

PEER POWER

Leveraging Student Ambassadors for Authentic
International Recruitment

Empowering students to foster global
enrollment connections



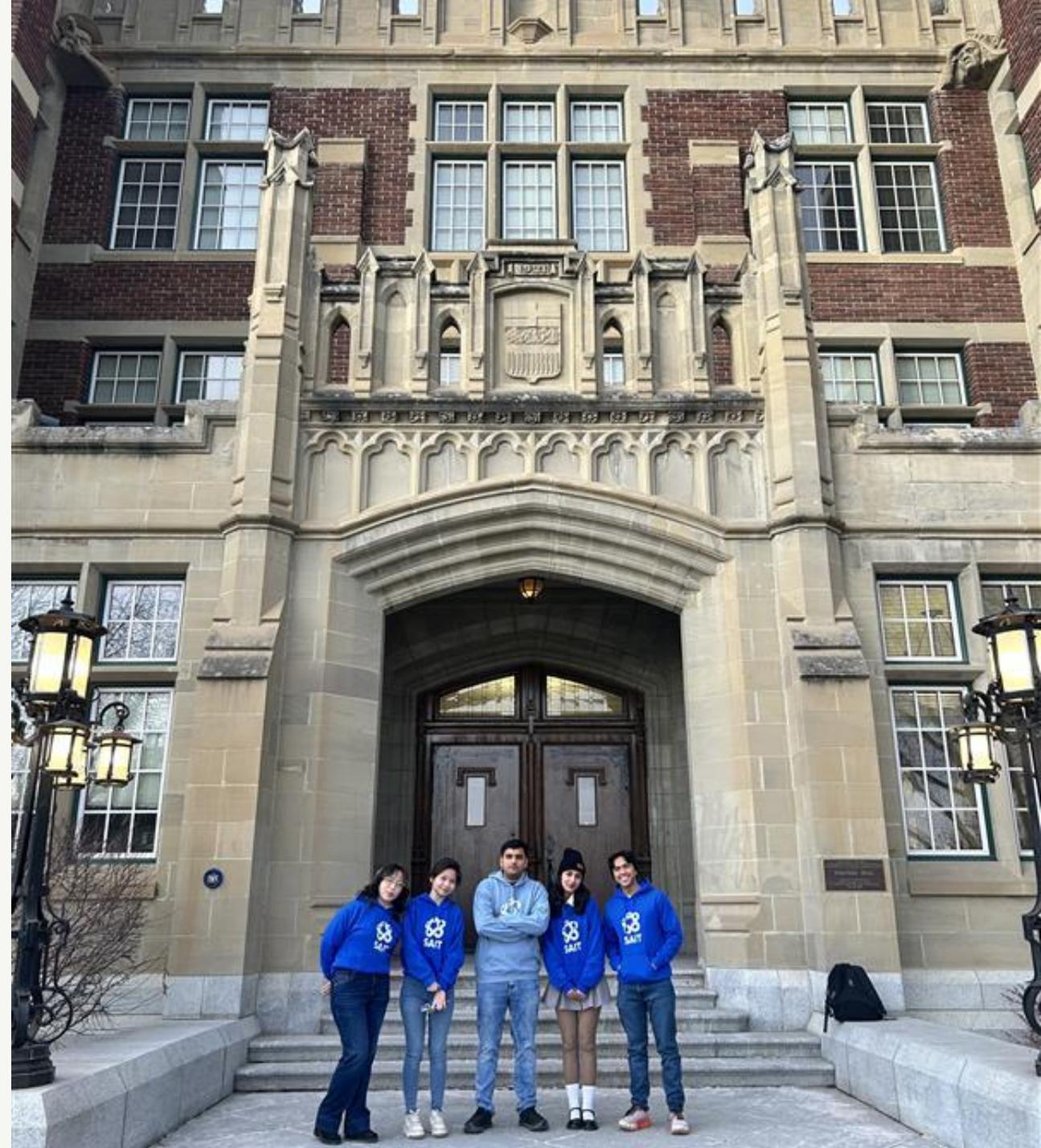
A photograph of three young women standing in a large, modern university atrium. They are dressed in casual, warm clothing like jackets and sweaters. One woman on the right is holding a folder or stack of papers, and they all appear to be engaged in a conversation. The atrium has a high ceiling with a large skylight, and the floor is decorated with a colorful geometric pattern. The overall atmosphere is bright and positive.

