

# JIMMIE AMBASSADOR: Training Handbook



# Jamestown College

## 2011-2012

### Table of Contents

Greeting .....	3
Job Description.....	4
Jimmie Ambassador Contract .....	5-6
Training: .....	7-9
The Importance of the Campus Visit/Tour .....	10
Things to Know Before Giving a Campus Tour.....	11
Training: Campus Tour Highlights.....	12-14
Master Key and Tour Tracking cheat sheet .....	15

Greetings!

**Welcome Ambassadors**

We are excited to welcome you to the Jimmie Ambassador organization. As an ambassador for Jamestown College, you will play a very valuable role in the recruitment of future students. The primary goal of an ambassador is to provide prospective students the opportunity to explore Jamestown College through the eyes of a current student, and also to serve as a link between prospective students, current students, administration, faculty, alumni, and friends. By sharing your time and experiences with others, you help promote the true spirit of Jamestown College.

In this handbook, you will find guidelines to most of the responsibilities you have as an ambassador. Also included is information about the college and admissions to share with prospective students.

Keep this handbook close because you are expected to thoroughly read it, as it contains information you need to successfully be a Jimmie Ambassador. It is important that you have a strong understanding of where to find needed information. This handbook is extremely important to your success! Please make this handbook your own - so feel free to mark it up and take notes right in it. We hope that throughout the year you will refer to the handbook whenever necessary.

**Thanks**

The admissions and administrative staff are grateful for the time and effort you will give to the Jimmie Ambassador organization. In return, we hope that you have the satisfaction of knowing you assisted in the advancement of Jamestown College.

**Job Description**  
**Jamestown College Jimmie Ambassador**

**RESPONSIBILITIES:**

- Give informative and personalized campus tours to prospective students and their families
- Escorting prospective students and family to faculty and coach visits and/or taking them to a meal in the dining center
- Represent Jamestown College in a positive manner at all times
- Attend all training sessions
- Attend all meetings and special events
- Arrive on time for all scheduled tours, meetings, and special events
- Write timely thank you cards to prospective students after visiting campus
- Work in cooperation with other campus offices to promote Jamestown College

**SKILLS AND EXPERIENCE PREFERRED:**

- Strong knowledge of Jamestown College
- Ability to speak English clearly
- Ability to organize and present facts in a concise and persuasive manner
- Ability to converse effectively with prospective students and their families
- Ability to build a strong, informative, and personalized tour
- Must be in good social and academic standing
- Must maintain a 2.25 cumulative GPA to remain in program

**SCHEDULE/HOURS:**

- Meeting and special events calendar are provided in the Jimmie Ambassador handbook
- Notice will be given via email or phone generally 24 hours in advance of tour request

**COMPENSATION:**

- Jimmie Ambassadors will earn \$10 for each tour experience (regardless of time commitment) they give, provided they complete the following in a timely manner (no later than one week following the tour):
- Complete the online Jimmie Ambassador Tour Electronic Ticket at
  - <http://www.jc.edu/ambassadorTracker>
    - **Save this in your favorites on your computer!**
  - Write a thank you card to the prospective student and their family

*The Jimmie Ambassador program will also provide you with great experiences, the opportunity for solid references, and it will look great on your resume.*

Jamestown College's Jimmie Ambassador program is a public relations organization of approximately 20 to 30 students who assist in the promotion of the college to prospective students and their families. Members of the admissions staff serve as advisors for the organization.

## **Jimmie Ambassador Contract**

*(The following contract should be read, signed, and submitted to Cheryl Wolf at the end of ambassador training session.)*

You were selected to be a Jamestown College Jimmie Ambassador because we think you are GREAT! Since we believe you're an important part of the success of this program we are expecting a lot from you. There have been many changes to the ambassador program including the implementation of paid tours, which is why we feel it is important that you know our expectations of YOU. **(If you fail to meet any of these expectations, you will first receive a warning and then dismissal from the Jimmie Ambassador organization.)**

### **Expectation #1**

**As a Jamestown College Jimmie Ambassador**, I understand that I am a paid tour guide for Jamestown College and a liaison between the college and prospective students. I represent Jamestown College every time I give a tour of campus and will do so in a **professional and courteous** manner. I will handle each tour with **tact and sensitivity**. I will be **informed** about the college and will be excited to promote it. I will have a **conversation** with students each and every time I give a tour.

