

Welcome Educator-Led Programs!

Dear Educator,

Thank Welcome to the College Board Opportunity Ambassador Program. By supporting Opportunity Ambassadors at your school or district this year, you'll play an important role in paving the way for students on their journey to college.

In 2018, the College Board launched the College Board Opportunity Scholarships, a new scholarship program that guides students through the college planning process and gives them the chance to earn money for college for each step they complete. With the College Board Opportunity Scholarships, we're laying out the six most important actions in the college planning process.

To help more students complete these six actions, we've created the Opportunity Ambassador Program. This program provides a framework to help empower students on your campus to spread the word to their peers about these important actions and the opportunity to earn scholarships for their work. The Opportunity Ambassador program will help amplify student voices as part of a mission to increase access to college and career in your school or district.

We've crafted an [Educator Toolkit](#) to guide you in supporting this program in your school or district. If you have any questions, reach out to us at ambassadors@collegeboard.org.

Good luck and have fun!

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Getting Started

Educator Roles and Responsibilities

As an educator sponsor for the Opportunity Student Ambassador program, you'll give students a unique opportunity to develop their leadership skills. You'll engage them in opportunities to tell students and staff in your school or district about the importance of college, the critical steps students should take to get there, and chances to earn scholarships along the way. Educator sponsors:

- Review the Program Planning Guide.
- Identify and organize 1–2 speaking opportunities for Ambassadors (e.g., school assemblies, parent nights, after-school programs, community events, school board meetings).
- Remind Ambassadors to attend the three Virtual Hangout sessions we'll plan for student ambassadors to gather and share ideas. The first Hangout will be a training.
- Assist Ambassadors with talking points and visuals for the presentation.
- Engage Ambassadors in identifying other activities they want to lead (e.g., organizing study groups, managing a social media campaign, scheduling a practice test).
- Organize logistics and support additional day-to-day activities such as securing space and internet connection for virtual ambassador training sessions, securing space and teacher proctors for practice tests, ordering snacks for events, and accessing supplies.
- Recognize and celebrate student work.

These efforts generally take the program lead about three hours a week.

Program Planning Guide:

Step 1: Register as an Educator Sponsor.

If you haven't done so already, sign up officially as an educator sponsor for the Opportunity Ambassador Program using our [online form](#). Signups will be open from **September 14, 2020 through October 1, 2020**. All participating educators **must** sign up using this form to officially register and ensure you receive our monthly communications.

- If you're a counselor, we also encourage you to sign the College Board Opportunity Scholarships Counselor Pledge [here](#) so you can receive free swag and program materials.

Step 2: Decide on a Program Model.

Are you a District Administrator?

- Coordinate the effort through your Advanced Academics Office or with your College and Career Readiness Team.
- Identify an educator sponsor at each participating campus. Provide regular support by organizing districtwide events such as college trips and practice SAT® tests, rallying and motivating campus leads, coordinating media opportunities, proposing sessions at conferences, and getting regular updates from campus leads.

Are you a school administrator, teacher, counselor, or other support staff?

- Leverage your counseling team, librarians, AP® coordinators, or teachers interested in leading a group of student leaders.
- Plan to organize regular meetings with your Ambassadors or integrate the effort through an existing student leadership or service learning/community service program. (Remember to help the students submit their community service hours to fulfill any requirements.)

Are you a community-based organization (CBO) or other school partner?

- Determine if there are any pre-existing student leadership programs or initiatives in your organization. If there aren't, here are 2 options:
 - ◆ If you're partnered with a school, find out if you can work together to engage students—talk to a district or school administrator about using one of the models noted above to make the program part of students' school day.
 - ◆ If you're not partnered with a school, determine how the Student Ambassadors program might be integrated into your program or organization's current format.
- Leverage your members, staff, volunteers, interns, or clergy interested in working with a group of student leaders. (Be prepared for Ambassadors to come to you to reserve space and time for study sessions, practice tests, presentations, and more.)
- Plan to organize regular meetings with your Ambassadors.

Step 3: Identify your program point person or team to build and run the program.

We estimate that running this program generally takes about three hours a week. Consider leveraging a team—teachers, counselors, AP coordinators, SAT coordinators, assistant principals, or other support staff—to help.

Step 4: Modify and finalize your program timeline.

Take a look at our sample timeline to start shaping your program.

