

Introducing the Gale Ambassador Program



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Introduction

The Gale Ambassador Program has been running **since 2017**.

We have now worked with **60+ ambassadors**, and have received really **positive feedback** from participating students and universities alike.

Jessica Edwards
International Program Manager

Carly Ziegler
US Program Execution



Why did we set up the Gale Ambassador Program?

We wanted to invest in key, priority customers to ensure they get the best out of the Gale resources they're accessing. One way we have been providing tailored support is through the Gale Ambassador Program.

The program was set up to:

- Increase **awareness** of the Gale resources already available to students.
- Increase **usage** of these resources.
- Increase students' **understanding** of the resources (e.g. boost research skills).



The Gale Ambassador Program benefits...

The participating student



The student body



Academic staff



The library





How does the program benefit **the participating student**?

Financially

Students are paid **\$15/hour** for a set quantity of activities (taking roughly 60 hours).

Building their resume

- Business experience
- Public speaking
- Marketing experience
- Multimedia skills
- Publication on a publisher's website

Enriching their studies

- Enhanced research skills
- Exposure to new perspectives and sources
- Potentially improved grades



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Numerous students have used Gale to obtain references for graduate job applications.

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But what do the
students say?

How does the program benefit **the participating student?**



Passion and interest

“You learn so much from the different assignments but also just from delving into the archives, **it’s so interesting!**”

-James, Kings College London

Discovery

“While writing the article, I was working with primary sources related to Blake ...**This gave me insight far beyond what I had previously fathomed**...I cannot over-emphasise the significance that this article has had for me, and I am so grateful to Gale for providing this opportunity.”

James, King’s College London, (KCL Blog)

Returning Ambassadors!

Several ambassadors have chosen to stay on for a second (even third) year, suggesting they find the program enjoyable and beneficial.



Research Skills

“The program has **sharpened my research skills** in terms of having an original approach to topics covered in lectures”

-Scheme Feedback Survey

Enriching Studies

“Working with Gale is a lot of fun and extremely insightful and **useful for your other studies**”

-Rob, University College London

Boosting Grades

“My research skills improved ...[as I] applied my knowledge in order to help other people ... This was **reflected in my marks**, which really improved this year.”

-Scheme Feedback Survey

Employability

“[my time as a Gale Ambassador] was so helpful in **getting me various other roles and internships** in Marketing”

-Lily, University of Birmingham



Master’s applications

I really enjoyed writing my blogs and having them published! This has been **really useful for my Masters application** and will be for future industry work in Film and Media, and a great way to practice my research skills.

-Dan, Durham University



Internship Applications

“Gale has been invaluable to me in my personal career journey. I **discussed it at length in an interview** for an internship with Vodaphone in which I was successful. From my work with Gale I was **more competent in presenting myself**”

“[Also] you gain a lot more understanding about the shift to digital that will be **valued by employers** in a myriad of different industries”

-James, King’s College London

How does the program benefit the participating student?



A screenshot of a UCL News article titled "Seven Questions with... Rob Kene Youngs Do Patrocinio" dated 3 December 2021. The article features a photo of Rob Kene Youngs and a tweet from UCL News. The tweet text is: "Could the probiotics added to food & drink, aimed at aiding gut health, also help fight #Covid19? Here in @ConversationUK, Prof Andrew @smithad_ucd & Dr @gillias93 @uclsthman evaluate research looking at the 'good bacteria's' immune boosting properties theconversation.com/probiotics-reg...". The tweet includes a photo of probiotic containers and a link to the conversation.com website. The article text below the photo asks: "What are you studying, why are you interested in this subject and what do you plan to do in the future?" and the student's response is: "I am currently studying History and Politics with a minor in Portuguese, French and Spanish".

What is the most interesting thing you've done, seen or got involved with while at UCL?

During my final year, I have been selected as a UCL Gale Ambassador! The vast opportunities that students have access to via their institutes at UCL means that they can take their degree programme learning to the next level by directly applying their knowledge and gaining real experiences. As a Gale Ambassador, this year I have been writing blog posts for the *Gale Review*, as well as publishing on their social media and hosting talks – which has so far allowed me to challenge myself alongside my studies. Consequently, this has enriched my learning and resulted in personal growth, whilst also enabling me to connect directly with different members of UCL's academic staff.

