

# Ambassadors Guide

*2021*



# PREFACE

The purpose of this guide is to provide the ambassadors with all the necessary information they need to know about the Ambassadors Program, their duties and mission.

The guide consists of different parts which will assist the integration of our new ambassadors in the team, as well to be a reference for them to understand the environment of the work.

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# WORD OF THE CEO

Fatima Al-Fihri Open University as an international non-profit institution, has chosen the path to offer youth around the world an excellent quality of higher education with a low-cost. Such initiative was possible only with the support of our great team of volunteers and partners. Now FAOU is expanding and for that we took the decision to build an international network of ambassadors, which will promote not only the work of the university but open education everywhere in the world.

Ambassadors program is established for young people like you, leaders in their communities, who believe that higher education is not a luxury but a right for everyone especially in developing countries. Such countries need to make a serious scientific progress that is actually not affordable by many students.

It's definitely a long journey, However, the necessity to connect the common efforts of many nations requires motivation and personal engagement of all ambassadors, as well of the management team, to achieve the objectives of this new program.



**This Program is established for young people like you, leaders in their communities who believes that higher education is not a luxury but a right for everyone.**

**ZOUBAIR KHOUAJA**

CEO





# FAOU, An Overview

Fatima Al-Fihri Open University, a non-profit international institution, based in Estonia and open to the world! This university believes that education should have no boundaries, and quality education should be accessible by youth around the world, especially in developing countries. Therefore, FAOU is bringing together professors from well-known universities and experts from leading international organizations to build competitive educational programs that allow students to gain new skills and knowledge.

**An international university established in 2016 and actively working since then, and open to all youth from anywhere around the globe"**

This year, 2020, the university decided to extend largely its platform and prepare more than 50 new courses in various specialties. This new agenda was possible could be achieved only after the great reputation that we could create during 2019. Moreover, the university is planning to launch 3 new Master Degrees programs by 2021. Also, we are planning to launch FAOU Open Science Initiative, in the first quarter to support the efforts of open science sources initiatives around the world.

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# Open Education Ambassadors Program

The Educational Ambassador Program is a new step in our aspiration to bring education to every corner of the world. It is a promotional program launched by FAOU for education leaders and passionate persons in E-learning, providing an atmosphere of diversity, cultural and professional exchange, aiming to promote FAOU and its activities among youth communities.



This program is also built to support international efforts, to offer an accessible open education to all youth around the world, by establishing countries' local communities which will host students, education activists, civil society members, NGOs workers, private companies, etc. It's a wide local network that will be available in each country in the world, where we will organise different activities, campaigns, share opportunities, experience exchange, and training. Connecting these local communities will be also an objective of this program, to allow sharing diverse experiences developed in each country, and to let the members of each community have a look about education challenges and opportunities in other nations.

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# Mission & Duties

The Ambassadors are responsible to manage the local community created in their country, which will be located in social media groups, exclusively Facebook & LinkedIn). The created social media groups, will be a space for the ambassadors to invite people from their country, who are interested in FAOU mission, E-learning, Open Education, Open Science.

