"As representatives of the Eller College it is our goal to provide prospective students with a clear understanding of the college’s objectives, programs, curriculum, and student life, showing them what they stand to gain from being a part of the Eller College experience"
**Contents**

Introduction: The 2010-2011 Year At-a-Glance ................................................. 3
Club Membership and Meetings ................................................................. 3
National Organization Status ............................................................... 4
The Eller Ambassador Mission Statement ............................................... 4
National and International Involvement .................................................. 4
Awards/Honors/Distinctions/Recognition .............................................. 5
Internal Improvements ........................................................................... 5
Public Relations ...................................................................................... 6
Member Professional Development ......................................................... 7
Outstanding Graduating Seniors ............................................................. 8
Record Keeping and Technology ............................................................. 9
Eller College Involvement ................................................................. 9
University of Arizona Involvement ....................................................... 10
Tucson Community Involvement .......................................................... 11
Summary ................................................................................................. 11
Introduction: The 2010-2011 Year At-a-Glance

During the 2010-2011 academic year, the Eller Ambassadors became very involved in the Eller community. In the 2009-2010 academic year, the Eller Ambassadors focused greatly on internal improvements and restructuring. This year, we have worked hard on maintaining those improvements and growth within our organization. Perhaps our largest accomplishment during these past nine months was our participation in the creation of the Eller College’s first Preview Evening for high school students. We worked closely for several months with Associate Dean, Pam Perry, in creating an event that will give local high school students the opportunity to learn about the amazing environment that Eller provides. Eller Ambassadors are very proud of this accomplishment and the interest it generated, with over 75 high school students and their families in attendance!

Club Membership and Meetings

Number of Meetings Held Per Month

The Eller Ambassadors hold two bi-weekly meetings per month.

Number of Executive Board Members

The Eller Ambassadors maintain six Executive Board Member positions:

Monet Vakili, President
Melissa Montoya, VP Administration
Ashley Hunley, VP Finance
Ali Garrett, VP Communication
Garrett Voge, VP Recruitment
Elizabeth Seehr, VP Membership

Number of Total Club Members

The Organization has a total of 25 club members:

Elise Bergeron
Laurel Coil
Alison Garrett
Joanna Griem
Cassondra Hanson
Ashley Hunley
Sarah Ihns
Kelsey Johnson
Holly Kalas
Pranav Kelkar
Andrea Kuhl
Kyle LeMontag
Hannah McBride
Peter McMullan
Melissa Montoya
Jenna Presutti
Robert Roberto
Elizabeth Seehr
Trey Spiece
Kevin Spinner
Michael Tyler
Monet Vakili
Garrett Voge
David Yin
Zac Zaher
Average Attendance (% of Members) at Required Meetings

The Ambassadors have an average of 90% of the organization’s members attend each meeting. Each Ambassador misses no more than one meeting on average throughout each semester.

Average Attendance (% of Members) That Attend Events Outside of Meetings

100% of Ambassadors sign up for events as needed; not all club members are needed at every event. It is mandatory for members to participate in at least four events outside of meetings in order to retain membership status.

Advisor for 2010-2011 Year

Dave Wietecha, Honors and Recruitment Coordinator, Eller Undergraduate Programs.

National Organization Status

Eller Ambassadors is not a national organization.

The Eller Ambassador Mission Statement

The Eller Ambassadors work diligently to provide information to current and prospective students about the Eller College of Management. As representatives of the Eller College, it is the organization’s goal to provide prospective students with a clear understanding of the college’s objectives, programs, curriculum, and student life, showing them what they stand to gain from being a part of the Eller College experience. In addition to recruiting, the Eller Ambassadors work continuously with the Eller College of Management Undergraduate Programs Office, providing assistance to them whenever their aid is requested.

National and International Involvement

This year, Eller Ambassadors have not traveled to national competitions, conferences, and/or programs.
Awards/Honors/Distinctions/Recognition

The Eller Ambassadors organization has been fortunate enough to receive a scholarship in our name. This fund has provided annual scholarships to outstanding members of the organizations. The Undergraduate Programs office continually recognizes the Ambassadors for the work we do with them; these types of distinctions are those that the Ambassadors are focused on achieving.

Internal Improvements

In the 2009-2010 academic year, Eller Ambassadors made numerous internal improvements and underwent a great deal of restructuring within the organization. This academic year, we have been working diligently on maintaining those improvements to ensure growth within the organization.

Improvements to Member Retention & Involvement

Focus on Social Events

Throughout the years, Eller Ambassadors have found that a great way to get to know our new recruits and improve cohesiveness is through social events.

*Frog n’ Firkin – Dinner Social*

Frog n’ Firkin is one of the popular food destinations that UA college students frequent due to its convenient location on University Blvd. This year, before winter break, Eller Ambassadors held a dinner there to better get to know one another and send farewell over the holidays!
Sabino Canyon – Hike
Many tourists enjoy the beautiful hiking trails that Tucson has to offer. During the beginning of the 2011 Spring semester, Eller Ambassadors thought it would be a great opportunity to get to know our new members by going on an adventurous hike!

