

2013-2014 CSBS AMBASSADORS

Natalie Blanton | Valerie Braegger | Alexandra Butler | John Davidson
Gevon Guerra | Grace Hanley | Florian Nattero | Sai Samineni | Rachel Wootton

Mission Statement

Promote and enhance student engagement in the College of Social and Behavioral Science by planning activities which create visibility for student opportunities centered on academic success, philanthropy, peer mentorship, service, recruitment and intra-departmental connectivity.



Connectivity | Dialogue | Mentorship | Outreach | Philanthropy | Service

PROJECTS

Student Outreach & Marketing

Main Leads: Grace & Florian
Co-Lead: Sai

Welcome Week Events

- Ambassadors hosted an Open House with catering from Corner Street Bakery.
- Invited faculty members and all students to start the academic year with food and conversation.
- Held multiple tabling sessions handing out information on the college and 500 CSBS logo buttons increasing visibility.

2014-15

- *Directions: Lead Ambassadors doubled Welcome Week funding requests totaling \$600 for use Fall 2014.*

Main Lead: John

Social Media

- Social media campaigns paired with partnerships through campus groups and associations increased Instagram following by 3 times compared to beginning of 2013-14 academic year.
- Facebook following and viewership have increased to reach record breaking numbers since the CSBS FB page was created.
- Successfully initiated photo contests via Instagram and Facebook awarding best student photo submissions representing their major with book store gift cards.

Main Lead: Natalie

Service Coalition

- Lead Ambassador represented us on the University Service Coalition and attended monthly meetings.
- Explored options to increase campus and community partnerships.
- Participated in the Bennion Center's Hunger Banquet and started dialogue with Head Start program.

2014-15 Directions: Pursue Head Start Partnership Proposal & invitation to revise and chair the USC.

Bennion Elementary

Main Lead: Gevon
Assisting: All Ambassadors

After-school Tutoring

- Two ambassadors and recruited volunteers spent an hour every Wed. & Thu. the after-school program was in session during Fall & Spring semester helping children with homework.

Field Day at the U

- Brought 65 5th/6th grade students and 20 parents to explore campus.
- The children attended workshops from Anthro's Osteology lab and grinding corn on rocks to helping individuals with disabilities through Ergonomics & Safety Engineering.
- Parents participated in a FAFSA workshop and option to fund college.
- The three hour field trip ended with lunch at the Heritage Center co-sponsored by the CSBS Ambassadors and Bennion Elementary's Principal Yapias.

MUSE Partnership

Main Lead: Valerie
Co-Lead: Rachel

Evening with Malcolm Gladwell at Abravenel Hall

- Dispersed 20 student tickets.
- Promoted faculty and student dialogue allowing 15 students to participate in a pre-event dinner with Political Science Professor Tim Chambless & Psychology Professor Paul White.

Affordable Care Act & U

- Panel discussion represented by 5 CSBS majors with perspectives from US health compared to other nations, family & consumers studies, politics, & economic health policy.
- Filled Hinckley Caucus room to capacity with 60 attendees.

The Other Wes Moore

- Ambassadors created campus wide awareness for the year's theme—Civic Engagement—dispersing books, facilitating book discussions, and helping fill the SFEBB Bill & Pat Child Auditorium to promote the book *The Other Wes Moore* & visit by the author Wes Moore.
- Distributed 221 books.
- Conducted 9 book groups reaching 103 attendees from Sociology, Psychology, Honors College, Anthropology, HSP, Continuing Ed, Bennion Center Service Learning, LEAP Peer Advisers & students, QSA & LGBTRC, Pre-Law, SLC Peer Court adult advisors, and International Students.

2014-15 Directions

- *Partnership with the MUSE Project was fantastic and highly successful.*
- *Continue combined event ventures, increase opportunities for student/faculty dialogue, and ambassador participation in MUSE annual themes.*
- *Potential new ideas—CSBS Major SACs Luncheon and Think Tank*

Main Leads: Florian & John

Mentor-Mentee Program

- Initiative spurred by realization ambassadors benefited from past mentors and every student should have same opportunity to find good mentors.
- Completed preliminary work outlining programming goals, target audience, applications for mentor & mentee recruitment, and web platform for applications.
- Obtained feedback from student tabling and major advisers.

2014-15 Directions:

- *Recruit mentors from SACs & Alumni.*
- *Advertise program to incoming freshman and other orientation sessions.*
- *Partner with major advisers and make applications tablet supported.*
- *Enter program for 5% status consideration*

Research Workshops

Main Leads: Rachel & Grace
Co-Lead: Alex & Sai

- Planned and conducted panel type workshops both semesters to increase student knowledge and participation of paid research opportunities through the college.
- Panel members include Dean Berg, Geography's Andrea Brunelli, UROP's Jill Baeder, and various student perspectives.
- Planned CSBS student proposal submission to the UROP program significantly compared to the 2012-13 year and set large precedent to continue future workshop series.

Main Lead: Alex
Assisting: All Ambassadors

The Town & U

- Organized and executed partnerships with local restaurants and retailers to raise funds for CSBS student scholarships
- Restaurants donated proceeds from purchases by participating individuals, combined with funds from raffle ticket sale during evening screening of "Inequality for All"
- Raised \$770 total towards student scholarships

Project Youth Collaboration

Main Lead: Grace
Assisting: Alex

- Partnered with the Bennion Center for Project Youth during President Pershing's Community Engagement Day at the U.
- Connected CSBS faculty members to the project and led 60 children to their visit with the Geography lab.