

Visibility Toolkit

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A resource for Forum Campus France members seeking to improve the
visibility of their programs among the US student public

2023-2024 Edition



This Toolkit covers:

1. Creating a digital marketing presence on US-based platforms
2. Reaching relevant secondary school college counselors and students
3. Connecting with teachers and students of French in the U.S
4. Reaching the 20,000 US students and young professionals in France each year
5. Leveraging scholarships and financing
6. Attending conferences and fairs
7. Requesting Campus France USA assistance for social media and mailings

Licence/Bachelor

Master/PhD

FLE + Short Programs

Tips are tagged to indicate relevance for recruiting at the undergraduate or graduate level for degree programs, or relevance for recruiting for non-degree programs such as FLE programs, summer programs, or other certificate programs.

Licence/Bachelor

Master/PhD

FLE + Short Programs

1. Create a digital marketing presence on US-based platforms

List your program and/or advertise on relevant US-based online platforms



- [GoAbroad.com](https://www.goabroad.com) - Free and paid options, 1 million monthly visitors, 150,000+ social media followers.



- [GoOverseas.com](https://www.gooverseas.com) - Free and paid options, 1 million monthly visitors, France is the 5th most popular destination researched on the platform)



- Apply to [Label Bienvenue en France](https://www.labelbienvenueenfrance.com) - Please check the link to apply.



- Apply to [Franco-American FAAX](https://www.faaax.com) - a new platform facilitating exchange partnerships between French and US schools, colleges and Universities.

Licence/Bachelor

FLE + Short Programs

2. Reach relevant secondary school college counselors and students



Connect with the AEFE Network of French curriculum schools in the U.S, propose to host virtual presentations, coordinate campus recruiting visits, or request to send information to students or counseling officers.

- [See all AEFE Schools in the United States](#)
- See Annex 1 for list of AEFE Schools in the United States with Secondary School offerings, with links to contact information



Connect with the U.S public and charter high schools with French bilingual programs, reach out to the college advising officers to schedule campus visits, virtual presentations about your programs, and more.

- See Annex 2 for list of public and charter schools in the US with French dual language and immersion programs at the secondary level, with links to contact information



Connect with the National Association for College Admissions Counseling (NACAC)

- Join NACAC as an [International Post-Secondary Institution](#), attend a [NACAC College Fair](#) online or in person, or explore other ways to connect with college counselors within US secondary schools

Licence/Bachelor

Master/PhD

FLE + Short Programs

3. Connect with teachers and students of French in the US



The American Association of Teachers of French (AATF) is a network of over 9,000 teachers of French (primary, secondary, and higher education) in the United States and Canada. Contact the AATF to circulate your program information and inquire about advertising opportunities, including:

- Advertisement in the French Review, the official journal of the AATF with the largest circulation of any scholarly journal of French and Francophone studies in the world. The French Review is distributed online and in print by Johns Hopkins University Press.
- Mailing List Rental



Connect with International Baccalauréat World Schools in the United States that include foreign language and international affairs training in secondary school curriculum

- List of IB World Schools in the United States

Master/PhD

FLE + Short Programs

4. Reach the 20,000 US students and young professionals in France each year



ASSOCIATION
DES PROGRAMMES
UNIVERSITAIRES
AMÉRICAINS
EN FRANCE

Connect with the Association des Programmes Universitaires Américains en France (APUAF), an association of US and French higher education institutions and study abroad provider organizations hosting American students in France. APUAF represents over 60% of American students in France.

- Propose Open Houses or virtual presentations for APUAF Member institution students currently studying abroad in France. Over 18,000 U.S. students study abroad in France each year as part of their US undergraduate degree; many are interested in returning to France for a Master's degree or continuing for a summer or FLE course.

FRANCE
ÉDUCATION
INTERNATIONAL
ASSISTANTS
DE LANGUE



Connect with the Teaching Assistant Program In France (TAPIF), the U.S cohort of Assistants de langue en France (program of France Education International)

- Propose Open Houses or virtual presentations for the 1,500 American Assistants de langue in France each year.
- Consider creating a TAPIF Alumni Scholarship, giving your program visibility among the 1,500 American Assistants in France each year, and among 30,000 TAPIF Alumni.

Licence/Bachelor

Master/PhD

FLE + Short Programs

graduate
SCHOLARS
in FRANCE



5. Leverage scholarships and financing

For public institutions under the authority of the MESR on this list, consider becoming a partner of the Graduate Scholars in France program by offering to exempt tuition fees for a select group of scholars.

- This gives your program visibility among the US student public seeking Master's degrees in French higher education institutions.
- Campus France USA is actively seeking partners to assemble a network of schools beyond public universities that will exempt all tuition fees for our selected Graduate Scholars in France, bringing specific visibility to Master's programs in France seeking to recruit US students.
- Contact Campus France USA Deputy Director raphaelle.esneault@frenchculture.org or washington@campusfrance.org to inquire.

