

The Guidelines for the APSCE Ambassador Team

(May 2019 version)

1. The objectives of the APSCE Ambassador Team are: (1) to engage “brand ambassadors” to promote APSCE and ICCEs within their countries, territories or professional communities; (2) to nurture future APSCE and ICCE leaders, particularly from underrepresented countries.
2. The APSCE Ambassador Team is managed by the Outreach & Publicity Subcommittee. Three (3) **advisors** who are members of the Subcommittee shall be appointed to guide the Ambassador team.
3. Scholars who have participated in ICCEs at least once in the last three years are eligible candidates for the Ambassador Team. The rationale of engaging candidates who have participated in previous ICCEs is that APSCE Ambassadors shall have adequate knowledge about ICCEs and perhaps APSCE.
4. Any EC member may nominate eligible candidates to join the Ambassador team. In addition, each SIG will be invited to nominate a member to represent itself in the Ambassador team. In both cases, the nominations shall be approved by the Outreach & Publicity Subcommittee.
5. The term of service for each Ambassador is three years, starting from the month (s)he is officially appointed as an Ambassador, and is renewable by the advisors of the Ambassador team upon expiry.
6. The roles and responsibilities of the Ambassadors are,
 - a) To disseminate email announcements or social media links of APSCE and ICCEs within their communities or to their professional networks;
 - b) To assist the APSCE in organizing informal outreach events (if any) at ICCEs or other conferences;
 - c) To encourage colleagues to submit papers and attend ICCEs;
 - d) To explore and implement other initiatives to promote APSCE and ICCEs together with the advisors.
7. The Ambassador team may eventually be empowered, perhaps several years after it is formed, to develop and run their own annual outreach plans autonomously (e.g., organizing annual “New Members’ Snack and Chat Session” at ICCEs), subject to the approval and guidance of the Outreach & Publicity Subcommittee or EC (depending on the scale of the plans). Thus, the advisors may appoint a chair and up to three co-chairs in the Ambassador team as deemed fit (though not necessary doing so from the beginning).
8. The Ambassador team may apply for up to USD200 per year from APSCE to finance their events or initiatives. A proposal should be submitted through the advisors to the APSCE EC for approval. The annual budget will be forfeited by the end of each calendar year if

unutilized and shall not be carried forward to the following year.