



CEB Student Ambassador Handbook

Everything You Need for a
Successful School Year



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Welcome Aboard – Let's Make This Year Great!

We're so excited to have you as part of the CEB Student Rep Ambassador Program! Your energy, creativity, and unique presence on campus are what make this program truly impactful. As a CEB rep, you're not just promoting helpful resources — you're becoming a key part of a growing, statewide community dedicated to student success.

By helping your peers discover tools like AccessLaw, you're supporting academic achievement, professional development, and real-world legal readiness. Your voice on the ground — whether it's through tabling, social media, or events — helps us meet students where they are and make legal research more approachable and useful.

You're also joining a network of student ambassadors across **11 California law schools**, including:

- UCLA
- USC
- UC Berkeley
- UC Davis
- UC Law SF
- UC Irvine
- Santa Clara
- Pepperdine
- USD
- Southwestern
- Chapman University

One of the most powerful parts of this program is the ability to **collaborate, connect, and learn from each other**. You'll have access to a dedicated Slack channel with real-time metrics and open conversation between reps — a space to share wins, ask questions, get inspired, and borrow ideas from peers facing the same challenges and opportunities you are.

Expect swag, fun, and support — and know that our team is here every step of the way. Whether you're planning an event, crafting a post, or want feedback on what's worked for others, don't hesitate to reach out. We also *love feedback* — your insights help us improve and make the program even stronger for future reps.

Thank you for being part of this mission. We can't wait to see what you accomplish this year. Here's to a successful, fun, and fulfilling school year ahead.

Let's make this year impactful — together!

— The CEB Team

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QUICK START CHECKLIST

- ☐ [Join the Slack channel](#)
- ☐ Follow CEB on TikTok & LinkedIn
- ☐ Introduce yourself in Slack
- ☐ Post an intro or promo to your personal social media
- ☐ Review your swag and grab your go-to talking points
- ☐ Create your CEB presentation and submit it to the Slack channel
- ☐ Schedule your first tabling or event
- ☐ Share feedback with us or ask questions in Slack



MONTHLY EXPECTATIONS

Build your own momentum. Make your mark.

While you have the freedom to make this program your own, the calendar below outlines the **bare minimum expectations**. This will help you establish a strong and consistent presence on campus, but we *highly encourage* you to go beyond it — pitch your own ideas, propose new events, and collaborate with other student organizations and departments throughout the year. The more creative and active you are, the greater your impact!

Part of this role is showing up consistently — we ask that you table for **3–5 hours per week**. If you ever need to deviate from this, just let us know **at least one week in advance**. We're flexible — but communication is key!

AUGUST

- Meet with Griffin to set semester goals
- Reach out to your school's admin to confirm all tabling policies and requirements
- Introduce yourself to law librarians in your role as a CEB Student Rep
- Email the 1L Legal Research & Writing faculty to request a few minutes to pop into each section and promote AccessLaw
- Confirm your first few tabling dates and gather all materials needed to hit the ground running

SEPTEMBER

- Host a "Coffee & Doughnuts with CEB" tabling session — a casual way to engage students early in the semester

OCTOBER

- Deliver a catered **Introduction to CEB** lunchtime presentation
- Mid-semester check-in with Griffin to discuss feedback and goals

NOVEMBER

- Partner with a student organization of your choice to co-host a tabling session or event
- Host a "Good Luck with Finals" tabling session with sweet treats



DECEMBER

- Final semester review with Griffin
- Share your story on social media: what worked, what you learned, and what you'd recommend to future reps

JANUARY

- Kick off the new semester with a goal-setting meeting with Griffin
- Host a **gift card raffle registration drive** to boost awareness and AccessLaw sign-ups

FEBRUARY

- Present a catered **Summer Success with CEB** session focused on practical skills and summer prep

MARCH

- Mid-semester review with Griffin
- Partner with another student org for spring tabling or programming

APRIL

- Host a "Finals Fuel" coffee tabling session
- End-of-semester review with Griffin



EVENT REQUIREMENTS

To ensure events are well-supported and run smoothly, please follow the steps below for each hosted event or presentation:

