WHAT IS A CAMPUS SERVICES AMBASSADOR (CSA)?

A CSA is someone who partners with a new employee during their first two months of employment. While primarily responsible for offering advice and guidance regarding the daily aspects of working at Georgia Tech, the CSA also offers encouragement and knowledge as they help introduce the new employee to the Georgia Tech culture.

Key characteristics of a CSA include:

- **Communicator**: A CSA should encourage open communication. The CSA should provide relevant information to the new employee and encourage a process of continued, self-directed learning.

- **Role Model**: The CSA should be a model employee who exemplifies Georgia Tech’s values.

- **Motivator**: The CSA should have a positive outlook on their work and use that perspective to help build self-confidence and loyalty in the new employee. The CSA should lead by example.

- **Strong Performer**: The CSA can help guide the new employee in many situations based on their experience and knowledge obtained in the work environment.

WHY HAVE A CSA?

The purpose of assigning a CSA to new employees is to help welcome employees and reaffirm their decision to join Georgia Tech. It provides new employees with a reliable, motivated single point-of-contact for their basic questions regarding their work experience at Georgia Tech. It also helps establish orientation as a process, rather than as a single learning event. Other advantages of having a CSA include:

- Builds on the knowledge obtained in the New Employee Orientation, the Campus Services Orientation and the Department Orientation

- Enables new employees to become knowledgeable about department practices and organizational culture in a shorter period of time

- Ensures that routine queries regarding basic operational issues are dealt with expeditiously

- Reduces the initial confusion and uncertainty faced by all new employees

- Maximizes the productivity of manager / employee meetings by allowing focus on job-specific issues

- Increases the new employee’s self-confidence allowing them to focus on adding value to Georgia Tech
WHAT A CSA CAN EXPECT FROM THE NEW EMPLOYEE:

- The new employee will receive constructive criticism in good spirit.
- The new employee will display a “coachable” attitude.
- The new employee will display an eagerness to learn.

CSA SELECTION CRITERIA:

Hiring managers are responsible for selecting a CSA for their new employee. Selections should be based on the following characteristics:

- Demonstrates strong performance
- Is available and accessible to the new employee
- Is skilled in / has knowledge of the new employee’s job
- Is proud of Georgia Tech and their own contributions
- Is a peer of the new employee
- Is patient and has good communication and interpersonal skills
- Wants to be a CSA
- Is well-regarded and accepted by current employees

WHAT A CSA IS NOT:

A CSA shall not be required to assume the following roles:

- **Mentor**: Someone, typically more experienced, who is involved with the comprehensive development of an individual (personally and professionally).
- **Manager**: Someone responsible for the new employee’s job performance. If queries arise regarding performance, disciplinary matters or policy matters, the CSA is free to give their opinion and advice on how to approach the situation. However, they are not in a position to resolve the matter. The new employee must be directed to their manager for resolution of the issue(s).

CSA RESPONSIBILITIES:

- Contact and meet with the new employee on Day 1.
- Establish a rapport with the new employee.
- Have lunch with the new employee at least once a month.
- Help familiarize the new employee to Georgia Tech’s guidelines, norms and culture.
CSA RESPONSIBILITIES (continued):

- Answer general and routine questions.
- Make introductions to other staff members.
- Ensure communication with the new employee while respecting confidentiality.
- Follow up with the new employee on a weekly basis.
- Suggested meeting guidelines are as follows:
  - **Formal Relationship – 2 months**
    - Day One – Meet new employee for lunch
    - Weekly 5 to 15 minute meetings
    - Call and email questions as needed. CSA sets acceptable parameters.
  - **Informal Relationship – Open**
    - The CSA can provide continued support beyond the 2 month period of the formal relationship if such support is warranted and welcomed by the new employee.

TIPS FOR THE CSA:

- Don’t worry about being perceived as the expert. Focus your attention on the new employee.
- Be patient. It takes time to develop a relationship. Don’t try to cover everything right away.
- Be positive. New employees will grow into their roles if given proper reinforcement.
- Don’t try to force a relationship. Allow things to develop naturally.
- Try to identify the new employee’s personality and communication style, and adapt accordingly.
- Don’t be judgmental. Simply offer feedback.
- Maintain a good attitude and a teaching spirit.

HAVING A CSA IS A WIN/WIN/WIN SITUATION:

This CSA program offers significant benefits to the new employee, the CSA and Georgia Tech:

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<tr>
<th>CSA Benefits</th>
<th>New Employee Benefits</th>
<th>Georgia Tech Benefits</th>
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<td>Recognition as a strong performer</td>
<td>One-on-one assistance</td>
<td>Increased employee retention/motivation</td>
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<td>Expanded network</td>
<td>Jump-start on networking</td>
<td>Increased employee communication</td>
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<td>Opportunity to motivate others</td>
<td>Single point-of-contact</td>
<td>Enhanced employee development</td>
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<td>A fresh perspective</td>
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<td>Enhanced leadership and counseling skills</td>
<td>A smoother acclimation period</td>
<td>Increased employee productivity</td>
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