



# Mustang Ambassador Training

# Encourager

# Why Central Baptist College?

## Challenging

- Christ-Centered Mission
- 40+ Majors
- Fully Accredited by the Higher Learning Commission
- Faculty and Staff who care about their students
- Athletics, Choir, Band and other Student Performance programs

## Engaging

- 12:1 Student to Faculty Ratio insures individual attention
- Flexible programs for traditional students and adults through PACE program
- Student Services and Residence Life Programs
- Conway Community is one of fastest growing in the state and centrally located

## Inspiring

- Student-led weekly Chapel services
- Leadership and Career Development opportunities as a student
- Alumni support and success
- Value-Ranked as one of the most affordable private schools in Arkansas!



# Who We Are

While many other colleges and universities subscribe to the notion of holistic education, it is the spiritual dimension of higher education that continues to make Central Baptist College unique.

## We are Committed!

Central Baptist College is committed to transforming lives through education that integrates Christian faith and academic excellence in a Christ-centered environment. – CBC Mission Statement

## We are Value!

The value of Christian higher education is the value that has always under girded Central Baptist College's mission statement. Since the institution's inception in 1952, its mission has focused on educating the whole person -- intellectually, physically, and spiritually.

## We have Purpose!

The following purposes were established to achieve the institution's mission:

- 1.To create an environment that fosters understanding, appreciation and a love for God's word.
- 2.To create a campus community that supports students and faculty in the acquisition of knowledge.
- 3.To create excellent programs of study that challenge students and provide practical experience in the chosen discipline.
- 4.To create an understanding among faculty and students of the need for lifelong learning.
- 5.To create opportunities for spiritual growth and service to God.

## We are Military Friendly!

We are consistently named a 'Military-Friendly' institution each year. CBC has a *Military Tuition Discount* for veterans or active-duty soldiers.



# Flexible Degree Options

In addition to Traditional Classes, Central Baptist College also offers the unique PACE Program.

The PACE program offers working adults an opportunity to earn a college degree.

Most of our PACE students either left college or never had a chance to start college because of family or job obligations. However, they all realize the value of a college education.

Unlike many traditional programs, the PACE program was designed to meet the needs of busy working adults, no matter what their age or education level. First-time entering student or transferring from another institution.

Classes are typically taken one night per week, last five weeks each, and are offered in-person, online, or a hybrid of the two. Students have four five-week 'blocks' each semester, and can take up to 18 hours of credit classes each semester toward a Bachelor's degree.

# What does PACE Mean?



## PROFESSIONAL ADULT COLLEGE EDUCATION

Tidbit: PACE was brought to CBC in 2001 Program. We have been doing this a long time!!

# What is an Ambassador?

- ▶ Webster's Dictionary defines Ambassador as:

“a person who acts as a representative or promoter of a specified activity.”

- ▶ *Mustang* Ambassadors are:

a group of Central Baptist College alumni and friends who are committed to engaging with future CBC students. Your willingness to help locate and interact with prospective students is vitally important to the mission of the Office of Admissions, and we need enthusiastic individuals to join the Mustang Ambassadors team. Below are some specific ways you can become involved:



# Who is an Ambassador?

- ▶ People like you! Central Baptist College alumni and friends who are committed to engaging with prospective CBC students for the purpose of strengthening the college's enrollment.
- ▶ You are a vital part of our recruitment team. No one knows better the challenges and rigors of attending school than someone who has been there.
- ▶ Your success in the program will give others the encouragement to do the same for themselves.
- ▶ You are the ones who can encourage them along this path to a college degree.
- ▶ Your experiences at CBC speak volumes to those who are contemplating this path to higher education.



# Why do we need Ambassadors?

- ▶ We need your help in locating and interacting with prospective students.
- ▶ Your experience at CBC is encouragement to anyone who has a desire to achieve their goals of a college education no matter if they just graduated high school or have been out of school for 40 years.
- ▶ Because you have walked in their shoes and understand their needs as a potential student. You have been a student at CBC. You have credibility when you speak of your experiences here.
- ▶ Because your life experiences will have you in places we are not, and may never be.
- ▶ Because your circle of influence is different from any other persons making you uniquely qualified to represent CBC as an Ambassador.
- ▶ Marketing studies show that ‘word of mouth’ is one of the most trusted and effective forms of advertising.
- ▶ The mission of Central Baptist College is relative and glorifies our Almighty God.



# How can I be an effective Ambassador?

- ▶ First and foremost, pray that God would use CBC for His glory and continue to transform lives through academic excellence in a Christ-centered environment.
- ▶ Be willing to serve and sign-up.
- ▶ Talk to your family, friends, co-workers, church staff, anyone you know that would benefit from a Christian education. In other words—Anyone who will listen.
- ▶ We will provide you with the tools to be an effective member of our recruitment team. You send them to our trained Admissions staff, and we will do our best to help them reach their goals.

*There is nothing more rewarding than helping someone step into their destiny!*

# Role of Encourager

- ▶ You can write personal notes, on CBC stationary and free of charge, to prospective-students from your geographic area and / or college major. You can also personally call prospective-students. In both situations, you will be able to give a brief testimonial about Central Baptist College that shares the impact it has had in your life. Don't worry, we will prepare you for the phone conversations you may have. This will add another valuable personal touch to prospective-students as they consider CBC in their decision-making process. You become a "cheerleader" for their success.
- ▶ Our public affairs office takes a very active approach in the promotion of the college on our social media accounts. By simply liking & following our accounts, then sharing and / or reposting our material with your personal recommendation, review or endorsement, you will exponentially increase our ability to reach a larger audience.
- ▶ This is a great way to personally-invest in the lives of future and/or current CBC students and you may just form new lifelong friendships as a result!

# Our Commitment to the Process

**As an Ambassador for CBC, we commit to providing you with the materials needed to effectively promote the program:**

- **Stationary from the College and Post-paid envelopes**
- **Sample scripts for letters or phone calls**
- **Web addresses and links for Social Media**

# Communication Partner

- ▶ **Communication Partner-** Every Ambassador is a Communication Partner, and your role is to begin the dialogue with prospective students. These types of communications can be done over a cup of coffee, in a church pew, at the gym, or at the copy machine.
- ▶ **Personal Communication-** Make it personal. Tell your story. They want to hear why you chose CBC and what was your experience like while you are here. Talk to them about what CBC has to offer them. Your experience will encourage them along their own path.
- ▶ As you engage with individuals in your daily life try think of ways to start the conversation about their education and your testimony of your experience at CBC. As our Ambassador we need you to promote CBC within your circle of influence, people you work with, go to church with and do life with. Engage in a conversation with them about their educational goals. Do they have a dream of going to school? What is stopping them? How can CBC make that dream a reality?
- ▶ An effective communicator knows the product well and is enthusiastic about selling it!

# **THANK YOU!**

**We appreciate your willingness to help further the mission of Central Baptist College and we thank you in advance for your time and effort.**

**The work you are doing is important. Let's all work together to help educate potential students about the life-changing experiences and the blessings God has for them at Central Baptist College!**