

GUIDEBOOK

For growing and developing your team



HIGH SCHOOL
EXCHANGE YEAR



ask me about
**HOSTING AN
INTERNATIONAL
EXCHANGE STUDENT**

if you're an international student, you can find out more about our program at www.internationalstudentexchange.org

Recruitment

Finding new people to
join an organization or cause

Our recruitment resources

We've increased our library of diverse resources to help you grow your team and get more referrals. Whether you're looking for print materials, social media assets or links for our online info webinar – we've got you covered! Our recruitment toolkit has guides for strategic planning, thoughtful conversations and getting the word out about the coordinator role.

Recruit locally. Refer nationally.

While thinking of ways to recruit locally, we encourage you to ask for IEC referrals in your area. Anyone you know can earn \$500 for referring a coordinator to our program! Make sure to tell your host families and greater network about this earning opportunity.

Outside RC region referral

Because growing your team is a part of the RC role, Regional Coordinators are not eligible to earn the referral incentive for recruiting IECs in their own region. RCs can however, earn \$500 per out-of-region IEC referral who activates and makes a placement! Refer new IECs in The Hub.



Check out our
recruitment resources

Our recruitment resources

We have curated a library of online resources to help you grow your team. Browse the links below to help you with strategic planning, thoughtful conversations and getting the word out about the coordinator role. Reach out to your Regional Director if you have questions or need additional materials. We're here to help!



Recruitment toolkit

Brainstorm

Who do you know who'd make a great IEC?

**What can you do to increase awareness about the coordinator role?
In your area and beyond?**

What's your goal this year?

Track your recruitment and referral progress below

Recruit/Refer 1 IEC

IEC Name:

Recruit/Refer 2 IECs

IEC Name:

Recruit/Refer 3 IECs

IEC Name:

Recruit/Refer 4 IECs

IEC Name:

Recruit/Refer 5 IECs

IEC Name:

Recruit/Refer 6 IECs

IEC Name:

Development

To lead through a succession of stages,
each of which is preparatory for the next

Developing your team

A new IEC's learning, growth and development is crucial to their success, and your involvement is critical.

We will continue to partner with Regional Coordinators to make sure all new IECs have the tools and understanding needed to feel comfortable and confident in their new role. Your mentorship, guidance, and support will continue to be encouraged and rewarded. Refer to your RC compensation agreement for RC rewards.



See all development
resources online

**NEW
FEATURE**

You can now track your new IECs' passport progress in The Hub!

Head to "My Team" > "IECs" and
click "IEC PASSPORTS".

RC Partnership

Growing your team can be so exciting! At the same time, we understand that having new IECs will increase your RC responsibilities. Your EF Team is here to help you and your new IECs through the onboarding process from start to finish.

Our goal is to work together to make sure our newest coordinators are set up for success.

RC tasks to complete when activating and onboarding a new coordinator:

- Introductory call within 24 hours
- New IEC Interview
- Complete Local Level Training within 30 days of activation
- Join a Road to Success call
- Help your new IEC make their first match and qualify for National Conference



EF
/
EXCHANGE
YEAR

Your role in IEC Development

A deep dive into the RC's steps for
onboarding new coordinators

Introductory call

If this is an IEC candidate you didn't recruit yourself, reach out to introduce yourself right away - even before a candidate begins their application. Not only does this establish you as the go-to local leader, but it also helps a potential new IEC feel more connected to the program in the area.

New IEC interview

The IEC interview is your opportunity to connect with each candidate before they officially become a part of your team. You will discuss their expectations of the role and assess their ability to network, supervise students and act as an effective member of the team. IEC interviews can be conducted by phone, virtually via Zoom, FaceTime or Google Meet, but ideally will be done in-person during the home visit.



Home visit

We ask that you complete the in-home visit within one week of the candidate completing their application or assign it to a nearby IEC. Of course, circumstances might make it challenging to complete an interview within one week, so please communicate your schedule and coordinate with the new IEC early on. If you are completing the IEC interview and home visit together, this is a great opportunity to demonstrate how to complete a home visit using their own home as an example.

Local Level Training

This important touchpoint should be conducted within 30 days of the candidate activating as a new IEC. Local Level Trainings can be done in person, by phone or virtually via Zoom, FaceTime or Google Meet.

