The CLS Outreach & Recruitment Roadmap

The following roadmap is intended to help guide you in incorporating CLS outreach and recruitment into your institution's timeline and activities. We've highlighted important CLS Program dates, outreach and recruitment tools and resources, and made suggestions for monthly activities to reach more students and build institutional partnerships on your campus.

We encourage you to use this roadmap to develop a CLS outreach and recruitment plan that works for you, your campus partners, and your students.

Also, you'll see this roadmap spans August—May. We've built this roadmap to align with the 9–10-month work schedules many of our CLS advisors follow.

Timeline

Check out our month-by-month suggestions for implementing CLS into your planned outreach and recruitment activities.

Fall Semester

Each year, the applications for the CLS Program and its virtual initiative, CLS Spark, launch at the end of September to early October, making fall the busiest time of the year for outreach and recruitment to students.

August

- ❑ **Request promotional materials.**
  - ➢ The CLS Program sends out a survey each fall for advisors to request materials to assist in on-campus outreach efforts. Materials include but are not limited to handouts, posters, pens, permanent markers, and stickers.
  - ➢ We've even recommended quantities for materials based on your institution's size.
- ❑ **Check for upcoming CLS webinars.**
  - ➢ Keep an eye on your email for advisor-exclusive webinars**.** Make sure you are registered as an advisor and that your information is up to date to receive invitations to these events.
  - ➢ We offer a **series of webinars and virtual panels** each fall for students to learn about the CLS Program, receive application tips, and sign up for office hours with CLS Program staff. We announce the series over email and on the CLS website.
  - ➢ Post our schedule of webinars to your social media accounts to promote these sessions.
- ❑ **Promote recent CLS student stories.**
  - ➢ Promote CLS student stories on social media!
  - ➢ You don't need to promote the CLS Program from scratch. You can repost any posts on CLS Instagram or Facebook to your institution's social platforms.

- ➢ Students respond best from hearing from fellow students. Share with your students the experiences of our CLS Digital Ambassadors.
- ❑ **Review the CLS advisor information for your institution.**
  - ➢ Check your **university listing page** to make sure the contact information is up to date.
  - ➢ Has the name of your position or office changed? Is there someone new on campus who wants to become a CLS advisor, too?
  - ➢ You can update your **listing here** or email us at clsadvisors@americancouncils.org with the changes to your campus.

September
- ❑ **Brush up on the previous year's CLS application and selection criteria.**
  - ➢ PDFs of the CLS Program and CLS Spark applications, application instructions, and documents outlining the selection criteria can be found under Advisor Resources on our website.
  - ➢ Please note the CLS application and selection criteria can change from year to year.
- ❑ **Work with campus partners to schedule a CLS outreach presentation for your campus.**
  - ➢ With classes starting up, fall is a perfect time to plan an outreach session on CLS.
  - ➢ Use our CLS Program PowerPoint and CLS Spark PowerPoint presentations, complete with editable slides to host an outreach presentation on your campus.
  - ➢ Review our advisor community best practices for tips on advising students and mobilizing campus partners in your outreach and recruitment efforts.
- ❑ **Request an alumni ambassador to join your outreach presentation.**
  - ➢ You can email clsalumni@americancouncils.edu if you are interested in having an alumni ambassador join a virtual event for your campus. We will do our best to work with alumni ambassadors to accommodate your request.
- ❑ **Display CLS promotional materials across your campus.**
  - ➢ Hang up our CLS poster in your office and in other waiting areas across campus. Some popular spots include your campus's writing center, fellowships office, and study abroad office.

October

- ❑ **Announce the application launch to your students and campus partners!**
  - ➢ In general, the CLS application launches the first week of October. We'll email you when the application goes live and share the exciting news across social media.   Once the application launches, email students and campus partners that the CLS application is open and make it easy on yourself by using our email templates [link to email template webpage] to craft your messages.
- ❑ **Work with campus partners to publish a press release announcing the application launch and competition.**
  - ➢ Submit information about the application launch to campus news outlets like the student newspaper, department newsletter, and campus listserv.
  - ➢ [Link to CLS press release text]
- ❑ **Review this year's CLS application and selection criteria!**

- After the application goes live, you will find a PDF of the application, application instructions, and selection criteria. Please review these in their entirety as there can be changes from year to year.

❑ **Familiarize yourself with our [CLS Program Application Tips](#) and [CLS Spark Application Tips](#) videos.**
- Share these videos with your students so that they can hear advice on crafting a successful application directly from the CLS Program team.
- We've heard from CLS advisors that these videos are a great resource to share with students. Ask students to watch the videos before meeting with them so you can dive right in during your first meeting!

