



Show up. Every day. It matters.

ADULT AMBASSADOR OVERVIEW

Purpose:

Adult Ambassadors will fulfill the *Core Ambassadors* aspect of the Stay in School Initiative's community outreach strategy for 2016.

Goal:

The goal is to build a team of adults to represent a partner organization or structure and serve as key resources in the development and spreading of the Stay in School message about school attendance.

Objectives:

- Get familiar with Stay in School messaging and goals
- Be a point of contact for parents, families, and community residents to register their views and struggles regarding school attendance and tardiness
- Be a champion to communicate key messages regarding issues with school attendance to Stay in School partners and community members
- Work to ensure Springfield Public Schools and United Way of Pioneer Valley are aware of service gaps and opportunities to bridge the gaps or undergird other established frameworks

Expectations:

1. Link Stay in School to existing organization(s) and networks to deliver the message about the importance of attending school every day
2. Act as a conduit between constituents (parents, families, and community residents) and Stay in School partners, to represent views of the Stay in School partners to the constituents and Stay in School message to the constituents
3. Educate constituents (parents, families, and community residents) on the facts around school attendance and the repercussions that follow when students are chronically absent
4. Seek opportunities to promote and share the Stay in School message through social media, family engagement and community events, and other mediums accessible to their respective organizations and/or affiliations
5. Share the views of constituents (parents, families, and community residents) with Stay in School partners to shape marketing messages / campaigns as able to do so
6. Offer ideas on constituent (parents, families, and community residents) targeted content for Stay in School messaging on electronic and print marketing materials

To get involved or for more information:

- Contact Manager of Community Impact at 413-693-0215 or lnaylor@uwpv.org
- Visit www.StayinSchoolSpringfield.org