For graduate degree programs in France, consider creating a TAPIF Alumni Scholarship

- Graduate programs in France and in the U.S. have designed scholarship opportunities for TAPIF Alumni to pursue advanced studies in fields including business, international development, literature, translation and interpretation, environmental policy, fashion, gastronomy, hospitality management, education, and more. This curated network of institutions is seeking to recruit US students with French proficiency and significant experience in France. A scholarship partnership gives your program visibility among the 1,500 current TAPIF assistants each year and the over 30,000 TAPIF Alumni.

Licence/Bachelor

Master/PhD

FLE + Short Programs

5. Leverage scholarships and financing (cont.)

Ensure your scholarship and fellowship opportunities are published in the Campus Bourses Catalog

- Contact bourses@campusfrance.org to publish a new listing or to update existing listings.

Ensure your scholarships and fellowships opportunities are listed on the Campus France USA Grants, Scholarships, and Fellowships web page.

- Contact Campus France USA Deputy Director raphaelle.esneault@frenchculture.org or washington@campusfrance.org if you wish to list a new scholarship on our site.



Consider becoming a FAFSA-Eligible International Institution, particularly for French institutions seeking to recruit full-degree students from the United States at the undergraduate and graduate levels.

- Current French institutions accepting FAFSA federal student loans are listed on our website, along with links to the U.S Department of Education information on other international institutions with similar agreements.

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Master/PhD

FLE + Short Programs

6. Attend conferences and fairs

Attend student-facing and institutional conferences in the United States



- NACAC College Fairs - National Association for College Admissions Counseling.



- Attend the NAFSA Annual Conference as part of the Campus France Pavillion or independently.



- QS Top Universities Masters and MBA Events

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Master/PhD

FLE + Short Programs

7. Request publication on Campus France USA social media and among FranceAlumni USA

Complete this Campus France USA Recruitment and Visibility Questionnaire and our team will assist in sharing information about your program or school on our social media platforms and with the FranceAlumni USA network, if applicable.

- [Recruitment and Visibility Questionnaire](#)
- Please complete the questionnaire 1-2 weeks prior to when you would like information to be shared to allow us ample time to plan communications.

ANNEX 1:

List of AEFE Schools in the United States with secondary school offerings, including links to contact information



AEFE schools in the United States extending to the high school level:

- [Lycée international de Los Angeles \(LILA\)](#)
- [Ecole bilingue de Berkeley](#)
- [Audubon Charter School of New Orleans](#)
- [Lycée Français de Chicago](#)
- [Lycée international de Houston](#)
- [Lycée international de Boston](#)
- [International Studies Charter School in Miami](#)
- [Lyceum Kennedy, New York](#)
- [Ecole internationale des Nations-Unies, New York](#)
- [Lycée français de New York](#)
- [Lycée français de San Diego](#)
- [Lycée français de San Francisco](#)
- [Lycée international franco-américain de San Francisco](#)
- [Lycée Rochambeau - The French International School](#)

ANNEX 2:

List of public and charter schools in the U.S. with French dual language and immersion programs at the secondary level, including links to contact information.

- [MIAMI \(FL\) International Studies Preparatory Academy](#)
- [NEW YORK The Boerum High School for International Studies](#)
- [EUGENE \(OR\) South Eugene High School](#)
- [EUGENE \(OR\) Eugene International High School](#)
- [WASHINGTON \(DC\) Washington International School](#)
- [SALT LAKE CITY \(UT\) Brighton High School](#)
- [SALT LAKE CITY \(UT\) Skyline High School](#)
- [DRAPER \(UT\) Corner Canyon High School](#)
- [KEARNS \(UT\) Kearns High School](#)
- [MILLVILLE \(UT\) Ridgeline High School](#)
- [BOUNTIFUL \(UT\) Bountiful High School](#)
- [KAYSVILLE \(UT\) Davis High School](#)
- [WOODS CROSS \(UT\) Woods Cross High School](#)
- [PARK CITY \(UT\) Park City High School](#)
- [GRANTSVILLE \(UT\) Grantsville High School](#)
- [PROVO \(UT\) Timpview High School](#)
- [MILTON \(MA\) Milton High School](#)
- [LAFAYETTE \(LA\) Lafayette High School](#)
- [HOLLISTON \(MA\) Holliston High School](#)
- [EDINA \(MN\) Edina High School](#)
- [MILWAUKEE \(MIL\) Milwaukee School of Languages](#)
- [SAINT PAUL \(MN\) Central Senior High School](#)
- [CAPITOL HEIGHTS \(MD\) Central High School](#)
- [WASHINGTON \(DC\) DC International School](#)
- [CHARLOTTE \(NC\) South Mecklenburg High School](#)
- [CHARLOTTE \(NC\) West Mecklenburg High School](#)

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usa.campusfrance.org/visibility

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