



INDIANA UNIVERSITY **HONORS PROGRAM IN FOREIGN LANGUAGES**

Promoting IUHPFL involves sharing information about the program with students and parents/guardians and instilling enthusiasm for study abroad and language immersion. IUHPFL is a life-changing experience and should be presented as an opportunity to any Indiana high school student (or middle school student) who performs well in their world language classes and is open to the challenge of *truly living the language*. High school sophomores, juniors, and seniors attending a school in Indiana are eligible to apply.

1. Promotion through IUHPFL Alumni

The most powerful recruitment tool is 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 to teachers who wish to promote IUHPFL in their schools and classrooms.

Alumni Presentations in Their Own High Schools

- Presentations can be made to language classes of all levels (beginning, intermediate, and advanced), language clubs, and/or even the entire student body if possible. These presentations should ideally happen in September or October, as registration is open from September 15 to November 15.
- 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 especially be encouraged to discuss how the program increased their proficiency in the language.
- Students in the audience should be encouraged to ask lots of questions and could perhaps brainstorm questions together prior to the presentation.
- 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 that age group and could perhaps be accompanied by a short lesson in the foreign language given by the alumni (i.e. a lesson in numbers, colors, animals, etc.).

Alumni Presenting at Community Organizations

- Presenting to community organizations (i.e. Kiwanis Club and Rotary Club) can have the dual purpose of creating awareness of the program and encouraging the members of the organization to collaborate with applicants in 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

- Alumni might wish to prepare a cooking demonstration or similar cultural presentation for their world language classrooms thereby giving an entertaining glimpse into a new culture.
- Alumni can begin an IUHPFL Alumni Club at their high school or perhaps a regional chapter of an IUHPFL Alumni Club. If the school does not have a world language club, this might be a terrific opportunity to launch one!
- The IUHPFL website contains blogs from each program site, which alumni can share with interested students, as well.

2. Promoting IUHPFL by Sharing Information

Regional Presentations Hosted by IUHPFL Staff

- Interested students and parents/guardians might like to attend a Regional Presentation (schedule available on our website) in the fall. Teachers are welcome, too! Program alums help a representative from the IUHPFL Office to present the program through videos, stories, and a detailed PowerPoint presentation.

IUHPFL Materials and Online Resources

- IUHPFL materials such as posters, flyers, and factsheets can be displayed on bulletin boards designated for summer and extracurricular opportunities.
- 15 minutes of classroom time or study hour could be used to watch the IUHPFL Promotional Video and student-made videos, which are all available on our website.
- The IUHPFL website provides a great deal of visual media pertaining to the various program sites. Under “About the Program” students can browse student photos, videos, and stories, as well as blogs created by program instructors.
- Students might wish to follow IUHPFL on social media (Facebook, Instagram, Twitter, and Pinterest).

School Newspaper

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

Personal Notes to Prospective Participants

- Personal notes to students who might be ideal candidates for IUHPFL (as early as their freshman year) provide encouragement to learn more.

3. Promotion through Recognition

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

Teachers experienced in promoting the program are encouraged to share their ideas with the IUHPFL Office, so they can be added here! Thank you for all you do to support IUHPFL!