

## **THE NCPBL PROFESSIONAL DIVISION AMBASSADOR PROGRAM**

### **Executive Summary:**

In an effort to increase membership into the Professional Division of Phi Beta Lambda program will be introduced as the Ambassador Program. This program will target those members of Phi Beta Lambda who have just graduated from their respective college or university, and are entering into the first stage of their careers. This postgraduate period is the key in recruiting former Phi Beta Lambda members into the Professional Division. This will provide a transitional period for new members that will be the key in understanding what their role will now be as a member of the Professional Division.

The creation of this plan will provide guidance for local and state chapters in their efforts to retain former Phi Beta Lambda members, and recruit them for the Professional Division. This plan will provide goals and objectives that will allow chapters to implement strategies that will successfully introduce opportunities that will continue to provide enthusiasm that these former members had while enrolled in school.

### **Mission Statement:**

As a member of the Ambassador Program, each will be expected to follow the goals of the Professional Division and to carry forward its' purpose in providing guidance to chapters at the local level. This will also provide an opportunity that will create a bridge between the Professional Division and Phi Beta Lambda in hopes to develop strong future relationships to foster teamwork that will provide a positive environment that will ensure success to the organization of Phi Beta Lambda. The Professional Division has a long tradition for allowing professionals throughout the community to participate and give back to the local chapters. This opportunity that helps to shape tomorrows' leaders will be enhanced through the Ambassador Program.

### **Objectives:**

- Recruit recently graduated members of Phi Beta Lambda. Local chapters will recruit members who have just graduated to the Professional Division. This will allow them an opportunity to participate and give back to Phi Beta Lambda.
- Retain newly recruited Professional Division members. This program is designed to create opportunities that will allow Professional Division members to become involved at both the local and state level.

### **Goals:**

- 1) To increase overall membership of the Professional Division.
- 2) To recruit each member who is graduating from the local chapter.
- 3) To develop a junior level of the Professional Division.
- 4) To increase involvement of the Professional Division at the local chapter level.
- 5) To increase involvement of the Professional Division at the state level.
- 6) To create a liaison between the local chapters of Phi Beta Lambda and the Professional Division.

### **Implementation Guidelines:**

- 1) The program is designed for recent graduates of local chapters, who participated as a member of Phi Beta Lambda.
- 2) The period will consist of two years for members of the Ambassador Program. This will allow them the opportunity to learn what the Professional Division has to offer and develop skills that will help to enhance their involvement at the local and state level.
- 3) This program will be building block vital to providing a foundation for future officers of the Professional Division.

**Responsibilities:**

- 1) An Ambassador will serve as a Regional Liaison (liaison).
  - a) There will be three Liaisons for each region: Western, Central, and Eastern Region.
  - b) The liaison will be the contact between the local chapter and the state officers of the Professional Division.
  - c) The liaison will communicate updates (via email) to all Professional Division members within their region, such as projects that are ongoing with local chapters.
  - d) The liaison will work with the State Professional Division Director and State PD officer team for coordinating Ambassadors for the Fall Leadership Conference and the State Leadership Conference.
  - e) The liaison will work, on guidance from the State Professional Division Director and The State PD officer team, with ambassadors to implement chapter development strategies throughout the year. These strategies may include, but not limited to:
    - i) The ambassadors will offer assistance to local chapters and assist in organizing and participating in chapter activities and projects (i.e. workshop presenter, speaker, and fundraising).
    - ii) The ambassadors will assist the local chapter with conference preparations.
  - f) The liaison will work with ambassadors within their region to organize a state-wide Business Advisory Board that will include local business leaders.
- 2) The ambassadors, under the guidance of the Regional Liaison and the State PD Officers, will provide assistance at the Fall Leadership Conference and the State Leadership Conference and the duties will include, but not limited to:
  - a) Information liaison to direct students and advisors to events, meetings, or workshops.
  - b) Greeters to conference attendees at the opening, regional, and general sessions (registration area, doorways, etc.)
  - c) Assistance of any kind that will help in promoting a successful conference