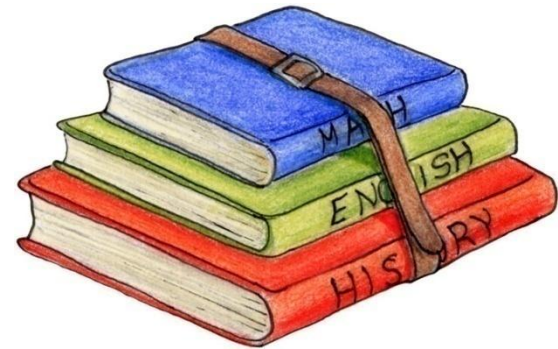




Connecting Lives, Sharing Cultures

# Representing AFS in High Schools: *School Relations and Presentations*



Presented by  
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# Focus of this Presentation

- What to research before approaching schools
- Communicating with educators
- “Nuts and bolts” of a school presentation
- Resources to support school presentations
- Representing AFS at other events: info nights, tabling events



# Why are School Presentations Important?

- Establish / maintain strong school connections that set AFS apart from other exchange programs
- Educator support is crucial in promoting AFS exchange programs
- Reach large amounts of potential AFS students, generate leads
- AFS has limited recruitment field staff

# Doing Your Research

- Complete the [“School Relations” online training module on Global Link](#) in the Online Learning Center under ‘Sending Courses’.
- AFS Staff and other local volunteers may have relationships/contacts at the school.
  - Consider reaching out to them before you make contact.
- Look-up schools in [Global Link](#) to find current and former AFSers (both sending & hosted students).
  - *Tip:* Include an AFSer in your presentation to make the presentation more dynamic.
- Reach out to promising schools new to the AFS network (Check [GreatSchools.Org](#) or [High-schools.com](#)).

# Finding Schools in Global Link

The screenshot shows the 'Global Link' search interface. The 'Search' menu on the left has 'Organization' selected. The main search area has the following filters:

- Org. Type: School
- Org. Sub Type: (empty)
- English Name: (empty)
- Native Name: (empty)
- Address: (empty)
- City: (empty)
- State: (empty)
- Zip: (empty)
- Phone Number: (empty)
- Max Results: 50
- Area Team: Milwaukee Area Team
- Region: (empty)
- Chapter or Unaffiliated Chapter: (empty)

Additional options include checkboxes for 'Count number of member', 'Count number of contact', and 'Count number of service'. There are buttons for 'Add Filter', 'Load Pre-defined Filters', 'Save As Pre-defined Filters', 'Search', 'Export to Excel', 'Export ContactLog', and 'Batch Process'. A note states: "Show All" will work for Export only. On-screen result is limited to 2000 records.

**Record(s) Found : 77** [\[Click here to show total number of records matching these search criteria\]](#)

No.	IOC	Org. Ref.	Organization Name	Org. Type	Org. Sub Type	Chapter	Address
1	USA	H0003043	Alexander Hamilton High School	School			6215 WEST WARNIMONT AVE. , Milwaukee , WI, 53220
2	USA	H0005209	Bay View High School	School		CUDAHY AFS CHAPTER	2751 S. Lenox St. , Milwaukee , WI, 53110

Under 'Organization' search for 'School' by Area Team

# Finding Sent / Hosted Students

## Organization : Cedarburg High School

Contact Log (1)	Extras	Affiliated Persons (5/5)
Sent Pax. (21)	Hosted Pax. (27)	Host Family (0)
Charter Application	Quality Assessment	Zip Code Assignment
School Description		
History Log	Find Duplicate	

View Names and service cases of both Sent and Hosted students. Identify potential contacts through "Affiliated Persons" section. Leave a contact in the log if you reach out to the school.

### Organization Detail

#### Information :

Invisible to Volunteer  Yes  No

IOC Code	Native Name	English Name	Organization Ref.
USA	Cedarburg High School	Cedarburg High School	H0001392
Type	Region	Area Team	Chapter or Unaffiliated Chapter
School	Chicago Region	Milwaukee Area Team	CEDARBURG AFS CHA
Native Sub Type	English Sub Type	Contact Person	Language of Communication
		Ms. Maureen Gibson	English
Phone Number	Fax Number	E-mail Address	Website
2623766200	2623766210		http://www.cedarburg.k12.w
International Airport	Domestic Airport1	Domestic Airport2	Host Distribution Site
Additional Detail ( Native language )	Additional Detail ( English )		
	MRS. MARSHA ROSELLS		

# Finding School Contacts

**Search**

Person

Organization

Service Case

Affiliation

Activity (USA)

**Incoming Info From Customer**

Lead (Inquiry)