### **Expectation #2**

**As a Jamestown College Jimmie Ambassador**, I understand that I will have a strong knowledge of Jamestown College and will review the provided Jimmie Ambassador handbook. I will follow tour suggestions provided in the manual as well as point out all required locations on campus. Along with the following handbook, I will make the tour my own. I will have a friendly, fun conversation with prospective students and their families.

### **Expectation #3**

**As a Jamestown College Jimmie Ambassador**, I understand that I must show up to give a tour when assigned. I will arrive early and be ready to greet the prospective family in the admissions office or alternate location.

If I am unable to work when assigned, I will call the appropriate admissions counselor at least 24 hours prior to the scheduled tour or I will find another Jimmie Ambassador to take my shift. If I find a substitute Jimmie Ambassador, I will contact the appropriate admissions counselor and notify them of the agreement.

If I fail to show up for a scheduled tour without notifying the admissions counselor I will receive one verbal warning. If I receive another unexcused absence my position as a Jimmie Ambassador will be terminated.

**Expectation #4**

**As a Jamestown College Jimmie Ambassador,** I understand that I will follow up all tours with a thank you card to the prospective family. My thank you card will be friendly, personal, written legibly, and mailed within one week of the tour.

**Expectation #5**

**As a Jamestown College Jimmie Ambassador,** I understand I will follow the dress code rules. I will look professional and will not wear flip-flops, short shorts, jeans, baseball hats, etc. In warmer weather, I will wear my Jimmie Ambassador polo and nametag (which can be found prior to the tour in the Admissions office). In colder weather, I will wear the Jimmie Ambassador pullover and nametag (both located in the Admissions office).

**Expectation #6**

**As a Jamestown College Jimmie Ambassador,** I understand that Cheryl Wolf will evaluate my performance at least once during the course of the school year.

**Evaluations are based on number of tours, delivery, and work performance.**

I have read and understand the conditions of this contract and will participate in accordance to these specifications. I understand that in doing so, I promise to represent Jamestown College to the **best of my ability**.

Date \_\_\_\_\_

Ambassador Name (please print) \_\_\_\_\_

Ambassador Signature \_\_\_\_\_

Advisor Signature \_\_\_\_\_

## **Training**

*(The following bits of information will be helpful to you as a Jimmie Ambassador. You will be asked many questions about Jamestown College from a wide variety of people. Though these guidelines are intended to be thorough, by no means will they answer all the questions you will receive about Jamestown College.)*

### **History:**

- Founded in 1883 under sponsorship of the Presbyterian Church
- Jamestown College is the oldest independent college in North Dakota

### **Affiliation:**

- Private, liberal arts institution which has a relationship with the Presbyterian Church

### **Areas of Study:**

- Accounting
- Biochemistry
- Biology
- Business Administration
- Chemistry
- Clinical Laboratory Science
- Coaching
- Communication
- Computer Science
- Criminal Justice
- Elementary Education
  - Early Childhood
  - Special Needs
- Secondary Education
  - Biology
  - Chemistry
  - English
  - History
  - Math
  - Physical Education
- English
- Financial Planning and Wealth Management
- Fine Arts
  - Studio Art
  - Music
  - Theatre
  - Art History
- French
- German
- Health and Fitness Administration

- History-Political Science
  - International Studies
- Information Technology
- Management Information Science
- Mass Communication
- Mathematics
- Music
- Nursing
- Physical Education
- Pre-Chiropractic
- Pre-Dentistry
- Pre-Engineering
- Pre-Law
- Pre-Medicine
- Pre-Occupational Therapy
- Pre-Optometry
- Pre-Osteopathy
- Pre-Pharmacy
- Pre-Physical Therapy
- Pre-Podiatry
- Pre-Veterinary Medicine
- Psychology
  - Addiction Counseling
- Radiologic Technology
- Religion/Philosophy
- Spanish

**Journey to Success:**

- We prepare students for the future in ways other colleges don't, we call it the Jamestown Journey to Success. It strengthens every program on campus by focusing on each student's goals and results.
- *Bottom Line—The Jamestown Journey to Success enriches the whole college experience!*

**Character in Leadership Program:**

- Student receives a minor in "Character in Leadership" which will enhance resume and graduate school applications
- Student attends retreats, specially designed leadership and ethics courses, and seminars

**Educational Philosophy:**

- Jamestown College has consistently stood for academic excellence and Christian principles

- Jamestown College focuses on preparing undergraduates, and prepares them exceptionally well, for careers, graduate school, and professional schools

