



 **SCK**
LAUNCH
AMBASSADORS

STUDENT AMBASSADOR TEAM
IMPLEMENTATION TOOL-KIT

OVERVIEW

Building upon The Leader in Me and LEAD, Student-Led Leadership focuses on the application of the principles of leadership. Student-Led Leadership is a process for high school students to prepare for their future career and become contributing members of the community. The initiative focuses on actions that create positive impact for students, school and community. Student-Led Leadership is comprised of two components to ensure all students have the opportunity to become the leaders of their future: **1) Leading Others** and **2) Leading Self**.

STUDENT AMBASSADOR TEAM MISSION

To be the catalyst leading young people to make measurable and significant impact in their community

WHY	HOW	WHAT
PURPOSE	PROCESS	RESULT
Ambassadors have the influence to impact positive change.	Ambassadors will develop principle-centered leadership skills necessary to lead a strong and dynamic community.	The team will lead campaigns and projects for the collective benefit of their school and community.

OUTCOMES

1. Nurture student's potential for future success through understanding and practice of the principles of leadership
2. Expand community awareness of ambassadors and school through exposure to South Central Kentucky businesses, resources and opportunities
3. Encourage impact through philanthropic action toward a common goal

WHO	SERVE THE SCHOOL BY
Student members should be representative of the student population including age, gender, race, culture, ethnicity, active and not active. School staff will coach, facilitate and guide the team and individual members.	<ul style="list-style-type: none"> • Raising internal and external awareness of school and community • Growing the number of students connected to the school community and participating in school opportunities • Developing strategies for enhancing the school community • Representing the school on campus and in the community • Providing school tours for students, guardians and the broader community • Planning, implementing and monitoring campaigns and projects

CRITERIA

STUDENT AMBASSADOR TEAM MEMBER	ADULT REPRESENTATIVE
<ul style="list-style-type: none"> • Demonstrates rapport with others and builds meaningful relationships • Possesses credibility as a communicator among others in the school • Is an influencer for others • Demonstrates flexibility and potential to learn skills to collaborate, plan and work with diverse team members • Recognizes the strengths in others and respects their ideas 	<ul style="list-style-type: none"> • Demonstrates rapport with others and builds meaningful relationships • Possesses credibility as a communicator among staff, students and the community • Demonstrates flexibility and potential to learn skills to collaborate, plan and work with diverse team members • Possesses ability to coach and facilitate a process • Recognizes the strengths in others and respects their ideas • Believes every individual has leadership skills

STUDENT INFORMATION

Student Information for Ambassador Team may be accessed and downloaded using the link below.

STUDENT INFORMATION FOR AMBASSADOR TEAM FLYER

<http://scklaunch.com/wp-content/uploads/2019/08/Ambassador-Information.pdf>

STUDENT APPLICATION

Student Ambassador Application may be accessed and downloaded using the link below. Each school will determine the number of students to serve as Ambassadors. Ambassadors should represent the diversity of their school’s population. Schools will set the deadlines for application and acceptance of Student Ambassadors.

STUDENT AMBASSADOR APPLICATION

<http://scklaunch.com/wp-content/uploads/2019/08/SCK-LAUNCH-Student-Ambassador-Application.pdf>

STANDARD UNIFORM

Each Ambassador will be provided a shirt to wear with black or khaki pants for special events.

“Young people aren’t the leaders of tomorrow. They are the leaders of today and tomorrow.”

- Kathy Calvin

SCK LAUNCH: Student-Led Ambassador Team is Uniquely Different

This program is a leadership infused, career-focused opportunity that trains students to be in a position of leadership, to participate in community service, and be a voice for the student body. The SCK LAUNCH Ambassador Team is about student voice, community, and the future.

Implementation Timeline

The timeline below provides recommendations and guidance for implementation. Year 1 begins with FranklinCovey Habits of Highly Effective People two-day training for faculty and staff. Next, students will receive training and coaching by FranklinCovey. Once the team is established, ambassadors will develop their next tasks, and timeline, in alignment with their goals for the year.

