

## UNIVERSITY COUNCILLOR – AMBASSADORIAL ROLE DESCRIPTION

### STAYING INFORMED

As a member of Queen's University Council, you serve as an ambassador for Queen's, and a champion for its ongoing initiatives. Staying informed through Queen's communications about news within the Queen's community is the foundation for the tactics of outreach and recognition that will be detailed in the following sections. **Each Councilor is expected to stay up-to-date with Queen's news so that they feel well-prepared to participate in conversations and communications about Queen's today.**

### REPRESENTING AND SUPPORTING QUEEN'S IN DIVERSE WAYS

Although the mission to promote and represent Queen's as an ambassador is universal for the Council, the practical expression of this aspect of the role may look different for each Councilor. Depending on your location, expertise, personal/professional network, and availability, your participation as an ambassador of Queen's in this capacity may include any or all of the following:

- Promoting Queen's news and initiatives through social media
- Initiating informal conversations with alumni, students, volunteers, donors, and other supporters of Queen's that encourage them toward deeper engagement with Queen's
- Reaching out to groups such as Queen's Alumni Branches in your area, online communities like Queen's Connects Career Network on LinkedIn, or Faculty/School-related alumni or student groups that you have a connection to through your Queen's experience; letting them know who you are/what your role is, and inquiring about ways to participate in/boost their initiatives
- Participating formally at Queen's Alumni events or student events if asked (speaking, participating on a panel, offering a welcome, etc.)
- Writing an article, an editorial, or providing a quote for publications such as Queen's Advancement's alumni e-newsletter, for the Queen's Gazette, or the Queen's Alumni Review

**Each Councilor is requested to actively seek out opportunities like the ones listed above, and to report on a minimum of three points of intentional ambassadorial engagement for each year of their term.** Recording and sharing your instances of engagement will help staff partners and fellow Councilors be well-informed about how you have been involved, support any follow-up/recognition, and help measure the impact of Councilors as ambassadors for strategic planning. These touchpoints will also enable you to relay any questions or concerns you may encounter.

### IDENTIFYING AND ENCOURAGING EXCELLENCE IN THE GLOBAL QUEEN'S COMMUNITY

In your interactions with members of the Queen's community, you will be connecting with people who have the capacity to support Queen's in different ways. Be actively listening for strengths and interests that are expressed by those you engage with. Noticing these characteristics can help identify individuals who would be well-positioned to serve as future Queen's volunteer leaders or donors. **Each Councilor is requested to recommend a minimum of one alumna/alumnus as a prospective volunteer and/or donor during their term (for a specific area if applicable, or as a general recommendation of a keen and interested member of the Queen's community).**

You will also interact with alumni who are doing remarkable work in their community, in their field of work, and in support of Queen's. **Each Councilor is requested to be aware of the awards and recognition opportunities that exist to champion outstanding Queen's alumni, and to nominate a minimum of one alumna/alumnus for a recognition opportunity during their term.**