unlocked. These benefits include:

- Gold swag box
- Program leadership opportunity and pilot activity participation
- Added to Gold Student Ambassadors private team, where additional Gold benefits (including leadership opportunities, pilot participation, special event consideration, etc).
- Consideration for special events and speaking engagements
- Microsoft Most Valued Professional (MVP) mentorship
- Consideration for personalized Letter of Recommendation signed by Student Ambassadors Global Program Director (request from sa-coordinator@studentambassadors.com via chat)
 - Please note: If you are utilizing the letter of recommendation for university admission or a job application, and you are requesting the Ambassador program team to submit the letter on your behalf, you may request one letter of recommendation submission per Ambassador
- Host workshops through the [Microsoft Reactor](#) and [Microsoft Learn Live Series](#)
- Participate in speaking engagements for [Microsoft Ignite](#), [Microsoft Build](#), [Global Azure](#), and [Microsoft Tech Community](#)
- Potential nomination to the [Microsoft Most Valuable Professional \(MVP\)](#) program, [review this guidance about the MVP program](#) and complete this [interest form for consideration](#). To be considered for MVP nomination, candidates must have significant contributions to their technical category

Accessing these benefits

Gold swag box

Twice a year, after the Gold cohorts are announced, the Gold swag box workflow is triggered. Student Ambassadors who advanced to Gold milestone will be included in this workflow and receive a Gold swag box. This is a one-time benefit fulfillment.

You will receive a voucher code via email to your @studentambassadors.com account. Ambassador swag vouchers must be redeemed by Student Ambassadors within 60 days of the automated swag voucher email being sent. Please note that the delivery of your swag kit may vary due to customs clearance and shipping restrictions in your country. You can find additional guidance on how to claim your swag kit on [the swag kit benefit FAQ page](#).

[Benefits FAQ](#)

Roadmap

Your journey in a glance



Alpha

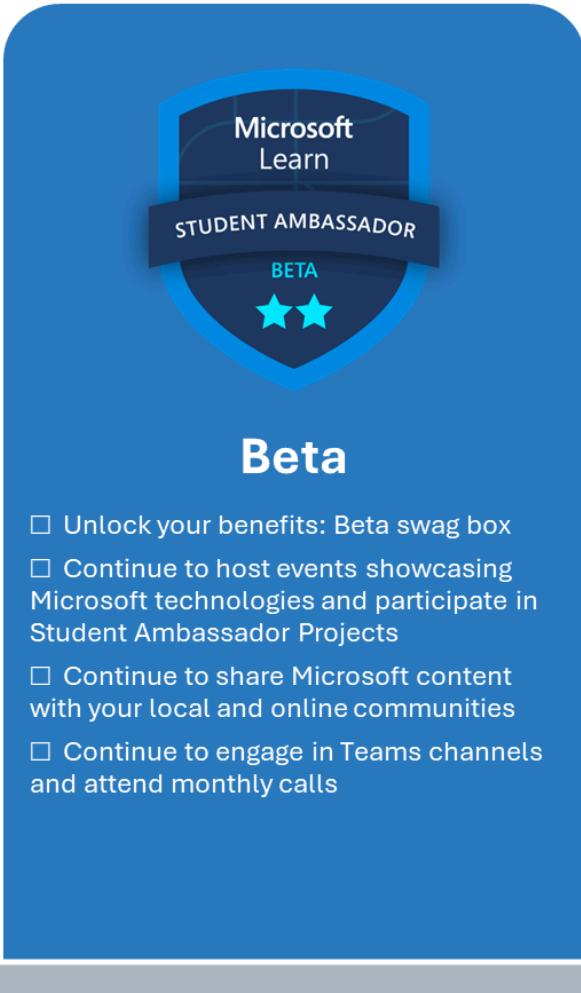
your benefits: Visual studio, kits

an event showcasing Microsoft technologies or participate in Student Ambassador Projects to advance

ue to share Microsoft content with your local and online communities

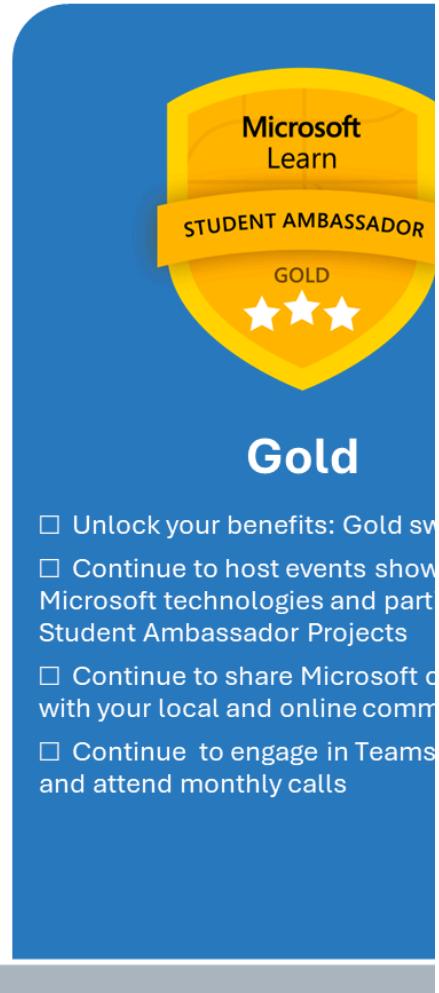
ue to engage in Teams channels and attend monthly calls

peer mentorship program



Beta

- Unlock your benefits: Beta swag box
- Continue to host events showcasing Microsoft technologies and participate in Student Ambassador Projects
- Continue to share Microsoft content with your local and online communities
- Continue to engage in Teams channels and attend monthly calls



Gold

- Unlock your benefits: Gold swag box
- Continue to host events showcasing Microsoft technologies and participate in Student Ambassador Projects
- Continue to share Microsoft content with your local and online communities
- Continue to engage in Teams channels and attend monthly calls

If you onboarded after April 17, 2024 you will onboard at the Alpha milestone. For all Ambassadors who onboard on or after April 17, 2024 the learn path and onboarding requirements have been fulfilled on the path to become an Ambassador on Discord.