	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
TASKS	TEAM TRAINING: <ul style="list-style-type: none"> Attend Kickoff Create Project Action Plan Request resources Present Project Plan for Feedback to Partners 	TEAM TRAINING: Communication and Tour Training <ul style="list-style-type: none"> Implement and Monitor Action Plan Share Project Update with Business Partners for Feedback Provide Tour for Business Partners 	TEAM TRAINING: Project Implementation and Annual Report <ul style="list-style-type: none"> Continue Project Implementation Share Project Update with Business Partners for Feedback Complete Project 	CELEBRATE: Completion of Project <ul style="list-style-type: none"> Present Annual Report to Business Partners Student Application for New Students Work with Chamber to Recruit New Business Partners
SUPPORT	<ul style="list-style-type: none"> Provide Students with Shirts Support Action Plan Arrange Kickoff for Student Teams Recognize Business Partners 	<ul style="list-style-type: none"> Review Progress Provide Guidance 	<ul style="list-style-type: none"> Spotlight Wins Arrange Annual Presentation 	<ul style="list-style-type: none"> Support Faculty Member Recruit New Student Ambassadors Recognize Business Partners
REPORT	Present Plan to Leadership, Business Partners, Staff, School Organizations and/or SBDM	Present Progress Update to School Administration	Communicate Project Status with School Administration and Student Body	Annual Partner Presentation

Annual Training

- Effective Teams
- Principle-Led Leadership
- Action Planning
- Community

Annual Resources

- Business Partners
- Annual Ambassador Kick-Off
- Logo Shirt

BUSINESS PARTNERSHIP

School and Business partnerships are supportive, collaborative efforts created to achieve common goals and activities intended to ensure students’ success. The Bowling Green Area Chamber of Commerce facilitates the development of these powerful partnerships to ensure long-term, sustainable community services.

PURPOSE	Business partners will provide guidance in developing authentic and real-world strategies essential to an effective team process.
CONNECTIONS	<p>Attributes of Global-Minded Team Member Teamwork, Integrity, Respect, Decision Making, Conflict Resolution, Cultural Proficiency</p> <p>Relevance of Emotional Intelligence to Synergize Self-Awareness, Initiative, Self-Advocate, Dependability & Reliability, Professionalism, Planning & Organizing, Relationship Building</p> <p>Necessity of Being a Life-Long Learner Adaptability, Communication, Applied Knowledge, Critical Thinking, Problem Solving, Professional Growth</p>
OUTCOMES	<p>Nurture students’ potential for future success through understanding and practice of the principles of leadership</p> <p>Expand community awareness of ambassadors and school through exposure to Bowling Green and Warren County businesses, resources and opportunities</p> <p>Encourage impact through philanthropic action toward a common goal</p>
COMMITMENT	<p>Two-hour meeting for students to provide a tour of the school, present project idea and provide constructive feedback (Quarter 1)</p> <p>One-hour face-to-face coaching session to provide students feedback on implementation of the project (Quarter 2)</p> <p>30-minute conference call to answer questions and coach toward next steps (Quarter 3)</p> <p>One-hour meeting for team to present a year-end report (Quarter 4)</p>

Students bring dreams and passion to the table, and business leaders bring invaluable expertise and experience.

PROJECT GUIDE

WHAT IS A SCK LAUNCH AMBASSADOR STUDENT-LED PROJECT?

A project idea will represent the collective student voice. The project can involve a campaign, event, design or service that helps students develop a sense of belonging to the community. The community may be defined as inside the school or the broader community outside the walls of the building. The first community is your school.

WHAT IS THE PROCESS?

DEVELOP AN IDEA

CREATE A PLAN

EXECUTE THE PLAN

REFLECT

BIG QUESTION: IMPACT

The Purpose of the SCK LAUNCH student ambassadors is defined by its mission. This mission defines why the ambassadors exists and emphasizes importance of leading others.

Ambassador Mission Statement: To be the catalyst leading young people to make measurable and significant impact in their community.

Big Question: How might we make an impact?

Each ambassador team will determine how they will make an impact and develop a vision representing where the team wants to go and their objectives. Teams will then develop a strategy to complete their project. The ambassadors may break into smaller action teams to execute the strategy.

Each ambassador should be able to discuss the following:

1. What is the NAME of the project?
2. State the WHY. Note: A strong WHY keeps people focused, motivated and inspired.
3. What is the desired outcome? X to Y by When
4. Who will be impacted?

“And it's those who start with why, that have the ability to inspire those around them or find others who inspire them.”
- Simon Sinek

HOW DO WE PARTNER WITH BUSINESSES?

- Develop an intentional and well-planned school tour and presentation.
- Create a School Fast Facts guide to share.
- Present the team project idea.
- Be sure to include the Why, What and How.
- Be ready for questions and prepare you own.
- Listen actively during the coaching sessions and be sure your team has clarity.

