

Fanshawe College

- ❑ Fanshawe College is a full-service Government of Ontario community college, with 5 campuses in Southwestern Ontario
- ❑ 15,000 full-time students and 40,000 Continuing Education students
- ❑ Learning Management System (Desire2Learn) implemented in 2004 and branded as FanshaweOnline (FOL)

How and why did the FOL Ambassador
program start?

Vision Statement

“The FOL Ambassador Program is a peer-to-peer learning experience that is easily accessible and designed to support and assist students with the use of FOL and related technologies. The aim of this program is to help increase the knowledge and ease of use of FOL through a personalized, engaging and fun experience for students.”



Recruitment of Volunteers

- Advertise 3-4 months in advance of the new term
- Initial inquires receive additional information via e-mail
- Informational sessions for interested volunteers
- 1 day training session for volunteers



Marketing of Program

- ❑ Marketing designed by students & features current FOL Ambassadors
- ❑ Advertise in various locations across campus
 - FOL news widget
 - School newspaper/radio/TV
 - Social media
 - Faculty & Staff

Monitoring Program Success

September 4 - September 14 Program Run

- 1500 plus students use the program
- 2000 feedback responses from students
- Received positive feedback from students, faculty and administrative staff
- Students who have received help from the program want to volunteer to help others

Future Directions

- ❑ Expansion of program to the area campuses
- ❑ Implement a virtual presence
- ❑ Increase volunteer base of students from programs across the College





**FANSHAWE
COLLEGE**



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