Step 5: Modify and finalize the Ambassador Responsibilities document.

Make sure you're prepared to distribute clear guidance for your Ambassadors. Check out our Sample Ambassador Responsibilities document and modify it to work for your school.

Step 6: Plan Ambassador recruitment.

We recommend 5–15 Ambassadors to represent one school or district.

You'll need to finalize your student selection process and program requirements. We recommend recruiting students who've found success with College Board programs like the College Board Opportunity Scholarships, Official SAT Practice, and BigFuture™ so they can speak from personal experience. You can also choose students who need encouragement to get started with the College Board Opportunity Scholarships and are influential public speakers who can motivate students to own their paths to college.

1. How do I select my students?

Two common strategies for selecting Ambassadors:

◆ Hand selection

- Identify students you think will succeed in the role or will help you kick start your program.
- Other candidates:
 - Current student leaders
 - Students who have found success using the College Board Opportunity Scholarships, Official SAT Practice, BigFuture, or other College Board resources
 - ELL students
 - Students who will benefit from exposure to leadership opportunities and responsibilities
- Think about selecting students from a wide variety of grades, activities, and social circles.

◆ Ask students to submit applications.

- Promote your program during back-to-school fairs or on social media.
- Use our sample application to help design yours.
- Ask for teacher recommendations as part of the application.

2. Check out the sample recruitment resources included in the Educator Toolkit.

3. **REQUIRED:** Once you've selected your ambassadors, **have all student ambassadors from your program officially sign up through our online form.** This step is necessary to ensure that your students are officially registered with us and that they will receive our monthly communications.

Step 7: Host a kickoff meeting virtually or in-person, and set up Ambassador support.

Bring your Student Ambassador team together for a kickoff meeting where you can:

- Review Ambassador responsibilities and the Ambassador Toolkit.
- Identify key College Board Opportunity Scholarships deadlines, as well as PSAT-related assessment and SAT dates for your school or district.
- Make sure all ambassadors have signed up on our website so that they can receive updates and information from us.
- Brainstorm possible activities.

Consider the following:

- Set up regular meetings with your Ambassadors to plan events and speaking opportunities.
 - ◆ At Radford High School in Honolulu, Ambassadors met with their counselor every few weeks, more frequently if they had events coming up.
 - ◆ At Jersey City Public Schools, Ambassadors districtwide met monthly to share ideas.
- Review the Ambassador Toolkit with your students.

- Give your Student Ambassadors the stage at planned school events (e.g., assemblies, parent nights, college fairs, class time, faculty meetings), and remember to promote these events.
 - ◆ At Garland Independent School District in Texas, Ambassadors presented at parent nights.
 - ◆ At Pearland Independent School District in Texas, Ambassadors visited classes to help students understand their PSAT-related assessment score reports and to encourage them to practice on Official SAT Practice.
 - ◆ Ambassadors at Klein Independent School District in Texas presented at feeder middle schools.
- Consider sending a proposal to a conference where you and your students can talk about the program and the College Board Opportunity Scholarships to an external audience. The College Board [regional forums](#) are in the spring, and our annual [Forum](#) is in the fall.
 - ◆ Ambassadors and educators from Houston, Pearland, and Klein Independent School Districts presented at the [Texas Association for College Admission Counseling conference](#) as well as the [College Board A Dream Deferred™ conference](#).

Remember to:

- Get media permissions from your students so you can show off their work on social media or local news.

Step 8: Make sure Student Ambassadors attend virtual training sessions and meetups.

This year, the College Board will be facilitating three important online sessions for all Opportunity Student Ambassadors. Here's the schedule:

- **October/November 2020:** Online Training and Program Kickoff (multiple session times will be offered)
- **January 2021:** Mid-Year Check-In and Planning (multiple session times will be offered)
- **March 2021:** Spring Planning (multiple session times will be offered)

Keep a lookout for details for these virtual sessions in your monthly communications, and make sure your student ambassadors attend all three sessions.

Step 9: Encourage Student Ambassadors to complete program milestones and progress checks.

This year, the College Board will have program milestones that we encourage each Ambassador to complete over the course of the year. Keep track of which milestones your students have completed and motivate them to complete them all.

Step 10: Plan Ambassador recognition.

Check out the suggestions on how to engage the media and promote your program in your Educator Toolkit. Also, consider honoring your Ambassadors at any school events already occurring.