A. Introduction
Since 1997, outstanding students are selected by Student Development Services every year to form an official team to serve the University community as Student Ambassadors (SAs).

B. Programme Objectives
The Programme aims to achieve the following objectives:

- develop and strengthen students’ personal competence through structured training and diversified opportunities to represent the University in institutional occasions and outreach activities;
- deepen students’ sense of belonging to CityU as they gain a thorough understanding of the University;
- enrich students’ university educational experience through increased social exposure;
- sharpen the CityU brand by promoting the University spirit and achievements to the CityU community and the public.

C. Role of Student Ambassadors
SAs will represent CityU and deliver services in the following occasions:

- to serve as a Master of Ceremony (MC) for institutional occasions;
- to greet VIPs in campus tours;
- to share university experiences with guests/ in school talks with students.

D. Eligibility
- Full-time non-final-year undergraduates (local/ non-local)
- CGPA 3.0 or above
- Good communication and interpersonal skills
- Passionate in promoting CityU
- Selected by screening interview
- Preference will be given to students with public-speaking/ emcee experiences

E. Programme Activities
The Programme offers a great variety of activities for SAs including the followings:

- Comprehensive coaching: Trainings on emcee, public speaking and networking skills will be organised by professional trainer throughout the academic year.
- VIP Sharing: Well-known masters of ceremonies will be invited to share their experiences with SAs.
**Individual review**: Event briefings and MC rehearsals will be conducted prior to each service if necessary. Trainers will review the performance with SAs after each service to consolidate their learning.

**Networking opportunities**: SAs will get to know their fellow SAs and senior SAs during the programme. They may have the chance to meet guests and alumni in institutional occasions when delivering services.

**F. Obligations**
SAs should fulfill the following obligations during the academic year:

- Complete 80% of training with satisfactory performance
- Represent CityU on institutional occasions for at least three times per academic year
- Complete of pre-service coaching and post-service evaluation arranged by SDS, if any

**G. Entitlements**

- All members will be given the following apparel items as part of the dress code for institutional occasions:
  - Name badge
  - Casual attire: CityU tee
  - Smart/formal attire: CityU pin, CityU necktie/scarf
  - Professional Attire (including jacket, pants/skirt and shirt). The attire will be fully sponsored and sponsorship is issued in the form of reimbursement upon submission of original receipts from designated supplier.

- All members who have fulfilled the above obligations will be awarded a *Certificate of Appreciation* and a *personalised reference letter* upon request.

- SAs who have shown outstanding performance will be recognised with the *Outstanding Student Ambassador Award*.

- All members will be invited to participate in the *year-end presentation ceremony*.

**H. Application**

- Register through CRESDA on or before **14 October 2019 23:59**.
  - A detailed online application form will then be sent to you via e-mail. Please complete the online application form and provide necessary documents by **18 October 2019 23:59**.
  - Applicants will be invited to a group interview on **24 October 2019 or 25 October 2019**.

**I. Enquiries**

Should you have any enquiries, please contact Miss Chu by email to cityusa@cityu.edu.hk or by phone at 3442 8013.