Participant Application

Host Family Application

Reference Forms

Alumni Registration

**Incoming Info From Partner**

Hosted Participant

Placement of SentPax

**Chapter Matrix Management**

Chapter Matrix - Hosting

**Reports**

**Miscellaneous**

Monthly Contact

Finance and Payment

School / CPO

Host Country Activity Waiver

**E-mail Notification**

Outgoing E-mails Log

Local Settings

**Help**

Program Code

## Organization : Affiliated Person- Cedarburg High School

Contact Log (1)	Extras	Affiliated Persons (5/5)
Sent Pax. (33)	Hosted Pax. (3/30)	Host Family
Charter Management		
Quality Assessment	Zip Code Assignment	Dashboard
School Description	Generate Form E (.pdf)	
History Log	Find Duplicate	
Org.info	Chapters	Schools

Organization Name	Organization Ref	Type	Status
Cedarburg High School	H0001392	School	Active

Affiliation Type    Affiliation Status

      
 New Affiliated Person   
 Show All

No.	Family Name	Given Name	Affiliation Type	Volunteer Registration Status
1	Gibson	Maureen	Department Chair	
2	Gibson	Maureen	Sending Contact	
3	Kobylski	Robert	Hosting Contact	
4	Lowery	Jay	Foreign Language Teacher	
5	Schoenknecht	Kathy	School Staff	

The Affiliated Persons section lists potential AFS school contacts and volunteers associated with the school. Before making contact, check the school's website to see if the information is current.

# Adding School Contacts

**Search**

Person

Organization

Service Case

Affiliation

Activity (USA)

**Incoming Info From Customer**

Lead (Inquiry)

Participant Application

Host Family Application

Reference Forms

Alumni Registration

**Incoming Info From Partner**

Hosted Participant

Placement of SentPax

**Chapter Matrix Management**

Chapter Matrix - Hosting

**Reports**

**Miscellaneous**

Monthly Contact

Finance and Payment

School / CPO

Host Country Activity Waiver

**E-mail Notification**

Outgoing E-mails Log

**Local Settings**

**Help**

Program Code

Program Duration

Program Content

Program Hemisphere

## School Description - Cedarburg High School

Contact Log (1)	Extras	Affiliated Persons (5/5)
Sent Pax. (33)	Hosted Pax. (3/30)	Host Family
Charter Management		
Quality Assessment	Zip Code Assignment	Dashboard
<b>School Description</b>	Generate Form E (.pdf)	
History Log	Find Duplicate	
Org.Info	Chapters	Schools

Organization Name	Organization Ref	Type	Status
Cedarburg High School	H0001392	USA	Active

[\[Print this form\]](#)

**School Description Detail**

**1. English Name of School:** Cedarburg High School      **Native Name of School:** Cedarburg High School

**Principal:**      **Title:**       **First Name:**       **Last Name:**       **Email:**

**Contact Person:**       [\[?\]](#)      [\[Delete\]](#)

**2.Address**      W68 N611 Evergreen Blvd Cedarburg WI 53012

**Telephone** 2623766200      **Fax.** 2623766210

**3. School Hosting Contact:**      **Title:**       **First Name:**       **Last Name:**       **Email:**

**School Sending Contact:**      **Title:**       **First Name:**       **Last Name:**       **Email:**

**Hosting Volunteer Contact:**      **Title:**       **First Name:**       **Last Name:**       **Email:**

**Sending Volunteer Contact:**      **Title:**       **First Name:**       **Last Name:**       **Email:**

**AFS Champion:**      **Title:**       **First Name:**       **Last Name:**       **Email:**

**World languages Dept Chair:**      **Title:**       **First Name:**       **Last Name:**       **Email:**

Under the School Description section, volunteers and staff can add information about the school including various school contacts for Sending and Hosting, start and end dates, languages offered, etc.

# Doing Your Research

- **Look at school calendar for scheduling**
  - Holidays & Spring Break
  - Testing Schedules
  - Opportunities / Fairs
  
- **Consider AFS Program Deadlines**
  - Average minimum time needed to complete the AFS application: 2 weeks
  - Look at program deadlines and work backward

# Key Considerations



- What level of support is there at this school for study abroad?
- Do our competitors have a relationship with this school?
- Meeting with school counselors beforehand can help identify barriers students might face (ex. obtaining academic credit).
  - Returnees can often be a great resource for issues like getting academic credit.

# Private Schools

- Private schools may want you to focus only on summer and gap year programs so they don't lose student tuition money.
- However, many private schools have summer opportunities fairs and other events where AFS could have a table.
- Sometimes private schools are more lenient about giving academic credit for study abroad programs than public schools.
- Check our [privateschoolreview.com](https://privateschoolreview.com) to learn more about private schools in your area.