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TOOL: COMPONENTS OF AMBASSADOR TRAINING

STUDENT AMBASSADOR TEAM: LEADING OTHERS

Core Components of Ambassador Training

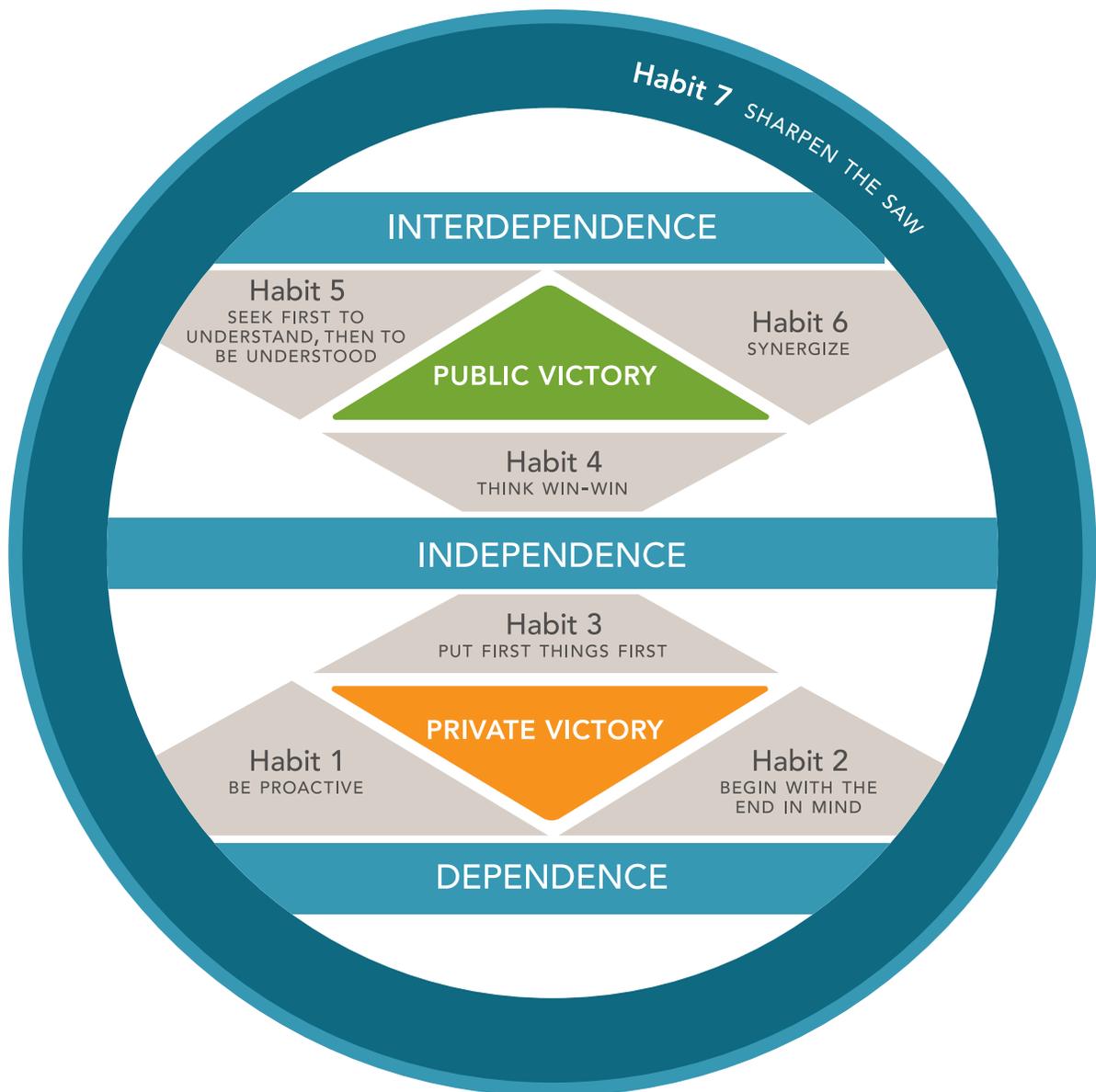
Ambassadors are serving on behalf of the school and community. It is important to invest time and energy into annual training. The information throughout this document will help the ambassadors understand their purpose and get on the same page.

