



*"Education is the most powerful weapon you can use to change the world" - Nelson Mandela*

# KEI Alumni Ambassador Handbook

2017-2018

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## The Knowledge Exchange Institute

KEI was founded on the belief that study abroad should be attainable for all students. We offer affordable, high-quality programs that are based at reputable universities located in Africa, Asia, Europe and Latin America. Our programs are taught in English and offer a wide selection of major-specific courses as well as general education and foreign language courses. In addition, participants are fully integrated with local students at the host university, and most sites include internships, community service and research opportunities.

KEI programs are also quite affordable. Our comprehensive program fee includes tuition and fees, housing, cultural excursions and activities, pre-departure services, airport pick up, onsite director, use of a mobile phone, and comprehensive medical and travel insurance. Scholarships are also available.

### The KEI Difference

- KEI programs are major-specific!
- KEI programs are in **English** a long side local students from our partner university!
- That means at least 10 to 20 courses in your major, in English, every semester.
- This is on top of general education, liberal arts and foreign language courses – which are always offered.
- In many locations, KEI offers intensive foreign language options.
- In addition, most locations offer community service, which is not for credit, and INTERNSHIPS, which are FOR CREDIT.
- Students can participate in an internship or service while taking courses.
- KEI offers affordable programs!
- The KEI fee includes tuition, academic fees, housing, comprehensive medical and travel insurance, use of cell phone, and extensive cultural excursions and activities.
- Many locations also include meals.
- *For Affiliates (only)*... You also receive a \$1000 Affiliate Grant for any semester and year program.

#### **Things to know about funding study abroad with KEI:**

- You can use your federal financial aid to study abroad.
- In addition, KEI offers scholarships and grants to qualified students.

## Meet the Team



**Jennifer Hernandez**  
Program Manager  
[jennifer@KEIabroad.org](mailto:jennifer@KEIabroad.org)

Jennifer earned a BA at Oglethorpe University and an MA at University of Georgia. While at Oglethorpe she studied abroad in the Westphalia region of Germany. She also spent three weeks in Italy where she explored the culture and studied the Italian Renaissance.



**Kimberly Nicholas**  
Regional Manager  
[kim@KEIabroad.org](mailto:kim@KEIabroad.org)

As a student at the University of Kentucky, Kimberly studied on a KEI program in Dar es Salaam, Tanzania. She has traveled in Africa and other parts of the world. Kimberly is excited to work in study abroad and eager to share her experiences abroad with students.



**Janet Mingo**  
Regional Manager  
[janet@KEIabroad.org](mailto:janet@KEIabroad.org)

Janet earned her Bachelor's with a concentration in Japanese Language at Norfolk State University. She studied abroad in Curacao and on a KEI program in Akita, Japan. She is a strong advocate for study abroad, and encourages students to become culturally diverse and broaden their horizons through travel.



**Riley Sklar**  
Regional Manager  
[riley@KEIabroad.org](mailto:riley@KEIabroad.org)

A native Texan, Riley has found passion in traveling the globe and experiencing diversity of cultures. Having studied Spanish in Costa Rica and taught English in Spain, he seeks to empower students of all backgrounds to study abroad as a way to exchange knowledge and cultural experience.



**Reginald Stephens**  
Regional Manager  
[reginald@KEIabroad.org](mailto:reginald@KEIabroad.org)

Reginald earned a BA and an MA at Troy University, and studied abroad in Santiago, Chile as an undergrad. After graduating from college he lived in Spain where he discovered his passion for and career path in international education.



**Eduard Mandell**  
President & Managing Director  
[eduard@KEIabroad.org](mailto:eduard@KEIabroad.org)

As the founder of KEI, Eduard is the one with the vision for creating programs that focus on academic and professional disciplines. Born in the former USSR, he has a passion for international education and cross-cultural exchange.