Fundraising
In addition to the formal social events the Eller Ambassadors organized. The club also hosted two fundraisers at Cold Stone Creamery and Mama’s Hawaiian BBQ. Ambassadors were asked to promote the events in their classes, and bring two people with them to each fundraiser. 60% of members were in attendance at these functions. While the events were designed to generate funds, they also created a non-meeting time in which Ambassadors could develop their interpersonal relationships with other club members.

Public Relations
Sponsorships/Corporate Contacts Formed
We are sponsored by the Eller College of Management Undergraduate Programs Office.
Organizational Demonstrations of Strong Communication Within the Club

The Eller Ambassadors have found that the most effective way of communication is via email multiple times per week. In the 2009-2010 year we used OrgSync as a way to exchange pertinent documents and announcements; however, this year we found it more effective to use weekly emails and Google Docs to exchange files that the club can view as a whole. The use of Google Docs has provided easier access to pertinent documents. We have also utilized the “Doodle” tool to align Ambassador’s schedules in order to determine when it is best to plan important events. The Executive Board Members also hold bi-monthly meetings that serve as a time to review our progress and discuss plans of action for the future.

Organizational Demonstrations of Strong Communication Outside the Club

Through our weekly tours and participation in college and university-wide recruiting events, we are interacting with prospective students and their families. Also, following each tour we write “Thank-You” notes to the prospective students and invite them to contact us with any further questions or concerns.

This Spring semester, the Ambassadors teamed up with H.E.R.O to promote the second semi-annual Preview Evening for high school students. Executive board members coordinated with H.E.R.O representatives to set up high school visits to personally invite students to the unique event.

The Ambassadors are consistently in contact with members of the Undergraduate Programs Office. In addition to the creation of the preview evening, the Ambassadors coordinated with Eller faculty and staff to run Professional Admissions and sell flowers at Eller graduation both in the Fall and Spring.

Club Advisor Involvement

At the beginning of the year, Dave Wietecha, our club advisor, was very involved in our club. He has attended many of our bi-monthly meetings. Unfortunately, he fell ill towards the end of the fall semester, but has remained in communication with our executive board via email. He is an excellent resource and we are very lucky to have him as our oversight.

Member Professional Development

In order to be great representatives of the Eller College, the organization’s members must attain a certain level of professionalism and good communication. Members of Eller Ambassadors learn to perfect these skills through tours given on a weekly basis throughout the semester. In addition to
improving skills necessary for success in the business world, Eller Ambassador members are also afforded the opportunity to work closely with the faculty and staff of the Eller College.

In the development of the Preview Evening, the Ambassadors were tasked with creating dynamic presentations for the several breakout sessions. Strategic teams were formed and each group crafted and perfected presentations on what Eller has to offer in terms of majors, professional development, and international opportunities. These presentations were given to a total of 75 attendees in the Fall.

Outstanding Graduating Seniors

**Monet Vakili** – Now serving as President for Eller Ambassadors, Monet joined the club during her freshman year and quickly earned a spot on the Executive Board. She will be graduating with honors this year with her undergraduate degree in Finance. Next year, she will be returning to the Eller College to pursue her Master’s in Finance. In addition to her academic pursuits and involvement with Ambassadors, Monet works as a Leasing Agent at a local apartment complex and helps her parents manage their Mrs. Fields Cookie franchise.

**Ashley Hunley** – Joining the club in her sophomore year, Ashley has been an invaluable member of the organization. Her unwavering commitment to the organization won her a position on the executive board within a year of membership. She will be graduating this year with her undergraduate degree in Accounting. Ashley will be returning to the Eller College next year to pursue her Master’s in Accounting degree. Aside from her academic excellence and achievements within Ambassadors, Ashley is also a member of Beta Alpha Psi, and was formerly a member of ASA.

**Jenna Presutti** – Jenna will be graduating in May with a BSBA in Marketing and Management. She has been actively involved as an Eller Ambassadors since Fall 2009. Throughout her four years, she has also been a member of Kappa Kappa Gamma where she held many executive positions. Jenna also participated in a panel of four students that presented to the Eller's National Board of Directors. She shared her experience as part of the Eller Global Cohort in Nanjing, China. She thoroughly enjoyed being a vocal advocate for expanding the global opportunities available to future generations of Eller students. Next year, Jenna will be working for Leslie’s Pool Supplies as the Marketing Specialist, and is very excited about this opportunity.

**Peter McMullan** – Peter has been with Eller Ambassadors for two and a half years. He is currently looking for a job post-graduation and would like to work in consulting or project management. Throughout his time at the University of Arizona, Peter has been heavily involved in athletics, specifically with the Men’s basketball team and has had many great opportunities during his four years in the program.
Trey Spiece - Trey Spiece has been an Eller Ambassador since 2009 and has enjoyed the opportunity to excite prospective students about the Eller experience. Trey will graduate in May 2011 with a BSBA in Accounting and plans to graduate in May 2012 with a Master of Science in Accounting. During college, Trey worked as a desk assistant for on-campus housing, sat on the board of directors of a local nonprofit foundation, and also served as a weekly volunteer at University Medical Center. Trey enjoyed the opportunity to lead Eller Ambassador tours and interact with prospective students at recruiting events.

