CAMPUS AMBASSADOR CORPS

POLICY MANUAL AND HANDBOOK



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# I. DEVELOP Program Overview

## DEVELOP History

The foundation for the DEVELOP Program began in the summer of 1998 when three student participants at NASA Langley Research Center co-authored a research paper titled *The Practical Applications of Remote Sensing.* Concurrently, the Digital Earth Initiative, a federal interagency project dedicated to furthering humans’ understanding of the planet, initiated an effort to increase public access to federal information about the Earth and the environment. With the shared focus of these two ventures, a proposal was submitted to combine the mission of NASA’s Digital Earth Initiative and the Langley students’ paper. This set the stage for the creation of a new student internship program within NASA, and in 1999 the Digital Earth Virtual Environment Learning Outreach Project (DEVELOP) was officially formed.

The early success of DEVELOP was due to the alignment of projects with the issues facing local and regional communities. DEVELOP gradually expanded from one center into a nationwide program that supports almost 300 internships each year. The first DEVELOP team location outside Langley was established in 2001 through a partnership with the local government in Wise County, Virginia. The following year, the program expanded to its third location with the establishment of the Stennis Space Center team. DEVELOP reached the West Coast the following summer in 2003 when Ames Research Center in California began hosting DEVELOP students. A presentation at a policy conference introduced the DEVELOP Program to the Mobile County Health Department, and a team location was established there in the fall of 2003. Goddard Space Flight Center in Maryland joined during the summer of 2004, and DEVELOP teams were established at both Marshall Space Flight Center in Alabama and the Jet Propulsion Center in California by the fall of 2008.

Recently, offices in Palisades, New York; Fort Collins, Colorado; Athens, Georgia; Richmond, Virginia; Asheville, North Carolina, and Pocatello, Idaho were established to focus on the remote sensing of local environmental issues.

Today, the National Program Office (DEVELOP’s Headquarters) is hosted at Langley, and oversees fourteen DEVELOP team locations in North America - six at NASA Centers (Ames Research Center, Goddard Space Flight Center, Jet Propulsion Laboratory, Langley Research Center, Marshall Space Flight Center, and Stennis Space Center), seven regional locations (Mobile County Health Department, Fort Collins Science Center, International Research Institute for Environment and Society, Wise County Clerk of Court’s Office, Patrick Henry Building in Virginia, NOAA National Climate Data Center, and the GIS Training and Research Center [TReC] in Pocatello, Idaho and a leveraged academic location at the University of Georgia. Since inception, over 2,500 internships have been provided across the country, and the DEVELOP Program proactively looks for new opportunities to reach new communities and demonstrate the benefits of NASA’s Earth Science research.

## DEVELOP Organization

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# II. DEVELOP

## Core Values

**Innovation:** Generate new and creative Earth science applications to meet societal needs by utilizing existing technologies

**Service:** Devote ourselves to the success of our people and the communities we serve

**Integrity:** Define ourselves by truth, honor, character, and ethical conduct

**Passion:** Pursue all endeavors with energy, excitement, and enthusiasm

**Professionalism:** Maintain a high level of excellence and respect in work, actions, and appearance

**Stewardship:** Utilize resources and talents to benefit society and the environment

**Scholarship:** Foster an organizational culture where continued learning is a priority

**Collaboration:** Promote teamwork, open communication, and shared resources

## Mission & Vision Statements

**Mission:** Uniting NASA Earth observations with society to foster future innovation and cultivating the professionals of tomorrow by addressing diverse environmental issues today.

**Vision:** To maximize NASA’s Earth science investments by enabling the next generation to accelerate innovative applications in technology, resource management, policy development, and decision making.

