



THE LANGUAGE FLAGSHIP

Creating Global Professionals

Russian Flagship Program Fall 2020 Virtual Events for Prospective Students

Overview

Virtual Open House

Thursday, October 1, 2020

7:00 pm EST / 6:00 pm CST / 5:00 pm MST / 4:00 pm PST

1-hour Zoom webinar

- I. Introduction: ~3-minute overview on open house format and then ~15-minute general overview of the Russian Flagship Program by directors Bill Comer, PSU, and Victoria Hasko, UGA
- II. Student testimonials by program: ~3-minute pre-recorded testimonials by students or alumni representing each of the 8 domestic programs. Students are responding to the following questions:
 - *What is it like to participate in the Russian Flagship Program?*
 - *What is it like studying Russian at your university?*
 - *Do you have any advice for prospective students?*
 - *How are you planning to use Russian in the future?*
 - *Why is a professional level of proficiency in Russian important to you?*

Videos to be shown in alphabetical order by program (~24 minutes total):

Bryn Mawr College: Isabella Chaney

Indiana University: Brandis Malone, Ethan Wood

Portland State University: Jake Parsley

University of California, Los Angeles: Leanna Kramer, Tyler Le

University of Georgia: Matthew Goldenberg

University of North Carolina: Ethan Jennette

University of Wisconsin-Madison: Claudia Torres-Giraldo

Virginia Tech: Nicole Brabant, Ian Davis

Link to video submissions:

<https://drive.google.com/drive/folders/1tLCOnwxAJVJQnH7OGcrjb2g29vEaGXxz?usp=sharing>

- III. Intermittent Q&A: ~3 minutes for interactive audience questions following introductory presentation and every two student/program presentations (~15 minutes)
- IV. Conclusion: ~3 minute thank you and reminder to attend drop-in Q&A events

Notes:

- 1 host/moderator (will collect Q&A questions)
- 1 technical support person to manage slides, transitions, etc.
- Webinar will be recorded and distributed to attendees/posted on individual program websites
- Audience-facing promotional summary (for communications): *Learn more about the unique features of the Russian Flagship Program and hear from current students and alumni representing each of the 8 programs during this 1-hour interactive webinar. Facilitated by Russian Flagship Program directors Dr. Victoria Hasko, University of Georgia, and Dr. William Comer, Portland State University.*
- Student volunteers will stitch together presentation, to be reviewed by working group co-chairs and DLNSEO program managers Eva Cohn and Ed McDermott and IIE program officer Will Pope

Informal Drop-In Q&A

Thursday, October 8 and 15, 2020

7:00 pm EST / 6:00 pm CST / 5:00 pm MST / 4:00 pm PST

2-hour Zoom session

Attendees:

- 1 formal program representative/host (from working group)
- 1 chat moderator/technical support
- 1 notetaker
- 2-3 student panelists
- Domestic directors to drop in if/when they can

Notes:

- Each program will nominate 1-2 students to attend, a mix of student profiles and schools at each session
- Sessions will not be recorded, but a transcript with Q&A will be distributed to attendees/posted on individual program websites
- Audience-facing promotional summary (for communications): *Bring your questions and interact with program leadership, current students, and alumni representing each of the 8 programs during this 2-hour drop-in session.*

Communications Plan

E-mail: Campaign to be shared with representatives of STARTALK, NSLI-Y, and Concordia

Language Villages; the AATSEEL directory of pre-college teachers of Russian; the ACTR board of directors and ACTR membership; members of the National Council of State Supervisors for Languages; posted to SEELANGS; forwarded by individual domestic programs to respective recruitment lists

Social media: Event page created on Facebook with individual programs as co-hosts; posts on Facebook and Instagram by individual programs; shared with professional organizations such as AATSEEL, ACTFL, CARTA, etc.

Approvals: All communications to be approved by DLNSEO program managers Eva Cohn and Ed McDermott and IIE program officer Will Pope