



# **WVU ONLINE**

## Ambassador Program

**ONLINE.WVU.EDU**

# WVU ONLINE PILOT STUDENT AMBASSADOR PROGRAM

**Congratulations on being selected and accepting your role as a WVU Online Student Ambassador! Our ambassador team consists of a group of students and alumni selected from various academic programs, tasked with assisting WVU Online with student engagement and enrollment.**

## **HERE'S A PROFILE OF YOU, BE PROUD:**

- ✓ Must be a current WVU Online student or alum.
- ✓ Approved by the academic college and in good academic standing.
- ✓ Passionate about online education.
- ✓ Eager to represent WVU Online in a positive and professional manner.
- ✓ Familiar and comfortable with social media platforms to include posting and using various tools to generate engagement.
- ✓ A people person – someone who enjoys interviewing and talking with potential online Mountaineers.

## **AMBASSADOR PROGRAM GOALS:**

- ✓ To provide firsthand experience about WVU Online programs and resources. Experiences/content will be chronicled in a variety of formats (print, digital, audio, and video) and will be posted to various channels (web/blogs and social media).
- ✓ Host live webinars/informational sessions.
- ✓ Social media takeovers.
- ✓ Spotlight stories.
- ✓ Act as student mentors to prospective online students.

## **HERE'S WHAT WE'LL NEED YOU TO SHARE WITH US:**

- ✓ Your headshot and bio to accompany website and social content.
- ✓ What you love to do the most (hobbies, activities)? How do you prefer to communicate?
- ✓ 2-4 content pieces per month. Content will be planned in advance to accommodate schedules.

## **HERE'S WHAT YOU CAN EXPECT FROM US:**

- ✓ Training on the WVU Online brand.
- ✓ Space within the WVU Online website that will host your bio, social media profiles and a feature that identifies with your or your program (for example, Andy's Quick Program Fact or Sarah's Question of the Week).
- ✓ An opportunity to be featured in future WVU Online marketing material and/or ads.
- ✓ To act as an internal focus group when feedback is needed from WVU Online.
- ✓ An inclusion for your online portfolio or resume.
- ✓ WVU Swag based on performance.

## **KEY PERFORMANCE INDICATORS:**

- ✓ Will develop as we progress.
  - ✓ Initial KPI's will be based on innovation, communication and relationship building. Documentation of all content/event pieces and engagement/attendees.
  - ✓ As we increase awareness and engagement we will focus on enrollment.

## **LET'S GO:**

- ✓ Please fill out the following questionnaire:  
[https://www.qualtrics.com/jfe/form/SV\\_6x0LplvqtTHEGYm](https://www.qualtrics.com/jfe/form/SV_6x0LplvqtTHEGYm)





# EBONY DELAWARE

WVU Online, Multidisciplinary Studies | Martinsburg, WV

## WVU ONLINE IS 'ONE WVU'

**WVU and WVU Online have a single mission:**  
to provide a quality and affordable education. No matter  
who you are, or where you are, you'll find your niche here.

**As part of "One West Virginia University," WVU Online is guided by WVU's mission calling for programs and services that:**

- ✓ create a diverse and inclusive culture that advances education, healthcare, and prosperity for all;
- ✓ provide access and opportunity;
- ✓ advance high-impact research; and
- ✓ lead transformation in West Virginia and the world, though local, state and global engagement.

**As the demand for online degrees and courses grows, WVU Online continues our student-centered focus. Our responsibilities include:**

- ✓ constantly exploring new technology to provide you with the most up-to-date online education;
- ✓ providing online programs that are an extension of the excellence of our on-campus programs;
- ✓ designing online programs that provide you with future-ready skills to put you ahead of the competition.





## WVU ONLINE = ACADEMIC INTEGRITY

WVU is recognized for its academic excellence. We bring WVU to you with a state-of-the-art learning platform, support and connections that start even before you enroll, and access to a dynamic online community.

## ACCREDITATION

WVU is accredited by the Higher Learning Commission, which guarantees the quality of the University as a whole. Most WVU Online programs also hold specialized accreditation.

## STANDARDS

The State Authorization Reciprocity Agreements (SARA), establishes uniform standards for distance education for all participating institutions. WVU Online joined SARA in 2014 and offers distance education in all 49 states, districts and territories that participate in SARA.

## COLLABORATION

As an online student, you'll use WVU eCampus, a powerful virtual space where courses are easy to follow, communication with your professors is seamless, and collaboration with peers is built into the learning experience.

## QUALITY MATTERS

WVU Online uses Quality Matters,<sup>™</sup> a nationally recognized standard of quality assurance in online course development and delivery.



STEVE ROBERTSON

WVU Online, Sports Management | Fredericksburg, VA

# WVU ONLINE BY THE NUMBERS

**55+**

Online degree programs  
and certificates.

**2,298**

Students enrolled in  
WVU Online degree programs.

**15,426**

WVU students took at least  
one online class in 2019.

**2,000+**

WVU Online courses  
offered in 2020.

**49%**

of WVU Online students are  
residents of West Virginia.

**51%**

of WVU Online students are  
non-residents of West Virginia.



# STUDENT SERVICES

At **WVU Online**, you have access to a team that will help you succeed from the day you register for your first class, to the day you graduate. We provide a strong support system, so you never feel lost or alone.

- Academic Life Coaches help you find the program that is right for you and steer you through the enrollment process.
- Your academic advisor knows the specifics of your program and will guide you every step of the way as you complete your courses.
- The Mountaineer Hub connects you to financial aid, scholarships, academic information, and more.
- WVU's Technology Service Desk provides support for online systems, to resolve and prevent problems.
- The Office of Accessibility Services assists students with temporary or permanent disabilities.
- You will have 24/7 student mental health support that is 100% confidential.
- The WVU Tutoring Center offers online versions of "drop-in" tutoring.
- The WVU Libraries system provides resources for online students, including a live "Chat with a Librarian."