

International Student Ambassadors of the University of Tartu

1. Overview

- 1.1. International Student Ambassadors (ISA) are current international degree students who assist the International Cooperation and Protocol Office (ICO) in introducing the University of Tartu (UT) to prospective international students.
- 1.2. ISA provides first-hand information about UT and student life in Estonia to prospective students.
- 1.3. ISA is mostly a volunteer-based programme.
- 1.4. In the long run, ISA aims to foster a strong community of international alumni who continue to represent UT abroad.

2. Main activities

- 2.1. Events. ISA assists ICO with organising Orientation Course, Tartu city tours, Open Doors Day, Virtual Open Day, presentations about UT, education fairs, info sessions, guided institute and faculty tours, visits to the university, QA sessions for admitted students and other similar events run by ICO
- 2.2. Social media and blog content. ISA creates content for relevant UT and ISA social media channels, including Instagram, Facebook, TikTok and Youtube, as well as for the ISA Blog.
- 2.3. Advising prospective students. ISA members share their personal experience of studying at UT and living in Estonia with prospective students. ISA members do not provide admission-related information and should direct such enquiries to UT.

3. Application process

- 3.1. Students can apply to become a member of ISA at the beginning of the autumn semester, through the official recruitment process. Membership may also be granted following an additional call for applications.
- 3.2. As part of the recruitment process, ICO may directly invite eligible students to apply. Receiving an invitation does not guarantee selection.
- 3.3. ICO chooses students accepted to ISA.

4. Membership

- 4.1. All international degree-seeking students enrolled at UT are eligible to apply to ISA.
- 4.2. Members are eligible to develop and participate in ISA projects and activities and receive all internal communications of ISA.
- 4.3. Members receive a UT T-shirt and a hoodie that should be worn at relevant ISA and ICO events when requested. (see 2.1).
- 4.4. Members must provide necessary info, including personal information (name, programme, contact, country of origin), for the profile page on the ISA page on the UT website.
- 4.5. A photoshoot for the ISA team is organised once per year. Consent for the use of images for marketing purposes will be requested from ISA members.
- 4.6. It is possible to pause membership if a student goes on an exchange semester. Upon return, membership may be restored automatically in agreement with ICO.
- 4.7. ISA members are expected to perform their duties for their entire study period, but for no less than one academic year.
- 4.8. ISA members must be present in Estonia unless otherwise agreed with ICO.
- 4.9. In case of joint study programmes, an ISA member can keep ISA membership only if the joint programme is taking place in Estonia. If part of the programme is conducted abroad, an ISA member cannot continue being an ISA member for this period.
- 4.10. If an ISA member is not located in Tartu but in another place in Estonia, they are obligated to contribute to all activities of ISA online, participate online in regular meetings of ISA and if possible, come to Tartu to join team-building events. Necessary trips are financed by ICO.
- 4.11. After successful completion of the programme, an ISA member receives a certificate signed by the Rector of the University of Tartu and a recommendation letter from ICO (upon request).
- 4.12. It is not allowed to leave ISA in the middle of the semester without a sufficient reason (e.g. leaving Estonia, quitting the university, health reasons). In such cases, the member may not be considered a graduate of the programme and may not receive a certificate or recommendation letter or be listed among ISA alumni.
- 4.13. Once members graduate from the university or complete their nominal study period, they will be moved to the list of ISA alumni unless they wish to remain active and this is agreed with ICO.

4.14. Members should notify ICO if they expect to graduate at the end of the academic year.

5. Structure

5.1. ISA consists of manager positions and regular members.

5.2. ISA operates as one team. All ISA members contribute across the programme according to the agreed content plan, schedules and event needs.

5.3. The manager positions are the Blog Manager and the Social Media Manager. Depending on the needs of the programme, the social media responsibilities may be coordinated by one Social Media Manager or divided between two manager positions: a Meta Manager, responsible primarily for Instagram and Facebook, and a TikTok Manager, responsible primarily for TikTok.

5.4. Managers coordinate their respective areas and involve all ISA members in completing agreed tasks and assignments.

5.5. All current and prospective ISA members may apply for manager positions during the application period. ICO selects the managers for the positions. Managers receive compensation (stipend) for performing their manager duties.

5.6. If a manager wishes to leave the manager position, a replacement may be selected from among the other ISA members. The person leaving the manager role may continue as a regular ISA member.

6. Regular ISA member

6.1. Responsibilities of a regular ISA member include:

6.1.1. Attend monthly ISA meetings. ISA members can be absent for max. 3 meetings per academic year;

6.1.2. Take part in the mandatory training at the beginning of the autumn semester and team-building events (not required but strongly recommended);

6.1.3. Complete at least 30 hours of volunteer work performing duties in the autumn semester and 36 hours in the spring semester;

6.1.4. Reply to enquiries from potential students (related to student life and, personal study experience), forward admission related inquiries to ICO or Admission office;

- 6.1.5. Contribute actively to the ISA content plan and schedule, including social media content, video content, ISA Blog articles and other agreed content. Writing for the ISA Blog is a responsibility shared by all ISA members.
- 6.1.6. Complete agreed assignments by the deadlines set in the content plan and cooperate with managers and other ISA members where an assignment requires contributions from several people;
- 6.1.7. Provide support in organising ISA and ICO events;
- 6.1.8. Actively participate in ISA activities, including events, regular meetings and other agreed activities during the academic year;
- 6.1.9. Create a positive image of the UT, Estonia and their own country.