Peer-to-Peer Recruitment: Why It Matters



Why Peer Power Matters for International Recruitment

- Trust in Peer Experiences
- Role of Student Ambassadors
- Building Community and Engagement



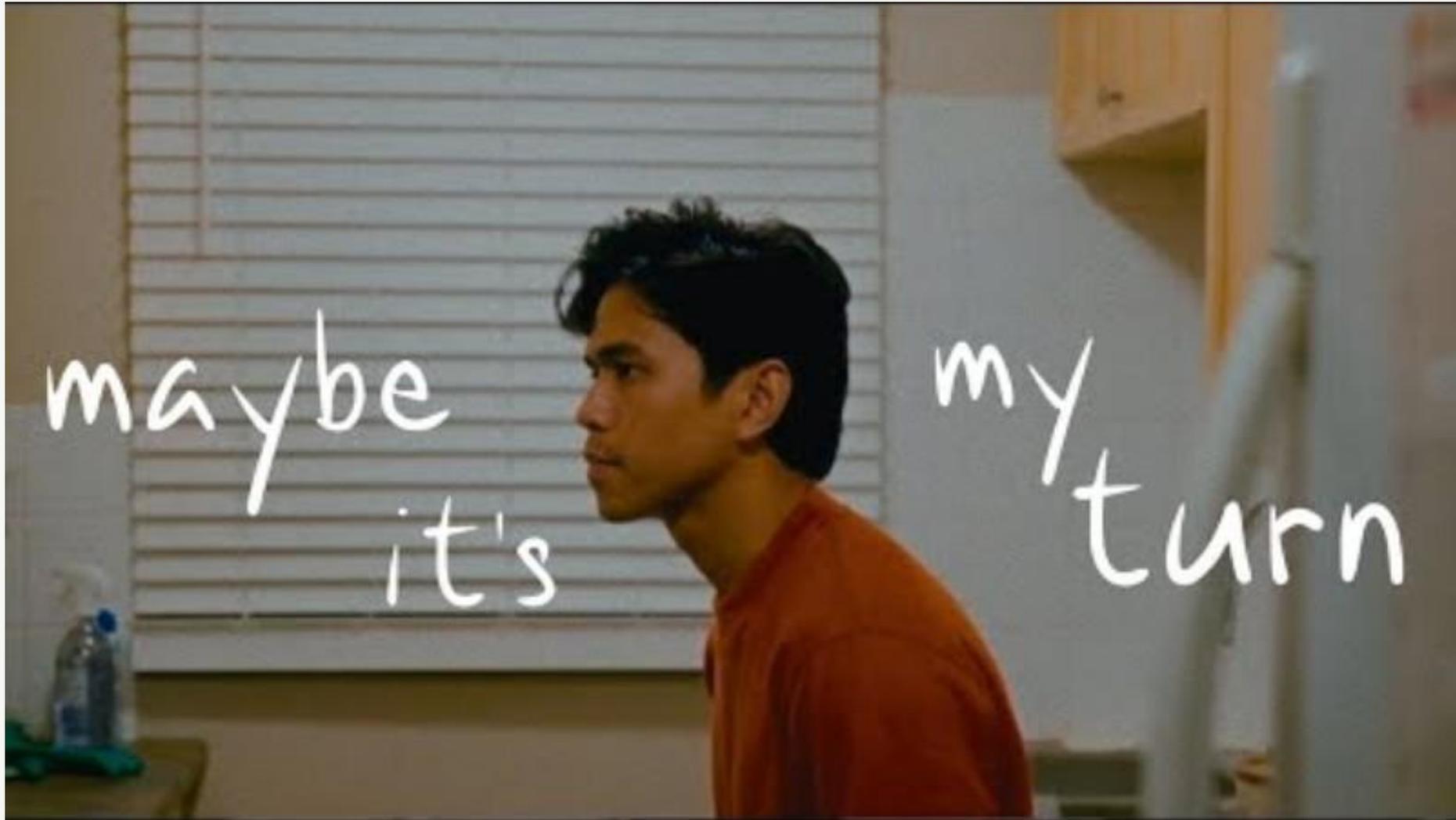
SAIT's Global Student Ambassador Program



Overview of the Ambassador Program

- Connecting Prospective Students
- Diversity and Inclusion
- Training and Community Building
- Enhancing Recruitment and Engagement





Application Video Christian Hilario, from the Philippines

Ambassador-Led Peer Recruitment Strategy

Ambassador Selection and Engagement

- Selection Criteria
- Roles and Responsibilities
- Building Connections
- Skill Development



Powered by Voices Around the World



Latin America & Caribbean:

Brazil, Chile, Colombia, Costa Rica, Peru, Dominican Republic

Asia:

Bangladesh, China, Philippines, India, Indonesia, Jordan, Mongolia, Nepal, Pakistan, Taiwan, Vietnam

