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Student Ambassadors Welcome

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• 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 just how important that choice was. You'll want to tell them:
  - about how well WMU has worked out for you,
  - about the quality of your 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 this University is 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. Here are a few tips.

- Anticipate the kind of questions you might get from families who visit. Think about your own experiences 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 quality of our academics, 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.

- We've known for years that prospective students respond to the "heads up" quality of our campus and the feeling of belonging when they first visit. That comes from you. You are likely the first Bronco they will feel they know. And you will be the one to convey that sense of pride and
love they are hoping to become part of. You are our front line. I could not ask for a better group to serve our University in that way.

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