

Brainstorm Session from October 29, 2014

Speaker: Megan Brenn-White

Working with Students, Parents, and Alumni to Promote Your Program

Link to the recording: <http://www.myeventpartner.com/tbwg/EB54DC818548>

Students

- Arrange a Spring Open House for incoming and have current students attend.
- Hold "language days" and "major days."
- Use Google form or surveymonkey for feedback and quotes to use in flyers, brochures, etc.
- Ask present students to help spread the word during next year's enrollment.
- Ask students to share good experiences with their friends—especially during school visit season.
- Ask students to advertise with their friends—some may even make presentations and videos.
- Tell students about opportunities for American host families.
- Make a video with your students.
- Establish "shadows"—younger kids who follow older students for the day—and always ask admissions to put them with German students.
- Post hallway ads for electives in advance of registration.
- Get help from current students and offer "volunteer hours."
- Take students to German events/celebrations, and have them invite their non-German-speaking friends.
- Get student(s) to do a write-up on events/celebrations.
- Make sure German has a place in the school yearbook.
- Get students to post pictures of themselves at German events to the program's social media pages.
- Increase visibility by expanding the classroom to the hallway or other high-traffic areas at your school.
- Foster student-driven clubs, such as a German cuisine club.
- Ask students to tutor outside of the school.
- Use Fussball face paint in German flag colors as a reward and then send them out into the population. Tell them they have to use German since they are wearing the colors. If other kids ask for face paint, tell them they have to join German next year!

- Wurstfest!
- German Night at the Dallas Mavericks and Q and A with Dirk is a great German class incentive!
- Put something fun, like a Fussball table, in the classroom and let German students bring friends to play during breaks, etc.
- As part of homework for beginners, tell kids to greet a certain number of people in German. Teachers, bus drivers, friends, just to get German out there.
- Greet students in German when seeing them in the hallway. If possible, have a short conversation. Others wonder what is going on!
- Do a project on the Buddy Bears. Each student creates two of their own design. Post them around the school and make it a scavenger hunt for all of the students to find.
- "Musik Freitags"—watch a music video in class. At the end of class, blast the music into the hallway, dancing and singing as students pass by.
- German NHS.
- Post articles on classroom webpage from online resources that tell why German is a great language to speak.
- Non-Twitter Twitter...we can't use cell phones in school, but how about fake Twitter posts on paper around school?

Parents

- Reach out with letter to parents of kids in second year German to encourage their kids to make it to third year German.
- Engage parents who speak German or work with German companies.
- Interest parents in the trips your schools may offer in the summer.
- Use a GAPP program to increase outreach through parents (and alumni).
- Promote the summer camp program to parents (and students) with a CD/DVD.
- If parents feel favorably about the program, ask them to tell their friends.
- Get press coverage at special events such as Oktoberfest so that the wider community gets reminded about German.
- Foster "band-dads" and "band-moms" culture for German.
- Recognize son/daughter to establish a greater motivation in parents to promote German—aka bragging rights.

- Awards assembly, social media mentions (Twitter, Facebook, Instagram), local papers...
- Hold story time at the public library.
- Take groups of students and their parents to Oktoberfest or to German-style restaurants/bakeries to taste German food.
- Offer short-term free German lessons to a travel group.
- Thanksgiving activity to make labels in German for the dinner table and/or teach a family member 5 German words.
- Bumper stickers and window clings.
- Invite parents to events or evening "field trips"— Mavericks games, Dallas Opera (for Salome), etc. Parents love joining in the fun.
- "My child can spell.... because of German class. What can your child do?"
- Invite the parents and grandparents to the honor society induction and a little awards ceremony.
- Do a Deutschfest...a mini-version of the state competition but just at school. Deutschfest is in the evening and the whole family is invited. The food projects are considered "pot luck". Parents love it.
- Some parents are interested in the possibility to study in Germany because it will save lots of money.
- Reach out to parents and find out what they like about the program and what they would recommend to other parents about taking German.
- Promote summer camps early.
- Berlin Wall project with the Unity Club will help us with getting the face of German Club out there in the coming month.
- The Harlem Wizards are coming to our school next Monday as a fundraiser for German Club. Lots of promotion in the community for German!

Alumni

- Involve alumni in Open House events—both for feedback and help.
- Use alumni success stories in newsletters.
- Also bring alumni back to campus to talk about their successes.
- Sponsorships - acknowledge them for "sponsoring" events.
- Have CBX students come back and talk about study in Germany.

- Many alums come back and tell the newbies that they fulfilled their college requirement, and some have said they get a premium at their job, including the govt. and military.
- Bring Germans in the community (international exchange students, interns, etc.) into the classroom for a visit.
- Ask how German has helped them.