

Dear Ambassador,

I hope this letter finds you well as we begin the new academic year here at Ursinus. In many ways the new year brings new beginnings for all of us and it is my sincerest hope that we as a team continue to foster the ties that bind us as “change agents”. Please allow this letter to serve as a constant reminder of the following concepts we strive to uphold in our never ending journey as lifelong learners.

Commitment – You have made a promise to be your best at making the UCA Program, Ursinus, home, and the world a better place. This means being there all the time and not just some of the time. If you are going to call yourself a UC Ambassador – then you have to put in the work! No maybe I’ll do it today or I can get to it tomorrow – Right here, right now is the time to do what you do to make a change.

Belief – If you don’t think you can do it – why would you expect for anyone else to think that you can do it. The believe in your ability to be a positive role model and agent of change begins with you – sometimes you have to reach down deep in your soul and find the courage to do what is right not some of the time , but all of the time.

Sacrifice – People tend to do what they want to do. You can make all of the excuses in the world as to why you didn’t study hard enough for that exam. Or maybe you didn’t do something for a friend, family member, or fellow Ambassador because it wasn’t convenient for you at time. Ambassadors make the time to get the job done – it’s that plain and simply. Like the Nike slogan says – “Just Do It!

Success – There is a saying “It not whether you win or lose – it’s how you play the game”. Some folks consider this thing known as life as a game – whatever you call your journey, make the most of it. Give your all and do your best every time out making certain that at the end of the day you can tell yourself you did your best! Success is a state of mind and not something you always see as a final score.

Leadership – As a UC Ambassador, there is an expectation that you will not only be a leader – but also a follower. Leaders take the time to listen, learn, and allow others to be the best they can be as we build our communities. There is no one way to be a good leader – sometimes it takes a lot of practice working with those around you to build a sense of trust and respect. Don’t be afraid to take risks and put yourself out there for others to see that there are opportunities in every situation to make a difference.

In closing, this program only works if you do your part and stay true to the concept that we all have a vital role in making the world a better place. Stay connect, grounded, and use all of the resources that the 30 of you bring to the table. There is a great deal of potential in the UC Ambassador Program – we just have to get it going! As always - when you see a fellow UCA team member, make certain that you show some “LOVE”.

See you down the road – Peace & A*Love Always,

Todd