



Federal Student Ambassadors Program

A LOW-COST WAY TO BUILD A HIGH-QUALITY TALENT PIPELINE FOR YOUR AGENCY

As hiring limitations and budget cuts impact operations, it is critical for agencies to recruit strategically and conduct targeted outreach—especially for student and entry-level positions.

Agencies use the Partnership’s innovative and cost-effective Federal Student Ambassadors program to raise interest in their career opportunities at specific colleges and universities, build long-term relationships with campus stakeholders and create pipelines of highly-qualified talent for key positions.

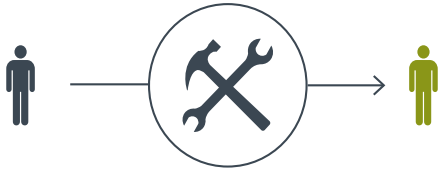
Through the power of peer-to-peer recruiting, the Federal Student Ambassadors program draws on students to promote federal service and share their own positive experiences. The Partnership carefully selects, screens, trains and coaches students who have recently completed a federal internship to become student ambassadors that are passionate advocates for their agency and its specific opportunities.

OUR RESULTS

The placement rate of applicants referred by ambassadors was 10% higher than those who applied independently, showcasing the ambassadors’ ability to find the “right” talent.

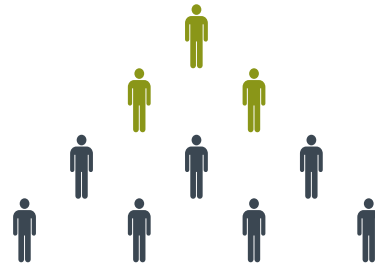
A participating agency hired a total of 72 interns for their summer internship program, of which 21% came from ambassadors’ schools.

HOW IT WORKS



WE CUSTOMIZE THE PROGRAM TO YOUR AGENCY'S NEEDS

Whether your agency wants to increase diversity, promote particular positions, target underrepresented populations (such as student veterans or people with disabilities), or seek out individuals with specific mission-critical skill sets, we tailor the program to further your specific hiring goals.



WE HELP IDENTIFY YOUR AGENCY'S TOP INTERNS

Interns are uniquely qualified to be advocates for your agency when they return to campus. The Partnership helps select interns that are best suited to be passionate and effective promoters for your agency, based on your agency's hiring priorities and qualifications that make a successful ambassador.

BENEFITS OF STUDENT AMBASSADORS

Using this cost-effective and customized program, you will:

- Build brand awareness on targeted campuses and establish your agency as an ideal employer
- Access student groups with a high population of mission-critical talent
- Ensure students with desired skill sets are knowledgeable and interested in student and entry-level opportunities at your agency
- Maintain a consistent on-campus presence
- Build long-term relationships with key campus faculty and staff
- Continue to engage your top-performing interns so they return to your agency for another internship or full-time job



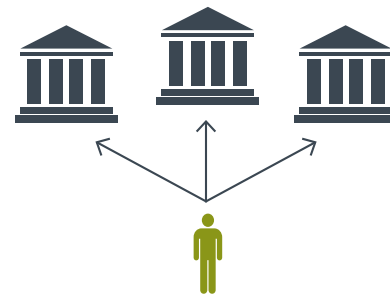
“The Department of Energy Student Ambassadors Program has exceeded our expectations. It is a cost-effective means to brand and market our jobs directly to students while sustaining a credible and interactive presence on college campuses.”

MICHAEL KANE, FORMER DOE CHIEF HUMAN CAPITAL OFFICER



WE PROVIDE TRAINING AND PROFESSIONAL DEVELOPMENT

Working with your agency, the Partnership gives ambassadors the tools they need to successfully promote your agency on their campus. We provide intensive summer training, agency-specific webinars, professional development and one-on-one coaching throughout the year. In addition, we continuously monitor ambassadors' progress against your agency's goals to ensure optimal return on investment.



