

About the CPHR Alberta Campus Ambassador Program

Campus Ambassadors are volunteer liaisons between CPHR Alberta and post-secondary campuses. Ambassadors share information about CPHR Alberta events and updates on the designation. The connection between CPHR Alberta and HR students helps prepare students for success. In turn, Ambassadors help CPHR Alberta grow and thrive as an association.

Reporting & Relationship

The Campus Ambassador and Deputy Campus Ambassador will be appointed by the Post Secondary Coordinator. The Campus Ambassadors and Deputy Campus Ambassadors will report to the Post Secondary Coordinator and Campus Ambassador Advisor(s).

Campus Ambassador Responsibilities

- Delivering short presentations in classes
- Liaising with targeted student groups (e.g. student clubs)
- Being comfortable engaging in conversations with professionals including senior HR leaders, CPHR Alberta staff, and faculty
- Submitting association events and programs to be posted on internal campus communications
- Engaging with CPHR Alberta's social media posts (LinkedIn, Twitter, Instagram)
- Strategizing and launching word of mouth campaigns on campus
- Collaborating through monthly meetings with other Campus Ambassadors and CPHR Alberta via Go-to-Webinar, conference calls, or in-person.
- Promoting the CPHR designation and association's brand at campus events with the support of CPHR Alberta
- Help organize information sessions hosted by faculty when CPHR Alberta staff are onsite
- Attending CPHR Alberta events, as needed
- Assist in focus groups by gathering and presenting the feedback to CPHR Alberta
- Developing creative ideas to assist with campus outreach efforts
- Gather resources and information to increase student-focused program offerings from CPHR Alberta
- Attend the next intake's one-on-one first meeting
- Develop a succession plan to support and ensure a smooth transition for the incoming Campus Ambassadors
- Required to attend seven out of 10 Ambassador meetings in an eight-month term.

CPHR Alberta Staff Responsibilities

- Appoint Ambassadors and Advisor(s).
- Provide administrative support to the Campus Ambassador Program.
- Prepare and deliver an orientation each year to the incoming Advisors.
- Provide TOR, confidentiality policy & agreement, the strategic plan and communicate any other information to the Campus Ambassadors and Advisor.
- Prepare relevant meeting materials.
- Resolve conflicts between CPHR Alberta volunteers and/or staff.
- Organize monthly meeting schedule.

Time Commitment

- Ambassador role will be from September 2025 – April 2026.
- One (1) virtual Ambassador orientation each intake (1-2 hours).
- Multiple meetings with the Post Secondary Coordinator and Campus Ambassador Advisor(s) each intake (approximately 1 hour a month).
- Monthly Campus Ambassador work (approximately between 1-3 hours each month).

Budgetary Authority

Volunteers will have no responsibility or authority for the budget.

Qualifications for Campus Ambassador

- Applicants must be CPHR Alberta Student Member in good standing
- Applicants must be a full-time student enrolled in the post-secondary institution that they are applying for and have a Human Resources major/concentration/specialization and/or emphasis
- Must be in at least the second year of their four-year program and will graduate no earlier than June 2027
- Exception: Students enrolled in an HR diploma program must be in the first year of their program and graduate no earlier than Spring 2027
- Required to attend seven out of 10 Ambassador meetings in an eight-month term
- Must be an enthusiastic and active student on campus. Preference given to students who have participated in student clubs, student organizations, and have attended professional development events
- Reliable and committed
- Strong communication and people skills
- Friendly professional who is flexible and has great time management skills
- May be asked to travel to events

Length of Term: Campus Ambassadors will serve an 8-month term (September 2025 – April 2026), with a possible extension of up to an additional 8 months. Campus Ambassadors are expected to attend the next intake's first one-on-one meeting in September 2026.

Volunteer Selection: CPHR Alberta will recruit Ambassadors primarily from applicants for the CPHR Alberta Campus Ambassador Program.