Africa:

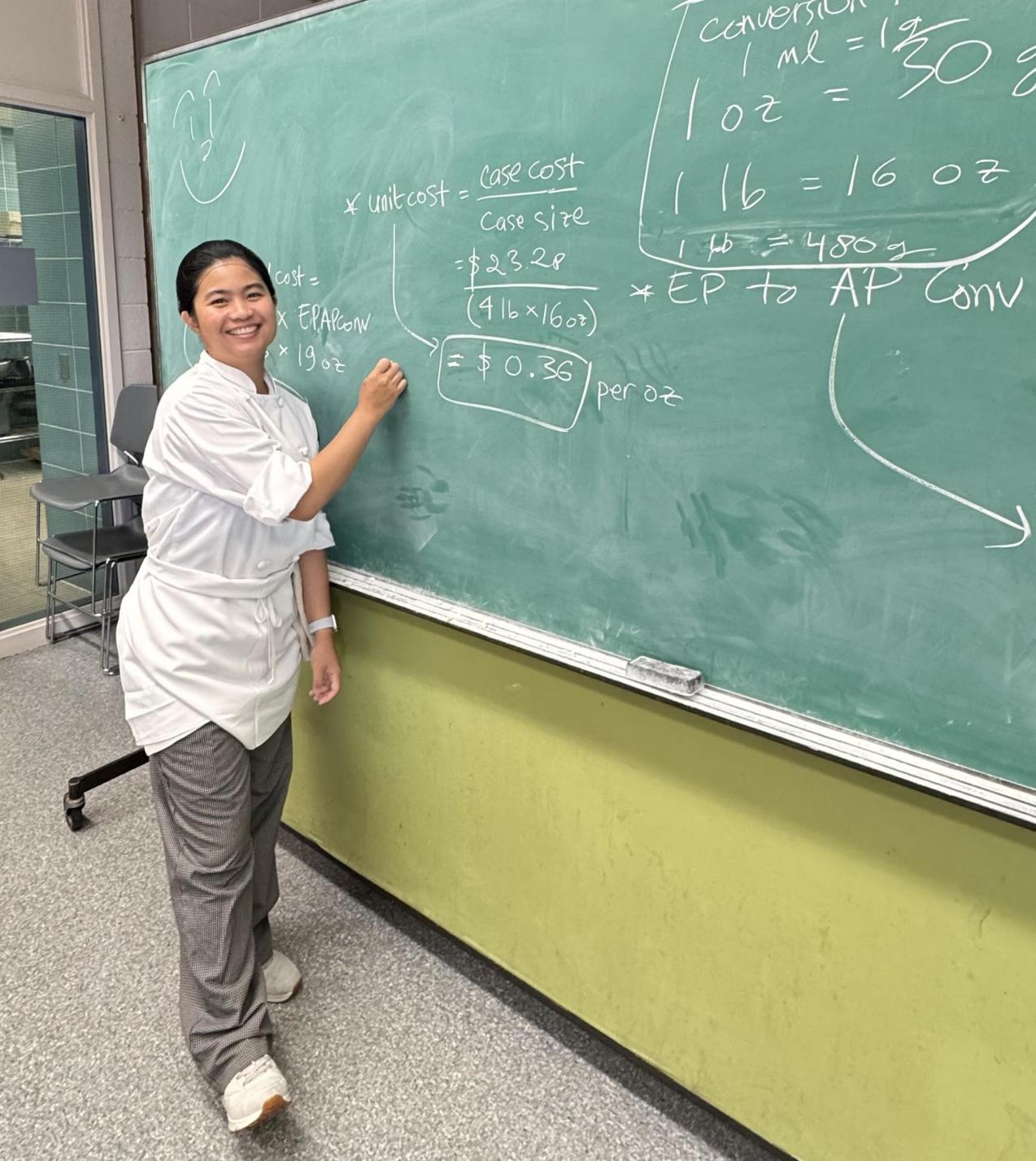
Nigeria

Europe & Eurasia:

Russia

Authenticity and Trust in Messaging



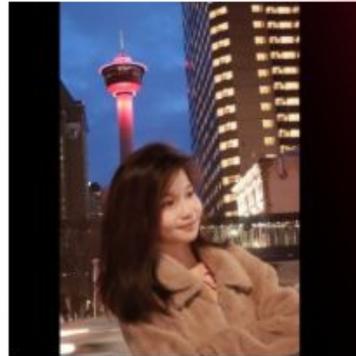
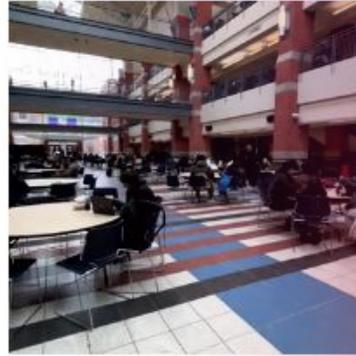