## Strategic Goals

**Goal 1: Extend NASA Earth science research to benefit society.**

1. Identify societal needs within Applied Sciences
2. Pursue and establish stakeholder partnerships
3. Explore creative and innovative ways to use existing capabilities
4. Conduct research to enhance and develop decision support tools
5. Facilitate communities’ autonomous use of decision support tools through demonstration and education
6. Expand the NASA Earth science user base

**Goal 2: Enhance training and development for young professionals.**

1. Invest in young professionals who demonstrate initiative and potential
2. Foster an environment that enhances personal and professional development
3. Cultivate technical research skills by facilitating a scientific learning atmosphere
4. Empower participants with unique opportunities for success

**Goal 3: Cultivate and maintain relationships through a dynamic program structure that fosters and expands effective collaborations.**

1. Maintain a clear line of communication with Applied Sciences Program leadership to better align DEVELOP and support Applied Sciences activities
2. Establish strategic communications to ensure consistent and effective exchange of ideas, information, and resources
   1. Internally within NASA & NASA Centers
   2. Academia and students
   3. DEVELOP Centers & alumni
   4. Partners, stakeholders, and end-users
   5. Local, regional, and international communities
   6. Media outlets

# III. Campus Ambassador Corps Overview

The DEVELOP Campus Ambassador Corps will allow DEVELOP participants to recruit students and recent graduates on their campuses for one academic year. The ideal ambassador will be a responsible, outgoing leader who has a passion for NASA’s Applied Sciences Program and DEVELOP. This new initiative will draw on the skills and enthusiasm of current DEVELOP students to enhance the program’s brand and global visibility by promoting awareness of the NASA Applied Sciences Program and the DEVELOP National Program upon returning to school.

## Strategic Goals

1. Amplify the presence of DEVELOP and the NASA Applied Sciences Program at university campuses.
2. Increase the number of applications from quality students and recent graduates at universities that are not near DEVELOP nodes.
3. Engage DEVELOP students in peer-to-peer recruiting efforts.
4. Create innovative methods for informing the potential participants about the DEVELOP Program with limited resources.

## Ambassador Eligibility and Qualifications

Campus ambassadors should have sincere enthusiasm for the DEVELOP Program and the NASA Applied Sciences Program. Ambassadors are selected based on their interpersonal skills, leadership ability, previous campus involvement, and creativity. Strong public speaking and networking skills are also very important to success as an ambassador. Campus ambassadors need three to five hours per month to plan activities, host events, and serve as a point of contact for DEVELOP applicants on their campus. To be considered for a position as a campus ambassador, summer DEVELOP participants must complete an application and have their center lead submit a confidential recommendation form.

## Ambassador Application Process

The campus ambassador application includes basic demographic information, a self-assessment, several short essays regarding the DEVELOP participant’s qualifications, and a short essay explaining why their university should have a DEVELOP campus ambassador. Each DEVELOP participant interested in becoming a campus ambassador needs to submit their completed application to their center lead by the middle of the eighth week of the summer term. After all applications are received, the Center Lead at each node will complete a confidential evaluation of applicants located at their node. Center leads will work with project leads to assure that they fairly and accurately evaluate each applicant since the center lead evaluation is a critical part of selecting ambassadors.

## Ambassador Selection Process

The DEVELOP NPO makes the final selection of ambassadors. This process will balance the qualifications of individual applicants with the top-down recruiting needs of the DEVELOP National Program. In addition to assessing the candidates, the NPO also assesses the potential of each student’s university to meet DEVELOP’s recruiting needs. This is a highly subjective process; however, it is necessary to ascertain that the campus ambassador resources will be allocated effectively. After the NPO completes the selection process, each applicant receives notification regarding the outcome of their application. These notifications are sent during the last week of the DEVELOP summer term.

## Ambassador Benefits

* Enhanced leadership, communication, and interpersonal skills
* Networking opportunities with students, faculty, and administration
* Greater understanding of project management
* Deeper understanding of the NASA Applied Sciences Program and DEVELOP
* Public speaking experience
* Opportunities to help fellow students achieve their career goals

# IV. Campus Ambassador Expectations

## Ambassador Commitment

As an ambassador you play an important role in DEVELOP’s strategic recruiting initiatives and have great responsibility in representing the Program to students, recent graduates, faculty, and staff on campus. Your efforts and willingness to share your DEVELOP and Applied Sciences experience, knowledge, and enthusiasm will help attract talented new participants to the Program. Expectations of a Campus Ambassador include:

* Represent the DEVELOP National Program in a professional manner that follows all campus policies and yields a positive impression of the Program;
* Embody and effectively communicate DEVELOP’s core values; and
* Emphasize to potential students that there is no “typical” DEVELOP participant and that the Program has a need for students from a multitude of scientific fields and academic majors.

