

“Not the Average College Student”

Naomi Larowe, better known as “Niner Naomi” for her involvement in the Undergraduate Admissions Social Media Ambassador program and experience as a Niner Guide for the university of North Carolina at Charlotte.

Niner Guides give tours to admitted students and prospective freshman at UNCC.

Larowe has been a Niner Guide for the last two semesters. She gives tours once or twice a week, and her tour groups generally contain about 15-25 people. The tours start in South Village and cover almost every section of the university by following a specific route.

Larowe joined the Niner Guides to improve her public speaking skills and build her resume. She also wanted to get acquainted with the Charlotte admissions team.

“It has been a way for me to share my love for my school,” said Larowe.

Larowe’s bubbly personality is perfect for the job, being a Niner Guide has helped her meet new people from campus and grow her circle.

Potential Niner Guides must train for an entire semester by shadowing current Niner Guides and partnering with them on tours. To test their knowledge, they are then evaluated by the Niner Guide Council and exec team.

“You learn facts about the school and what each college has to offer,” said Larowe.

Larowe has learned so much more about the history of UNCC than before her time as a Niner Guide, even current students ask her a lot of questions. However, it irritates her when undergraduate students interrupt her more personal tours with incoming students and their families.

She has received great feedback from her tours.

In fact, Larowe was left an online review that stated, “Naomi did such an outstanding job describing the parts of campus while also speaking to my small group on a personal level. She was very compassionate about showing me around campus, which made the tour that much more enjoyable.”

Larowe values her feedback and is motivated by this.

“I get up and go to a tour knowing that I may impact someone or persuade them to attend UNCC and recognize that I might have sold someone’s decision to come to college at all,” said Larowe.

The Niner Guides have also inspired her to become a Social Media Ambassador.

Her sorority sisters characterize Larowe as outgoing, creative, and friendly. These distinct qualities and her interest in creative design showed the team that she would do well in the program.

Larowe has always been interested in social media as she also manages her sorority's Instagram page. This led her to want to promote her university and the Charlotte lifestyle.

Her motive for applying as a Social Media Ambassador was to open the door for networking opportunities in hopes of earning a marketing internship for Charlotte admissions.

She has done everything in her power to showcase that she would be great for this role.

Additionally, Larowe has participated and organized multiple photo shoots for her sorority to ensure that she would be well-equipped for the internship.

As a mass media major, she appreciates good communication and planning. Therefore, miscommunication and disorganization bother her deeply.

"Sometimes I feel that my sorority makes my job disorganized and that is why I like working with admissions because it's well-planned and coordinated," said Larowe.

In Larowe's free time, she enjoys hanging out with both friends and her boyfriend between navigating her extracurriculars and being a full-time student.

Clearly, being a Social Media Ambassador was something that Larowe was meant for as she is so passionate about it, she even created her own filter to showcase her personal style.

She takes pride in being recognized as "Niner Naomi" around campus and among her peers.

As you stroll around the university, don't be surprised if you see Larowe introducing newly admitted students to the beautiful UNCC campus.