

MGMA STUDENT AMBASSADOR PROGRAM

– STATE IMPLEMENTATION RECOMMENDATIONS

PROGRAM CHARGE:

Incorporate student involvement into your conference by enlisting students as student ambassadors. In exchange for their time as volunteers, we recommend that students receive free conference registration. States get assistance with volunteer needs and garner more student involvement. Students get to attend sessions and make connections with other attendees.

STEPS IN PROGRAM SET UP:

1. Determine volunteer roles for the conference
 - a. Examples
 - i. Social media support: Students create and share social media posts as they attend conference sessions and events.
 - ii. Registration support: Students greet attendees and assist with onsite registration process.
 - iii. Mobile concierge: Students assigned to a specific area are available to answer attendee questions (ie., room locations, session times, etc.)
2. Determine registration compensation process
 - a. Examples
 - i. 3 hours of volunteering = free day pass
 - ii. 6 hours of volunteering = free conference pass
3. Determine volunteer shift times and training times.
 - a. Ensure necessary training for each role, either onsite or prior to conference. Onsite proves to be most effective prior to first volunteer shift.
4. Determine ideal student ambassador group size considering attendee numbers and how many students would be ideal in each role.
5. Determine any special networking
6. Determine what will be provided to student ambassadors so they are identifiable.
 - a. T-shirts or badges work best.
7. Consider conference events that student ambassadors can receive special invitations to; especially opportunities for students to make connections with other students and members.
8. Consider a student ambassador conference event focused on getting to know students, and giving them the ability to network with state leadership. A great option is a happy hour with board members. If funding is an issue, consider proposing a corporate sponsorship for the event.
 - a. If hosting a student conference event, ensure proper invites to all those attending.
9. Create an online application to gather student applicant information.
 - a. SurveyGizmo and SurveyMonkey platforms are a good option.
 - b. Set up to obtain demographics that include university information, and a section to sign up for specific volunteer shifts.
10. Create and distribute marketing material (flyer) explaining details of program
 - a. Include program benefits, responsibilities and requirements. List volunteer shift schedule and instructions for signing up.
 - b. See attachment of national MGMA's flyer from the 2019 annual conference.
 - c. Distribute via email to all members, ensure sharing with student, faculty members, and university contacts.
11. Follow up with students as soon as they sign up to confirm details; point person to report to, volunteer shift schedule and expectations, conference event invitation(s), etc.
12. Include information on student ambassador program in conference material: on opening presentation slides, website, program, etc. Messaging should focus on drawing attention to the program and inviting all attendees to interact with student ambassadors.
 - a. Example: "Be on the lookout for student ambassadors in green t-shirts! These students have volunteered their time to help you here at conference and get acquainted with attendees, the profession and MGMA. Maybe you can help them out too, especially if you have an open job at your company that you want to offer!"
13. Ensure that students feel connected during the conference and gain a deeper understanding and integration into the organization. Set up proper communication and roles so that they are not left wondering what they should be doing or who they should be talking to.
 - a. Appoint point people in each volunteer role area for student ambassadors to report to during the conference or ensure one person has bandwidth to assist with answering student questions for each role.
 - b. Assign an individual for students to meet at events they are invited to.
14. Ask for student feedback following the conference.
 - a. Send a survey or follow up one-on-one to ask for their future suggestions, and to ask how you can better connect them and serve them within the organization.
15. Consider opportunities for improvement to the program, and other programs or events that could be explored based on student ambassador experience.