**Julie Pollard**  
Director, Program Operations  
[julie@KEIabroad.org](mailto:julie@KEIabroad.org)

Julie's energy and love for study abroad shows each time she visits a campus. Julie studied in London and traveled extensively in Europe and India. She currently resides in Istanbul, Turkey.



**Ray Bates**  
Director, Institutional Relations  
[ray@KEIabroad.org](mailto:ray@KEIabroad.org)

Originally from West Virginia, Ray has over eight years of experience in international education and has traveled to more than 20 different countries. Inspired by his semester in Europe, Ray is dedicated in helping KEI students make their dreams of studying abroad a reality.



**Duleep Deosthale**  
Chairman, Academic Board  
[duleep@KEIabroad.org](mailto:duleep@KEIabroad.org)

The very definition of a world educator, Duleep speaks many languages and serves on the boards of professional study abroad organizations, international companies and NGOs. He has been working in study abroad for more years than he would like to admit. Before joining KEI, Duleep served as Dean of International Education at Marist College and Director of Education Abroad at the University of Alabama - Birmingham.



**Sol Kodsi**  
Legal Counsel  
[sol@KEIabroad.org](mailto:sol@KEIabroad.org)

Sol has been practicing law in New York for 15 years and providing counsel to KEI's executive team since 1998. Sol has traveled throughout the world and enjoys being part of an organization that allows students to experience new cultures.

## About the Alumni Ambassador Program

### Mission

Our Alumni Ambassador Program gives KEI Alumni who have just returned to their home university the opportunity to share their KEI study abroad experience, promote study abroad and KEI programs, and develop skills towards their future and career goals. Through interactive training, personal guidance from Ambassador Coordinators, and the use of valuable professional development resources, Ambassadors will be supported and guided throughout the nine-month program. Our mission is for Ambassadors to utilize their study abroad experience in outreach on campus and community, and as a result, grow in ways that will transfer to their professional life.

### Vision

Our vision for the Ambassador Program is to build a network of former KEI Alumni who have successfully integrated their international experience in their local and on-campus community as advocates of global education.

### Value

Our Alumni are the face of KEI around the globe. Alumni represent our programs in a distinct way that can attest to the quality of the KEI experience that we stand by. A strong network of KEI Alumni give legitimacy to the benefits and transformative experience students attain by studying abroad. Our Ambassadors are our eyes and ears on campus and connect to current students as advocates of study abroad.

### Our Commitment

Our commitment to our Alumni Ambassadors are to support you in your successful completion of the program and professional growth throughout your program length. KEI strives to gain a better understanding of the impact of studying abroad on the student and ways to communicate the benefits of studying abroad at our partner universities.

## Ambassador Program Agreement

As a representative of the KEI Alumni Ambassador Program, we expect you to demonstrate a high level of professionalism, responsibility and integrity. The rewards that you will receive are dependent upon successful and satisfactory completion of the KEI Alumni Ambassador Program.

Program responsibilities:

- Commitment to the program and shown successful completion of all activities thought the nine-month program, September-May. This includes at least one monthly activity as well as any additional tasks as needed by KEI staff.
- Commitment to meeting with KEI Ambassador Coordinators and Alumni Ambassador cohort.
- Commitment to upholding the respectability and integrity of KEI through all interactions, in person, by phone, in print, online or on social media.

By signing below, I, \_\_\_\_\_, agree to fulfill the responsibilities of my commitments listed above as. KEI Alumni Ambassador for the 2017/2018 academic year. I acknowledge and fully understand that the rewards associated with my participation in the Alumni Ambassador Program is dependent upon my successful and satisfactory completion of the program. I acknowledge that KEI may use my image, writings, graphics, and photographs for promotional and marketing in printed material and online. If I decide to withdraw from the program, I will be forfeiting all benefits. I understand that KEI reserves the right to dismiss me from the program at any time if my actions are considered to be unprofessional and/or reflect KEI poorly or if I fail to fulfill my commitments to the program.