- Submit an Event Request Form at least 2 weeks before the event date
- One week before: Create and post a flyer around campus
 - Include: event time, date, topic, location, and food being served
 - Promote on social media (CEB will assist with this)
 - Pro tip: ask for RSVPs via QR code or link to estimate food needs
- Set the Scene: Use your CEB banner and swag to represent proudly!
- Take photos to post on social media and share with the CEB team
- During your presentation, pause midway to guide attendees through the AccessLaw registration process using a live slide
- Collect names and emails using a sign-in sheet
 - Transfer to Excel and send to Griffin within the same week
- Submit a Post-Event Report Form, including your attendance Excel sheet

TYPES OF EVENTS YOU CAN HOST

- Getting to know CEB and platform demo
- Coffee & Case Law: Free coffee and doughnuts for anyone who registers or shows proof of registration
- Tabling with info and swag
- Partner with another student org for a co-sponsored event
- Ideas of your own! You know your law school community the best and we encourage you to come to us throughout the year and pitch events/opportunities/ideas!



HOW TO TABLE ON CAMPUS

Tabling 101: How to Represent CEB Like a Pro

Tips:

- Coordinate with law school admin to ensure that you abide by all tabling rules and requirements
- Pick a high-traffic location: near the law library, student lounge, or popular coffee spot.
- Make sure to vary where and when you table.
- Use your social media to let students know where you're tabling the day before so they can come find you.
- Make sure that CEB banner and swag are on full display
- Use your swag to draw attention.
- Smile, introduce yourself, and ask: "Have you heard of CEB or AccessLaw yet?"
- Keep your computer and QR ready code ready for quick sign-ups.
- Walk student through registration using your computer.
- Make sure to remember that swag, food, and giveaways are for students who register or share their proof of registration.
- Always follow your school's rules for tabling.



TALKING POINTS CHEAT SHEET

- AccessLaw is completely free for students, faculty, and staff and provides free access to all CEB tools and your membership lasts throughout your studies and 18 months post-graduation
- CEB is trusted by real California attorneys — these are professional tools, now free to you. We also have resources on career development outside of the typical legal curriculum.
- We are committed to being an essential partner in every law student's journey—guiding you from your first day of law school, through your early years in practice, and beyond.
- We build resources on practice guides, legal research tools, on-demand legal education programs, a case law citator, and a California-specific legal feed called DailyNews, but also value content that you WON'T learn in law school that will help you master your first years as a practicing attorney.
- CEB is uniquely focused on California, specializing in the state's distinct case law, legal nuances, and challenges faced by California attorneys.
- LN and WL are research databases to help students find cases. CEB helps students apply the law. CEB teaches you how to win and how to shine in front of a partner and helps you to gain real-world know-how.
- Collaboration with 1,200+ Attorneys & Judges: Ensuring high-quality legal research, content, and an understanding of where our CA-based law students and attorneys are on their journey.



MONTHLY CHALLENGES

Your creativity and consistency deserve recognition.

Throughout the school year, we'll be throwing down a new challenge each month — designed to keep things fun, encourage friendly competition, and spotlight your impact. These are completely optional but highly encouraged. Winners will receive either a \$50 or \$100 gift card, depending on the effort required.

Most challenges can be tracked automatically but be sure to communicate your submissions and tag us in your efforts. Prizes will be awarded monthly with a leaderboard shared on Slack.

We're excited to see what you can do — and yes, you can win more than once!

August: Suggest tabling events themes or unique ideas you have for your personal program in the Slack chat. Ideas incorporated into the calendar are entered to win. | Prize: \$100 gift card

Swag in the Wild - Photo contest for the best creative use or placement of CEB swag on campus | Prize: \$50 gift card

September: Most registrations from monthly tabling event. | Prize: \$50 gift card for the most creative setup and outreach

October: Highest attendance at a CEB Lunch & Learn presentation. } Prize: \$100 gift card

November: Highest attendance at a co-partnered event. | Prize: \$100 gift card

December: Most new LinkedIn followers driven to the CEB Academic page | Prize: \$50 gift card

January: Most submissions in raffle event. | Prize: \$50 gift card

February: Highest attendance at Summer Success with CEB session. | Prize: \$100 gift card