How does the program benefit **the student body**?



- **Increased awareness** of resources available to them, leading to richer research experiences and improved learning outcomes.
- **Increased understanding** of how best to use these archives.
- Ambassadors are well-trained and confident presenting to their peers, and **deliver high-quality sessions**.
- Student-to-student training sessions can **support less confident students** unwilling to approach staff.
- Students are **best placed to understand the anxieties / challenges of other students**, and tailor their training accordingly.

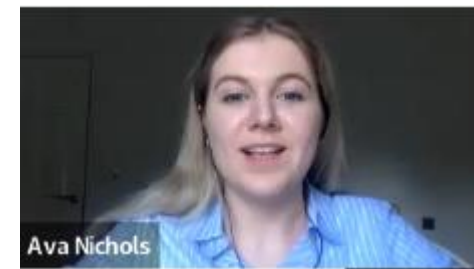
“I felt that training gave me a great insight into Gale's resources and was effectively taught - **I felt as though I could easily relay the information to another student**”

-Program Survey Feedback



“In discussing our upcoming assessments one of my peers expressed her concern about getting hold of primary sources ... a peer recommend a source that would have cost a lot of money ... I informed my classmate about *Gale Primary Sources* and recommended she watch my pre-recorded tutorial... She was delighted to hear the news!”

-Ava, University of Aberdeen



How does the program benefit **the library**?



- Increased **awareness** amongst students of archives available.
- Increased **understanding** amongst students of the archives available, leading to improved learning outcomes.
- Increased **usage**.
- **Supporting library initiatives.**
- **Training support.**

“Yes the ambassador programme worked very well, so I hope that you will be able to recruit for this coming academic year too.”

- **Durham University Librarian, UK**

Simon Bains
University
Librarian and Head
of Library Services
at the University of
Aberdeen



How does the program benefit **academic staff**?




- Help teaching staff inform their students of resources available – improving student outcomes
- Public recognition of the success of their students – keen to re-share blog posts
- Increased awareness of resources amongst staff!




“Please can you present at the start of my lecture, so all my students can hear!”
-Program Feedback Video

Gale Tech&Training and 1 other Retweeted

Univ. Ports History @UoP_History · Feb 22
ICYMI: Check out the new blog post by third year History student @portsmouthuni **Rory Herbert** wp.me/p91PIX-df Coming soon! Hawkins on what it's like coming to uni as a mature student discussing his second year work placement #history



UCL Americas @UCLAmericas
Check out the latest blog on Rasta Religious Traditions that @UCLAmericas UG student Robert Youngs do Patrocinio has just published in The Gale Review: ucl.ac.uk/americas/news/...
@GaleEMEA @GaleAmbassadors @UCLSochHistSci @UCL_SPRC @UCL_AmResNet @UCLanthropology



1:04 PM · Nov 25, 2021 · Twitter Web App

1 Retweet 2 Quote Tweets 5 Likes

Pride in student work

“Some staff were even interested in the resources for their *own* research!”
- Program Feedback Survey

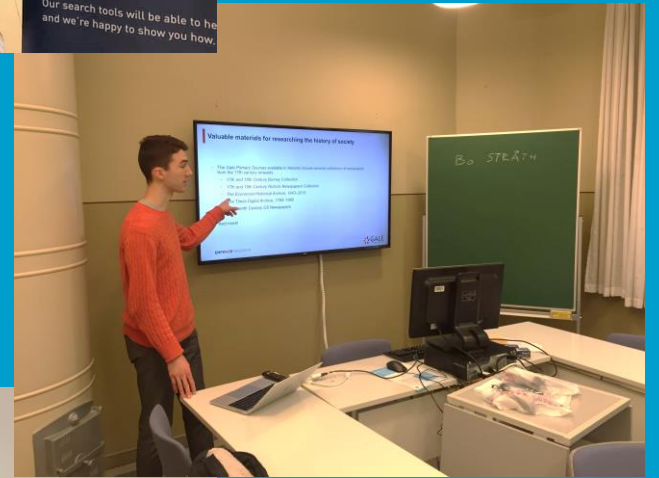
“The history department were really enthusiastic about what we were doing – they would do it themselves if they had the funds.”
- Program Feedback Survey

Gale Ambassadors are in high demand!

