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Student Ambassadors Welcome

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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!