March: Most new TikTok followers on the @CEBAcademicSolutions TikTok account | Prize: \$100 gift card

April: Highest email signups driven by tabling event. | Prize: \$50 gift card

Most Valuable Rep (MVR) Award

Based on total engagement, creativity, and collaboration throughout the year. | Prize: \$100 gift card + CEB recognition across social channels

Ongoing Challenges (Year-Round)

- Anyone who creates 3 TikTok videos (submitted via B-clips or fully edited) will automatically receive a \$50 gift card. Refer to the "Social Media Ideas" page for inspiration and formats. Videos will be posted on the CEB Academic TikTok page, and are not required to be posted on your personal accounts.
- Anyone who writes a Daily News article selected for publication automatically wins a \$50 gift card.



EXAMPLE SOCIAL MEDIA POSTS

Your social media pages and presence is yours, and we can't force you to use it for CEB promotion. That said, if you are comfortable using your network to enhance CEB's awareness and reach, which is highly recommended, we want to make it as easy for you as possible. We will share CEB's relevant social media posts on the Slack channel in real-time so you can repost what you find valuable, and we've also built a repertoire of posts and graphics for you to use on your own. Posts that you create will also be shared to the CEB Academic's LinkedIn and TikTok accounts.

- **LinkedIn Generic Registration Post:**

"Law school is hard — CEB's AccessLaw makes it easier. Use CEB's tools to crush your outlines and prep with confidence. DM me for your free student access code. 📖 📱 #LawSchoolHack #CEBStudentRep"

- **LinkedIn Table Promo Post:**

"Free legal research tools? Yes, please. AccessLaw by CEB has your back with outlines, casebooks, and more. If you're at [Your School Name], stop by my table next week or message me for access info!"

- **LinkedIn Testimonial Post:**

"Law school is tough — but AccessLaw by CEB makes it a whole lot easier. I personally love it because it gives me free access to outlines, casebooks, practice guides, and real legal research tools that actual attorneys use in California. It's helped me feel more confident in class and more prepared for finals.

Plus, it's 100% free for law students. No catch. No credit card. Just resources that actually help.

If you're at [School Name], I'm your campus rep — and I'd love to help you get started. DM me or stop by my next table for access info and free swag! 🙌 📖 📱"

List of relevant hashtags

- #AccessLaw
- #CEBStudentRep
- #LawSchoolLife
- #LawStudentTools



TikTok Video Ideas

- **POV: Day in the Life of a CEB Student Ambassador** - Record a behind-the-scenes look at your day — setting up your tabling station, handing out swag, chatting with students, and explaining what CEB/AccessLaw is all about.
- **What I Wish I Knew as a 1L** - Share tips you would give to new law students — and naturally work in how AccessLaw and CEB helped you study smarter, not harder.
- **“AccessLaw in 30 Seconds” Challenge** - Quickly explain what AccessLaw is, who it’s for, and how to sign up — the goal is to keep it under 30 seconds for fast engagement.
- **My Study Routine With AccessLaw** - Show a “before” version of a chaotic study session vs. an “after” version with AccessLaw open, using outlines, secondary sources, or practitioner tools to study efficiently.
- **Why I Became a CEB Rep** - Talk directly to the camera and share your motivation for joining the program, what it’s taught you, and how it’s helped your legal education or career goals.
- **Unboxing My CEB Swag + Tabling Tips** - Do a fun unboxing of your CEB swag kit, followed by a few quick tips on how you use the items during tabling (flyers, stickers, banner setup, etc.).
- **Study With Me: Research Edition** - Record a quiet, aesthetic “study with me” video using AccessLaw to research a topic or prep for class — show screen snippets or book overlays if allowed.
- **CEB Mythbusting** - Address common misconceptions (e.g., “I thought CEB was just for practicing attorneys”, or “There are so many research tools, I didn’t think CEB could be different, but...”) and explain it’s benefits to students.
- **Law School Starter Pack (with CEB)** - Create a “starter pack” video for surviving 1L — law books, highlighters, coffee, and of course, CEB for research and outlines.
- **Partner Org Crossover Event Hype Video** - Create a 10–15 second promo with a co-hosting student org to hype up an upcoming event — bonus points if you include both logos and food pics!