Due to all the benefits outlined on the previous page, Gale Ambassadors are a super resource for a university – helping to achieve the library’s own goals of increasing student awareness and understanding of resources already available at the library.

We have had several universities requesting an ambassador, and/or asking if the program can be renewed.

We’re unable to run the Gale Ambassador Program at every institution, but we’re happy to be able to offer it at your university from September 2022.



Activities

All ambassadors are expected to complete the core activities below. There are opportunities to complete additional activities, but these are not mandatory.

Within the academic year, the program requires:

- **Running 6 live events** such as lecture presentations, workshops or tabletop stands, increasing awareness and understanding of the Gale archives.
- **Posting 20 social media posts** on Gale Ambassadors' social media channels.
- **Posting 15 times in online locations**, about Gale's resources, Gale Ambassadors' channels or promoting Live Events.
- **Writing 2 blog posts** of 1000 words each.



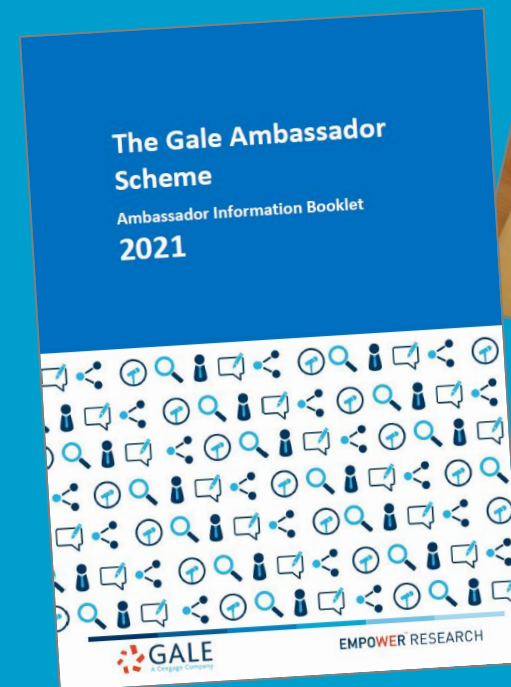
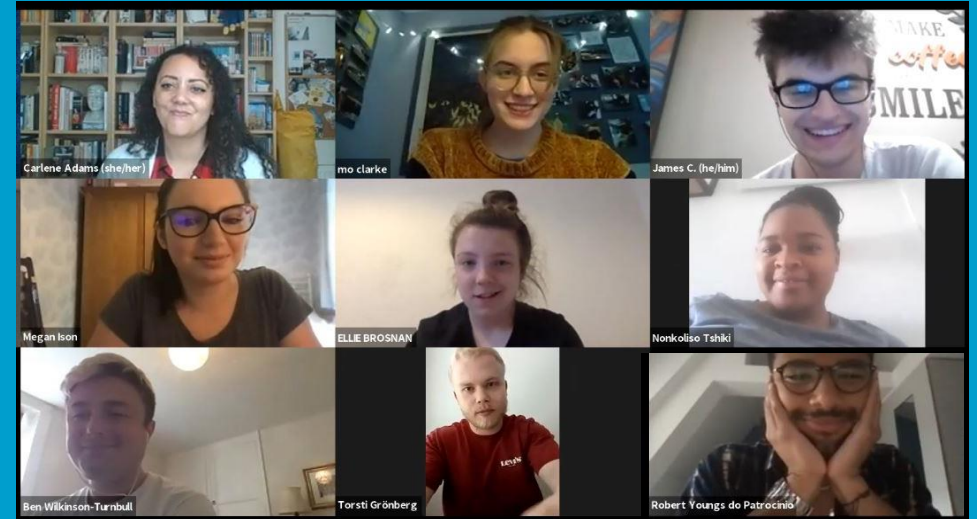
Training and Support

We offer the selected student extensive **live training** on the Gale archives and the required activities.

Ambassadors also receive a comprehensive **Information Booklet** explaining each of the activities.

Students support one another through a team **Whatsapp group**.

Plus the **program manager** stays in close contact with ambassadors throughout the year, offering additional help and assistance.



WHO do we recruit?

At Rice, we're recruiting a student from any year group studying History or English Literature.