YOUR AGENCY ESTABLISHES AN ONGOING CAMPUS PRESENCE

Using intimate knowledge of their campus culture, ambassadors coordinate strategic outreach and raise awareness of opportunities at your agency by hosting events, conducting marketing activities and meeting with student leaders. Their everyday access to key faculty and staff members also helps you build the foundation for long-term relationships with their campuses.

CASE STUDY

United States Patent and Trademark Office Student Ambassador Program

CHALLENGE

USPTO needed to hire hundreds of patent examiners, all with skill sets in law, engineering and other hard sciences. As an added challenge, the agency also had to correct the common misconception, particularly among engineering students, that patent examiners require law degrees.

SOLUTION

The USPTO Student Ambassadors program was designed to increase applicants from the University of Virginia and The Ohio State University School of Law, and particularly from student veterans at these schools.

During the academic year, the two USPTO ambassadors broadly endorsed the agency with their peers and promoted three specific job openings, including the Patent Extern Experience Program (PEEP).

The ambassadors tailored their outreach and advising based on the specific skill sets needed for these positions, while working closely with the Partnership and USPTO to set clear objectives and to maximize their efficiency.

IMPACT

The ambassadors built strong relationships with their campus career services offices, establishing a foundation for continued collaboration and communication between the universities and the agency—even after the conclusion of the ambassadors' tenure.

USPTO found the ambassadors to be incredibly helpful in promoting agency-sponsored career fair visits and providing a student's perspective to potential applicants. The two ambassadors reached more than 2,100 students through their marketing and outreach efforts. They also directly interacted with more than 180 students through presentations, meetings and advising sessions.

Additionally, the ambassadors successfully promoted PEEP to highly-qualified potential candidates. Compared to the overall 41% program acceptance rate, students from UVA and OSU were accepted at rates of 56% and 80% respectively.

CASE STUDY

Consumer Financial Protection Bureau Student Ambassador Program

CHALLENGE

As a new agency created in 2011, CFPB faces challenges building awareness of its work, branding itself as a leading employer and building a diverse pipeline of applicants.

SOLUTION

The CFPB Student Ambassadors program was designed to build CFPB's brand recognition on targeted campuses, establish sustainable recruitment relationships with key schools based on agency needs and increase the number of qualified applicants to internships and full-time positions.

CFPB intentionally selected summer interns recruited through Pathways Programs to serve as their ambassadors. During the academic year, the ambassadors led customized outreach based on CFPB's hiring needs to recruit in mission-critical areas including law, finance and policy.



IMPACT

The CFPB ambassadors connected directly with agency representatives who recruited for internship opportunities and full-time positions. As a result of CFPB's continued involvement, ambassadors ensured their outreach efforts were up-to-date with current opportunities and tailored to attract quality applicants. Most notably, CFPB representatives supported ambassadors at career fairs and other campus events. In collaboration with the ambassadors, CFPB representatives met key campus contacts and have built long-term relationships.

Since the CFPB Student Ambassadors program launched in 2012, it has grown by 275% and most recently includes 11 ambassadors for the 2014-2015 academic year. This growth highlights both CFPB's continued commitment to enhancing their recruitment strategy and the CFPB Ambassadors ability to find the right talent.

In two years, the CFPB ambassadors have:

- Personally shared CFPB's mission, goals and opportunities with over 1,800 students through presentations, meetings and advising sessions
- Conducted 83 meetings with faculty and career services representatives to build strategic long-term relationships between campus stakeholders and agency representatives.
- Contributed over 750 hours towards organizing marketing efforts, publishing articles and representing CFPB at career fairs.



PARTNERSHIP FOR PUBLIC SERVICE

ourpublicservice.org/ambassadors

LEARN MORE

If you are interested in learning how your agency can leverage the Partnership's *Student Ambassadors* program, please contact **Caleb Campbell** at ccampbell@ourpublicservice.org or (202) 775-6892.

The Partnership for Public Service is a nonprofit, nonpartisan organization that believes good government starts with good people. We help government serve the needs of all Americans by strengthening the civil service and the systems that support it. By establishing relationships with targeted colleges and universities, we ensure federal agencies get the the top talent to fulfill their hiring needs.