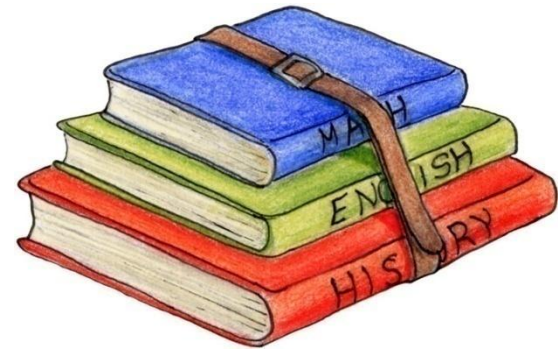




Representing AFS in High Schools: *School Relations and Presentations*



Connecting Lives, Sharing Cultures

Focus of this Presentation

- What to research before approaching schools.
- Communicating with educators.
- Nuts and bolts of a school presentation.
- Representing AFS at other events: info nights, tabling events.
- Some considerations for promoting Summer and Winter Programs.



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 no longer has 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

Program Module | **Global Link** | Local Extension | Resources

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

Travel Module

- Travel Plan
- Travel Item
- Travel Notification
- Travel Activity Code
- Pre-defined Values

Miscellaneous

- Monthly Contact
- Finance and Payment School / CPO
- Host Country Activity Waiver

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

Note: "Show All" will work for Export only. On-screen result is limited to 2000 records.

Count number of member Count number of contact Count number of service

More Filters

Add Filter | Load Pre-defined Filters | Save As Pre-defined Filters (Load/Save function is for USA and INT only)

Search | **Export to Excel** | **Export ContactLog** | **Batch Process**

Create New Organization | CPO Project Search

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 USA	Native Name Cedarburg High School	English Name Cedarburg High School	Organization Ref. H0001392
Type School	Region Go Chicago Region	Area Team Milwaukee Area Team	Chapter or Unaffiliated Chapter CEDARBURG AFS CHA
Native Sub Type	English Sub Type	Contact Person Ms. Maureen Gibson	Language of Communication English
Phone Number 2623766200	Fax Number 2623766210	E-mail Address	Website 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

Program Module Global Link Local Extension Resources

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

Organization : Affiliated Person- Cedarburg High School

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

Affiliation Type: All Affiliation Status: All

[Org. Info.](#) [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 contacts at the school who may be familiar with AFS. Before contacting them, search the school's website to see if their information is current.

Doing Your Research

- **Look at school calendar for scheduling**
 - 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 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 to learn more about private schools in your area.

Find your AFS Champion!

Connecting 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/or international clubs.

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.

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 an existing [PowerPoint template](#) designed for a 45-minute class period, but can be tailored for different audiences and presentation lengths.
- **Assembly:** If you have the opportunity, combine numerous classes into an auditorium space.
- **Counseling Office:** Have meeting with school counselor to discuss AFS programs.
- **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. projector, laptop, overhead projector).
- 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. Consider 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!

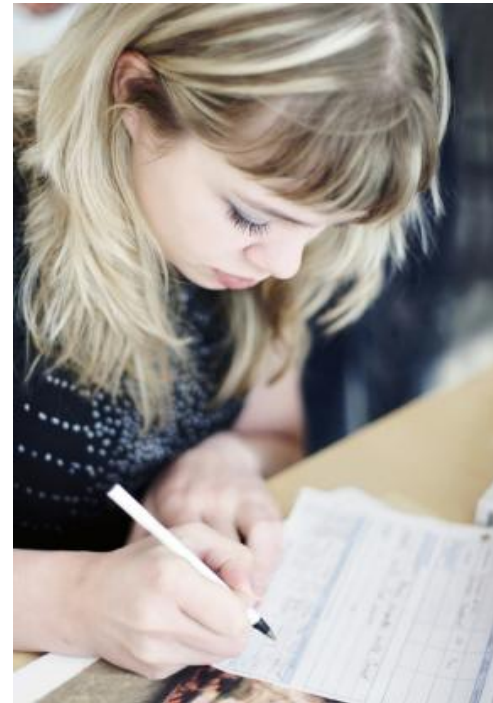


Things to Remember as a Presenter

- 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.
- 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 study abroad / educational opportunities.
- 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?