❑ **Use the [CLS Advisor](#) Portal to view open applications on your campus.**
- You can see students who have started an application on your campus by logging into the CLS Advisor Portal.
- Use the contact information listed to reach out and offer your support.
- If you have issues accessing the portal, please email clsadvisors@americancouncils.org for assistance.

❑ **Indicate your interest in participating in our national selection process.**
- Participating in the national selection process is the best way to get to know the ins and outs of the CLS review process and better advise your students.

November

❑ **Remind students to submit their application before the deadline.**
- The CLS Program and CLS Spark applications close in mid-November.
- Encourage students to finish their applications and click submit! Applications that are open but not submitted will not be included in the selection process.

❑ **Encourage students to attend CLS webinars and virtual Office Hours to receive additional support as they approach the application finish line.**
- Our [webinars](#) go all the way up until the application deadline.

December

❑ **Participate as a first-round reviewer in the CLS selection process.**
- If you volunteered to participate in the selection process and were assigned to the first round, you will be responsible for reading and evaluating applications late November through the month of December. You can read as many applications are you want!

Spring Semester

The CLS application review process takes place during the winter months. Semi-finalists for the CLS Program and CLS Spark are announced in late January and finalists are announced in early March.

January

❑ **Participate as a second-round reviewer in the CLS selection process.**
- If you volunteered to participate in the selection process and were assigned to the second round, you will be responsible for reading and evaluating applications in January.

➢ You will meet virtually in late January or early February to discuss the applications with your fellow panelists. During your selection panel, you will discuss all the applications you were assigned and recommend a slate of finalists and alternates to the U.S. Department of State for selection.

❑ **Log in to the CLS Advisor Portal to check the status of your students' applications.**
  ➢ Semi-finalists are announced in late January. Applicants should have the status "In Evaluation" for semifinalists or "Not Selected".

❑ **Remind your students the merits of the application process.**
  ➢ Regardless of whether an applicant moves on in the competition, students learn so much from the process of reflecting and articulating their language learning and career goals.
  ➢ We've compiled a list of quotes from CLS scholars that show just how much students learn from the application process—you can share these graphics to your social media accounts.

February

❑ **Work with your CLS semi-finalists on obtaining a valid passport!**
  o Participants in the CLS Program must enter the host country on a U.S. passport. If you have a student with financial need, they should consider applying for CLS Passport Assistance.
  o Passports must be valid at least through December 2024 and have two blank passport pages. Semi-finalists **must** check host country websites for additional requirements.

March

❑ **Log in to the CLS Advisor Portal to see who has been selected for the CLS Program and CLS Spark!**
  ➢ Finalists are notified in early February. Applicants should have the status "Finalist", "Alternate", or "Not Selected".

❑ **Schedule an advising meeting with your CLS finalists.**
  ➢ CLS advisors can help guide finalists to make the decision that's right for them!
  ➢ Use the Say Yes to CLS flier as a tool while talking students through the considerations of accepting their CLS award offer.

❑ **Encourage your CLS finalists to attend the Say Yes to CLS webinar!**
  ➢ Students can hear directly from CLS alumni on their experiences abroad and ask their questions to CLS staff and alumni live. This event takes place during the two-week period when students must decide to accept or decline their award.

April

❑ **Stay patient with your alternates.**
  o Alternates are promoted to finalists on a rolling basis as spots become available. For both the CLS Program and CLS Spark, this process typically continues throughout the month of May.

❑ **Assist finalists in preparing required pre-departure materials.**

> ➢ CLS finalists [must complete various forms](#): a medical review, disability accommodation, an official housing request and more, as part of their program acceptance.
> ➢ There are many deadlines to juggle during this period. Check with your finalists and see if they need help staying on top of them.

May

- ❑ **Brainstorm with your CLS finalists ways to share their experience with other students on your campus.**
  - ➢ Arrange for them to host a social media takeover of your institution's social media account while they are abroad or participating in CLS Spark. You can see an example on the [CLS social media account](#).
  - ➢ Go live with them on Facebook or Instagram for a Q&A during their CLS experience.
  - ➢ Encourage them to journal or blog about their experience. If they are interested in digital storytelling, they can apply to participate as a CLS Digital Ambassador.

June and July

- ❑ **Connect with your CLS finalist while they are on their CLS Program or CLS Spark!**
  - ➢ The CLS Program and CLS Spark run for eight weeks with the first programs beginning in June.
  - ➢ The schedules are intensive! Consider reaching out to your students and letting them know that you are thinking of them.
- ❑ **Keep an eye out for your CLS student on our social media!**
  - ➢ We feature stories and highlights of our CLS scholars all summer long. You could very well spot them on our social feeds!