



Regional Studies Association

RSA Ambassador Guidelines

Rationale

The Regional Studies Association is a leading and impactful community at the forefront of policy debates and the analysis of regional issues. The Association stimulates the exchange of experience and ideas within a global and interdisciplinary forum by maintaining a strong and influential network of individuals and organisations. As a membership-based organisation, an important strength of the Association is the degree to which members participate and contribute to our work.

The Association continues to grow its global presence by further growing its network of Ambassadors, UK regional Branches, country Sections and transnational Divisions. These territorial networks promote the aims of the Association in their territorial setting.

Ambassador role

The key functions of an RSA Ambassador are:

- To promote the RSA and its activities in their territory;
- To be the point of contact for enquiries from within the territory and from outside regarding their territory;
- To share information on current regional policy in their territory.

In detail, ambassadors are encouraged:

- To provide a short profile (up to 300 words) to announce the appointment in *Regions* and via the RSA's social media;
- To provide a one-page report to the Association's membership magazine *Regions* on regional development and policy in their territory (up to 900 words);
- To participate in the annual RSA Ambassador's meeting (held once a year as part of the Association's Annual Conference). A reduced conference attendance fee will be available to attend the RSA's Annual Conference. Please note that discounts will only be available to RSA Ambassadors who are up to date on the delivery of their responsibilities;
- To complete an RSA website profile including a photo, organisational contact details, a welcome note or video message in the language of the country represented;
- To promote RSA events, funding schemes, membership, publications etc to the territorial networks (marketing materials will be provided by the RSA Office);
- To interact with regional studies and regional science academics, policy makers and practitioners to promote the RSA in the territory;
- To engage with current and lapsed RSA members in the territory;
- To provide feedback to the RSA Office on growth opportunities for the Association in their territory;

- To organise events which engage the existing members in the territory and encourage new members to join. Some funding from the RSA might be available for this purpose;
- To publish a short summary of current regional policy in their countries (300-400 words) in the RSA blog.

Please note that the RSA Ambassadors have an organisational role and the position does *not* involve representing views on substantive regional issues on behalf of the Association in the national context.

Ambassador recognition

An RSA Ambassador role is an esteem factor as ambassadors are part of a high profile network of territorial RSA representatives. In addition, Ambassadors are recognised in the following ways:

- RSA Ambassadors and territorial Chairs are listed in the RSA's academic journals;
- Ambassadors receive a certificate when appointed;
- Ambassadors will be recognisable via a colour coded strip or special ribbon on the conference badge during RSA events;
- Ambassadors receive a reduced conference fee for the RSA's Annual Conference;
- Ambassadors have the opportunity to exchange ideas with other Ambassadors at the annual Ambassadors' meeting which takes place during the RSA's Annual Conference;
- Ambassadors have their own profile page on the RSA website.

Application

- RSA Ambassadors are required to be members of the Association throughout the duration of their appointment and all types of membership are welcome;
- RSA Ambassadors' positions are not exclusive. If several representatives have been appointed in the same territory their activities must be coordinated to ensure efficiency;
- To apply for the role of an RSA Ambassador, please submit the following by email:
 - your CV;
 - a cover letter outlining why you wish to be an RSA Ambassador;
 - a plan of no more than three pages on the actions you will undertake to promote the RSA in your country/area over the next 2 years, including rough timelines; and
 - a written reference by a senior figure from your field of study or work.
- Applications can be submitted at any time during the year to Suede Stanton-Drudy at suede@regionalstudies.org.

Appointments

RSA Ambassadors are appointed for a period of up to three years by the Association's Board on the basis of recommendations made by the International Territorial Networks Committee.

RSA Ambassadors are appointed by the Board and, subject to performance review, the Board may end the appointment at its sole discretion.

After these three years, Ambassadors will submit a report outlining their efforts undertaken to promote and grow the Association in their territory. This report will then be reviewed by the International Territorial Networks Committee. If deemed satisfactory, the Ambassador's appointment can be extended for a further three years.