Building Credibility Through Student Stories

- Authenticity Builds Trust
- Ambassador Initiatives
- Emotional Connection and Credibility



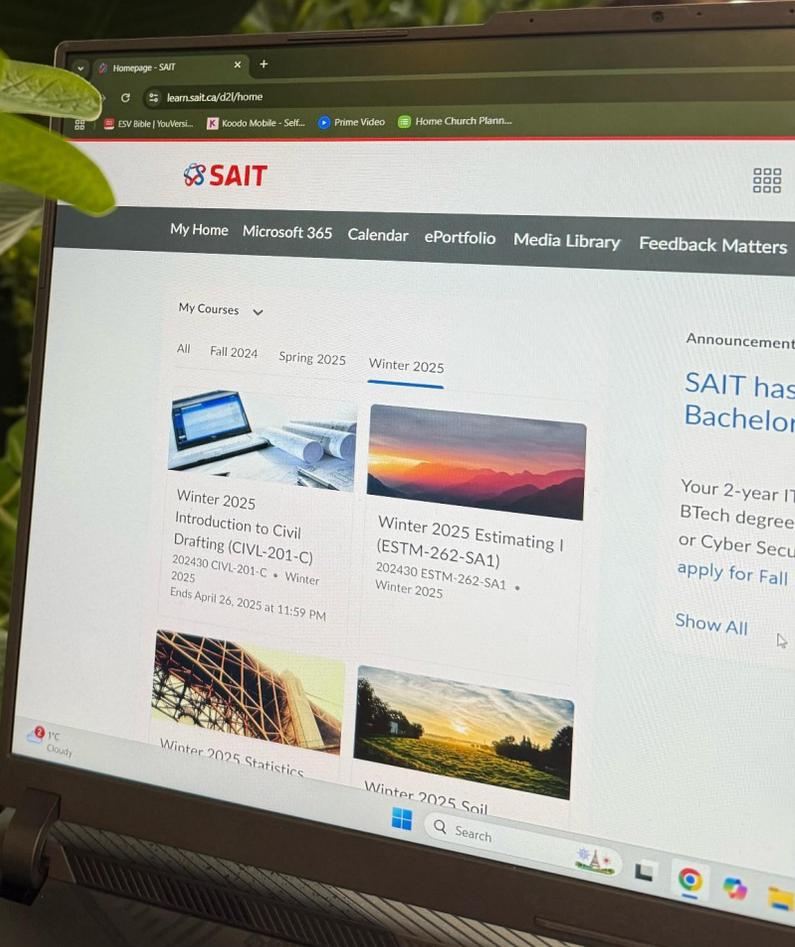
Application Video Allain Nicolo, from the Philippines



Platform and Content Creation

Leveraging Technology for Engagement

- Centralized Ambassador Platform
- Authentic Peer-Driven Content
- Collaboration and Custom Campaigns
- Scalable Impact with Data Insights





Impact on Recruitment Metrics



Measuring Recruitment Outcomes

- Ambassador Integration
- Improved Engagement and Conversion
- Broader Program Impact
- Data-Driven Continuous Improvement





SINCE 2023 WE'VE HAD

300+

Applications

45

Ambassadors

20

Nationalities

Building bridges between future students and the SAIT experience.

SUCCESS STORIES



Lance Santiago

Marketing Coordinator at the **Calgary Chamber of Commerce**



Alyssa Eunice

Valedictorian. Director's Administrative Officer at **Bow Valley College**



Shardul Sharganat

Videographer & Digital Media Specialist at **SAIT**



Ahmad Baker

Program Coordinator & Cybersecurity Advisor at **MCG Career College**



Application Video Lance Santiago

Key Takeaways and Final Thought





Peer Power, Authenticity, and Scalable Impact

- Peer Power Drives Trust
- Authentic Student Voices
- Scalable Program Impact
- Leadership and Community Building



The background of the slide is a photograph of the SAIT campus. On the left, there is a large, historic brick building with Gothic-style architecture, featuring a prominent tower and several flags flying from tall poles. In the foreground, there is a green lawn with a black metal fence. To the right, a modern, glass-enclosed parking garage structure is visible, with the text "SAIT Polytechnic Parking Garage" on its side. The sky is blue with some light clouds.

THANK YOU

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