9-21-2009

Student Ambassadors Welcome

John M. Dunn
Western Michigan University, john.dunn@wmich.edu

Follow this and additional works at: https://scholarworks.wmich.edu/dunn
Part of the Higher Education Commons

WMU ScholarWorks Citation
https://scholarworks.wmich.edu/dunn/253

This Speech is brought to you for free and open access by the Office of the President at ScholarWorks at WMU. It has been accepted for inclusion in WMU President John Dunn by an authorized administrator of ScholarWorks at WMU. For more information, please contact maira.bundza@wmich.edu.
Student Ambassadors
Brief Remarks
John M. Dunn
Sept. 21 & 22, 2009

• Good Afternoon/Evening. Thank you for your enthusiasm and your obvious love
for your school, Western Michigan University.

• You made a great choice when you decided to become a student here. We're
counting you to tell this year's prospective students:
  -about how well that has worked out for you,
  -about the quality of the academic experience,
  -about those intangible items that are so special about our university and
    make being a Bronco so rewarding, and, most important
  -about how focused we all are on the success of every student who comes
    here.

• Those are messages I will share at every turn. And, I know our entire admissions
staff and those in our colleges and departments will share those messages as well.

• Coming from you, however, those messages carry an enormous amount of
weight. You have real credibility with potential students because you were in their
shoes--trying to select a college--just a couple of years ago. You're the real deal--a
student who has become a successful Bronco.

• We want to do whatever we can to help you be the best Student Ambassador you
  can be. I understand a few of you have been reviewing our advertising and
  branding messages. (wmich.edu/branding) That information is so important for you
to know. Use it to anticipate the kind of questions you might get from families who visit.

• Think about your own experience here and how they relate to our focus on student success and one-on-one contact with faculty. Be ready to tell visitors about the *Western Edge*, but be ready to tell them as well about Bronco Bash, football Saturdays and intramurals.

• You won't know all the answers to the questions you're asked, but there's a whole university behind you, so just ask for help when you need it. We're behind you and we're counting on you to help put the University's best foot forward.

• Here's one final closing message. Go Broncos!