LIST OF SWAG



1-800-232-3444



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- ☐ CEB Hat
- ☐ CEB travel mug
- ☐ 5-Prong Highlighters
- ☐ Journals
- ☐ Powerbank
- ☐ Hand Sanitizer
- ☐ Koozie Can Cooler
- ☐ Charging Cable
- ☐ Pen
- ☐ Flyers with QR codes – keep these stocked
- ☐ CEB tote bag – use it on campus to help market the brand!
- ☐ Info cards with your rep info + sign-up instructions



SLACK CHANNEL QUICK START GUIDE AND OVERVIEW

Stay connected. Stay accountable. Stay inspired.

This private Slack channel is your home base as a CEB Student Rep. It's where all of our ambassadors across California law schools connect, share ideas, ask questions, and celebrate wins.

Why Slack Matters:

- Ask quick questions and get fast support
- Share what's working on your campus (or what's not)
- Learn from other reps and borrow successful ideas
- Post photos, tips, and takeaways from your events
- Access real-time metrics on sign-ups, engagement, and outreach

Your Slack Responsibilities:

Because our team can't be physically present on your campus, Slack is how we stay in the loop. To help us support you – and to maintain program accountability – we ask that you:

- Post in Slack every time you table on campus
- Share updates and photos from every event you host or attend
- Upload your flyers, social media content, and event recaps
- Tag Griffin or the CEB team if you need support or ideas
- Celebrate your wins – even small ones! They inspire others

This space is designed to be collaborative, not performative. The more you share, the more we all grow together.

Join Now:

Scan the QR code below to access the Slack channel and introduce yourself to the community!



What you will find in our Slack channel:

- ☐ Feedback from your peers – what events, presentations, social posts are working and not working so you can learn from each other
- ☐ Real-time metrics on performance
- ☐ Chat with each other – ask questions, share tips and resources
- ☐ CEB social posts that you can reuse easily!
- ☐ CEB and program updates



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IMPACT METRICS OVERVIEW (WHAT SUCCESS LOOKS LIKE)

What we will track

- Sign-ups
- QR scans
- Event attendance
- Social reach and performance
- Newsletter signups
- Email lists
- Social media follows via unique codes



FORMS

Request for Event form

Pre Event Form

Post Event Form

Event Sign Up Sheet



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CEB Pre-Event Request Form

Event Title:

Proposed Date and Time:

Location:

Brief Description of Event:

Estimated Attendance:

Estimated Number of New Registrations:

CEB's Role in the Event:

Student Rep Name:

Partnering Student Organization (if any):

Food Request (Type & Vendor & Phone Number):

Preferred Food Delivery Time:

Estimated Cost:

Marketing/Promotion Plan:

Additional Notes:



CEB Post-Event Summary Form

Event Title:

Date of Event:

Location:

Student Rep Name:

Partnering Organization (if any):

Estimated Total Attendance:

Number of New AccessLaw Registrations (from sign-in):

Overview of How the Event Went (What worked well? What could be improved?):

Photos Taken (Y/N): If Yes, please upload and share with Griffin.

Was a registration slide used during the presentation? (Y/N):

Any Additional Feedback or Recommendations:



CEB Event Sign-In Sheet

Event Title:

Date:

Location:

School Name:

Hosted by (Student Rep Name):

Please print clearly.

Full Name

Email Address

Year in School (1L, 2L, etc.)



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CEB Student Rep Partnership Request Form

Please complete this form at least 2 weeks prior to your proposed event date. This will help ensure your event is well-coordinated and approved in time for promotion, food orders, and materials.

1. Partnering Student Organization

2. Event Title and Brief Description

3. Event Date and Time

4. Event Location

5. Estimated Attendance

6. Estimated CEB Registrations from Event

7. CEB's Role at the Event

8. Food Order Request

9. Requested Food Delivery Time

10. Estimated Total Cost

11. Partner Org Listserv Requirement

☐ I confirm that the partnering organization will circulate the CEB registration link to their student listserv at least once prior to the event with a strong recommendation to register in advance or on-site.

12. Additional Notes or Needs





Here's to a great year!



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