PURPOSE
The Ambassador Program promotes the visibility and programs of AMSN and MSNCB through exhibiting at targeted meetings (meetings may be conferences, convention, symposia, etc.). Volunteers are trained as ambassadors to exhibit at these meetings.

The Ambassador Program is a joint venture between AMSN and MSNCB, and is administered by AMSN.

COMPOSITION
Composition is described in Policy 4.1 – Volunteer Units.
A. Coordinator
B. Ambassadors
C. Board Liaison
D. Staff Liaison

SELECTION
Volunteers are selected as described in Policy 4.1 – Volunteer Units. The Ambassadors are long time AMSN members, CMSRNs, and experienced volunteers who are carefully selected by the board to staff exhibits.

QUALIFICATIONS
All Ambassadors
1. Meets criteria described in Policy 4.1 – Volunteer Units.
3. Certification as a CMSRN required.
4. Previous experience in AMSN or MSNCB at the committee level or higher.

Coordinator
1. Experience working with the Ambassadors and an understanding of the group dynamics.

TENURE
Ambassadors are appointed by the President for a 3-year term with no maximum number of reappointments. Reappointment is for one year and is dependent upon satisfactory performance. Ambassadors will participate in an annual evaluation.

The Coordinator is appointed for a 2-year term and the role will be rotated among the Ambassadors. The Coordinator is appointed by the President.

RESPONSIBILITIES
Coordinator
2. Assume responsibilities as outlined in Policy 4.1 – Volunteer Units.
3. Educates the Ambassadors on exhibiting at national conferences.
4. Keeps ambassadors informed of any updates from AMSN and MSNCB.
5. Reviews and recommends any changes to the materials provided at the exhibit booth.
6. Evaluates the Ambassador Program annually, including the effectiveness of all
ambassadors. Provides recommendations for changes to the program, including future exhibit venues and re-appointment of the Ambassadors.

7. With the board liaison, reviews and recommends updates to this role description every 2 years. Submits to the Board for approval.

**Ambassadors**

1. Assume responsibilities as outlined in Policy 4.1 – Volunteer Units.
2. Attend at least one conference/meeting per year as an ambassador.
3. Set up the booth prior to exhibit hall opening and dismantle the booth and pack up booth materials for shipment back to the national office.
4. Present an enthusiastic attitude at the booth about AMSN membership and MSNCB certification.
5. Present themselves as professionals both in dress and demeanor (attire is business casual).
6. Be present at the booth during all exhibit hours.
7. Is responsible to check with the conference host and pay any fees required to register as an attendee at the convention/meeting.
8. Complete a meeting evaluation survey after each meeting.
9. Complete an expense report for transportation, lodging and meals to be reimbursed according to AMSN policy, Ambassador section. Each ambassador is to use their AMSN company credit card for these expenses unless otherwise directed.
10. Review policies and procedures related to the Ambassador Program and make recommendations for change to the coordinator.

**MEETINGS**

As described in Policy 4.1 – Volunteer Units.