**Unique Qualities:**

- Low student to faculty ratio which allows students the ability to get to know their professors well (14:1 faculty: student ratio)
- Highest graduation rates in North Dakota
- 99 percent of students receive financial aid
- Free tutoring
- Full-time faculty teach the majority of classes
- Free Laundry available in every dorm
- Free cable available in every room

**Environment:**

- Jamestown College overlooks a progressive city of approximately 16,000 people that offers a variety of recreational facilities and warm hospitality
- Jamestown College's campus is approximately 120 acres
- Enrollment is approximately 1,000 full-time students
- On average 700 out of 1,000 student reside on campus

**Costs and Financial Aid:**

- Please do not discuss costs, financial aid, loans, etc...
- Refer them to their respective admissions counselor

**Athletics:**

*(In addition to varsity athletics, there are numerous intramural activities on campus.)*

**MEN'S VARSITY SPORTS**

- Football (Bud Etzold)
- Basketball (Matt Murken)
- Wrestling (CJ Campbell)
- Baseball (Tom Hager)
- Track and Field (Ed Crawford)
- Cross Country (Ed Crawford)
- Golf (Tyler Bormann)
- Soccer (Phil Bohn)

**WOMEN'S VARSITY SPORTS**

- Basketball (Greg Ulland)
- Volleyball (Jon Hegerle)
- Track and Field (Jim Clark)
- Cross Country (Jim Clark)
- Softball (Kevin Gall)
- Soccer (Phil Bohn)
- Golf (Tyler Bormann)
- Wrestling (Tony DeAnda)
- Dance (Kimberly Williams)

## **The Importance of the Campus Visit/Tour**

Campus tours are one of the most important recruitment activities offered by Jamestown College. Research supports the campus visit and tour as one of the most critical elements in the student's (and parent's) decision to choose a college. Like a car buyer who takes a test drive in a new car, the prospective student gets the "feel" of a campus by seeing its landscaping and architecture. In addition to these factors, prospective students are greatly interested in the students on the campus: who are they, what are they like, am I like them, and – of vital importance – will I fit in with them?

While many students may be observed walking to classes or other places on campus, YOU, the Jimmie Ambassador giving the tour, are the personal embodiment of Jamestown College! What you say and how you act are taken as truth. Whatever you say or do has potential impact on their judgment of Jamestown College and its students. This illustrates the importance of your accuracy, enthusiasm, honesty, and caring attitude. If they like what they see and feel about you and Jamestown College, a level of commitment often develops which translates into completing an application and making a final decision to enroll.

Parents, too, are watching and listening carefully, probably more carefully than their children but they are looking for different qualities: the value of education for their money, safety and security of the campus, health concerns and solutions, and individual attention. The prospective students themselves may want more "soft" information such as intramurals, cars on campus, student life, etc... Parents want "hard" information such as specific costs, room assignment policies, graduation rates, etc...

The campus tour is often the first real impression a student and their families may have about Jamestown College. As a tour guide, you are in primary control of what people hear and learn about Jamestown College. The following information will assist you in this very important role.

## Things to Know Before Giving a Campus Tour

### SOME IMPORTANT CONCEPTS FOR YOU TO REMEMBER:

- Begin with a firm handshake – Greeting “Welcome to Jamestown College”
- Introduce yourself; tell them your name, major, year, and hometown
- Don’t just talk, ask questions – gain knowledge
- Ask the prospective student questions – **MAKE THEM FEEL IMPORTANT!**
- Don’t forget the parents
- Say only what you know to be true
- Treat all questions with dignity and sincerity; avoid talking down or being sarcastic
- Respond to questions about disadvantages or problems at Jamestown College honestly but as positively as possible
- You aren’t expected to know everything; if you don’t know something, please refer them to their admissions counselor
- Use examples from your own positive experiences
- Speak clearly and loudly enough so you are well heard and understood
- Encourage questions and be prepared to answer them
- At the end of the tour thank the student and their family, wish them a safe journey home – Ending “Thank you for visiting Jamestown College”
- **Remember to follow up with thank you card!**

*(When showing a group of students and families campus,  
Please do not walk and talk. Let the group gather around before talking.)*

## Campus Tour Highlights

*(Below you will find a guide to giving a campus tour. Please mention all of the key items below plus adding any of your own experiences, stories, and information. Please make this tour personalized for each prospective student and their family. **Most importantly—remember to stay positive at all times.**)*

