Promoting the IUHPFL to Your Students

Prospective IUHPFL Participants
Once you agree to promote the Program to prospective IUHPFL participants, all Program sites should be promoted equally, especially the Program's Spanish-speaking sites. Teachers should prepare students for the possibility of being placed in either Spain or Mexico, both of which will undoubtedly provide them with a remarkable experience.

Sharing Information
**IUHPFL materials**
- Post IUHPFL materials such as posters, bookmarks and factsheets on a designated IUHPFL bulletin boards at your school and locations that offer summer/extracurricular opportunities.
- Set aside 15 minutes of your classroom or study-hour to watch the IUHPFL video (online or DVD).

**School Newspaper**
- Submit an article to the school newspaper about the IUHPFL.

**Personal Notes**
- Write personal notes to students who may be ideal candidates for the IUHPFL as early as their freshmen year, encouraging them to apply.
- Refer students to the IUHPFL website, particularly the newsletters and official Program blogs under the “Alumni” tab and the “About IUHPFL” tab.
- Encourage students to find IUHPFL on Facebook (www.facebook.com/iuhpfl).

**Meetings**
- Schedule an after school meeting for interested IUHPFL participants, to which alumni from the region, former participants who are now high school teachers, or a representative of the IUHPFL office could be invited to attend and/or present.
- Present the proficiency gains, the potential credit hours saved and value of the Program — utilize PowerPoint presentation online.

Promoting through Alumni
The most powerful recruiting tool in promoting the IUHPFL is its alumni. Students who recently returned from their study abroad experience of total immersion are full of enthusiasm and have much to share. High school teachers promote the Program in the following ways. Alumni

**Presentations Done by Alumni**
Present to current language classes of all levels at the high school (beginning, intermediate, advanced), language clubs, and/or even present to the entire school if possible. These presentations should ideally happen before Labor Day, as testing for the Program is in October. These presentations should include visual aids (pictures, memorabilia, IUHPFL course materials) 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 the Program Fees, etc. Alumni should be asked to talk about how the Program increased their proficiency in the language. Students in the classrooms being presented to should be encouraged to ask questions about the IUHPFL (i.e., offer participation points to those who ask questions, or have students brainstorm questions about what they would want to know about the Program before the presentation takes place).
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- If these presentations are in electronic format, they could appear as links on the high school's world language department website.

**Presenting at Middle Schools**
- Present to middle school classrooms, generating interest in the Program in younger student populations. These presentations should include mainly visual aids and memorabilia appropriate for the age level of the students, and could perhaps be accompanied by a short lesson in the foreign language given by the alumni (i.e., lesson in numbers, colors, animals, etc.).

**Presenting at Community Organizations**
- Present to community organizations (i.e., Kiwanis Club, Rotary Club, etc.) with the intent to not only promote the Program, but also to encourage community organizations to consider sponsoring future selected IUHPFL participants in their fundraising efforts.

**Article for the School Newspaper**
- Write a piece for the school newspaper about their experience, or write a letter to prospective students about their experience.

**Cultural Sharing**
- Prepare a cooking (or similar cultural) presentation for their foreign language classroom.
- Consider starting an IUHPFL Alumni Club at the high school, or perhaps a regional chapter of an IUHPFL Alumni Club.
- Make the blogs of past IUHPFL participants available to prospective students, or perhaps even as links on the high school website.

**Recognition**
Teachers and counselors may recognize IUHPFL participants at your school's end of the year assembly, presenting them with a special certificate for having participated in the Program. This may encourage some students to think about the 'honor' involved in having participated in the Program.

If you are a current high school teacher in the state of Indiana who is interested or has experience in promoting the Program and would like to share your ideas on how to promote the IUHPFL to students, please contact the IUHPFL office.