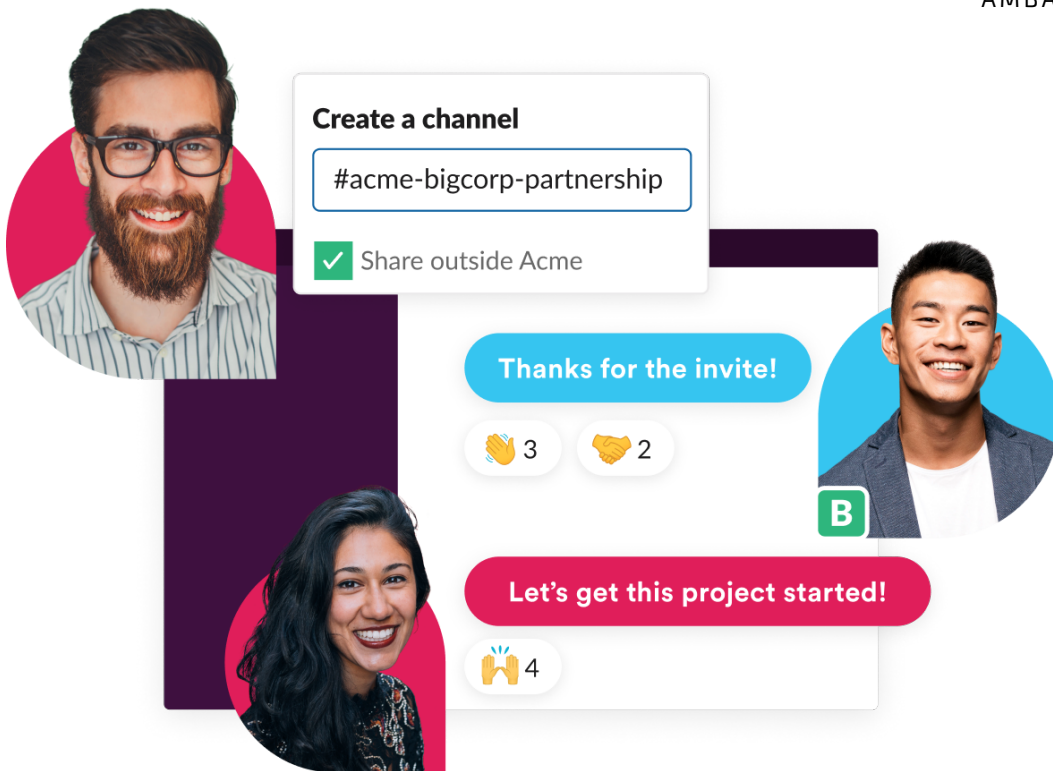
The Ambassadors will need to connect the members of this community by organizing events (conferences, workshops, etc), networking sessions (meetups, debates, etc). Or games and parties.

Also, the ambassadors are responsible to share in the groups latest activities of FAOU, updates worldwide about E-learning, Open Education, Open Science. And motivate the members to share their experiences, initiatives and projects.

Moreover, each ambassador will be the representative of FAOU in their country and for that will need to find partnership opportunities, and possibilities to support FAOU activities in their country.







# SLACK, YOUR WORKSPACE!

One of the top used workplaces worldwide, used by the most enterprises and projects everywhere. An application that will surprise you with its multiple tools.

Basically, Slack brings team communication and collaboration into one place to get more work done, whether you are very comfortable to use computer or not, Slack is not complicated to send messages or files, with time you will be able to discover more fantastic tools!

For work, Slack reduces the friction to working together as a team. It keeps everything in a central place and has a few nifty tricks to help you work a little smarter together.

Briefly, we will use Slack to:

- Communicate with management team and ask for their support, discussing with them challenges or problems.
- Meet other ambassadors and exchange with them experience and possibilities of cooperation between two communities or more.
- Get updates about the program and FAOU.



# BENEFITS

All the ambassadors will have access automatically to the following benefits:

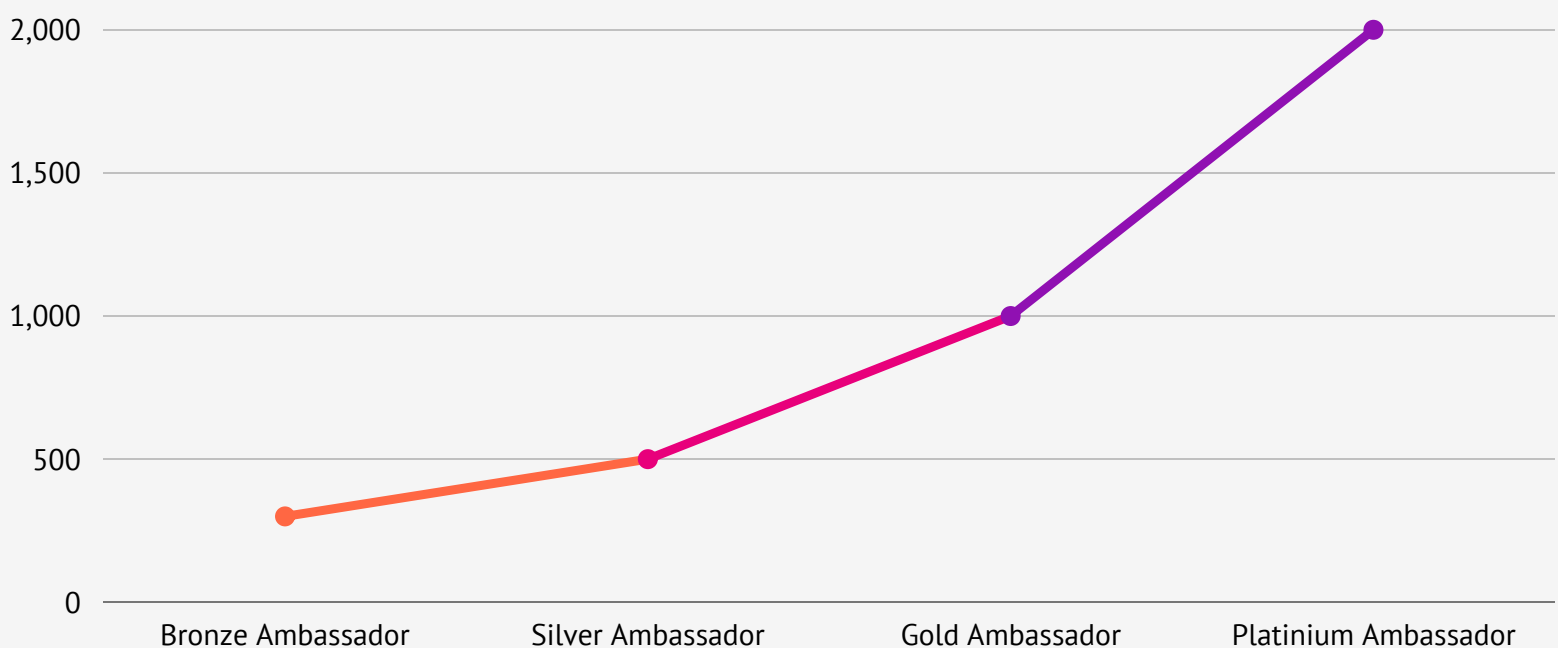
- Certificate of experience.
- Reference letter and institutional support letter.
- Access to an international network across 92 countries.
- Network nationally with leading organizations, companies, institutions, etc.
- Commissions for the purchased FAOU courses.
- Possibility to become a permanent member of FAOU.
- Be representative of FAOU in your country and get the possibility to be hired locally.

To motivate the ambassadors of FAOU, there will be more benefits based on the ambassador status. Such free access to FAOU courses, higher commissions rates of the sold courses at FAOU platform, etc.



# STATUS

The status of the ambassadors will depend on how many members they have in their local communities, considering to keep the group active on a weekly basis.





# MILESTONES

**DECEMBER  
2020**

34  
AMBASSADORS

**JULY 2021**

120  
AMBASSADORS

**50% EVERY  
4 MONTHS**

GROWTH OF  
COMMUNITIES  
AUDIENCE

**200.000 NEW  
FOLLOWERS**

EVERY YEAR



# REGULATIONS

## A – Basic rules

- All ambassadors have equal rights and responsibilities, regardless of their nationality, race, religion.
- Racism, religious bias and arrogance, are not welcome and discussions on such topics must not be open in our meetings or activities.
- Ambassadors should have their work contract as soon as possible and to get support from the management team for any application they want to send for other programs or activities.

## B – Communities Rules

- Slack channels are created for coordination work. Messages out of subject are not allowed.
- Ambassadors are always welcome to politely introduce their opinions, suggestions, without demotivating others.
- At communities groups ambassadors can only share posts related to FAOU activities or information from Open Education initiatives worldwide.
- The management team can assist the ambassadors with updates about FAOU, if requested.

## C - Promotion and Disciplinary Rules

- Promotional / motivational guideline are adopted to rate ambassadors who are either active or efficient in their services.
- In the same light, disciplinary guidelines are adopted to temporarily or permanently block access to all ambassadors who violate laid down principles, rules and regulations (decision to be made and executed by management team).

## D - Rights and Benefits as an Ambassador

- Certificate for who successfully reach the minimum ambassadors rank (Bronze Ambassador)
- Flexible working time based on results.
- Free Student Card (or 10 vouchers), for who was able to reach Silver Rank.
- Possibility to extend ambassadorship period with approval of management team.
- 10 % commission of each payment to buy a course at our platform from members of their community.
- Platinum Ambassadors will receive up to 30 % commission of each payment to buy a course at our platform from members of their community.



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Fatima Al-Fihri Open University  
[www.alfihri.org](http://www.alfihri.org)  
[contact@alfihri.org](mailto:contact@alfihri.org)

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Ambassadors Program