### GENERAL FACTS TO MENTION DURING THE COURSE OF YOUR TOUR:

- All freshman residence halls are co-ed and are supplied with two beds, two desks, two dressers, a flat screen computer, and a computer desk
- Computers in each room are linked to a laser printer
- Residence halls are locked 24 hours a day
- Average class size is approximately 25 students
- Student to faculty ratio is 14:1
- Free membership to YMCA/Larsen Center/Foss Wellness Center
- Faculty have a minimum of at least ten office hours a week, so they are available for students. Office hours are posted outside their offices.
- Campus security patrols campus at night

### LIECHTY CENTER/TABER HALL

- Administration Building – houses financial aid, registrar, cashier, president's office, etc...
- Used as a classroom building
- Lower Level was recently renovated for the admissions & financial aid offices

### SORKNESS CENTER: (show only if nursing major)

- Houses the nursing department and also the computer help desk staff
- PLEASE SHOW:
  - Second floor ICU nursing lab

### PAINTED ROCKS:

- Tradition at Jamestown College for many years

### WATSON HALL:

- Freshman residence hall
- All residence halls are co-ed
- Men on 1<sup>st</sup> and 2<sup>nd</sup> floor and women on 3<sup>rd</sup> floor
- Renovated bathrooms
- Watson Hall also houses the campus security office
- Laundry room (2<sup>nd</sup> floor)
- PLEASE SHOW:
  - Watson 313 (show room)
  - Respective bathrooms
  - Wesley Commons

### HANSEN CENTER:

- Indoor gymnasium used for varsity volleyball games and wrestling matches
- Larger student activities such as – dances and intramurals

- Housed North Dakota's first indoor swimming pool

**ORLADY HALL: (show only if science or math major)**

- Math and science building
- PLEASE SHOW:
  - Chemistry and/or biology lab (but only if a science major)

**YMCA/LARSEN CENTER/FOSS WELLNESS CENTER:**

- Land is owned by Jamestown College, therefore, JC students are given a free pass to the YMCA /Larsen Center
- Foss Wellness Center completed August 2008
- Location of most coaches offices
- PLEASE SHOW:
  - Gymnasium—Field House (expansion)
  - Fitness Center (point out racquetball courts)
  - Entrance into Wellness Center fitness area

**KROEZE HALL:**

- Freshman residence hall
- Men on 1<sup>st</sup> floor and women on 2<sup>nd</sup> floor
- PLEASE SHOW:
  - Room A 10 (show room)
  - Respective bathrooms
  - Main floor lounge

**RAUGUST LIBRARY:**

- Houses the career services and experiential education offices as well as the Student Media Center
- Also used as a classroom building
- PLEASE SHOW:
  - A classroom
  - Main part of the library
  - Student Media Center
    - Opened in the Fall of 2008, students produce news, information and entertainment programming for a weekly newspaper, daily cable television newscast, and an Internet presence.

**VOORHEES CHAPEL:**

- On national historic registry
- Thursday morning chapel services are held here
- Houses one of the largest pipe organs in the state of North Dakota

**NAFUS STUDENT CENTER/ WESTMINSTER HALL:**

- Level 2 plays host to various coffee house artists , dances, and other entertainers and campus events
- Houses offices of Student Life and Student Activities
- New Student Center
- PLEASE SHOW:
  - Jamestown College Dining Services (Continuous dining from 7:30 a.m. to 7:30 p.m.)

- Jimmie Java Hut

**LYNGSTAD CENTER:**

- Houses the psychology, education, English, communication, foreign language, history-political departments, and the learning & academic advising center (please mention FREE TUTORING!!!)
- PLEASE SHOW:
  - Bookstore
  - Post office
  - A classroom on 1<sup>st</sup> floor if not in use

**PRENTICE HALL:**

- Suite style living, four students per room
- PLEASE SHOW:
  - Whichever room an admissions counselor tells you (will be occupied)

**UNRUH-SHELDON CENTER:**

- \$5 million facility
- One of the most technologically advanced buildings in ND
- Houses the business and computer science departments
- PLEASE SHOW:
  - Lobby
  - Classroom and/or conference room (if unoccupied)

**REILAND FINE ARTS CENTER:**

- Built in 2001 and is one of the premier fine arts facilities in North Dakota
- Houses the art, music, and theatre departments
- Auditorium seats approximately 700 people
- PLEASE SHOW:
  - Auditorium (do not enter if there is a class in there – best time to show will be 10 minutes to – the top of each hour)
  - Lobby

### **Campus Tour Master Keys**

1322 Master Key  
§1322<sup>T</sup> Reiland, Unruh & Sheldon Center  
C2 Larson Center  
MA Foss Wellness Center

### **Tour Tracker:**

<http://www.jc.edu/ambassadorTracker>