College Representative Visits Overview

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EVERYTHING HIGHLIGHTED IN YELLOW NEEDS TO BE ADAPTED TO SCHOOL NEEDS

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**Goals (College & Alumni Report Card)**

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* 100% of seniors will attend at least 1 college rep visit for a school on their college list
* 100% of college reps are sent thank you emails from counselor within 48 hours of school visit via Naviance
* 100% of college reps are sent thank you emails from students within 48 hours of school visit via Naviance
* 100% of college rep visits will be tracked in Naviance
* 10% annual increase in the number of new colleges applied to
* In Year 1 of having seniors, 30 College Reps will visit the school
* In Year 2+- 40-60 College Reps will visit the school assuming that for every 2 students, 1 college will visit

**School Goals:**

* **NOTE: If schools want to specialize approach or make additional goals, those goals can be listed here.**
* 100% of reps visits will result in college reps walking away with a distinctly positive impression of AFBHS’ scholars’ and faculty’s professionalism, academic caliber, and character. (Follow-up emails from reps say things like, “Wow, your students are so impressive,” and, “We’d be so excited to partner with your office and school,” and “You all run an incredibly high-caliber operation; your students are really lucky to have such a tightly-run ship.’

**Vision:**

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Inviting College Representatives to visit our high schools is a key tactic in three key areas:

* Branding our school & network to an external audience
* Connecting scholars to potential great fits for colleges prior to their application process
* Gaining insight on the applications & review process and building a relationship with the college rep that will most likely read the files from your school

In order to ensure that those three areas are addresses, the college representative visiting season requires a strategic approach to outreaching and inviting schools, while simultaneous relentlessly tracking and monitoring both the quantity and quality of the visits (while having the least amount of disruption to the school day.

* Rep visits will result in higher acceptance rates for students at their reach schools, because students leverage these opportunities to create strong, positive impressions for the reps, and because the reps are extremely impressed with the planning, follow-through and hospitality displayed by the members of Team College, the instruction they see in our classes, and the polish they observe in our people, materials, and execution overall.

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| **Key Players:**  [**(back to top)**](#_top) | | **Timeframe:** |
| * College Counselor * Seniors * Juniors * Possibly Freshmen/Sophomores * 12th Grade Advisors * Ops Team | | * June-September: Major outreach & scheduling * August-September: Prep for Visits in College Readiness Seminar * August-November: College Rep Visits occur in the school * December: Thank you notes & initial advocacy outreach from college counselor |
| **O** | College Counselor | **Materials Needed/Supporting Documents**  For students:   * College Rep Visit Note-Taking Worksheet * College Rep Visit Thank You Email- SAMPLE   For college reps:   * Visitor Packet Materials   For college counselor:   * Invite to Visit email– SAMPLE * Thank You for Visiting email- SAMPLE * How To Input College Rep Visits into Naviance * College Rep Visit Bulletin Board * College Rep Visit Outreach Plan and Communication Tracker |
| **A** | Dean of College |
| **P** | College Counselor |
| **I** | Alumni Counselor, Network Director of College, Network Director of Alumni Programs & Partnerships |
| **C** | Alumni Counselor, Network Director of College, Network Director of Alumni Programs & Partnerships, Principal |
| **S** | Yes |
| **Policies:**   * Merit System – what’s the accountability structure during the rep visit? * What’s our policy about pulling scholars out of class? * How many visits should a scholar get to attend beyond their one visit? Is there a maximum or minimum? | | |

**Key Messages:**

***NOTE: These messages should be consistent but also cater to the individual strengths of a particular AF High School***

College reps who visit an AF High School will walk away with the following enduring understandings and impressions after their visits:

* **AF High Schools are rigorous, gap-closing school:** *Think of us like a prep school for Crown Heights and Bed-Stuy.* AF High Schools are truly college preparatory institution, where at-risk students from disadvantaged backgrounds across Brooklyn get a prep school-like education in their own backyard. Therefore, while our students may come from home situations, families and neighborhoods where they are not as supported academically as their upper-middle-class peers, we deliver support and rigor to push their development of college ready habits to a place where they can be successful alongside their more affluent peers at selective and highly selective colleges and universities across the country. We do this through our small school model that offers an advisory system, smaller classes, College Readiness Seminar, a CTT academic intervention model for our more struggling scholars, and an AP-for-all approach that ensures 100% of our scholars are supported to take at least one AP level course in their high school tenure.
* **AF High Schools are rigorous, gap-closing school:** *We’re about developing critically thinking leaders for communities.* AFBHS’s dual focus on academic excellence and character development means we’re developing students with robust analytical and critical thinking skills across math, science and the humanities who are global thinkers and citizens. With a longer school day featuring 7 hours of academic instruction, mandatory participation in high-caliber summer programs that give scholars access to college campuses and professional internships every year of high school, and enrichment programs ranging from basketball to Latin Club to Debate, we are developing multi-dimensional individuals who can leverage leadership experience from outside the classroom in their classes and seminars each day.
* **AF High Schools are rigorous, gap-closing school:** *Academic rigor is the name of our game.* We prioritize academics, and our curriculum is backwards-planned from what it takes to succeed as a freshman at a top liberal arts college. Our scholars take their Regents exams as freshmen and sophomores, so that they can take APs as juniors and seniors. Our Regents bar is a 70% in ELA and math, which is higher than the district’s. Our passing grade is a 70%, which is also higher than the district’s. We have a culture of grades-are-earned; earning As and Bs at AF High schools is no small feat, which is reflected in the contrast one can observe between our GPA distribution and that of a traditional NYC public school. All students take the SAT twice, and we offer in-house prep for this exam. Our writing rubric ensures that we are building our scholars’ writing skills from grades 9 through 12 to a level where they will be able to independently produce college-level writing as college freshmen that can earn them As and Bs on papers across disciplines.
* **AF High Schools are rigorous, gap-closing school:** *We have a world-class dedicated College Office to support our scholars’ matriculation to top schools and we want to partner with you.* We are building a dedicated College Office and college-going culture that will support and ensure that 100% of our students are accepted to 4-year colleges and universities. We do this through our College Readiness Seminar program, our College Board testing and preparation programming, college visits and college days, summer programs, and daily college awareness rituals. We partner with families in our college process, counseling them strategically and thoughtfully to a list that is sensible and financially viable for each scholar. Our college counselor runs a tight, highly structured application process, in order to ensure that colleges to which our students are applying are getting the right students from us and have a positive, smooth experience working with us.
* **AF High Schools are rigorous, gap-closing school:**  *We want to partner with colleges to ensure that our students are successful in grades 13-16.* We are bringing on a dedicated alumni counselor in March, who will build out our alumni support program. We want to develop strategic relationships with champions and angels on campuses to ensure our scholars’ success and on-time graduation.

