
Recruiting Students for **AP**[®] Computer Science Principles



As an educator, you play a vital role in your students' decisions to take AP® courses.

Use these evidence-based strategies to give all your students, especially those traditionally underrepresented in computer science, the opportunity to take AP Computer Science Principles.

Recruit groups

Recruit students from groups that represent your target demographic populations. Look to sports groups, clubs, or other courses to find groups of students who will enroll and provide social support for one another in the classroom. Examples include: girls' basketball team, Spanish club, Black Student Union, AVID program, etc.

Invite students personally

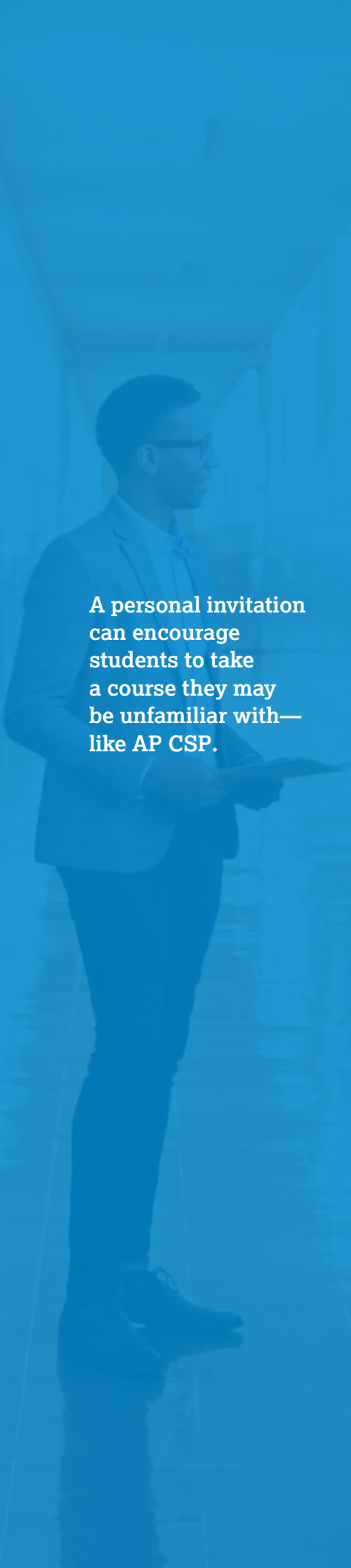
High school teachers can visit algebra classes during the course selection process to invite all students to enroll in their class the following year—they've already met the recommended prerequisites for AP Computer Science Principles (AP CSP). In your school's presentation and handouts:

- Describe the course's key topics and computational practices, including creativity, programming, and the internet. To leverage AP CSP student information, you can order free brochures at collegeboard.org/cspresources.
- Show how students in the class collaborate and build creative artifacts such as apps, digital music files, and animation.
- Explain how learning computer science can lead to many majors and career fields—for example, like graphic design, medicine, political science, and engineering.
- When possible, let prospective students observe your classroom so they can learn more about the course and see their peers working on computing assignments.
- Let students hear from their peers who have completed the course. View videos at collegeboard.org/csp to help students understand what types of projects they will work on during the course.

Encourage students to show their work

Current students can be great peer advocates for AP CSP. For example, during Computer Science Education Week (which usually takes place in early December) and spring enrollment weeks, you can arrange for students to showcase their computing projects and talk about their experience in the course. It's a good idea to take videos of students' projects for future recruitment.

You can also schedule a middle school demonstration where current or former high school students present their work and talk about the course.

A man in a suit and glasses is standing in a classroom, pointing towards a screen. The background is a blurred classroom setting.

A personal invitation can encourage students to take a course they may be unfamiliar with—like AP CSP.

Reach out to parents

During family-oriented school events and in letters home, provide a single-page course information sheet that features:

- Key questions and topics that drive the course
- Potential real-world applications of the course
- Information about higher education computing majors
- Industry job information, including salaries

Letters and course information sheets should be available in multiple languages.

Reach out to counselors

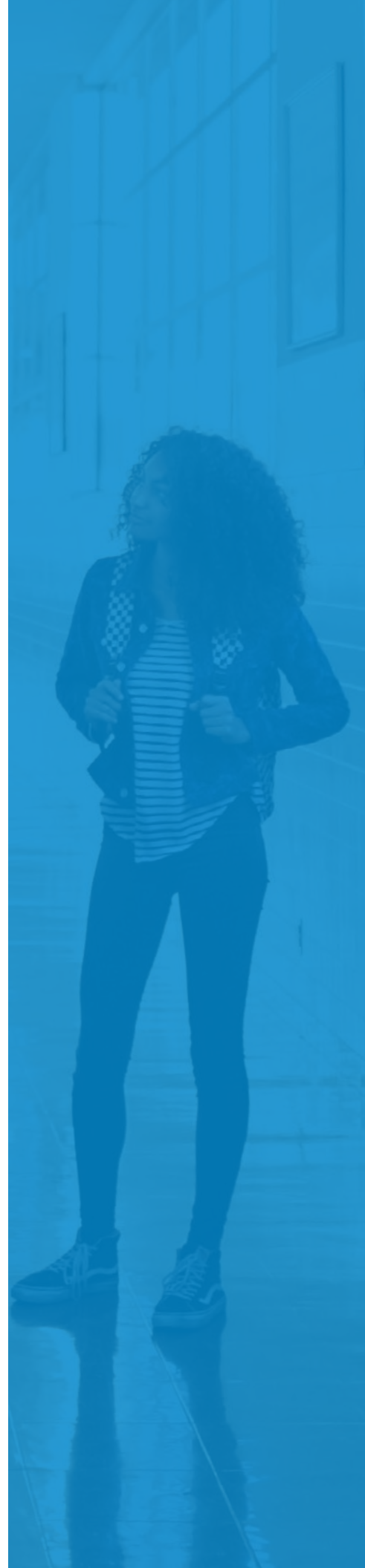
Make sure counselors understand the course's focus on creativity, communication, and collaboration. Use these talking points to help them think about which students would benefit most from taking AP CSP.

- Explain that students do not need previous CS experience to take this course and that Algebra I is the only recommended prerequisite.
- Explain that AP CSP was designed with the help of the National Science Foundation and the College Board to engage a diverse group of students—like those at your school—in computer science.
- Include information about interdisciplinary computing majors.
- Provide industry job information, including salaries.
- If your school offers AP CSP and AP Computer Science A, help your counselor understand the difference between these two courses and how to guide students into both.

Create enrollment policies for equity and diversity

All students should have equitable access to the course, and your classroom should be demographically representative of the school's population. We encourage you to create policies that promote diversity in the course and do not create barriers that discourage underrepresented groups from participating.

For more information on AP Computer Science Principles, visit collegeboard.org/apcsp.



The research-based strategies outlined here were compiled by Joanna Goode of the University of Oregon, coauthor of *Stuck in the Shallow End*.

References

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