<p>KNOWLEDGE</p>	<ul style="list-style-type: none"> Goals and purpose of SCK LAUNCH Ambassador Team Meaning and Connection of SCK LAUNCH Graduate Profile Understand Essential Components of Student Voice Business and Social Etiquette School Demographics, Statistics and Career Pathways (School Fast Facts) Community Statistics, Opportunities, and Sectors (Community Fast Facts) Team Building
<p>SKILLS</p>	<ul style="list-style-type: none"> Use Principles of Leadership Model Professional Skills Effective Public Speaking Skills Active Listening Skills Project Planning and Implementation Planning and Providing School Tour Mentoring New Ambassadors

TOOL: MATURITY CONTINUUM

Seven Habits of Highly Effective People

Each of the 7 habits is based on principles of effectiveness, paradigms that are aligned with principles and practice that produce effective results. The habits help hone in on situational awareness that all team members are contributing to the goal throughout the process.



TOOL: WORKING AS A TEAM

COMMITMENTS OF ENGAGEMENT

The Commitments of Engagement is an agreement in which individuals seek to create the most effective environment for all team members. Individuals are asked to commit to these behavioral guidelines to ensure everyone fully understands what is expected and accepted during their time together.

THE COMMITMENTS OF ENGAGEMENT

- Encourages the sharing of ideas and opinions openly and honestly
- Requires sharing feedback with courage and consideration both positive, as well as constructive
- Asks people to practice authentic listening
- Creates an environment that is safe for breakdowns and breakthroughs

SHOW UP

Be present mentally, physically and emotionally throughout the meeting. Be on time for the start of the sessions and return from breaks at the time agreed upon. Honor the commitment of others by giving fully of yourself through participation and openly sharing.

BE A COACH AND BE COACHABLE

Participation of ALL team members is essential. For maximum results, ALL attendees must practice peer-to-peer accountability by authentically listening, sharing, coaching and being coachable with one another.

PAY ATTENTION

Listen curiously through the lens of inquiry versus judgment. Minimize distractions that take your focus away from the content of the program (i.e., cellphones, emails, texts, etc.). If distractions do occur, bring your attention back to the program quickly. Listen to your inner voice; hear what it says, assess its significance and SHARE.

SPEAK YOUR TRUTH

Share your thoughts and opinions openly and honestly. Say the unsaid. The “truth” is the world as you see it, and your opinion is just as valid as anyone else’s. Be careful about holding back opinions and ideas – what you withhold is a prospective that the group needs for authenticity. Speaking your truth builds trust and cohesion in the team.

BE OPEN TO OUTCOMES

Notice if you are prejudging what is happening in the meeting (inquiry versus judgment). If you have preconceived notions, acknowledge them and get back into active listening. Breakdowns and breakthroughs happen by identifying blind spots individually and organizationally. .

DO NOT LEAVE INCOMPLETE

Be sure all team members have clarity on next steps.

TOOL: PROCESS FOR PROJECT

DEVELOP AN IDEA

OBSERVE • LISTEN • RESEARCH • COLLECT INFORMATION • BRAINSTORM

CREATE A PLAN

ESTABLISH THE WHY • SHARED VISION • SET GOAL
• CREATE A BUDGET • CREATE A TIMELINE • PITCH THE IDEA

EXECUTE THE PLAN

EXECUTE ON THE TIMELINE • ACTION IMPLEMENTATION • INTEGRITY TO
THE PLAN • TRUST • COLLABORATE • SYNERGIZE

REFLECT

CONTINUOUS IMPROVEMENT • TRACK • REFLECT
• LEARN • REPORT • CELEBRATE

TOOL: Create Project Plan Outline

PROJECT PLANNER

PROJECT NAME (Brainstorm Ideas and Come to Consensus)	
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Why This Project? Why is it important?	What Will Be the Impact? Who Will Benefit? How does the project impact the school or broader community?
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WHAT ARE THE DESIRED RESULTS OF THIS PROJECT? From X to Y by When

Timeline
What needs to be completed by when?



Action Teams
As you review the timeline, what smaller action teams are needed?

Meetings to ensure project progression	
Determine when the group will meet and where.	How will you communicate between meetings?

TOOL: ACTION TEAM

ACTION PLANNING WORKSHEET: AMBASSADOR TEAM

ACTION TEAM MEMBERS & ROLES

LIST PEOPLE, MATERIALS AND INFORMATION NEEDED

FUNDING/BUDGET NEEDS

TASKS	WHO	WHEN (START & END DATE)

WHEN WILL WE MEET?

