

Brotherhood Unbounded Ambassador

Are you...

- Seeking hands-on marketing and business experience?
- Interested in connecting with brothers outside of your chapter?
- Looking for ways to help brothers be better prepared for their careers?
- Looking to keep your members engaged using the AKPsi network?

Brotherhood Unbounded is a new program-series designed by our students, for our students to help combat member struggles such as chapter connectivity, personal stress, and skills development in a virtual world. The benefits of Brotherhood Unbounded:

- Reconnect active brothers and alumni to what Alpha Kappa Psi can offer externally
- Provide access to exclusive resources to boost confidence, elevate resumes/portfolios, and develop the skills necessary to become successful business leaders
- Can be implemented as supplemental content for marketing recruitment with potential new members

Program Overview:

AKPsi is looking for driven, enthusiastic student members to represent AKPsi at the Fraternity level and to further our mission to develop the next generation of business leaders. AKPsi is looking to assign a BU Ambassador at each chapter to promote the new Brotherhood Unbounded (BU) program.

The BU Ambassador will promote and incorporate into their chapter calendar the following programs:

- **The Birkman Survey:** Tool used by many Fortune 500 companies to help employees and college students better understand and react to their work behaviors, stressors, and teamwork styles.
- **Institute of Business Leadership:** Free, virtual leadership development conference with speakers and panelists discussing career development, chapter operations, and leadership skills, in place of an in-person PBLI.
- **Monthly Keynotes:** Gather career advice and practical leadership strategies from industry experts, entrepreneurs, and other working professionals. Available at no additional cost for dues-paying members.
- **Mobile App:** Now available for iPhones and Androids, this app will allow chapters to track attendance, coordinate both private and Fraternity-wide events, gain access to professional development resources, utilize chapter crossover discussion boards, and more.

Responsibilities:

To ensure that our members continue to develop locally using Fraternity-wide resources, a BU Ambassador should be appointed and/or combined with a current leadership position. Responsibilities include:

- Focus on two primary areas: sharing information about BU programming and increasing member engagement with these resources.
- Market BU programs and its benefits to chapter members via social media and at chapter meetings.
- Review the monthly schedule of programs and work with the chapter events chair to integrate or supplement local events with BU events.



- Frequently attend and participate in BU programming.
- Act as a liaison with the Fraternity and your chapter regarding questions about the BU programs and follow-ups.

Ways to incorporate a BU Ambassador:

- Incorporate BU duties into a pre-existing role
 - This could be incorporated into those roles in charge of information sharing, professional development content, or external affairs, such as Secretary or Professional Development Chair.
- Establish a new "Brotherhood Unbounded Ambassador" role
- Chapters can choose to establish a new committee head position, allowing a brother to fully focus on the BU initiative and responsibilities. This role can be voted on or appointed by the Chapter President.