

First IMPRESSIONS

JOHN C. STENNIS INSTITUTE

VOLUNTEER VISITOR APPLICATION

"Secret Shopper" Participant Interest Form

Thank you for your interest in serving as a volunteer visitor for the First Impressions Program through the John C. Stennis Institute at Mississippi State University.

Volunteer visitors help communities experience an outside perspective by participating in unannounced community visits and providing thoughtful observations and feedback. Visitors may evaluate areas such as downtown districts, entryways, signage, local businesses, parks, public spaces, and the overall visitor experience.

Your participation helps communities identify strengths, opportunities, and practical next steps for improvement.

1. PARTICIPANT INFORMATION

Full Name _____
Preferred Name (if different) _____
Phone Number _____
Email Address _____
City/State of Residence _____
Current Occupation/Organization _____

2. VOLUNTEER INTEREST & EXPERIENCE

Which best describes your interest in participating? (Check all that apply)

- ☐ Community Development ☐ Economic Development ☐ Tourism
☐ Main Street/Downtown Development ☐ Leadership Development
☐ Civic Engagement ☐ Other: _____

Have you previously participated in a First Impressions visit?

- ☐ Yes ☐ No

If yes, please briefly describe:

3. TRAVEL AVAILABILITY

How far are you willing to travel for a community visit? (Check one)

- ☐ Up to 1 hour ☐ Up to 4 hours
☐ Up to 2 hours ☐ Overnight travel is acceptable

Please note: Travel is not reimbursable.



4. SCHEDULING PREFERENCES

What days are you generally available? (Check all that apply)

- ☐ Monday ☐ Tuesday ☐ Wednesday
☐ Thursday ☐ Friday

Preferred time for participation:

- ☐ Morning ☐ Afternoon ☐ Full Day



5. BACKGROUND & SKILLS

Please list any experience, skills, or community involvement that may be helpful during a First Impressions visit.



6. ADDITIONAL INFORMATION

Do you have any accommodations, accessibility needs, or travel limitations we should be aware of?



7. PARTICIPANT AGREEMENT

I understand that First Impressions visits are intended to provide communities with constructive and professional feedback from the perspective of a first time visitor. I agree to participate respectfully and professionally during any visit or related activities.

Signature: _____

Date: _____

Ready to Apply?

FILL OUT ONLINE!



Scan the QR code to complete this application online or learn more about the First Impressions Program.

QUESTIONS? CONTACT US!

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