This conversation is critical to new IECs feeling connected to their local support system, and new IECs will earn a stamp on their new IEC Passport for completing their Local Level Training with their RC.

Road to Success conversation

Regional Coordinators and Regional Placement Managers are invited to attend Road to Success conversations.

Road to Success calls reinforce goals set during the Local Level Training and establish that all members of the IEC support team are working toward the same united goal. They normally last about 30 minutes, and new IECs earn a stamp in their New IEC Passport once it's completed!





Support new IECs with their first match

Now this is where the real fun begins! Help your new IECs make their first match and get them excited about working with students! Here are some great ways RCs have gotten their new IECs involved and matching:

- Explain how your team works with schools. Share any school policies, deadlines and history with our program that you're familiar with.
- Assign a peer mentor to help model success.
- Host booth events as a team to help your IEC learn how to do their own in the future. Each RC received a fair kit that can be utilized by the team.
- Encourage new IECs to host or take a welcome student so they have firsthand experience with the program. This is a great topic to include in your early recruitment conversations or the home interview.
- Have new IECs shadow you in the role. Similarly, join them on all their firsts (school meeting, home interview, booth event, etc.).
- Create team challenges (on social media or seeing who can get the most "no" answers) to keep everyone engaged with a specific focus. Keep the tasks simple and easy to help them build confidence.
- Model and encourage social media as a recruitment tool.
- Show your IECs how to use their personal inquiry pages and talk through ways they can promote.
- Review our Marketing materials with your new coordinators. Help them get familiar with our social media assets, fliers, school brochures, rentable fair kits and more!
- Select and spotlight students that are a great fit for your region. This can help new IECs know what to look for in a student profile.
- Consider assigning Host Family Recruitment leads to your new IECs to help them gain confidence and hands-on experience.



Browse all our Marketing resources here.

Tracking progress

The following pages will help you keep track of where your new IECs are in their onboarding process.

As you move through each checklist, you'll also be helping your new IECs progress through their New IEC Passports. You can also see their progress in your Hub!

IEC Name: _____

- ☐ Introductory call within 24 hours
- ☐ New IEC Interview
- ☐ Complete Local Level Training within 30 days of activation
- ☐ Join a Road to Success call
- ☐ Help your new IEC make their first match and qualify for National Conference

Notes

[illegible]

**You're off to
a great start!**

IEC Name: _____

- ☐ Introductory call within 24 hours
- ☐ New IEC Interview
- ☐ Complete Local Level Training within 30 days of activation
- ☐ Join a Road to Success call
- ☐ Help your new IEC make their first match and qualify for National Conference

IEC Name:

- ☐ Introductory call within 24 hours
- ☐ New IEC Interview
- ☐ Complete Local Level Training within 30 days of activation
- ☐ Join a Road to Success call
- ☐ Help your new IEC make their first match and qualify for National Conference

Notes

Way to grow
your team!

**Way to grow
your team!**

IEC Name: _____

- ☐ Introductory call within 24 hours
- ☐ New IEC Interview
- ☐ Complete Local Level Training within 30 days of activation
- ☐ Join a Road to Success call
- ☐ Help your new IEC make their first match and qualify for National Conference

IEC Name: _____

- ☐ Introductory call within 24 hours
- ☐ New IEC Interview
- ☐ Complete Local Level Training within 30 days of activation
- ☐ Join a Road to Success call
- ☐ Help your new IEC make their first match and qualify for National Conference

Notes

Wow! You're a rock star!

**Wow! You're
a rock star!**

IEC Name: _____

- ☐ Introductory call within 24 hours
- ☐ New IEC Interview
- ☐ Complete Local Level Training within 30 days of activation
- ☐ Join a Road to Success call
- ☐ Help your new IEC make their first match and qualify for National Conference

IEC Name: _____

- ☐ Introductory call within 24 hours
- ☐ New IEC Interview
- ☐ Complete Local Level Training within 30 days of activation
- ☐ Join a Road to Success call
- ☐ Help your new IEC make their first match and qualify for National Conference

Notes

Awesome work!

**Awesome
work!**



/ HIGH SCHOOL
EXCHANGE YEAR