

Sample SWEP Proposal

Queen's Equity Ambassador

Project & Job Description:

Preference may be given to existing Queen's Equity Ambassadors.

Launched in January 2023, the Queen's Equity Ambassador program was influenced by the UAR RDII Task Force, which was created to address challenges of equity, inclusion, and diversity faced by Black, Indigenous, and racialized students. Currently, the Equity Ambassador group is made up of 20 undergraduates from various equity deserving groups and intersectionalities, including individuals who identify as Black, Asian, South Asian, Indigenous, Muslim, etc.

The Equity Ambassadors are a diverse group holistically trained undergraduate students who share their experiences and offer support to prospective students interested in accessing a post-secondary education. The team is available to connect with prospective applicants and their families through virtual and in person workshops, webinars, and community programming opportunities.

Qualified Equity Ambassadors exhibit a passion for EDI work and sharing their lived experiences with younger student audiences to help them navigate the post-secondary world. We recruit and encourage equity deserving students all programs and faculties to join our team yearly as positions become available. The students who work with us are typically undergraduate students who work with us part time during the school year as their schedule permits.

We offer comprehensive onboarding and training opportunities that introduce our hires to various training modules in areas such as presentation skills, EDI methodology, human rights, workshop development, event planning, teamwork, time management, mental health, to name a few.

Since the inception of the Equity Ambassador program in 2020, we've managed to offer full time employment for up to 5 Domestic Equity Ambassador throughout the summer. The duration of full time employment has varied from 8 weeks to 16 weeks, which usually depends on the level of funding the program receives. Because this isn't a new program we've had the opportunity to develop a robust summer curriculum for the full time hires that includes the following:

- Equity Ambassador Summer Curriculum
- Onboarding,
- Research
- Content Programming & Development
- Social Media Development
- Community Programming
- Campus Connections
- Professional Development

- Equity Ambassador Training

We conduct weekly reviews, check-ins, and debriefs.

The weekly schedule consists of synchronous and asynchronous learning opportunities and many independent learning opportunities. As suggested in the Equity Ambassador weekly schedule, week 1 of the summer curriculum will bear a considerable focus on the training of the full-time equity ambassadors to prepare and prime them for the projects, tasks, and initiatives they will lead throughout their summer positions. These trainings will vary from the weekly training modules held on Fridays in weeks 3 and onwards, which are meant for both full and part-time members of the equity ambassador team to hone their presentation skills in preparation for the 2024-2025 academic year.

Job Description:

The Equity Ambassadors are a diverse group of holistically trained undergraduate students who engage with prospective students to share their experiences at Queen's and offer support in accessing post-secondary from a student lens. Often, students from equity-seeking backgrounds may have questions or concerns related to enrollment at Queen's. The Equity Ambassadors engage with students from similar backgrounds and experiences to discuss post-secondary related questions in an open dialogue setting.

The role of an Equity Ambassador will be to connect with prospective applicants and their families through workshops, webinars, and community programming to aid in the demystification of higher education. Equity Ambassadors are expected to be welcoming, knowledgeable, and adaptive while working with prospective Queen's applicants.?

The Equity Ambassador Team can share their lived experiences in attending a post-secondary institution and accessing resources as a racialized or marginalized individual (black, indigenous or person of colour student, and 2SLGBTQ+)

- will represent different Faculties/Programs at Queen's University
- will be provided with comprehensive training and support to ensure they are able to assist prospective students
- will receive opportunities to develop work habits, job readiness skills, social skills, and gain experience in a high-impact field
- will be provided with a platform through which they are able to develop and progress their professional careers
- will share what they hear from applicants back to Admissions for improvement purposes (e.g. jargon, challenges with processes, key considerations etc.)

An Ambassador is expected to work (35 hours a week) throughout the summer from June 1, 2024 to July 31, 2024

Responsibilities and Duties

- Attend all training sessions and staff meetings.
- Provide support and interact with students and families of prospective students.
- Attend all assigned events, with additional commitments during large recruitment events
- Provide support to the expansion of the First-Generation Admission Pathway, wherever necessary
- Submit availability in a timely manner.

Job Description

Also include required background including academic, technical and professional skills.:

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Qualifications

- Previous employment as Queen's Domestic Equity Ambassador
- Strong communication and presentation skills, excellent listening skills, non-judgmental
- Interest in supporting equity-deserving and underrepresented students
- Previous experience working with equity-deserving groups is an asset
- Interest in and commitment to developing intercultural competence
- Experience working with and communicating through various social media platforms
- Demonstrated knowledge of and commitment to principles of equity, diversity, inclusion, and anti-racism

Learning Plan

Onboarding - week 1

- Group Training
- Independent Training

Research and outreach - Weeks 2 - 8

- Student Ambassador Report
 - To gain a more robust understanding of the role of student ambassadors, the Equity Ambassadors will collectively research best practices in other undergraduate ambassador-type programs at post-secondary institutions in Canada in the U.S. to inform our approach in Access and Inclusion.
- Equity Ambassador Webinar Promotional Plan
 - As a team, the full-time Equity Ambassadors will create an outreach and promotional plan discussing the ways in which we can better promote and further the impact of our general UAR webinars to reach a wide range of prospective students. Additionally, they will identify better engagement techniques to utilize in webinars and drop-in sessions.
- Outreach Report

- Using our community partners in Kingston, Ontario the Equity Ambassadors will be expected to reach out to various agencies to assess how the Access and Inclusion team can better interact with our affiliated organizations and improve the services offered. This will include reaching out to partners directly via phone, email, etc. Each ambassador will be assigned a separate organization, however only a single report outlining future directions will be submitted. The information and suggestions presented for Kingston will be used as a model in other regions of Ontario to inform strategies in the coming year.
- Partners
 - Pathways to Education (Kingston) KEYS Employment Center
 - One Roof Kingston
- Community-Based Outreach and Community Engagement
 - Equity Ambassadors residing in various locations will be asked to research and discover new areas and opportunities for community partnerships in their respective region. They will then use the information gathered previously to begin reaching out to prospective community partners, holding meetings with their representatives, and generating interest in our programming in previously identified regions; thereby, further advancing our expansion of community partnerships.

