

Student Ambassadors

Student Ambassadors for *FIRST* Robotics Competition work to share the *FIRST* experience with event attendees, invited guests, and VIPs. They introduce new guests to *FIRST* and continue to inspire the passion and commitment to those already engaged with *FIRST*. They educate and engage guests by discussing the build season, event, and game challenge. Please refer to the [role description](#) for responsibilities and experience needed.

This document covers best practices on running a student ambassador program as provided by one of our Program Delivery Partners - Wendy Austin from Florida.

Planning for a Successful Student Ambassador Program

Action: Determine number of student ambassadors your event will need

- Communication Type: Meet with your Regional/District Planning Team
- Timing: September - December
- Documentation: None
- About: You want to think about what you will use these students for. Opportunities that might need student ambassador tours to think about, # of Sponsors/VIPs coming to the event, FLL Tours, FTC tours

Action: Get nominations for Student Ambassadors

- Communication Type: Email from Regional Director
- Timing: Early January (preferably week 1)
- Documentation: Gathering Student Ambassadors - Initial Email with Form Sign Up
- About: Coaches are extremely busy this time of year so getting them to think about something that is months away is difficult. They also do not know what students will be doing at the regional. Prepare to receive many very late nomination forms. Mentors tend to wait till the last minute. As your SA program grows you will learn teams you can call on. I try to only have 2 students per team, but I will accept more if needed.

Action: Determine where training can happen at the event

- Communication Type: Planning meetings
- Timing: February
- Documentation: None
- About: You will want to have a room where you can meet with ALL of your students

Action: Set up tour sign up documents for invited guests (FLL, FTC, Sponsors, School Officials, Legislators, Media, etc.)

- Communication Type: Email and social media posts with a link to an event sign up.
- Timing: Dec - Jan to start, ramp up as the event gets closer
- Documentation: Spreadsheets or lists
- About: You want to know who will be coming

Action: Set up a way to communicate during the event

- Communication Type: It can be band, discord, texting or whatever works best for your group.
- Timing: determine during training

- Documentation:
- About: You need this to make sure everyone is where they are assigned to be. It is also useful if unexpected VIP's or other tours show up.

Action: Send out invites to your event for invites guests

- Communication Type: (Our VIP coordinator takes care of this.) Email invites are sent out with a link to RSVP
- Timing: Dec.-Jan
- Documentation:
- About:

Training Student Ambassadors

Here is a list of things we cover in training that Student Ambassadors should know:

- They are NEVER allowed to give out personal information. They can take a business card and email a contact from a mentor's email address. (some ambassadors have gotten internships)
- Use the buddy system.
- 3 sentence Elevator speech to get them started:
 - *FIRST* is a global non-profit that uses robots to get kids interested and excited about careers in STEM. Our programs start at age 4 and go up through high school. There is over 80 million dollars in scholarships available through this program.

Things to know about the Regional:

- How many teams competing at this Regional
- How many from out of state or International teams
- How many rookies competing this year
- How many years has this Regional been around
- How much does it cost approx. to run the Regional (VIP's want to know)
- FLL and FTC: Age range, local teams
- If showing FLL/FTC teams around, which FRC team can they go to
- Are there any legislators visiting and where are the teams in their Districts
- Are there any major Regional sponsors and which teams do they sponsor
- How much in scholarships!!!!

About them and their team:

- Team name and number
- How many years they have been on the team
- Role on the team
- Why did they join the team (its fine if it is because a friend did)
- Team Budget
- Team Sponsors
- How do they fundraise
- Outreaches the team does, and which is their favorite
- Favorite thing about being on the team
- Best thing you have learned about being on a team

- Main strategy for this years game
- Coolest thing about their robot
- What colleges are you looking at/major
- How has being on a team impacted you the most

Templates

Finding Student Ambassadors Template

Should be sent from the Student Ambassador Coordinator or included in team information emails. This is an example of an email to send to lead mentors attending an event to find potential student ambassadors.

Happy start of the [Insert Year Here] season!

The competition season is fast approaching, and we are looking for [#] Student Ambassadors for the [insert event name here] Event. We are looking for students to represent your team and *FIRST* to our VIPs and guests during the regional.

Please take the time to think about some students that would be a good fit for this opportunity and fill out the form below. Please note that they **should not** be on the drive team. Please send up to 2 students/team by [Date form is Due]. If you have any questions, have more than 2 members, or the form does not work for you, please reach out to [Name of Coordinator] at [Email for Coordinator].

Here is the form: [insert form link here]

Good Luck this season!

Questions to ask in a nomination form

Here is an example of questions that Orlando asks teams in looking for nominations.

- Student Name
- Team Name
- Team Number
- Years the student has been on the team
- Mentor Email Address (used for communication)
- Have they been a student ambassador before?
- To be answered by the students
 - How many years have you been in *FIRST* (all programs)?
 - What is your main role on the team?
 - What other roles have you had on the team?
 - How has being on a *FIRST* team affected your life?
 - Where do you want to go to college?
 - What will your major be?
 - Why should anyone want to be a mentor or sponsor of a *FIRST* team?
- Please provide a recommendation letter from a mentor on the student and why they would be an asset to the ambassador program?

Acceptance Email Template

Sent to mentors to let them know the student has been accepted. This is an example of an email but should be tweaked to make it applicable to your event.

Hello coaches,

If you are receiving this email congratulations the students, you nominated are selected to be [Year] Student Ambassadors for the [Insert your Event Here] Event!

Training will be on [Insert Date], at [insert time]. We will meet at the front welcome table at the front of the arena.

I ask that you and your student(s), please take some time to connect to Band. This is how we will be communicating at the event. Here is the link to join the Orlando Regional Band. [insert link or QR code to join]

Our VIP Event is on [day]. Student Ambassadors will enter the venue at around [time] to help receive VIPs. More information will be available during training.

I will ask that each student sign up for two, 2-hour time slots, one on Friday and one on Saturday. They will be sitting at the welcome table ready to take guests on a tour of the Regional. Sign-ups will be posted on Thursday during our training. If your student is on a *FIRST* Impact Award presentation team or a Dean's List nominee, we can easily move around times. I am looking for some students to help with the FLL Explore judging on Saturday morning. Let me know by Thursday if you are available.

Please let me know if you have any questions or concerns!

Thank you so much and see you tomorrow

Questions to ask for Tours

Here's an example of a sign-up form that you can send out to schedule tours with the student ambassadors. Be sure to include the name of the event, location, and hours you are running tours from:

- Team Name
- Group Type
 - FLL Discover
 - FLL Explore
 - FLL Challenge
 - FTC
 - Other: _____
- Main Contact Name
- Best email to contact
- Number Attending (Students, Mentors, and Parents)
- Which Date
- Preferred Time for Tour
- Will you need safety glasses for everyone?
 - Yes
 - No
 - Maybe

Sign Up Sheet Example

Here’s an example of a sign-up sheet to fill all slots needed.

Friday, March 22, 2024		
Time	Needed	Additional
7:25 -11:00	All Hands on Deck	
11:00-1:00		
1:00-3:00		
3:00-5:00		