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Printed Name

Ambassador Signature

Date

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Program Manager

## Ambassador Role

You have chosen to be a part of a great opportunity that will allow you to take your study abroad experience one step further by sharing your incredible story with you on campus and local community and by connect with likeminded global citizens who have studied abroad. Your participation in the program is a semester-long commitment to do study abroad, outreach and to work with your mentor, your Ambassador Coordinators. As an Ambassador, you will fulfill, and develop activities that will grow your skills in the areas of public relations, promotions, creative writing, public speaking, organizing, and social media.

As an Ambassador, your first step is to like us on Facebook, join our KEI Alumni Facebook page and our LinkedIn page.

You will need to have profiles on the following social media sites to complete many activities:

- Facebook
- LinkedIn
- Skype

## Weekly Meetings

Meetings will take place once a week. Meetings are a required component of the program. You will meet over the phone or on Skype, whichever is more convenient. It's helpful to set up a consistent day of the week to meet to create a regular rhythm.

### Initial Meeting and weekly check-ins

- Initial Meeting (Skype/Phone - Always)
  - Ambassador must submit their agreement by the initial meeting
  - Share a little more about yourself and your school environment
  - Review Activity Schedule
  - Answer questions
  - Plan next calls - Date & Time
- Weekly Meeting (Skype/Phone - Always)
  - Review Activity Schedule
  - Ambassadors should have submitted proof of activity completion
  - Work through problem areas, if any
  - Answer questions
  - Confirm the next call - Date & Time

## Activity List

Outreach Activities	Online Activities	Creative Activities
<ul style="list-style-type: none"><li>• Hang 10 posters on campus</li><li>• Take 10 pictures with you and students on campus holding a poster</li></ul>	<ul style="list-style-type: none"><li>• Tweet or Post on Facebook @keiabroad</li></ul>	<ul style="list-style-type: none"><li>• Submit a photo album from your time abroad</li><li>• Write (300 word min) about your experience abroad on in these</li></ul>



<ul style="list-style-type: none"> <li>• “Chalk” campus sidewalks if permitted (for example, “Study with KEI Abroad!”- keiabroad.org)</li> <li>• Connect with planned activities on your campus to talk about study abroad (check your school’s calendar to pick an activity/event and speak with RM)</li> <li>• Assist your study abroad office with one of their activities during International Education week</li> <li>• Do a presentation to share your experience and support study abroad with KEI by presenting at: <ul style="list-style-type: none"> <li>- Your dorm’s hall council or as an RA’s floor program</li> <li>- Campus clubs/organizations</li> <li>- In classrooms with professor’s permission</li> <li>- Greek house or greek society meeting on campus</li> </ul> </li> <li>• Do a KEI/study abroad info tables</li> <li>• Present KEI experience during info-sessions in the study abroad office</li> <li>• Assist your study abroad office with one of their activities outside of International Week</li> <li>• Assist your Career Center with one of their activities to share/promote KEI internship programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Join the Campaign for Generation Study Abroad</li> <li>• Submitting reviews on: Abroad101.com , GoOverseas.com, RateMyStudyAbroad.com, StudyAbroad101.com, GoAbroad.com.</li> <li>• Share a blog or article from a legitimate source on one of KEI’s Facebook pages</li> <li>• Facilitate a Facebook chat with students going on a KEI program</li> </ul>	<p>media outlets:</p> <ul style="list-style-type: none"> <li>- campus newspaper/magazine</li> <li>- blog pertaining to education abroad</li> <li>• Speak about your experience abroad on in these media outlets: <ul style="list-style-type: none"> <li>- on campus TV or radio station</li> </ul> </li> <li>• Assist with a pre-departure orientation</li> <li>• Make a short video about your study abroad experience with KEI in response to GoAbroad.com questions</li> <li>• Write a 600 word piece for KEI’s newsletter regarding a theme (packing, culture shock, learning a language, internship experience, being a minority, opportunities your experience presented you might not have otherwise</li> <li>• Coming up with an innovate activity or event in your campus or local community</li> </ul>
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## Outreach Activities

These activities can take place on campus, with organizations, schools or community centers in your local community. Keep in mind your target audience for each of these activities. To show that you have completed your activity, take a picture of you engaging with individuals, next to posters, pictures of you in the moment or of people who you have connected with during your activity. Email pictures to your Ambassador Coordinators to discuss during weekly meetings.

