



# Junior Ambassadors Information Packet



## WHAT IS THE JUNIOR AMBASSADOR PROGRAM?

High school juniors and seniors can dive into the theater world through Blumenthal's Junior Ambassadors program. This unique opportunity provides an excellent educational and hands-on volunteer experience, beyond-the-stage, in the performing arts. Over a full school year, Junior Ambassadors serve as volunteer ushers in Blumenthal venues and attend a series of seminars, through which they learn about different career opportunities in the performing arts. Students also enhance their interpersonal skills, build self-confidence, and develop a new network of peers and professionals through the program.

### WHAT ARE THE REQUIREMENTS TO APPLY?

Students must be juniors and seniors in high school, maintain a minimum 3.0 grade point average, and have stellar character references.

### TOP 5 REASONS TO JOIN THE BLUMENTHAL'S JA PROGRAM

- Have an enjoyable volunteer opportunity
- See world-class theater
- Learn about career opportunities in the arts
- Meet new friends
- Scholarships and contests!

## WHAT OUR PREVIOUS JUNIOR AMBASSADORS SAY ABOUT THE PROGRAM

"Now, not only do I appreciate the presented art, but also the passionate work put into making each show wonderful for the theatre-goers."

"My ability to connect with others over our similar appreciation of the arts has helped me to work past my tendency to blend into the background."

"As a person who loves performing, the Blumenthal Performing Arts Junior Ambassador Program has been one of the main highlights of my Junior and Senior year. I have been so used to being on stage and being an usher has taught me the importance and value of serving others. I am grateful for the experiences from this program that have shown me how I can serve my own community."

# COMPONENTS OF THE PROGRAM



## Orientation and Training

Before serving your first shift as a volunteer usher, you will receive professional training from our seasoned Front of House staff, as well as a formal orientation around the program's expectations and protocol.

## Volunteer Ushering

Once training is complete, Junior Ambassadors are required to serve as a volunteer usher once per month from October to April, for a total of six or more usher shifts. You can choose your own schedule of shows, including Broadway tours, resident company performances, exclusive concerts, or even community events! Generally, each usher shift is approximately 4 hours, and usually nights or weekends – perfect for a student schedule!

## Monthly Seminars

All students will be required to attend at least 5 of the 7 seminars held at the beginning of each month. Seminars are typically held one Saturday of each month, and generally last between 90 minutes to 2 hours. Topics will include **customer service, audience engagement, fundraising, mentorship, and networking, diversity on and off stage, and executive leadership in the arts.**

## Mid Year Social

Blumenthal's Education Department hosts a party for our Junior Ambassadors to socialize, have fun, and get to know each other! Typically in January, our last few socials have included food, games, contests, icebreakers, and team building activities.

## Annual Year-End Banquet

Each year, our JA's are treated to an awards banquet where they are honored for their service as a Junior Ambassador. Each student receives a certificate of completion, and you and a guest are invited to enjoy a delicious dinner!

## Scholarship Awards

At our Annual Banquet, 4 students receive modest scholarship awards to be used towards college expenses. These scholarships are exclusive to the Junior Ambassadors cohort!

## IMPORTANT DATES

DATES	EVENT
<ul style="list-style-type: none"> <li>• July 12</li> <li>• September 4</li> <li>• <b>September 21</b></li> <li>• October - April</li> <li>• January 4</li> <li>• Week of April 21 - April 25</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Returning Students Application Deadline</b> <ul style="list-style-type: none"> <li>◦ <i>must resubmit full application packet minus letter of recommendation</i></li> </ul> </li> <li>• <b>New Student Application Deadline</b></li> <li>• <b>Orientation and Training *Mandatory*</b></li> <li>• <b>Monthly commitment of seminars (one Saturday per month) as well as volunteer ushering assignments</b></li> <li>• <b>Mid-Year Social</b></li> <li>• <b>End of Year Awards Banquet</b> <ul style="list-style-type: none"> <li>◦ <i>one evening only</i></li> </ul> </li> </ul>

## SEMINAR OPPORTUNITIES

### **“A View from the Top” - Executive Leadership in the Arts**

Navigating COVID, budgets, revenue, strategic planning and donor relations are only a few of the areas that feed into decision making at the top. In this seminar, you will hear from Blumenthal CEO, Tom Gabbard, and a small panel of invited NC arts non-profit leaders on the role and responsibilities of a president or executive director at their respective organizations and key objectives for 2024 and beyond.

### **“Beyond Your School Play” - PAC Education and Audience Engagement**

A schoolteacher is not your only career path with a theater education degree. In this seminar, students will hear from the BPA Education staff as they highlight examples of jobs and opportunities in arts education, audience engagement and community outreach. They will highlight roles on other PAC Education teams across the Broadway League network and may patch in a few special guests to join the discussion.

### **“Giving Good Phone” - A Crash Course on Customer Service**

In this seminar, our Ticketing staff will unpack some best practices to deliver top notch customer service that you can use to strengthen your abilities as a young professional. Experience with customer service is a highly transferable skill and can help boost a student’s confidence. Working on your customer service skills helps develop your lifelong sense of work ethic, plus helps in overcoming timidity in conversations with public facing jobs.

# SEMINAR OPPORTUNITIES

## **“Be an Arts Ally” - Diversity On & Off Stage**

Hear from the leadership of Diversity On and Off Stage, a collective of artists and arts leaders doing the work to ensure equitable, just, and inclusive practices in the arts in Charlotte and beyond. In response to the racially motivated killings of the past few years, this group came together in 2020 for a different type of uprising. They work to give BIPOC artists a place to air their grievances, network, and create a sense of community. Since then, their efforts have continued to amplify the voices of BIPOC artists as we return to gathering in person. The work of ally-ship is not just for established artists. Learn how you can promote anti-racism in the arts and in your own schools and communities.

## **“Net(Work) It Out!” - Mentorships & Networking for Success**

Learn how to build and maintain successful and authentic relationships for your future career track! Whether actor, technician, or admin, students will learn tactics for networking and seeking out mentors led by Special Programs Manager, Tommy Prudenti and a guest speaker from Pink Mentor Network. Come explore how to curate a mentor-mentee relationship that is personal and helps to build on your individual framework, mindset and community.

## **“All About the Benjamins” - Fundraising & Finance in Arts Non-Profit**

Money makes the world go round... and fundraising is essential for any non-profit organization. But fundraising is not a one size fits all and there are a multitude of strategies and tactics depending on the constituents, donor incentives or revenue goals, some of which are even tied to special events or parties. Students will hear from some staff from BPA's Development & Accounting teams on the 'tips of the trade' when it comes to "bringing home the bacon" with earned and contributed revenue streams for an arts non-profit.

## **“The Green Room” - Artists & the “In-Between” Gigs**

Whether acting, directing or designing, most working in the "gig economy" will have to lean on side-hustles in between shows or bookings. So, what does that look like - perhaps it's teaching, coaching, fitness or even some restaurant work? In this seminar, students will hear from a panel of working Broadway professionals who have found both creative and not-so-creative side projects for when their artistic load is a little bit lighter.

*\*Please note that the specific schedule of seminars is contingent upon availability of instructors and Blumenthal staff. Seminars will usually be held the first weekend of every month, and students will be given ample notice of content, guest instructors, and any relevant updates.\**



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