



HONORS PROGRAM IN FOREIGN LANGUAGES

Promoting IUHPFL is mostly sharing of information with students. Returning alumni play a huge role in communicating the program's benefits. Schools new to the program may want to invite alumni from neighboring schools to speak/present in their classroom. A list of alumni can be made available by contacting IUHPFL office.

1. Promoting through Alumni

The most powerful recruitment tool are IUHPFL alumni. Students who recently returned from their study abroad experience of total immersion are full of enthusiasm and have much to share. They provide outstanding assistance promoting IUHPFL in the classroom.

Alumni Presentations at School

- Presentations can be made to current language classes of all levels at the high school (beginning, intermediate, advanced), language clubs, and/or even the entire student body if possible. These presentations should ideally happen in September or October.
- Presentations should include visual aids (pictures, videos, and memorabilia) and should cover the students' perceptions of the following aspects of the program: classes, Honor Code, host family experience, excursions, benefits of the program, application process, how to raise money to cover Program Fees, etc.
- Alumni should be encouraged to discuss how the program increased their proficiency in the language. Students should ask questions about IUHPFL and perhaps can even brainstorm questions about what they would want to know about the program before the presentation takes place.
- Presentations in electronic format could appear as links on the high school's world language department website.

Alumni Presenting at Middle Schools

- Presenting to middle school classrooms generates interest in the program in younger student populations. Presentations should include mainly visual aids and memorabilia appropriate for the student age group, and could perhaps be accompanied by a short lesson in the foreign language given by the alumni (i.e., lesson in numbers, colors, animals).

Alumni Presenting at Community Organizations

- Presenting to community organizations (i.e., Kiwanis Club, Rotary Club) with the intent to not only promote the program, but also to encourage community organizations to consider sponsoring future IUHPFL participants in their fundraising efforts.

Alumni Writing for the School Newspaper

- Alumni may write an article about their experience for the school, or they may address prospective students with a letter to the editor or presentation about their experience.

Cultural Sharing

- Preparing a cooking (or similar cultural) presentation for their foreign language classroom provides an entertaining glimpse into a new culture.
- Alumni can begin an IUHPFL Alumni Club at the high school, or perhaps a regional chapter

of an IUHPFL Alumni Club. If the school does not have a foreign language club, this may be another opportunity to extend foreign language learning.

- The IUHPFL website contains instructor blogs for more information.

2. Promoting IUHPFL by Sharing Information

IUHPFL materials

- IUHPFL materials such as posters, flyers and factsheets may be posted on designated IUHPFL bulletin boards at school that offer summer/extracurricular opportunities.
- 15 minutes of classroom or study hour could be used to watch the IUHPFL promotional video and student-made videos about IUHPFL.

School Newspaper

- Some teachers elect to write an article for the school newspaper or newsletter.

Personal Notes

- Personal notes to students who may be ideal candidates for IUHPFL (as early as their freshman year) provide encouragement to learn more.
- IUHPFL website provides much visual stimulation. Under "About the Program" students can browse photos, video, student stories as well as more detailed information.
- Students may follow IUHPFL on social media.

Meetings and Presentations

- Interested IUHPFL participants may attend an after-school meeting to which alumni from the region, former participants who are now high school teachers, or a representative of IUHPFL office could be invited to present.
- The online PowerPoint presentation explains the main points of the program such as language proficiency and maturity, potential credit hours saved and value of the program, as well as application process and requirements.

3. Promotion through Recognition

- Teachers and counselors may want to recognize IUHPFL participants at the school's end-of-year assembly or other similar event. This may encourage some students to think about the 'honor' involved in having participated in the program.

Teachers interested or experienced in promoting the program are encouraged to share ideas on how to promote IUHPFL to students by contacting the IUHPFL office.