## Responsibilities

DEVELOP Campus Ambassadors will be required to make a one year commitment to represent the Program at their college or university. Each ambassador will have multiple responsibilities throughout the academic year ranging from answering questions about the program to hosting events fostering an interest in NASA Earth Science.

As a Campus Ambassador, you will be responsible for:

* Meeting with career services and a member of campus administration at least once per semester
* Host at least 2 recruiting events\* per semester. Examples of recruiting events are:
  + Five-minute “flash-talks” (typically at the beginning of a class or campus club/organization meeting)
  + Create and launch a recruiting campaign (flyers, table-tents, etc.) to inform students about NASA Applied Sciences and DEVELOP
* Act as the DEVELOP POC for their campus through answering student or faculty questions and providing application advice to interested students
* Submit document at the end of each semester reporting activities and metrics

*\*Ambassadors must submit campaign/event proposal to NPO for approval before launching these activities.*

## 

## Rules of Conduct

Campus Policy

When acting as a DEVELOP Campus Ambassador you should follow all campus policies at your college or university. When interacting with students, recent graduates, faculty, and staff you should maintain a professional and unbiased attitude toward university policies, programs, or activities whether or not you entirely agree with or personally endorse them. When you meet with your campus’ career services or student activities office, you should discuss applicable campus policies with the department at the time of your meeting.

Personal Opinions

You should not draw comparisons between DEVELOP and other job opportunities during interactions with students, recent graduates, faculty, and staff. You should not provide any opinions about other job opportunities. If you are asked about other programs in which you have participated or to which you have applied, you should be honest, but focus on the positives of DEVELOP. Your primary responsibility is to share your DEVELOP experiences and knowledge, as well as anecdotes about your time as a DEVELOP participant.

Professional Dress and Demeanor

DEVELOP is a professional organization that requires students to maintain a standard of excellence every day. While acting as an ambassador, the common rules of business are applicable, and you should conduct your interactions and communications in a professional manner. For these reasons the DEVELOP ambassador dress code is business casual, and ambassadors are encouraged to wear DEVELOP polo shirts while actively recruiting students.

***Examples of appropriate attire include:***

**Men**:

Daily:

Khakis or slacks and a collared shirt (DEVELOP Polo shirts are preferred)

Dress shoes, no sandals

**Women**:

Daily:

Slacks or khakis

Appropriate business skirts (must fall no more than 3 inches above knee when seated)

Collared shirts, blouses, or sweaters (DEVELOP Polo shirts are preferred)

Dresses (no sundresses, halter tops, or spaghetti straps)

Dress shoes

Conservative and appropriate makeup and jewelry

***Examples of inappropriate attire include:***

* Jeans or shorts
* Flip-flops of any sort
* Pants that droop and display underwear
* Halter tops, shorts, or exposed midriffs
* Women’s shirt straps should be at least 2 inches wide
* Skirts should be no shorter than 3 inches above the knee when seated
* Revealing, too tight clothing
* Sweat pants, sweatshirts, non-DEVELOP T-shirts, tank tops
* Multiple body piercings, hats, bandanas, etc.
* Unkempt attire
* Women’s capris must be to the knee or below in length
* Attire with vulgar, violent, or explicit language or images

## Ambassador Dismissal

In the event that you are discovered misrepresenting the DEVELOP National Program, not following the campus ambassador corps policy manual, or violating your campus’ policies and procedures, you will be dismissed from the campus ambassador corps.

## Recruiting Event Approvals

Before launching a recruiting event, you must notify your DEVELOP Communications person of contact (POC) by submitting a recruiting event proposal (REP) form (see Appendix A). You are encouraged to get creative when planning these activities, but approval must be obtained to ensure that your idea is does not misrepresent the Program. The DEVELOP National Program Office is the final authority on all proposed recruiting events and campaigns.