## Online Activities

These activities are to promote study abroad as an amazing educational opportunity and engage with potential study abroad students on a wider platform. Through these activities you will get to express how rewarding study abroad is and what your experience was like going abroad with KEI. Tag KEI on your posts and tweets @KEIabroad.

## Creative Activities

These activities are to give you the freedom and creativity to write, design, develop and execute your own ideas. Through these activities you will be able to choose one that fits your personal interest or one that can help you practice in an area for more experience.

## Getting Credit for Activities

In order to receive credit for your Alumni Ambassador activities, you must upload a description and photo of your activity on the following Google Form. We will discuss each submission during our weekly meetings.

If your activity was online, please share a link in the description and a screen shot. If your activity was outreach, please upload a photo taken during the event.

Activity Submission Form: <https://goo.gl/forms/9xenX49HjY2hmkDa2>

## Program Rewards & Compensation

- KEI Ambassador Alumni will be eligible to be selected for a \$500 travel voucher each semester. Criteria for selection are as follow:

1. Must submit proof of at least one activity per month on the Google Form
2. Must attend all weekly group meetings
3. Student enrollment in KEI programs will be considered

### Ambassador Perks Package

- A letter of recommendation upon successful completion of their KEI Ambassador Program
- Professional development support and training including a resume and interview resources and workshop
- KEI Go Abroad Again Grant
- Featuring on our website as KEI Alumni Ambassador & KEI business cards
- Priority of application for all open KEI U.S.-based internships and full-time jobs
- Opportunities to gain invaluable experience and contribute to the study abroad field through special projects, events, career-building activities and networking opportunities

## How to Present KEI

Here are basic things you should do when presenting KEI, whether it's at a KEI information table, in a classroom, at a residence hall, or at an academic or social club.

- *Arrive Early!* No one likes to wait.
- *Be Prepared!* Make sure to bring the KEI catalogs, major-specific flyers, funding flyer, sign-in sheet, business cards and other promotional materials. If making a presentation to a class or group, prepare a presentation specific to this group.
- *Bring a visual display!* Personal photos from your experience, souvenirs, PowerPoint presentation, etc.
- *Introduce yourself!* And, inform students that you are a KEI program alum. This will give you credibility as someone who knows the process of studying abroad.
- *Share your story!* Share your experience with students, where you studied, how long you were there, what your experience was like, what did you enjoy the most. Share your story!
- *Be personal!* Tell students how the experience has affected you: confidence, independence, budgeting, navigation, language, learning a new culture or point of view, etc.
- *Sign-in!* Make sure students enter their contact information on the sign-in sheet. Scan and email the sign-in sheet to your RM right after the presentation/event.



## Making Conversation

Share your study abroad experience with students. The more excited and passionate you are about your own experience, the more inspiring you will be to students even if their study abroad goals are different

### Your KEI Elevator Speech

This is a way to start conversation.

1. "Well, I studied abroad with KEI..." What? Where? When?
2. Provide an anecdote
3. Impact? Worth? Special with KEI because...?
4. "Your Regional Manager is \_\_\_\_\_, who will help you find the best program to fit your needs. If you sign in they will reach out to you to give you more information about study abroad opportunities for your interests. Check out our website for specific program information: [www.KEIabroad.org](http://www.KEIabroad.org)"
5. "Nice talking to you!"

### Continuing the Conversation

- What is your major? What would you like to study abroad?
- When would you like to go abroad?
- What do you hope to accomplish while abroad?
- What are your professional goals?
- Where would you like to study?
- Can I help you find more information?

### Contact Information



#### Riley Sklar

KEI Alumni Ambassador Coordinator

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