Record Keeping and Technology

Elizabeth Seehr, our vice President of Membership uses her own notes from each meeting as a basis for recording the minutes for that particular meeting. Elizabeth is also in charge of attendance and tracking the results of the meeting. The attendance and notes are kept in excel and word files, which may then be uploaded to Google Docs for ease of access.

Alumni Database

Eller Ambassadors currently does not have an alumni database.

Website & Other Technology Maintenance

We value both the one-on-one interaction and telecommunication we achieve with prospective students through tours of the college and other recruiting events around the university, as well as our numerable web-based communication platforms. The Eller Ambassador’s Facebook page and website are currently being maintained by our VP of Recruitment, Garrett Vogue.

Eller College Involvement

Eller Events Organized or Hosted by Club

The Eller Ambassadors coordinate all tours of the Eller College and host students at UA Up-Closes. We also assist in professional admissions and aided in the organization of the Eller College’s first ever Preview Evening for high school students.
Eller Fall and Spring Commencement Ceremonies
Eller Ambassadors sell flowers at the commencement ceremony each semester and participate in other events hosted by the Eller College such as the Eller Leadership Fest. Flower Sales are mandatory and require 90-100% of member attendance.

Professional Admissions
Completed: September 25, 2010; February 19, 2011
(Members in attendance: All Ambassadors not applying for professional admissions)
Each year the Eller Ambassadors aid during the Professional Admissions process either through helping facilitate interviews or administering the skills assessment test.

New Eller Events Organized
Eller Ambassadors had the opportunity to help create and organize Eller’s Preview Evening. This event is intended to attract high school students who are interested in, or have the potential to be interested in business.

Preview Evening
This year, Eller Ambassadors had the honor of working with Associate Dean, Pam Perry, in the organization of Eller’s Preview Evening. Eller’s Preview Evening is intended to give local high school students and their families an in-depth look at the Eller student experience. The evening provides high school students with a detailed tour of McClelland Hall followed by three workshops, which focus on professional development, study abroad opportunities, and Eller majors. Food and beverages were provided and fun prizes were given out to high school students for their participation in the workshops! 100% of our members were in attendance for this event.

University of Arizona Involvement

UA Up Close
Completed: November 19, 2010; January 29, February 25 and March 4, 2011
Future Events on: April 2 and April 15, 2011
(Members in attendance: 2-3 Ambassadors per session)

New UA Events Organized
The club has not organized any new UA events this year. Eller Ambassadors were focused on launching Eller’s Preview Event.
Tucson Community Involvement

Eller College Philanthropy

The Eller College of Management hosted their 10th annual Eller College Philanthropy in the Fall of 2010. Over half of Eller Ambassadors participated in this event. We were assigned to work at Marana’s Food Bank. Marana’s Food Bank focuses on growing sustainable food for those in need. Eller Ambassadors worked on the farm to repair major damages caused by a storm.

Summary

This year, the Ambassador experience was marked by a new sense of connectedness and membership. Through discussion and reflection on prior year’s membership and involvement, the executive board determined that member involvement and retention would be improved if Ambassadors felt personally connected to the organization and the other members. Through the organization of social events, and the appropriation of more time during meetings to “getting to know each other,” members have formed friendships and interact with one another outside of organized club activities. There is nothing like a little laughter to keep people coming back, and President Monet Vakili tried to keep things up-beat and interesting, never failing to bring comedic value to the meetings and other events.

The primary purpose of the Ambassadors is to promote the Eller College both on an internal and external level. Year after year, the Ambassadors continue to provide professional and persuasive tours of the college. While the tours are undoubtedly a great recruitment tool, they require prospective students to seek us out. As student recruiters, we recognized that we would be more successful in our efforts if we went out in to the community to stimulate interest and curiosity about the college. Associate Dean, Pam Perry shared this sentiment. It was this feeling that sparked the idea generation process that lead to the creation of the Eller College Preview Evening. The Ambassadors are currently in the process of planning the Spring Preview Evening. Based on feedback from the Fall event, the group has revamped aspects of the program to make it more interactive and dynamic. We are striving to have upwards of one hundred attendees at the Spring Preview Evening. Through our collaboration with H.E.R.O. and contact with high school college advisors, the Ambassadors are getting in to high school classrooms to personally invite high school juniors and seniors in the Tucson area to come discover the Eller experience.

The Ambassadors know first hand the success story that is Eller. It is our desire to share this story with others and invite them to become a part of it. We are dedicated to upholding the integrity of the Eller
College and maintaining it as a competitive and rich learning environment. We believe our innovative new recruiting effort, the Eller College Preview Evening, will be an integral tool that will be utilized as a key recruiting mechanism for the Eller College. Eller is nothing without its students, and the Ambassadors main goal has been to attract the best and brightest to the Eller community.