## Social Media Use Policy

Campus Ambassadors are responsible for communicating recruiting events prior to the event occurring so the event can be advertised on DEVELOP’s social media channels. Campus Ambassadors should send information on events to their DEVELOP Communications POC.

## Operational Issues

If at any time you feel that you need support from the National Program Office or have an issue with your campus administration, you should contact Lauren Childs at the NPO immediately via telephone.

# Appendix A:

# Recruiting Event Proposal (REP) Form Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ambassador Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Name of Event/Activity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of Event/Activity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Estimated Attendance: \_\_\_\_\_\_Students \_\_\_\_\_\_Recent Graduates \_\_\_\_\_\_Faculty/Staff

Date(s) of Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please provide a detailed description of the activity or event (attach sheets if necessary):

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Campus Permission Obtained: Yes Not applicable

Please attach a copy of campus event approval if available.

# Promotional Considerations

Please describe how you plan to publicize the activity or event:

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Are completed templates for publication attached with this REP Form?

\_\_\_\_\_Yes \_\_\_\_\_No

Do you need any templates or digital material? \_\_\_\_\_Nope, got ‘em!

\_\_\_\_\_\_Presentation

\_\_\_\_\_\_Personalized Flyers

These are to be completed and sent to [Christopher.A.McKeel@nasa.gov](mailto:Christopher.A.McKeel@nasa.gov) for publication:

* Please CC: [Emily.A.Kislik@nasa.gov](mailto:Emily.A.Kislik@nasa.gov)
* Please indicate whether a digital copy can be returned or whether prints should be mailed and approximately how many.
* Please allow 3-5 days turn-around for digital copies.

Do you require printed materials from Langley? \_\_\_\_\_No, thank you

If yes, please specify. Indicate approximate number of prints needed:

\_\_\_\_\_\_Program Brochures

\_\_\_\_\_\_Program Bookmarks

\_\_\_\_\_\_General Flyers

Can this event be publicized on social media? \_\_\_\_\_Not really

If yes, suggested language:

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Get creative and think outside the box, but make sure that each event you organize receives NPO and campus approval!

# Appendix B:

# Podcast Proposal Form

# Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ambassador Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

College or University:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Podcasts***

Please provide a detailed description of your proposed topic:

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Are you going to have any co-hosts? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you going to have any guest speakers or interviewees? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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How long is the proposed podcast? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What equipment will you be using to record the podcast? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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By when are you aiming have the podcast completed? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you need any templates or digital material?

\_\_\_\_\_ Nope, got ‘em! \_\_\_\_\_\_ Presentation \_\_\_\_\_\_ Personalized Flyers

These are to be completed and sent to [Christopher.A.McKeel@nasa.gov](mailto:Christopher.A.McKeel@nasa.gov) for publication:

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Do you require printed materials from Langley?

\_\_\_\_\_No, thank you

If yes, please specify. Indicate approximate number of prints needed:

\_\_\_\_\_\_Program Brochures

\_\_\_\_\_\_General Flyers

\_\_\_\_\_\_Program Bookmarks

Can this event be publicized on social media? \_\_\_\_\_Not really

If yes, suggested language:

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# Appendix C: Tips for Organizing an Event

Most campuses have major events that are popular among students. These may include social events, networking opportunities, or career fairs. Start planning your ambassador activities early to ensure that you are able to participate in highly attended events on campus. Check out your school’s event calendar to decide which events you would like to use for recruiting activities. Get creative for what you would like to do!

Here are a few steps to help you make sure that your recruiting event is a success!

1. Plan Ahead. Consider what audience you are targeting for the event. Set and document goals for what you hope to accomplish with the event and what you hope potential recruits will accomplish by talking to you or participating in your activity. Focus on the when and where to maximize attendance and visibility.
2. Get appropriate campus permissions well in advance of your event.
3. Complete the NPO recruiting event proposal after receiving campus approval at least 1 month in advance of your event.
4. Send invitations to appropriate audiences. See if your school has a listserv to distribute the event invitation. Send notes to relevant campus organizations, departments, and faculty.