TOOL: Meeting Planner

Planning and communication are critical to the execution of a project. Use this tool to plan for every meeting.

“Keep the main thing, the main thing.” - Stephen R. Covey

BEFORE THE MEETING: MEETING PLANNER

DATE	LOCATION
START TIME	END TIME

WHAT IS THE GOAL OF THIS MEETING AND HOW DOES IT ADVANCE OUR TOP PRIORITIES?

WHAT WILL WE DO IN THE MEETING TO ACHIEVE THE GOAL? (DISCUSSION? PRESENTATION? BRAINSTORMING? OTHER?)

WHAT INFORMATION, EQUIPMENT OR MATERIALS DO WE NEED?

AGENDA ITEMS

TOPICS	PERSON RESPONSIBLE	TIME

REFLECT & NEXT STEPS

TOOL: TIP SHEET FOR HOSTING A TOUR

STUDENT AMBASSADOR TEAM: LEADING OTHERS

Hosting tours of your school is an excellent opportunity to gain support from business partners, legislatures, and community members. As a team, decide what you want others in the community to leave knowing and understanding about your school. Create “Fast Facts” and a script to ensure that every team member is sharing the same information. School and business environments are very different, so think about what would help your guests feel welcome and comfortable.

GOAL OF SCHOOL VISITS:

- Build support and relationships with community and business partners
- Expose visitors to career-readiness programs
- Engage the community through feeling welcome and comfortable in the school environment

CHECKLIST

BEFORE	DURING	AFTER
<ul style="list-style-type: none"> • Groups may contact the school or school team may reach out to invite groups/individuals to attend a tour • Set the schedule and send to visitors ahead of time • Send directions and arrival instructions in advance • Know the guest and their field • Arrange parking • Alert appropriate staff • Plan the agenda • Prepare materials • Schedule and prep students and teachers 	<ul style="list-style-type: none"> • Start and end on time • Welcome visitors • Address any needs • Guide the visit • Answer questions, smile and be positive • Say thank you for visiting and shake their hand • Help guest(s) sign out and exit the building 	<ul style="list-style-type: none"> • Send a hand-written thank you note • Debrief with team • Make any changes to agenda or materials for next visit

TOOL: TIP SHEET FOR HOSTING A TOUR

SUGGESTED AGENDA

INTRODUCTION: (10 MINUTES) School leadership may welcome visitors and briefly describe the tour. Students will provide a brief overview by using the Fast Facts and/or a PowerPoint.

TOUR: (30 MINUTES) Students should provide a guided tour of the school. Keep groups around 5-7 with two students. The tour should give the guest a sense of the learning environment, facilities, and career-focused programs. Students should share their career ready experiences, remember to keep the group moving!

OBSERVE CAREER-FOCUSED LEARNING: (10-15 MINUTES) Visitors may observe one of the CTE classes or one of the Career Focused Model areas. Teachers and students would need to prepare prior to the visit to ensure the class connects with the objectives of the visit.

CLOSURE: (10 MINUTES) School leadership, teachers and student ambassadors should be available to answer questions and close the session. Thank the guests for their time and help them sign out of the building.

TIPS

Plan Ahead Use the checklist on page 15 to prepare prior to the visit. Review and prepare your informational material (Fast Facts) before the tour. It is best to have a ratio of two students to every five adults. Have students scheduled well in advance, as well as alternates. Guests will be interested in facts and stories. Familiarize yourself with the many programs and opportunities available at your school. See page 18 for more information on how to create School Fast Facts.

Value the Guests All visitors should be greeted by students who ensure guests feel welcome. Guests should be able to easily complete the school safety protocol for checking in. Every student is responsible for making the visit as positive and informative as possible. Work to ensure there are no major distractions that keep visitors from learning about your school and programs.

Respectful of Time Many of the guests that visit will have very full schedules. You want to maximize their time by including a variety of interesting activities that have been intentionally planned. Remember, the goal is for every visitor to leave informed about programs offered in the school that help prepare students for future careers and citizenship.

Be Flexible Visitors will ask questions and may become interested in a specific part of the tour. As long as the visitor is engaged, it is important to be flexible with the schedule. Be aware and gauge the interest of the whole group. Try to balance the needs and interests of everyone. Ambassadors should be prepared to talk about their interests and goals. This is a chance for students to make a connection.

