



Delivering Opportunity
Tools to Plan Successful
AP[®] Informational Events

Welcome students and parents to explore the opportunities of the Advanced Placement Program[®].

Practical Strategies to Support Student Participation in Your School's AP[®] Program

Counselors and AP Coordinators have found open houses and AP informational events to be effective in getting students and parents excited about AP. The tips included here come from ideas submitted by your colleagues around the country — educators who, like you, are committed to giving more students the opportunities AP can offer.



It's All in the Timing

It's generally a good idea to plan your AP informational events to coincide with key planning dates or other milestones in your school calendar:

- If you conduct freshman or sophomore orientation in the late spring or summer, this is a great time to introduce the AP Program to students so they can begin planning their course work for their high school careers.
- Many schools plan AP informational events following the release of PSAT/NMSQT[®] scores so parents and children can use AP Potential[™] data as part of their planning.
- It's best to plan your AP events well in advance of any course registration deadlines in your school so students and their families can review the options and make the best choices for them.



Plan Your Event and Spread the Word

The AP Program has developed resources to support you in planning and publicizing your event. At collegeboard.org/shareap you will find customizable PowerPoint presentations in English and Spanish, and links to videos about AP to make your presentation engaging and informative. To help you spread the word about your AP informational event, you will find templates for emails, banner ads for school websites, automated telephone outreach scripts and other communications that you can quickly customize to invite families and students. With many of these resources available in English and Spanish, consider hosting events in Spanish to directly reach Spanish-speaking families.



Go the Extra Mile ... Online

Work and other time commitments may prevent some parents from attending an AP information session. You can consider asking students to videotape your event and then post that video on your school or district website. Some counselors have recorded webinars about AP for families to access information when it's most convenient.



Use Video Testimonials

The AP Program has a YouTube channel ([youtube.com/advancedplacement](https://www.youtube.com/advancedplacement)) to offer engaging ways to showcase AP. Links to these can also be found at collegeboard.org/shareap.

Here are some of our top picks:

- Karl describes AP classes as a glimpse into what college is like
- *The Value of AP for Latino Students* (in Spanish)



Have Materials on Hand

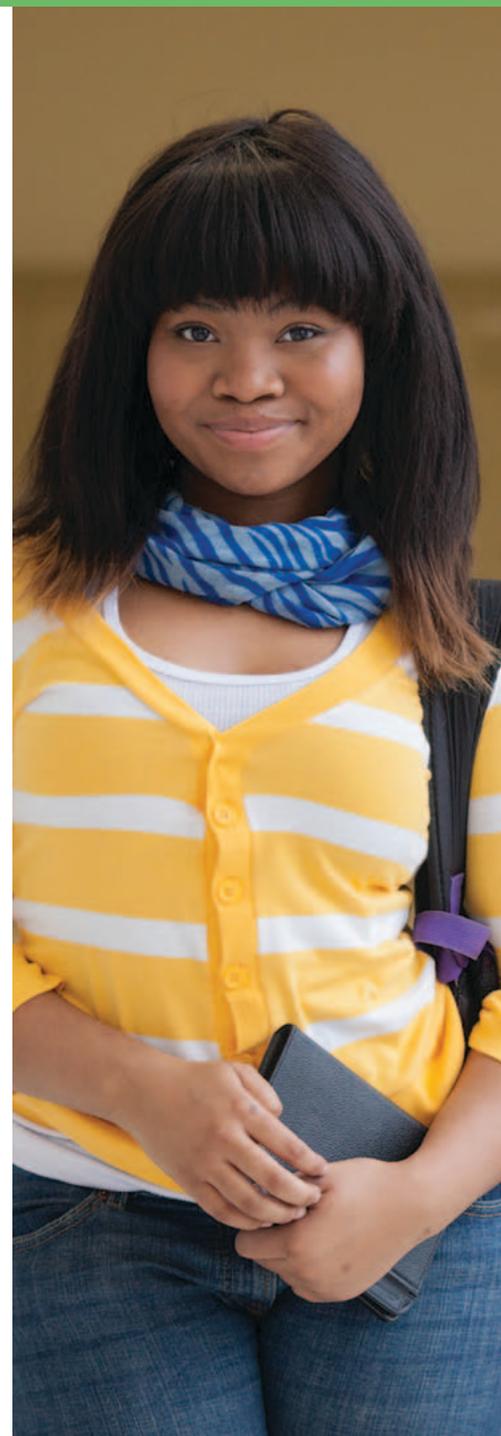
Student and parent brochures introducing AP can be ordered at collegeboard.org/shareap. You can distribute these at your AP informational events along with other materials that are specific to your school's AP program. These can include:

- **Your AP course lineup** for the upcoming school year
- **Information about support for AP students** in your school, such as study groups, tutoring, mentoring, AP summer camps or vacation intensives, or other programs and services
- **Information about available fee reductions** for AP Exams
- **A quick reference card** that includes your telephone number, email address and the website(s) where families can access your school's AP information
- **Conversation starter:** a list of questions for students to take with them to a meeting with a counselor or AP Coordinator available at collegeboard.org/shareap



Involve Students

If your office has student interns or volunteers or your colleagues can recommend students, you may want to involve them in the planning and hosting of your informational events. Student volunteers can serve as telephone recruiters, event hosts, videographers, presenters and, along the way, they can learn about the benefits of AP. One school in Georgia gave "Ask me about my AP class" stickers to their AP students to wear at informational events, which was a big success in encouraging dialogue about the school's AP program.



Share Your Successes

AP Coordinators and counselors provided many of the tips included here. Your peers are eager to learn more about the ways you are expanding AP participation in your school. We invite you to share your best practices, ideas and suggestions with colleagues around the country by joining our online communities: apcommunity.collegeboard.org.

For more information, visit collegeboard.org/shareap.



Mission Statement

The College Board's mission is to connect students to college success and opportunity. We are a not-for-profit membership organization committed to excellence and equity in education.