1. Promote your event proactively. Invitations are a useful tool for impacting specific people, but promoting the event will allow you to reach a larger audience. Use flyers, table tents, etc. to attract potential recruits to attend your event, as well as notify NPO to post the event on DEVELOP’s social media outlets.
2. Gather all necessary materials the day before your event. Make sure you have enough materials to distribute to attendees and potential recruits. If you need additional items from the NPO, please contact the NPO two weeks in advance of your event.
3. Have a sign-in and email list for individuals to sign-up for follow e-mails. After the event send a timely thank-you email to appropriate individuals and avail yourself to answer questions about DEVELOP and applications.

# Appendix D: Tips for Tabling on Campus

Tabling will provide you with an avenue for reaching a wide audience of students and faculty about your knowledge and experience with the DEVELOP Program. Your goal in tabling is to have quality conversations with students that express your enthusiasm and knowledge of the Program. Hopefully, you will be talking to students with a genuine interest in science, public policy, and innovation. Here are a few steps for planning and executing a recruiting table.

1. Determine what steps you should take on your campus to hold a recruiting table. Also, investigate areas of high traffic to ensure that you reach a large number of students with your recruiting table. This is where your relationship with student activities and/or career services will benefit you greatly.

2. Reserve your dates! Once you understand your campus’ procedure for tabling, complete the appropriate paperwork, and get dates reserved for your recruiting table. Act fast because there will be many organizations setting up tables on your campus throughout the semester.

3. Get your materials ready! Throughout the semester you will need to ration the NPO provided materials to ensure that you have enough materials to make it through the year. Think about setting up your laptop to show DEVELOP recruiting videos or pictures of participants available on the DEVELOP website.

4. Prepare your pitch. Remember that you will only have a few minutes with each person to whom you speak. Be prepared to speak about the Program, the structure, how projects work, number of DEVELOP nodes, and other essential information. Make sure you highlight that DEVELOP is a paid internship opportunity!

5. Promote your table with flyers, email invitations, classroom announcements, and other creative ideas that you have that do not violate any campus or DEVELOP policies.

6. Follow up! If anyone requests additional information about the Program or emails you with questions, be sure that you follow-up in a timely manner.

# Appendix E: Tips for Working with Professors

Professors and administrators can be valuable resources to help you in recruiting students for DEVELOP.

These individuals may be able to give you advice or help you make arrangements for things like tabling and making presentations to large groups. They are also in contact with a lot of different students every day – they can help you promote your recruiting events or connect you to students who would be interested in applying to DEVELOP.

1. Think of some professors you have been in contact with who would support your efforts as DEVELOP participant or ambassador. If you have a personal relationship with someone already, let them know that you are available to speak to students and answer their questions about the Program.

2. Show your excitement and enthusiasm, and be sure to explain DEVELOP’s mission.

3. Contact a few professors who teach classes that can be linked to DEVELOP projects. Think outside the box in this area too. Below is a sample list of majors that have been represented in the DEVELOP program in the past.

*Accounting; Applied Earth Science; Applied Meteorology; Art History; Atmospheric Science; Oceanic Sciences; Biology; Biological Sciences; Chemistry; Environmental Science; Climate and Society; Computer Science; Economics; Ecology; Environmental Engineering; Environmental Planning and Design; Geographic Information Systems; Geographic Information Systems for Development and Environment; Geography; Geology; Geomatics; Hydrological Sciences; Business Administration; Information Science/Systems; Mathematics; Natural Resources; Neurology; Psychology; Space Studies; Studio Art; Oceanography; Wildlife Biology; Watershed Science; Sustainable Development and Conservation Biology; Public Health; Environmental Policy; Meteorology; Geospatial and Environmental Analysis*

4. When talking to professors, the best advice is to be prepared and be confident.

5. Remember that professors are very busy and have demanding schedules. Keep all communication with campus faculty and staff concise and professional. You do not want to be perceived as wasting their time or contacting them too much. When you do contact them, make it count.