

## **Ambassador Program Overhaul**

### **August 2018**

#### **Current Ambassador Program:**

Earn points by sharing our story, by participating in events, promotions and more. Points can also be awarded to co-workers by recording their outstanding service.

Each point is worth \$1, which can be redeemed for HAMH/WE clothing, cafeteria punch cards and/or Hayward Chamber Dollars.

#### **1 Point**

- Like or share Hayward Area Memorial Hospital and Water's Edge Facebook posts with your family and friends. (You must be a fan of our page to participate.) Maximum of 10 points can be earned per year for Facebook likes/shares.
- Display outstanding service and if a co-worker recognizes you may earn a point. Managing Up is a great example of Outstanding Service and earns a point.

#### **5 Points**

- Participate in marketing or facility promotional material as requested by the Marketing/Communications Department.
- Submit photos/information and receive points if your material is used.
- Volunteer to help or participate in a facility sponsored event.

#### **Program Redefined – STAR Ambassadors:**

##### **Earn points:**

**Marketing** – Participate in marketing effort: record a radio commercial, be part of a video, participate in Lifestyles North....

- 5 points

**Volunteer** – Volunteer at a facility sponsored event, volunteer at a HAMHWE table at a healthcare expo, participate in Career Explorers, donate blood at a Memorial Blood Center blood drive.

- 1-3 hour event = 5 points
- 4 or more hours = 10 points

**Social Media** – Like or share a HAMHWE Facebook post. Maximum of 10 points per year.

- 1 point per share/like

**Be a Mentor** – Accept and serve as a mentor to a new hire at the request of your department manager.

- 30 or 60 Day Mentorship – 50 points
- 90 Day Mentorship – 100 points

**STAR Service Standards** – Be recognized by a co-worker for displaying STAR service standards, providing outstanding service, get caught demonstrating a team initiative (i.e. managing up) or pop-up announcements related to True North initiatives.

**Student Preceptor** – Foster a student's experience by serving as a preceptor.

- 3-20 hour student rotation =
- 20-40 hour student rotation =
- 40 or more hour student rotation =

**Anniversary Date** – Based on years of service

- 1-5 years =
- 6-9 years =
- 10-19 years =
- 20-29 years =
- 30+ years =

**WOMP** – Participate in a Word of Mouth Campaign as designated by the Marketing Department or Administration.

- Earn one point for every person you tell

**True North Committee Service**

- 6 months, with 90% attendance =
- 12 months of consecutive service, with 90% attendance =

**Point Redemption:**

- Earn credit for employee clothing/team store
- Eliminate opportunity to redeem for Chamber Dollars or Cafeteria punch cards
- Create a prize table/shelf

**Instant Gratification Items:**

- Glass Water Bottles
- Insulated Cups
- Small Umbrellas
- Hats – Baseball & Other
- Back Pack
- Tote Bags
- Other ideas????

**Work on Portal:**

- Ability for Department Managers, Administrators and Ambassador Administrators to assign random points for miscellaneous opportunities.
- Notification to staff who have earned points.

**Additional Considerations:**

- Gather ideas from Steering Team members
- Program rollout: Employee Training event, portal, RH Newsletter
- Periodic refresh of program
- How do we effectively promote to new hires, current staff?