Prior use of the archives is not essential. The most important thing is a passion for history, archives, and helping others to learn!



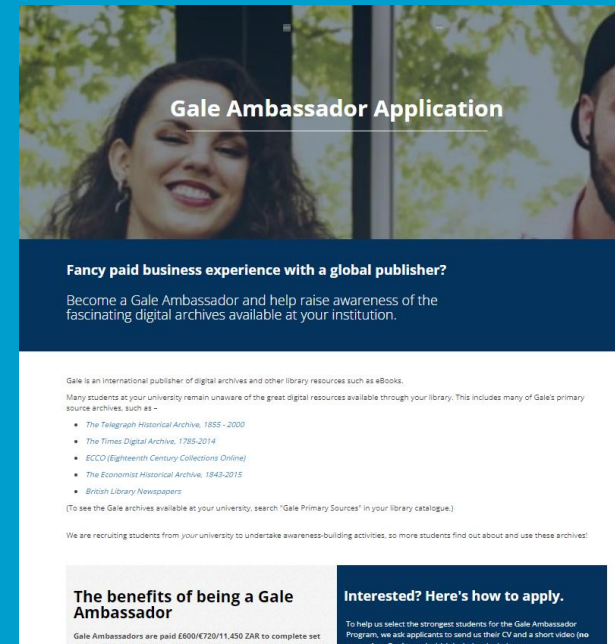
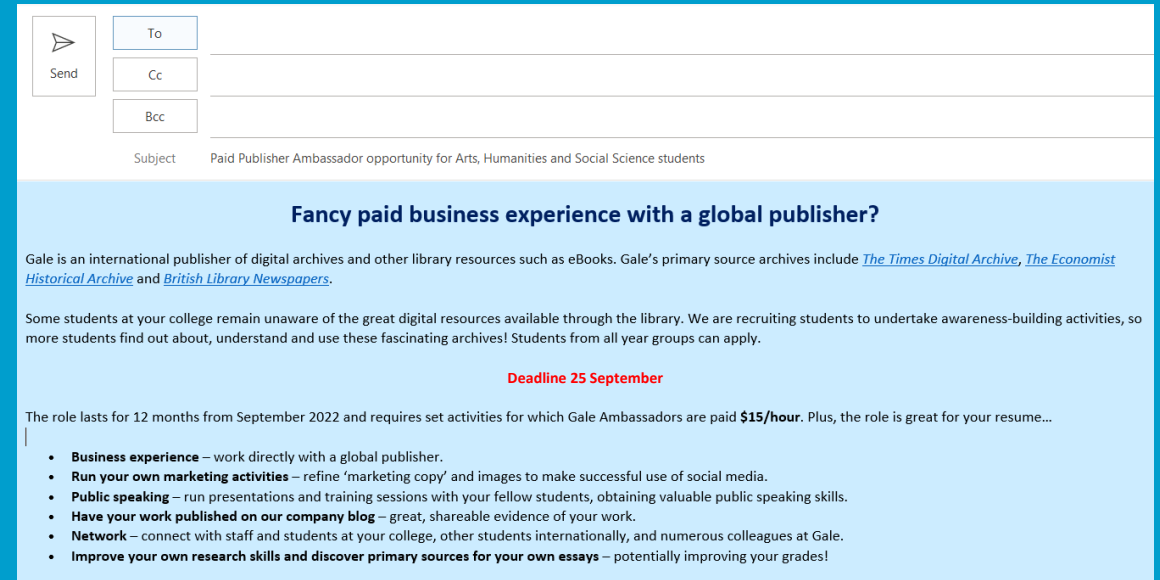
HOW do we recruit?

We have pre-prepared emails and social posts that direct students towards [a dedicated application webpage](#).

This webpage explains everything – the program, tasks, payment, and how to apply.

To apply, students send in a max 5-minute video answering set questions. This is submitted via the form on the webpage.

We would appreciate help sharing the recruitment materials with students in the ways you deem most appropriate and efficient.



Timing

We're looking to recruit an ambassador **ASAP**, to start this fall.

Training will take place in early October.

We would like to start sharing the role now, with renewed promotion, awareness and sharing of the role in early September.

The deadline for student applications is
25 September 2022



Thank you

For further information, please contact both:

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