



# NADBank University Ambassador Activities Manual



NADBank  
University  
Ambassador

**Class of 2023**



- FIRST.** The purpose of this manual is to describe and provide a calendar of activities that students may carry out while serving as University Ambassadors.
- SECOND.** The main function of the University Ambassadors is to study and learn about the mission and primary work of the North American Development Bank (NADBank), along with issues related to its sphere of operations as described in the program notice. It also includes promoting, organizing and coordinating activities and programs at your university or educational institution, aimed at disseminating and publicizing the NADBank's work and related topics of interest.
- THIRD.** NADBank University Ambassadors must at all times act and conduct themselves with the highest standards of respect and integrity when interacting with any individual, institution or authority, especially in posts on social media. This code of conduct must also be followed with respect to any reference to NADBank or to the events or activities in which it is involved, as well as any other subject that is the topic of chats in its digital ecosystem.

- FOURTH.** Students may use the calendar at the end of this manual as a guide for their activities as a University Ambassador. The calendar is intended to offer a variety of activities for your consideration, along with their potential distribution throughout the period in which you serve as Ambassadors.
- FIFTH.** The University Ambassadors will be assigned to a NADBank Coordinator who will answer any questions, review documents and activities or request additional information. Communication with the Coordinator will be through the program platform or email.
- SIXTH.** The calendar contains eight suggested activities (left column), as well as their possible distribution during the six months of your service. The boxes marked in green indicate the month(s) in which a suggested activity could be carried out. There are some activities that, by their very nature, can be carried out every month. The boxes marked in blue indicate that no activity is suggested.

**SEVENTH.** The activities contained in the calendar are:

- 1. SOCIAL NETWORKS:** Generate engagement and interaction with the Bank's social networks in the digital ecosystem. Activities may include clicking, following, commenting, promoting publications, publishing information related to the mission of the Bank, as well as any other action that increases the community and chats related to the Bank.
  - **Basic activity level:** Clicking, following, commenting, promoting publications, publishing information related to the functions of the Bank.
  - **Outstanding activity level:** In addition to the basic activity described above, design and publish posts about issues related to the institution, generate chats, increase the community and followers of one of the Bank's social network accounts.

2. **NADBANK WEBINARS:** Share, invite fellow students, comment and participate in the webinars produced by the Bank.
  - **Basic activity level:** Share, promote, comment and participate in the event.
  - **Outstanding activity level:** In addition to the basic activity described above, participate in the question-and-answer session of the webinar, as well invite other people to register and participate.
  
3. **NADBANK TRAINING:** Participate in training programs for University Ambassadors that are organized and carried out by the institution.

4. **INTERVIEWS:** In webinar format (remotely), broadcast a live interview with one or two professors, specialists or researchers from your university or institution of higher learning, discussing or reflecting on one of the topics previously defined by NADBank. An interview is estimated to last between 20 and 30 minutes.
- **Basic activity level:** The actions taken prior to the event (its dissemination and announcement) will be considered, as well as the fluid and structured development of the interview.
  - **Outstanding activity level:** In addition to the basic activity described above, the interviewer's preparation and command of the topic addressed will be considered, as well as the number of people who connect to the interview (more than 35).

5. **UNIVERSITY PAPER / RADIO:** The University Ambassador may carry out any of the following activities:
- Participate in an interview, roundtable debate or make comments in any type of broadcast by the radio station belonging to your university or educational institution (or any local radio station); or
  - Publish a letter or article in the university or student newspaper, gazette, magazine or other publication available at your school.

Possible topics for this activity will be previously defined by NADBank. The mastery of the topic shown by the University Ambassador during the broadcast or the quality of the published text will be considered as outstanding activities

6. **STUDENT DEBATE:** In webinar format (remotely) broadcast live, the University Ambassador will participate in a roundtable discussion with other students, either from the same educational institution or from different schools or institutions, in order to debate or discuss one of the topics previously defined by the Bank. The debate could last between 30 and 60 minutes.
- **Basic activity level:** The actions taken prior to the event (its dissemination and announcement) will be considered, as well as the fluid and structured development of the debate.
  - **Outstanding activity level:** In addition to the basic activity described above, the preparation and arguments made by the University Ambassador and other students during the debate will be considered, as well as the number of people connected to the event (more than 35).



7. **ROUNDTABLE MODERATOR:** Moderate a virtual roundtable discussion (webinar) in which two or three professors or researchers from your educational institution or from any other institution of higher learning participate. It is estimated that the event could last between 45 and 60 minutes. Possible topics for this activity will be previously defined by NADBank.
- **Basic activity level:** The actions taken prior to the event (its dissemination and announcement) will be considered, as well as the fluid and structured development of the roundtable discussion.
  - **Outstanding activity level:** In addition to the basic activity described above, the preparation and fluency shown by the University Ambassador as moderator during the roundtable will be considered, as well as the number of people connected to the event (more than 35).

8. **IN-PERSON CONFERENCE:** As a debater, moderator or master of ceremonies, organize a presentation, conference, seminar, workshop, roundtable debate or discussion in the facilities of your educational institution (auditorium, classroom, meeting room, etc.), with the participation of a speaker or academic authority, or several speakers (professors or researchers) from any institution of higher education, for the purpose of discussing or reflecting on any of the topics previously defined by NADBank.
- **Basic activity level:** The actions taken prior to the event (its dissemination and announcement) will be considered, as well as the fluid and structured logistical development of the conference.
  - **Outstanding activity level:** In addition to the basic activity described above, the preparation and arguments made by the University Ambassador, as well as the number of attendees at the event (more than 35).

- EIGHTH.** The Ambassadors may disseminate, post and share via social media the digital material related to the interviews, debates, roundtable discussions and conferences that they have organized. You will be able to tag NADBank in all your posts.
- NINTH.** Imagination, creativity and originality are important factors. The calendar of activities provided in this manual does not, in any way, limit the imagination, creativity and originality of the Ambassadors in carrying out the aforesaid activities, or prohibit proposing new or additional activities.
- TENTH.** Within the first five calendar days of each month, the Ambassadors will send electronically to their NADBank Coordinator, a brief report explaining the activities and actions carried out during the previous month. The report will be no more than three pages long and may contain testimonials of such activities (images, photos, links, recordings, etc.).

# Calendar of Activities

## Activity Manual

Activity	July	August	September	October	November	December
Social media	Active	Active	Active	Active	Active	Active
NADBank webinar	Active	Active	Active	Active	Active	Active
NADBank training	Active	Not Active	Active	Not Active	Active	Not Active
Interview	Not Active	Active	Not Active	Not Active	Not Active	Not Active
Radio/gaceta universitaria	Not Active	Not Active	Active	Not Active	Not Active	Not Active
Student debate	Not Active	Not Active	Not Active	Active	Not Active	Not Active
Round table moderator	Not Active	Not Active	Not Active	Not Active	Active	Not Active
In-person conference	Not Active	Not Active	Not Active	Not Active	Not Active	Active

