

SAO Week Orientation Feedback

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Dear SAO Ambassadors Leader,

The first week of orientation, I believe, is one of the most essential steps of transition into college life for new students. The impact of such an initiative is enormous in the life of new students. Therefore, it must be taken with more seriousness from all parties involved. The following bullet points are what I believe to be some of the major areas for revision with recommendations.

- **Caliber of the recruited ambassadors:**

Ambassadors are representatives as well as reflections of the university and what it stands for.

1. Therefore, a more careful and perhaps straightforward official procedure when recruiting future ambassadors is highly recommended.
2. The lack of united communication among ambassadors, not only sends warning signs to new students, but can lead to evitable consequences. This would suggest that having the Ambassadors go through collective training is necessary.
3. Need for emphasis on ethics and civility for ambassadors: Ambassadors must be aware of the large impact they have on new students as first-reflections of university and should thus be reminded to act accordingly.
4. Apparent lack of commitment and professionalism among ambassadors: Ambassadors must be committed and professional individuals who have honest intentions of improving the AUI community. Small matters such as punctuality must never be an issue for Student Activities Office Ambassadors if we, as a community, ever seek to be called the future leaders Morocco.

- **Apparent lack of leadership and vision for the Orientation program:**

During my time at the orientation week, I have noticed that most of the ambassadors were individual executors, which lead me to think of the necessity of the existence of a collective vision with clear goals and opportunities for leadership. On that point, here are a couple of suggestions:

1. Recruitment of people in leadership positions must be based, not only on number of clubs activities within AUI, but rather on soft skills like Team Management, Crisis Management, Team Spirit, Motivation, Creativity, Responsibility and lastly simply Leadership.
2. The vision and goals of the orientation must constantly be both explicitly and implicitly shared with the ambassadors, in order to keep track of the evolution of the process accordingly.