



*Prepared.Organized.Inspired.*

## NursingInspired Student Ambassador Program

**Objective:** The NursingInspired Student Ambassador Program aims to empower future nurses to become advocates for nursing and representatives of the NursingInspired brand, fostering a supportive community, promoting professional growth, while increasing brand visibility.

### Program Structure

#### 1. Ambassador Roles & Responsibilities

- **Brand Promotion:** Ambassadors will actively promote *NursingInspired Rx* through social media, campus events, flyers, school newsletters, peer networks, etc.
- **Content Creation:** Share insights, experiences, and NursingInspired content (posts, podcasts, webinars, newsletters, etc) on personal social media platforms.
- **Event Participation:** Organize and participate in NursingInspired events such as webinars, workshops, seminars and set-up or breakdown at exhibitor/vendor events.
- **Feedback & Insights:** Provide feedback as a beta tester of NursingInspired products and services to help improve offerings for students.
- **Engagement:** Recruit classmates, co-workers and/or peers from science/ health-related classes interested in nursing, to enroll in the *NursingInspired Rx* program
- **Collaboration:** Seek speaking or vendor/exhibitor opportunities for NursingInspired (Back-to-School Fairs, College Fairs, Welcome Week, Career Day, Student organizations)

#### 2. Eligibility Criteria

- Must be **enrolled in school** on a path toward nursing (high school student, college student, pre-nursing/pre-health, nursing assistant, LPN/LVN, ADN, BSN, ABSN or MSN).
- *If not* currently in school, must be **working in healthcare** (CNA, PCT, MA, CPhT, Home Health aide, phlebotomy, etc.) or have an anticipated start date to begin work
- **Demonstrated leadership abilities and involvement** in campus, work or community activities and volunteerism.
- **Strong social media presence and engagement** with peers or open to creating social media account(s) for the purposes of this role.
- **Passionate about nursing** and the nursing shortage, professional development, and the NursingInspired mission for increasing the number of **black nurse representation**
- Have **reliable wi-fi or internet access and technology** tools for the role (possession of a working desktop, laptop, tablet and/or smart phone)

#### 3. Application Process

- **Online Application:** Complete an online application form detailing academic background, extracurricular activities, and interest in the ambassador program.
- **Essay or Video Submission:** Submit an essay or a 2-minute video explaining why you want to be a NursingInspired Ambassador and how you plan to promote the brand.
- **Interview:** Shortlisted candidates will be invited for a virtual interview.



*Prepared.Organized.Inspired.*

**4. Program Timeline\*** (2024-2025 inaugural program length *does not* include August -September)

- **Application Period:** October 1 - October 30
- **Selection Announcement:** November 15
- **Program Kickoff:** December 1
- **Program Duration:** December 1 - May 30

**5. Benefits**

- **Networking:** Connect with nursing professionals, educators, peers and other healthcare connections in the NursingInspired community.
- **Professional Development:** Gain access to exclusive webinars, workshops, and resources
- **Group Mentorship:** Receive mentorship alongside your future nurse peers led by a Nursing professional, leader and entrepreneur with over 10 years of experience and recognition
- **Leadership Skills:** Learning to stand out as a healthcare advocate and leader with in-person and virtual health-related events at your school and through social media
- **Merchandise & Discounts:** Ambassadors will receive *NursingInspired merch* and *discounts* on products and coaching services through your own unique referral link
- **Certification:** Receive a certificate of recognition upon successful completion of the program and a letter of recommendation highlighting your volunteerism

**6. Ambassador Expectations**

- **Commitment:** Ambassadors are expected to commit to the program for one academic year. May apply for an added year as student peer lead and NursingInspired Rx scholarship.
- **Monthly Check-ins:** Participate in monthly virtual check-ins with the NursingInspired team to discuss progress and upcoming activities.
- **Social Media Engagement:** Post at least 2-3 times per month on behalf of NursingInspired on social media platforms per brand guidelines with reposts on personal accounts
- **Event Hosting & Collaboration:** Organize at least one NursingInspired campus event, webinar or collaboration event with student organizations/school departments per semester
- **Participation in virtual events:** Chat engagement, Q&A management, technical support, moderate breakout rooms, capture key takeaways for post-event social media highlights

**7. Evaluation & Feedback**

- **Performance Reviews:** Quarterly reviews to assess the impact and effectiveness of ambassadors.
- **Feedback Surveys:** Regular surveys to gather insights on the program's strengths and areas for improvement.
- **Recognition:** Top performing ambassadors will be recognized on NursingInspired's website and social media channels.

## Conclusion:

The **NursingInspired Student Ambassador Program** is designed to inspire, educate, and connect the next generation of black nurse leaders. By participating, students will gain invaluable experience, build professional networks, and contribute to the growth of the nursing community.