Indiana University
Honors Program in Foreign Languages
FOR HIGH SCHOOL STUDENTS
111 S Jordan Ave
Bloomington, IN 47405-7799 – U.S.A.

May 2014

Dear IUHPFL High School Coordinators:

Greetings from the IUHPFL office!

You will be receiving a packet in the mail with materials for our spring mini-recruiting campaign! The packet you will receive includes the following:

- **Letter on our Spring Campaign.** Attached to this email you will find a revised letter that has been sent in our promotional packet explaining our motivation for having a spring campaign and how you as IUHPFL Coordinators can help.
- **IUHPFL Promotional Bookmarks** to be distributed to all foreign language students interested in the Program. The Self-Evaluation on the back asks students to consider a series of questions before taking the test to apply to the Program. All students interested in the IUHPFL should visit the [self-evaluation](#) on our website to assess the Program’s suitability to their goals and objectives.
- **IUHPFL Postcards** with dates, times, and locations for Testing Dates for this coming Fall!

**Next Steps**

Print out the “Agreement to Participate” — all schools are asked to provide basic information that will help us stay in touch with you throughout the IUHPFL 2014-2015 Program cycle. We are asking you to complete the Agreement to Participate in the Spring rather than the Fall so that we can adequately provide you with promotional materials this fall. Please return the completed form to us via e-mail, fax or U.S. mail by **June 15, 2014**.

Whether you have encouraged your foreign language students to participate in the IUHPFL in the past or are new to the Program, we encourage you to visit our [website](#). There you’ll find additional information, materials and ideas on how to promote the IUHPFL at your school and share the excitement and successes of study abroad. You will notice that there is an entire section dedicated to [high school teachers](#) that includes great resources for prospective IUHPFL students and parents.

Thank you for your continued support for the IUHPFL. As always, we look forward to answering your questions and working with you and your students.

Sincerely,

Stephanie

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Dear IUHPFL Coordinators:

This May, we are going to do something new and exciting from the IUHPFL office: a spring mini-recruiting campaign for the summer of 2015!

**WHY A SPRING CAMPAIGN?**

Our motivation for doing a small scale outreach for 2015 is twofold:

**Advance planning for students and teachers**

Since we already have the testing dates determined for next fall we can advertise that information earlier, which will help prospective participants and teachers to plan ahead when looking at their fall schedules. Teachers can begin advertising testing dates in their classrooms now while prospective students can block off dates on their calendars for testing. Testing dates can be found on our [website](#). Test registration will open in mid-August and close Thursday, September, 25, 2014.

**Encouraging students to begin saving money**

A little known secret is that IUHPFL is a self-funded Program. We do not receive any funds from Indiana University. This means that all Program costs (instruction, lodging, administration, etc.) are funded through students’ participation fees. This also means that our office must manage our budget efficiently to keep program costs reasonable. We are proud to say that from 2009-2014, our Program Fees have increased only by $150—however, as the cost of goods and services increase nearly every year, Program Fees must be consistently reassessed. Because we know that the Program Fees are substantial, we would like to begin encouraging students to save money towards the Program Fees as soon as possible. What a better time for students to roll up their sleeves and work to put money aside than summer!

*Please note that we are encouraging students to save money now by working extra shifts or picking up odd jobs, but not to fundraise.* It would be awkward for students to fundraise for the Program Fees before being accepted to participate.

**HOW CAN IUHPFL COORDINATORS HELP WITH THE SPRING CAMPAIGN?**

As IUHPFL Coordinators, you are our touch point for other world language teachers at your school. We would like to ask your help in the spring campaign very minimally, as we recognize this is a very busy time of year for you. Here is what we suggest:

**Sharing this letter with your colleagues in your World Language Department**

Simply spreading awareness about the Program and fall testing dates now will help to get the IUHPFL on students and teachers’ radars. Our hope is that by hearing about the IUHPFL in the spring (vs. the fall, right before testing) will get students and teachers in the mindset that preparing for the IUHPFL is a significant investment, both of time and money. Please share the bookmarks and postcards you received in the packet with students and teachers at your school.
Dedicating 10-15 minutes of your classes talking about the IUHPFL

We know your classroom time is precious and limited—but we’d like to ask that you take time to present the IUHPFL minimally by asking any students who might be participating in the Program this year to talk about their experience going through the testing, selection and pre-departure process. By having this year’s participants talk about the process, it will get prospective students motivated to learn more and perhaps begin saving for the Program.

**Encouraging students and colleagues to look at the IUHPFL as a long-term investment**

It is true that prospective participants invest *hours and hours* of *time* between the process of registering for the test and departing on group flights. It is also true that prospective students and parents invest a significant *amount of money* to participate in the Program. The investment of time and money is well worth it, however, because it pays off in the long run. Did you know that IUHPFL alumni who go on to attend Indiana University Bloomington test into, on average, fifth semester language classes? In addition to increase proficiency, students take away incredible confidence and life skills that no one can take from them moving forward. For those reasons, it is imperative that your colleagues and students start looking at the IUHPFL as a long-term investment. The benefits of the Program are lifelong, thus the preparation and expense are well worth it.

We invite you to encourage your colleagues and students to *take a look at our competition* and see how IUHPFL sizes up. We hope they come to the conclusion that, for a Program that is self-funded and unique in its immersion approach, we are well-priced and help our students to get the biggest bang for their buck!

**Filling out your school’s Agreement and Release form**

With this letter, we send you the link to our *Agreement and Release* form, found on our website. Please fill it out and send it to us so that we can best prepare for fall recruiting.

Thank you all again for your time and effort promoting our Program. As we have said many times before, without the support of our coordinators and teachers, we wouldn’t be such a successful Program!

With best wishes,

*Stephanie M. Goetz*
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