### **Outreach Email Templates to Students**

### **Subject: Apply Today for the 2024 CLS Program!** **Body:** Dear [Student Name],

I’m writing to let you know that the application is now open for the 2024 Critical Language Scholarship (CLS) Program and its virtual initiative, CLS Spark. The CLS Program is a funded program sponsored by the U.S. Department of State that provides overseas language and cultural immersion to U.S. students enrolled in all degree programs at [Institution Name]. The CLS Program offers two options for students to study critical languages either overseas (CLS Program) or at home, through CLS Spark, a virtual initiative for Russian, Arabic and Chinese.

Through the **CLS Program**, students **spend eight to ten weeks abroad** studying one of [13 critical languages](13%20critical%20languages) (<https://clscholarship.org/languages>) and earn academic credit for their work. The scholarship includes travel expenses, coursework, group excursions, and even a small stipend to cover daily living expenses. Most languages offered by the CLS Program do not require applicants to have any prior experience studying critical languages.

**CLS Spark**, provides opportunities for American undergraduate students to study Arabic, Chinese and Russian at the beginning level through v**irtual language and cultural programming**. CLS Spark provides the opportunity to study critical languages for students who may not have access to critical languages on their campus or the ability to study abroad.

The CLS Program seeks participants with diverse interests, and from a wide range of fields of study and career paths; students from all academic disciplines, including business, engineering, law, medicine, science, social sciences, arts and humanities are encouraged to apply.

Our office is here to support you in applying for this and other study abroad opportunities! Please [*reach out to us to set up an appointment / attend our info session on DATE*] if you’re interested in more information or want help brainstorming how learning a language could benefit your future career!

### Subject: CLS Program Information Session

### Body:

Dear [Student Name],

I’m writing to let you know that the application is now open for the 2024 Critical Language Scholarship (CLS) Program. The CLS Program is a **funded program** sponsored by the U.S. Department of State that provides intensive overseas language and cultural immersion and is open to U.S. students enrolled at [*Institution Name*].

Under the CLS Program, CLS Spark, provides virtual opportunities for American undergraduate students enrolled at U.S. colleges and universities to study Arabic, Chinese, and Russian at the beginner level over the summer. Designed to leverage best practices in online language learning, CLS Spark provides participants the opportunity to study critical languages virtually at the absolute beginner level when they may not have access to these languages.

The CLS Program is hosting a series of information sessions for students, including one for [*students interested in studying Korean / students at community colleges/ beginner level learners, etc.].* You can check out the full schedule and register to attend one here: <https://clscholarship.org/events>

If you want to chat about the CLS Program or other funded study abroad opportunities, [*reply to this message/click here to schedule an appointment/drop in at this time]*.

### Subject: Your Application for the 2024 CLS Program

### Body:

Dear [Student Name],

Our office was recently notified that you have opened an application for the 2024 Critical Language Scholarship Program. Congratulations on taking this step!

Our office has many resources to assist you in developing a competitive application for the CLS Program. Among other things, our office is here to help you:

* Answer questions about the program and its requirements
* Organize your ideas for each of the required essays
* Provide feedback on the essays for your application
* Help you to explore whether this is the right opportunity for you at this stage in your academic career

If you’re interested in setting up an appointment to go over any of these things, please [*reply to this message/click here to schedule an appointment/drop in at this time/come to our application workshop]*.