Little Things The small things make the difference. Use signs that ensure guests know where to park and enter the building, provide water and directions to restrooms, answer questions honestly and professionally, and be personable. Be sure to greet all the guests while standing, shake hands, make eye contact and introduce yourself. Address guests by Mr. or Ms. or their title. Remember small gestures: No gum chewing, do not check your cell phone or text, do not have conversations with friends during tours (wave, smile and continue). Be sure to introduce your guests to school staff on the tour and always be friendly.

Ultimately guests should leave knowing and understanding about the educational experience students are offered in the school.

TOOL: THE GRADUATE PROFILE

The goal of SCK LAUNCH is to ensure that students graduate with skills, knowledge, and abilities needed to succeed upon graduation, whether that is post secondary education, career or some combination of both. The Graduate Profile was developed by business and education leaders to communicate the vision for our students. Student ambassadors need to be familiar with the Graduate Profile in order to communicate the opportunities provided for students in their school.

GLOBAL-MINDED



- Possesses the skills to function productively in a global, interdependent work environment
- Appreciates and is able to learn and work with varying social and cultural backgrounds
- Is a responsible team member and contributes to the prosperity of the community and workplace
- Leverages others' perspectives and insights to increase engagement and contribution to develop solutions

EMPLOYABILITY SKILLS

TEAMWORK
INTEGRITY
RESPECT
DECISION MAKING
CONFLICT RESOLUTION
CULTURAL PROFICIENCY

EMOTIONAL INTELLIGENCE



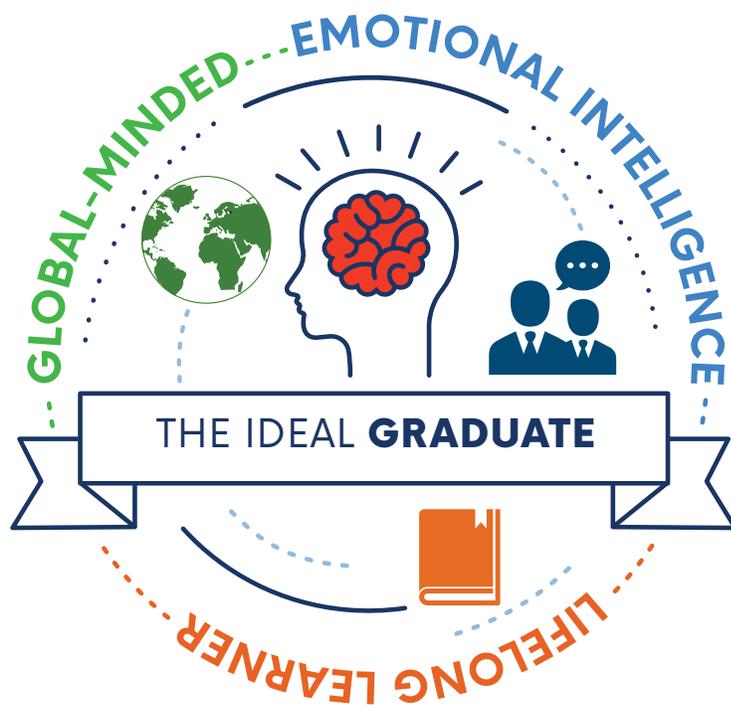
- Understands own talents, strengths, challenges and aspirations to navigate and self-advocate for career mobility
- Develops a sense of initiative and entrepreneurial skills to adapt and bring innovation to an organization

- Possesses the initiative to manage fluid goals and time; work independently; and leverage others' strengths to work creatively and collaboratively toward a goal

EMPLOYABILITY SKILLS

SELF-AWARENESS
INITIATIVE
SELF-ADVOCATE
DEPENDABILITY & RELIABILITY
PROFESSIONALISM
PLANNING & ORGANIZING
RELATIONSHIP BUILDING

- Communicates thoughts, ideas and plans with clarity and purpose using written, verbal, nonverbal and visual skills or methods



LIFELONG LEARNER



- Possesses self-motivated pursuit of knowledge that enhances inclusion, citizenship, development and employability
- Navigates a changing employment landscape that requires ongoing learning to build on knowledge and develop new skills
- Readily accesses, adapts and applies knowledge and skills to be productive and innovatively solve problems
- Can continuously adapt to accelerating technologies to maximize performance and collaboration across digital networks

EMPLOYABILITY SKILLS

ADAPTABILITY
COMMUNICATION
APPLIED KNOWLEDGE
CRITICAL THINKING
PROBLEM SOLVING
PROFESSIONAL GROWTH

TOOL: CREATING SCHOOL FAST FACTS

KNOWLEDGE IS KEY

Serving as a student ambassador means you represent the school internally and externally. It is important that the team knows the story of the school and Fast Facts that are important to the broader community.

