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| **WEA Ambassador Nomination Form** |
| **ABOUT YOU** |
| Person making the nomination |  |
| Region/Scotland/Association Services |  |
| Email address |  |
| Contact number |  |
| **GENERAL INFORMATION** |
| Name of nominee for WEA Ambassador |  |
| Email address |  |
| Preferred phone contact number |  |
| **Previous involvement with the WEA**(50-100 words – will be used as the basis of profile information) |  |
| **Location**(give indication of local, regional, national, international reach) |  |
| Existing networks and contacts |  |

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| **SKILLS AND QUALITIES** | **Tick** | **Comments (Please indicate the activities you are able/willing to contribute and the context of your experience)** |

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| **COMMUNICATION** |
| Speaking to potential students in the community or at work |  |  |
| Speaking to individuals from local business forums |  |
| Speaking to local councillors, officers and MPs |  |
| Promoting the WEA’s work to organisations that represent the interests of diverse groups |  |
| Speaking to community groups and organisations such as MIND, WI etc. |  |
| Speaking about the role at WEA events and conferences |  |
| Collecting stories which can be used as case studies |  |
| Writing letters to local and national press, Parliamentarians etc.  |  |
| Helping get more mentions of the WEA in the media |  |
| **KNOWLEDGE OF ADULT LEARNING** |
| Writing about the WEA and adult learning on community blogs and social media |  |  |
| Creating audio visual materials |  |  |
| Making a case for sponsoring WEA activity |  |  |
| Promoting the WEA within other educational institutions |  |  |
| **REPRESENTING THE WEA** |
| Speaking to individuals from local agencies such as commissioning groups |  |  |
| Talking to the press/media (under direction of WEA marketing team) |  |  |
| Speaking at a conference, relevant to the WEA |  |  |
| Representing the WEA at meetings and conferences |  |  |
| Representing the WEA on relevant public bodies and committees |  |  |
| **ADDITIONAL INFORMATION** |
| e.g. special requirements/support; availability |  |  |

**If the Ambassador nominee is not already registered with the WEA as a volunteer or student please also complete the following information:**

|  |  |
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| **Address:**  |  |
|  |  |
|  |  |
| **Postcode:** |  |
|  |  |
| **Alternative Telephone Number:** |  |
|  |  |
| **Date of Birth:**  |  |
|  |  |
| **Ethnicity:**   |  |