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Engaging Students, Transforming Futures: Building Strategies to Increase Multicultural Student Ambassador Participation using the CLEAR Model

Erasmus University Rotterdam
Making Minds Matter



What's on the agenda

Introductions

- Arysha & Janna
- Academic Outreach Programma Erasmus University Rotterdam

Strategy breakdown:

- How to attract & engage multicultural student ambassadors using the CLEAR model

Conclusions

Tips & Tricks



Who are we?

Arysha Lemmers, BSc.

Event Manager Academic Outreach Programme



Dr. Janna Michael

Postdoctoral Researcher Academic Outreach Programme



Erasmus University Rotterdam
Making Minds Matter



Academic Outreach Programme

Increase access to, progress through, and graduation from higher education

Part of

I nclusion

D iversity

E quity

A ccess

center



Learnings from our outreach efforts



Impact of stakeholder management and co-creation



Increase in university-wide awareness of & action on outreach



Role models are key!



Collaborating with student-ambassadors is a 'win-win'

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42 student ambassadors

14 Nationalities

All faculties are
represented

All study years are
represented



Our approach

Based on the **CLEAR framework**

> Provides insights into the barriers and what is needed to organise effective participation.

Lowndes, Pratchett, & Stoker (2006)



C

CAN DO

have the resources and knowledge to participate



L

LIKE TO

have a sense of attachment that reinforces participation



E

ENABLED TO

are provided with the opportunity for participation



A

ASKED TO

are mobilised by official bodies or voluntary groups



R

RESPONDED TO

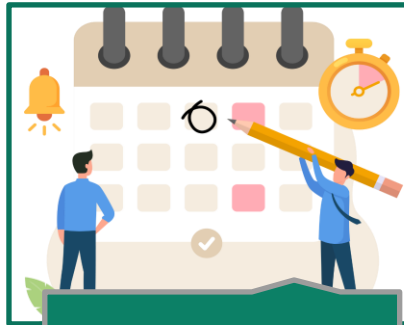
see evidence that their views have been considered

Can do:

'Students have the knowledge and resources to participate'



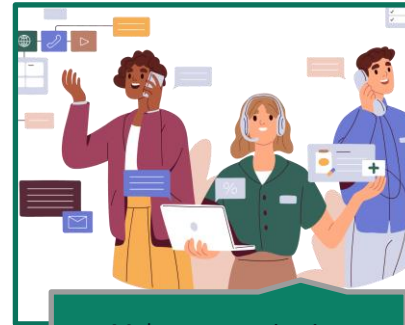
Strategy: create a flexible, accessible work environment where we take their living environment into consideration



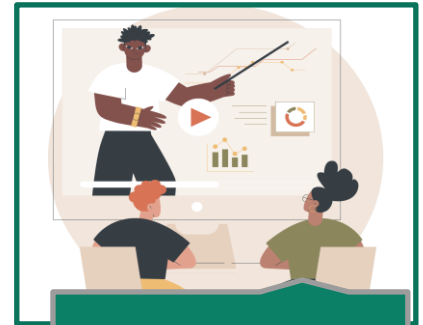
Ensure flexible working hours



Taken other responsibilities into account



Make communication accessible



Provide training to build skills

Like to

'Students have a sense of attachment that reinforces participation'



Strategy:

Make students feel
connected to the
institution & the
mission of your
programme



Present students as
inspiring role models



Ensure diversity in
your own team



Create a personal and
enthusiastic approach

Ezafun

Enabled to

'Students are provided with the opportunity to participate'



Strategy:

Organise
diverse
educational,
professional,
and team
building
activities



Provide
opportunity
to showcase
their talents



Provide
training to
build skills



Organise
networking
events



Organise
community
building
events



Involve them
in the
recruitment
process



Asked to...

'Students are mobilized by official bodies or voluntary groups'



Participate in a variety
of (research) activities

Research

- Feedback via questionnaires: development & process-evaluations
- Repeated interviews

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Responded to

'Students see evidence that their views have been considered'



Research results

Are being shared with the student ambassadors
Used to improve our programmes and trainings



Continuous conversations

- We show in personal contact with student ambassadors that we take feedback very seriously

Ezafun

Tips & Tricks

Behavioral tips

- If they don't come to you, go where they are
- Try having an open mind and flexible mindset
- Creating a warm and respectful environment will evoke – next to a strong sense of belonging – loyalty and a true connection

Communication tips

- Try to avoid communicating in formal lingo. Keep it informal but don't use too much Gen Z slang either 😊
- Initiate personal get-to-know you conversations
- Include the student ambassadors in the (thinking) process
- Be aware of micro-aggressions

The Erasmus logo, featuring a stylized, handwritten-style script of the word "Erasmus" in a dark green color.

Conclusion:

"Nothing about us, without us."



Conclusions



Community building is key



The main strategy is creating connection through recognition



Attract multicultural student ambassadors so you can build on their expertise and lived experiences



Student ambassadors are involved in every step of the process

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Testimonials from our student ambassadors

“Finally, now it
feels like I study in
Rotterdam”

“Being a role model
changed my
perspectives, maybe
also my *life*”

“Working with a
multicultural team
makes my study
time so much
better”

“Because of AOP, I got
to know *like-minded*
peers”

“This is not a
side job, but a
mission”

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Questions, comments, ideas?

Please get in touch!



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