**Norms:**

* The rep visit calendar is updated in Naviance each Friday throughout the fall and winter.
* Staff will receive communication through the Weekly Update each Sunday with rep visit dates and times for the upcoming week and attending scholars (who will be missing class).
* 100% of reps. will receive a positive, clear and welcoming email 2 weeks in advance of visit communication detailed, clear directions to the school with a map, College Counselor’s cell phone number, and an agenda for the visit. (Dean of College is cc’ed on these emails.)
* 100% of reps. will receive a positive, clear and welcoming email 48 hours in advance of the visit confirming the visit and expressing our enthusiasm. (Dean of College is cc’ed on these emails.)
* 100% of reps will be greeted downstairs by a scholar leader representative upon their arrival, who will felicitously welcome them and guide them upstairs in the elevator
* 100% of reps will receive a welcome package from the scholar leader that contains (the folder with the school profile, College Counselor and Dean of College’s business cards, a water bottle, a Cliff bar, an AF note pad, and a pen. Partner colleges and prospective partner college will also receive an AF water bottle, tote bag and/or t-shirt.
* 100% of scholar participants will be in full uniform for all visits and will carry timed/dated passes. (If a scholar is not in uniform, they may not attend.)
* 100% of participating scholars will have been prepped for the rep visits and will show professional posture, will ask non-redundant questions, will take notes during the presentation, and will otherwise show great, professional engagement.
* 100% of reps will see 5-10 minutes of rigorous classroom instruction during their tour. (Classes to prioritize for visit: AP Lang., AP Bio, AP US History, Delhagen, Latin.)
* 100% of reps. will be casually greeted by Dean of College or at least one member of the leadership team.
* 100% of reps. will receive a thank you email within 48 hours of their visit.

**Sample College Rep Visit Agenda:**

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| **Time** | **Activity** | **Outcome** | **Owner** |
| 20 minutes | Rep arrival:   * Greeted in lobby by scholar leader * Presented with goody package * Led upstairs in elevator to room XXX to get settled | Rep feels welcomed and comfortable; has extremely positive impression of AFBHS students from the moment s/he enters the building. Has time to get settled. | College Counselor |
| 40 minutes | Rep scholar presentation:   * Scholars enter and get settled, greeting rep with hand shake when they arrive * Presentation * Q&A * At least 5 scholars approach rep at conclusion of presentation to shake hands and thank the rep. | Scholars get valuable information about the college and have opportunity to ask important questions.  Scholars get valuable information about the college application process writ large from a 3rd-party source.  Rep builds positive impression of our scholars, because their professionalism and questions are so strong. | College Counselor |
| 15-20 minutes | Tour of school:   * Tour of 4th floor hallway primarily, walking and talking while delivering key messages * Popping into strategic classrooms to key really juicy, rigorous instruction and scholar engagement in action * Intro to LT member | Rep walks away having seen rigorous instruction and great scholar participation in our school.  College Counselor has built a relationship with rep through face time and conversation.  Rep has met at least one member of the school’s LT and has a positive impression of the school’s faculty and adult capacity. | College Counselor |
| 10 minutes | Wrap-up:   * College Counselor leads rep to retrieve belongings, use restroom, etc. * College Counselor asks rep. where to next and offers to find/print directions from point A to point B. * College Counselor escorts rep either downstairs to lobby in elevator | Rep feels well taken care of. ☺ | College Counselor |

**Sample Follow-up Thank You Email:**

Dear XXX,

Thank you for making time in your busy schedule to visit us at Achievement First Brooklyn High School! Our juniors and seniors *(if there’s a specific kid applying to the school, I’d mention them BY NAME here)* enjoyed learning more about YYYY College.  I also learned a lot: I didn’t know that \_\_\_\_\_ (insert something from the presentation)!  I’m looking forward to working together this year and in the future to ensure that we find the best fit for YYYY College.

I know it was a quick visit, so I’m hopeful that you’ll reach out with any additional questions about our scholars or about our network of high performing schools.  More information about AF Brooklyn High can be found [here.](http://www.achievementfirst.org/schools/new-york-schools/achievement-first-brooklyn-high-school/about/) If you’d like more information about Achievement First’s approach to college access and success for our largely first generation scholars, please [click here](http://www.achievementfirst.org/high-school/college-knowledge/our-college-program/)!

Thank you XXX, for your time and for being one of our first college visitors to AF Brooklyn High.

Sincerely,

College Counselor