

Planning Guide: Ambassador Program

What is it?

An Ambassador Program is an initiative for engaging the existing manufacturing workforce in meaningful volunteer opportunities to help promote careers in the industry, particularly among school-aged youth.

What Action Steps Can I Take?

- Identify an internal champion and/or initiate a committee to lead this effort.
- Initiate internal marketing outreach to solicit interest and participation, opening it up to employees from a broad range of job classifications and backgrounds to serve as Ambassadors. Prioritize participation from individuals with experience working with young people and those who relate well to youth.
- Take note of events or other opportunities throughout the year where Ambassadors can be enlisted. Examples can include Manufacturing Day/Month, In-Demand Jobs Week, classroom visits, career days, career fairs, plant tours, summer camps, job shadowing and more.
- Reach out to your Industry Sector Partnership for additional events that ambassadors can participate in, as well as for marketing support and guidance on hands-on activities, messaging, and coordination with schools and community-based organizations.

Know Your Audience

- **Type of Education Institution**
 - Familiarize yourself with different types of education environments like traditional K-12 schools, career and technical education schools, and STEM schools.
- **Grade-Level Guidance**
 - Work with community partners or educators for grade-level messaging, length and style of presentation, and whether hands-on activities would be appropriate.



Ambassador programs are year-round efforts to recruit, engage, plan and prepare volunteers to staff events when they occur. They can be initiated at any time of the year.

What Partners Can Help?

- Industry Sector Partnership
- Local school systems
- Community-based organizations



How to Measure Results

Assess the event in terms of number of participants, level of engagement, receptiveness to activities and overall takeaways. Discuss with your partners:

- What worked well?
- What can be improved for next year?
- How effective was partner collaboration?