# Find your AFS Champion!

Building a strong connection with the right person at a school makes all the difference.



- Find someone who truly supports AFS programs.
- Identify language teachers and school counselors.
- You may also want to connect with language and international club advisors.

# Reaching Out to Educators

- Send a personalized email mentioning your experience with AFS and any connection you have with the school / district. Our [email template](#) can help you get started.
- Share how AFS has impacted your life.
- Describe some positive attributes of AFS.
- Let them know you are flexible and can tailor the presentation to suit their needs.
- You may also want to mention scholarships.

# Making Contact

- **Send email first and follow up with voicemail** (or vice-versa).
- Let them know you will follow up again, which may encourage them to respond.
- Practice so you sound confident, friendly and articulate.
- Be sure to introduce yourself and build a relationship with any “gate keepers” who answer so they will be helpful next time you call.



# Presentation Venues

- **Classroom:** There is a [PowerPoint template](#) designed for a 45-minute class period. It can be tailored for different audiences and presentation lengths.
- **Assembly:** If you have the opportunity, combine numerous classes into an auditorium space.
- **Counseling Office:** Work with guidance counselors to arrange presentations in the counseling office.
- **Materials Drop Off:** Make sure all educators you come into contact with receive an educators packet which you can [order](#) through the [AFS Wiki](#).



# Presentation Logistics

- Use [Google Maps](#) and get good directions.
- Bring along [materials](#), including school packets.
- Plan with teacher ahead of time to have the technology set-up you need (e.g. digital projector, laptop, etc.).
- Follow proper security protocol at front desk.
- Dress appropriately for the school – usually “business casual.”
- Get names of the people you meet, ask prudent questions, present your business card.
- Thank-you card or email, especially for key schools.

# Keeping Students Engaged

- Incorporate anecdotes, personal photos, videos, etc (your own or others).
- Bring global educational activities (photo quiz, mini language lesson, foods from around the world).
- Cover intercultural concepts (iceberg metaphor for culture, stereotypes versus generalizations, etc).
- Involve hosted students and/or returnees in your presentations.
- Ask THEM questions!

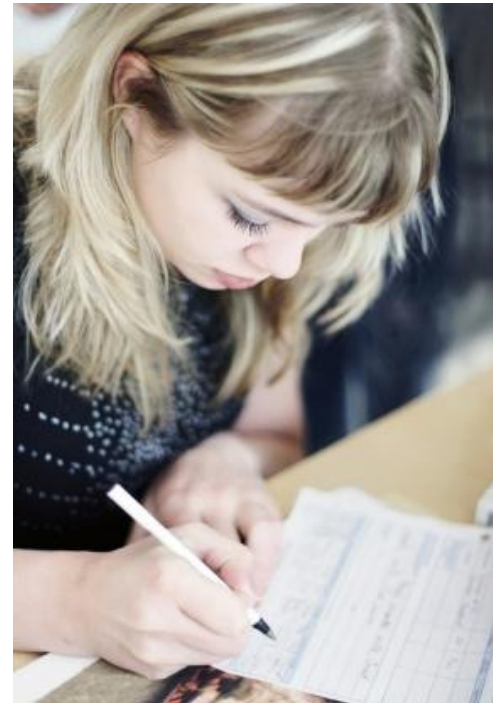


# Things to Remember as a Presenter

- Engage multiple learning styles; make it interactive and fun.
- Don't oversell, but also don't sell AFS short.
- Adapt the presentation for your audience, venue, and time constraints.
- Don't get too stressed. Even your "poorest presentation" will still pique the interest of students who are really interested / really right for an AFS Program!

# You Have Their Interest, Now What?

- Ask interested students to fill out a [Lead Card](#).
- Type up leads into the [Lead Management Spreadsheet](#).
- Submit spreadsheet to [afsinfo@afs.org](mailto:afsinfo@afs.org).
- Follow up with interested students and invite them to a future, [local AFS event](#) / [informational event](#).



# Representing AFS at Other Events

- Table at college fairs or summer opportunities fairs (many in Jan-March).
- Attract students already interested in educational opportunities / study abroad.
- Rather than interest cards, use sign-in sheet or have a laptop with a lead spreadsheet open and ready for inputting information.

# Hold an AFS Informational Event

- Invite leads from your recent school presentations or tabling events.
- Encourage students to bring their parents.
- Conduct with local returnee and/or another volunteer.
- [Post event on AFS website](#) so that it goes out to all leads in the system.
- Check the AFS Wiki for [best practices for Info Nights](#).

# Questions?



# Thank You!

