Smith Day Ambassadors - Description & Responsibilities

We need your help in reaching the entire Smith community! Smith Day Ambassadors will play a significant role in ensuring alumni, students, faculty, and staff from across the globe are able to participate in Smith Day. The ambassadors can get involved in one or more of the following four ways:

1. **Online**: Online ambassadors can help promote and share the events, participate in polls, and share their favorite Smith memories, faculty/staff, photos, etc. Using your personal social media accounts, encourage conversations and interactions with members of your fellow Smith communities with the hashtag #UMDSmithProud.

   **Responsible Include**:
   - Staying on brand with the Smith Day social media guidelines and example posts
   - Listening to, participating in, and encouraging the conversations occurring within the Smith communities before, during, and after Smith Day
   - Including the #UMDSmithProud hashtag in all relevant social media posts

2. **On campus**: Campus ambassadors are perfect for Smith faculty, staff and students who will be on the various Smith campuses on Smith Day. These ambassadors should be available to participate in the activities for a block of time between 10 a.m. and 2 p.m. in College Park.

   **Responsible Include**:
   - Informing your colleagues, students and/or classmates about the importance of Smith Day prior to the event date of Thursday, November 12
   - Encouraging your colleagues, students and/or classmates to participate in the activities taking place in the Van Munching Hall Pownall Atrium on Thursday, November 12
   - (On Smith Day) Helping to staff the activity stations in the Pownall Atrium and answering questions about Smith Day that fellow faculty, staff, students or alumni might ask

3. **In your town (Alumni only)**: Are you interested in hosting a social event in your region to celebrate Smith Day? We are looking for alumni interested in serving as volunteers to help organize a social event on the evening of Thursday, November 12 in regions where we do not currently have an official Smith Alumni Club.

   **Responsible Include**:
   - Searching for the best location and securing an event space
   - Encouraging your local Smith network to attend the celebratory Smith Day event (the Alumni Relations team can assist you promotion to alumni in the area)
   - Coordinating logistics the day of the event
4. **At your employer (Alumni only):** Are you working with other Smith Alumni? If so, host an informal gathering of Smith alumni at your company on Smith Day.

**Responsibilities Include:**
- Securing an event space at your place of employment
- Communicating with colleagues who are Smith alumni about the event
- Encouraging Smith alumni colleagues to attend the celebratory Smith Day event on Thursday, November 12
- Coordinating logistics the day of the event

**Interested in signing up to be a Smith Day Ambassador?**
- Send an email with your interest to Mark Forrest at mforrest@rhsmith.umd.edu
- Indicate the level in which you would like to be involved as a Smith Day Ambassador – online, on campus, in your town, or at your employer.