As a team, create a **“School Fast Fact”** slick. A slick is a one page marketing tool that is used to highlight important features. In this case, it will be an informational piece for school tours. All team members should know the fast facts to ensure that all guests receive the same information.

CREATING FAST FACTS

Here are a few questions to help guide your team in developing School **“Fast Facts”**

<p>HISTORY</p>	<ul style="list-style-type: none"> • When was your school built? • What is the population? • What is the mascot? • What is the school motto? • Who are notable Alumni? • What is an interesting fact that you know?
<p>CAREER FOCUS</p>	<ul style="list-style-type: none"> • How many pathways are offered? • How many AP classes does your school have? • How many dual credit courses are available? • What leadership opportunities do students have? • What notable programs have a career focus with hands-on or experiential learning opportunities?
<p>FOOTPRINT</p>	<ul style="list-style-type: none"> • How do you want the community to “see” and “know” your school?

TOOL: STUDENT APPLICANT INFORMATION

Being involved in the Student Ambassador Program is a great way to meet new people, develop new skills and provide a collective voice for other students.

PURPOSE & DEFINITION OF PROGRAM

Student Ambassadors serve the school by:

- Raising internal and external awareness
- Growing the number of students connected to the school community and participating in school opportunities
- Developing strategies for enhancing the school community
- Representing the school on campus and in the community
- Providing tours

STUDENT AMBASSADOR DUTIES
Attends ambassador training
Conducts school tours
Serves as representative for school and community
Works with Student Ambassador Team to develop a project and implement an action plan
Serves in other leadership capacities as requested

STUDENT AMBASSADOR CRITERIA
Demonstrates rapport with others and builds meaningful relationships
Willing to facilitate and lead both adults and students to embrace a process
Demonstrate flexibility and organizational skills to collaborate, plan and work with diverse team members
Demonstrates leadership potential with peers
Recognizes the strengths in others and respects their ideas

UNIFORM

Each Ambassador will be provided a shirt to be worn with black or khaki pants for official events.

TRAINING

Ambassadors will be required to attend leadership training that includes:

- Applying principles of leadership
- Developing an action plan and project implementation
- Teamwork
- How to conduct tours and more

TOOL: STUDENT APPLICATION

SCK LAUNCH STUDENT AMBASSADOR APPLICATION

PERSONAL INFORMATION

NAME

PHONE

ADDRESS

EMAIL ADDRESS

GRADE

HOMEROOM TEACHER

TO BE COMPLETED BY APPLICANT

Why are you interested in becoming a Student Ambassador? What connects with you about the Student Ambassador criteria and the duties?

During the last school year, what activities (inside of and outside of school) were you a part of that help others know more about you?

What are your interest and hobbies?

TOOL: STUDENT APPLICATION

HOW WOULD YOU RATE YOUR HABITS?

I'M STRONG IN THIS AREA

I WANT TO GET BETTER AT THIS

PERSISTENCE <i>(Do not give up easily)</i>	●	●	●	●
MANAGEMENT <i>(Can stay focused)</i>	●	●	●	●
SPEAKING <i>(Comfortable with speaking)</i>	●	●	●	●
RESPONSIBILITY <i>(Take responsibility for team)</i>	●	●	●	●
Work <i>(Continuously work to improve and meet goals)</i>	●	●	●	●
LEARNING <i>(Willing to learn, take risk, push self)</i>	●	●	●	●
SELF-AWARENESS <i>(Aware of strengths and challenges)</i>	●	●	●	●
SEEK RESOURCES <i>(Will ask for help or find resources)</i>	●	●	●	●

If you were selected as an Ambassador, how would it help you grow?

APPLICANT SIGNATURE

DATE

PARENT OR GUARDIAN PERMISSION: Please review this application with a parent or guardian and have them sign that they are aware of your interest in this program and realize that you will miss some classes due to Ambassador responsibilities and will be responsible for making up your work. Parents and guardians should be aware of the occasional need to have transportation to off-site activities.

PARENT / GUARDIAN SIGNATURE

DATE