Content Programming & Development – Weeks 2 - 8

Both individually and in pairs, Equity Ambassadors will review, edit, and update currently existing webinars and workshops, as well as the accompanying Equity Ambassador resource guides and the audience resource guides.

Social Media Development – Weeks 2 - 8

- Social Media Development
 - In order to further develop our online presence and awareness of the Equity Ambassador program, the full-time team will work towards the development of a comprehensive promotional strategy outlining a plan for the creation of social media platforms on Instagram and Tik Tok. Equity Ambassadors will be split into teams, each focusing on a single online platform. This report may include content suggestions, engagement milestones, and more. The plan will be reviewed by Marketing and Communications for use in the future.
- Equity Ambassador Podcast
 - Similar to the report expected for our social media presence, the Equity Ambassadors will also collectively complete a project outline for the creation of an online podcast detailing the pros, cons, outreach and marketing strategies, as well as content suggestions.

In-Community Programming - Weeks 4 - 8

Beginning in July, each full-time Equity Ambassador will be expected to host or assist with programming at a local community organization. Dependent on where the ambassadors are situated geographically, the agency of choice can be a partner Access and Inclusion has been previously affiliated with or it can be a group the individual student has a vested interest in working with. Any new organizations must be approved by the Access and Inclusion team. While these visits are expected to be in-person, virtual options can be pursued as well. These programming opportunities will continue to assist our growth in number community partnerships and further the depth of existing relationships.

Campus Connections - Ongoing

- In-Source
 - Throughout the summer, both the full-time and part-time Equity Ambassadors will have the opportunity to connect with various campus and community partners as we invite them to deliver presentations surrounding how their team works to support students at Queen's University. These presentations will be scheduled 1x a week, ideally on Fridays for the duration of June-July to ensure that the Equity Ambassador team is knowledgeable on the supports available for equity-deserving students and are able to integrate this information into content creation as well as share it with prospective students. The formation of these connections will also serve to strengthen the reach of the Access and Inclusion team and generate awareness of our presence on campus. The Equity Ambassadors may also inform the campus partners that we fold into our programming.

- Out-Source
 - The full-time Equity Ambassadors will also have the opportunity to work in various departments or participate in activities hosted by our campus partners, as requested by other teams. Wherever possible, where the Equity Ambassadors are stationed will be informed by their particular interests and passions. These activities will occur 1x a week, ideally on Fridays.
 - Campus Partners
 - Marketing and Communication
 - Student Experiences Office
 - Yellow House
 - Campus Events
 - SOAR Programming
 - Yellow House Barbeque

Professional Development - Ongoing

- Equity Ambassador Training
 - The scheduled training for the full-time and part-time Equity Ambassadors will serve as a professional development opportunity whereby they will enhance their work habits, job readiness skills, social skills, and various other qualities and achievements necessary for success and progress in their professional careers.
 - See Equity Ambassador Training for more information.
- Equity Ambassador Outsource
 - The participation of the full-time Equity Ambassadors in on-campus events and activities, based on their interests and passions will serve as an opportunity for students to gain experience in a high-impact and relevant field (e.g., Marketing and Communications, Advertisement, EDII)
 - See Campus Connections for more information.
- Equity Ambassador Performance Reviews
 - Throughout the summer, full-time Equity Ambassadors will receive continuous feedback and assessment of their performance in the role or in a particular initiative through group and individual debrief sessions weekly and performance reviews occurring monthly. These

assessments will act as a vehicle by which the Access and Inclusion team can deliver feedback on current levels of performance, progress, and considerations for the future. In doing so, we will create tangible paths for Equity Ambassador growth that are rooted in accountability and can be used to further develop the skills necessary for success in their careers.

- Equity Ambassador, Career Services, and Mentorship Opportunities
 - Once a week, preferably on Fridays, embedded into our programming will be the opportunity for full-time and part-time Equity Ambassadors to engage with other departments on campus related to providing guidance on post-graduate life. These may include informing students on how to apply for jobs in their sector of interest, how to network or connect with industry professionals, editing resume and cover letters, and much more!
 - Additionally, informed by the Equity Ambassadors and their interests' post-graduation, we will work towards inviting representatives from various career paths to introduce the Equity Ambassadors to the journey they experienced in discovering their current positions.

Equity Ambassador Training - Ongoing

- Part-Time Equity Ambassadors: Week 2
 - Beginning in June, the part-time Equity Ambassadors will be required to review similar or the same material the full-time Equity Ambassadors completed in order to begin their summer positions. For these trainings, only the part-time Equity Ambassadors, will be delivered on a Friday and it will not be mandated for full-time Equity Ambassadors to attend.
- Full-Time & Part-Time Equity Ambassadors: Week 3 – 8
 - Throughout the summer, both the full-time and part-time Equity Ambassadors will attend training sessions occurring 1x a week, created with the intention to prepare them for the upcoming 2024-2025 recruitment cycle. Through individual and group-based learning, these sessions will work towards the development of their EDII knowledge, presentation skills, and conducting effective workshops in an online environment.

Performance reviews, check-ins, and debriefs