



**Show up. Every day. It matters.**

## **YOUTH AMBASSADOR OVERVIEW**

### **Purpose:**

Youth Ambassadors will fulfill the *Peer to Peer* aspect of the Stay in School Initiative's community outreach strategy for 2016.

### **Goal:**

The goal is to build a team of youth 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 in their respective organizations and/or networks for young people 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 the steering committee 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. Obtain parental consent to participate in the Stay in School initiative under the auspices of a partner organization or structure
2. Link Stay in School to existing organization(s) and networks to deliver the message about the importance of attending school every day
3. Act as a conduit between young people and Stay in School partners, to represent views of the Stay in School partners to youth and the Stay in School message to youth
4. Educate youth on the facts around school attendance and the repercussions that follow when students are chronically absent
5. Seek opportunities to promote and share the Stay in School message at events
6. Share youth views with Stay in School partners to shape marketing messages/ campaigns as able to do so
7. Offer ideas on youth-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](mailto:lnaylor@uwpv.org)
- Visit [www.StayinSchoolSpringfield.org](http://www.StayinSchoolSpringfield.org)