7. Manager requirements

- 7.1. Managers are appointed for a period of one academic year but may extend the period of their duties upon agreement with ICO.
- 7.2. Managers may organise additional monthly or weekly meetings when needed to coordinate schedules, develop plans and discuss upcoming activities or issues.
- 7.3. In case of problems or conflicts between ISA members, managers should refer the matter to ICO.
- 7.4. A manager who intends to leave the position should inform ICO at least 30 days before the end of the semester. The minimum term for a manager position is one semester.
- 7.5. Managers must be present in Estonia unless otherwise agreed with ICO and must attend ISA monthly meetings and mandatory training.
- 7.6. Managers' report on their area of responsibility during regular ISA meetings and provide an overview of activities at the end of each semester. Upon request, managers may meet ICO representatives to discuss strategies and plans for the upcoming period.
- 7.7. Managers work closely with ICO and with each other to coordinate the ISA content plan, schedules and activities.

8. Social Media Manager

- 8.1. The Social Media Manager coordinates social media content created by ISA members for the relevant UT and ISA social media channels.

8.2. Depending on the needs of the programme, the role may be held by one Social Media Manager or divided between a Meta Manager, responsible primarily for ISA Instagram and Facebook, and a TikTok Manager, responsible primarily for ISA TikTok.

8.3. Duties of the Social Media Manager include:

- 8.3.1. Developing and maintaining the ISA social media content plan and publishing schedule in cooperation with ICO;
- 8.3.2. Coordinating weekly content themes and social media assignments involving ISA members;
- 8.3.3. Keeping ISA members informed about the social media schedule, assignments, and deadlines through the agreed internal communication channels;
- 8.3.4. Making sure that agreed social media content is submitted, reviewed, and prepared for publication by the relevant deadlines;
- 8.3.5. Proofreading social media copy and providing feedback or requesting changes where necessary;
- 8.3.6. Reviewing posts, images, videos, and other social media materials to make sure they follow University of Tartu style, visual identity, and social media guidelines before publication;
- 8.3.7. Coordinating the publication or scheduling of approved ISA social media content on the relevant channels;
- 8.3.8. Handling or coordinating relevant social media communication, such as messages and comments, and directing admission-related enquiries to the appropriate UT office;
- 8.3.9. Encouraging and supporting ISA members in developing ideas for social media content and participating in content creation;
- 8.3.10. Working with the Blog Manager to promote ISA Blog articles and other relevant ISA content through social media.
- 8.3.11. Consulting ICO about social media strategy, campaigns, and planned content where necessary.
- 8.3.12. Reporting on social media activities during regular ISA meetings and exchanging ideas and feedback with other ISA members and managers.

8.4. The Social Media Manager may be asked to support ISA social media activities throughout the year, including during semester breaks, when needed.

9. Blog Manager

9.1. The Blog Manager coordinates the International Student Ambassadors Blog.

9.2. The Blog Manager must have strong English-language writing skills and an interest in editing.

9.3. Duties of the Blog Manager include:

- 9.3.1. Developing and maintaining the ISA Blog content plan and publishing schedule in cooperation with ICO.
- 9.3.2. Coordinating blog assignments involving all ISA members according to the agreed content plan.
- 9.3.3. Keeping ISA members informed about the blog schedule and upcoming deadlines through the agreed internal communication channels.
- 9.3.4. Making sure that blog articles are submitted to the Blog Manager by the agreed deadlines.
- 9.3.5. Supporting ISA members in developing ideas into blog articles and providing guidance where necessary.
- 9.3.6. Proofreading submitted articles, and suggesting improvements before publication.
- 9.3.7. Making sure that articles meet ISA and UT publishing requirements before publication.
- 9.3.8. Publishing approved articles on the ISA Blog according to the agreed schedule.
- 9.3.9. Working with the Social Media Manager(s) to promote new ISA Blog articles through relevant social media channels.
- 9.3.10. Reporting on ISA Blog activities during regular ISA meetings.

10. Revoking membership

- 10.1. Membership may be revoked if a member fails to fulfil ISA membership responsibilities.
- 10.2. Suspension or revocation of membership occurs by the decision of ICO.
- 10.3. Possible reasons for suspension or revocation may include one or more of the following:
 - 10.3.1. inability to meet membership requirements;
 - 10.3.2. inability to perform duties regularly or with sufficient quality;
 - 10.3.3. inappropriate behaviour causing complaints from other ISA members, other students, or ICO;
 - 10.3.4. missing three or more monthly meetings without sufficient reason.;
 - 10.3.5. repeated passiveness and lack of engagement in agreed activities;
 - 10.3.6. use of derogatory language, harassment, or physical violence;

- 10.3.7. inappropriate behaviour at events (e.g. excessive drinking, etc.).
- 10.4. A personal meeting will be held with the member before a final decision on suspension or revocation is made.
- 10.5. Former members whose membership has been revoked will not receive an ISA certificate and will not be listed as ISA alumni.

11. Membership benefits

- 11.1. Participation in ISA provides members with experience that can strengthen their CV and demonstrate organisational, communication and teamwork skills;
- 11.2. ISA membership provides opportunities to support prospective students by sharing first-hand experiences of studying at the University of Tartu and living in Estonia;
- 11.3. Members can develop practical skills, including public speaking, writing, presentation, social media and content creation skills;
- 11.4. Members have the opportunity to represent the UT and contribute the perspective of international students to university activities and communications;
- 11.5. Members may have opportunities to lead or coordinate projects and gain experience in project management and team leadership;
- 11.6. ISA membership provides opportunities to build professional and social networks and meet people from Estonia and abroad;
- 11.7. After successful completion of the programme, members receive a certificate signed by the Rector of the University of Tartu and may request a recommendation letter from ICO;
- 11.8. Members may also take part in team-building activities, Christmas and graduation gatherings and receive UT memorabilia or other programme-related items.

12. Use of brand

- 12.1. ISA is owned and run by ICO.
- 12.2. The use of the ISA name and brand without the approval of ICO is not allowed.