



Campus Reps



Dear Campus Rep,

Congratulations on a successful program with SFS! We hope you enjoyed your academic and field research experience, as well as the friendships and extraordinary moments that defined your life abroad. Like most fellow alumni, you may be asking yourself, “Now what?”

Signing up to be an SFS Campus Representative is a great way for you to share your study abroad experience and encourage your peers to learn more about SFS programs. As a Campus Rep, you are a member of a dedicated network of recent alumni who promote their engaging and transformative study abroad experience. This position will give you ways to reflect on your experience, share it with others, and discover how your time abroad can greatly benefit your future.

In this handbook, you will find projects you can do on campus to spread the word about SFS. Some examples include hanging posters, sharing pictures and stories, and attending events with SFS staff members. In the next few weeks, our enrollment team will be interviewing many new applicants and traveling to study abroad fairs and classrooms around the U.S., and we encourage you to join us when you can! Campus Reps are very effective spokespeople for SFS, and what you say about your experience leaves lasting impressions on prospective students. We look forward to your support this semester.

If at any time you want to share an idea for a new project, or if you need any kind of support or materials for an event, please don't hesitate to contact me.

Thank you so much for signing up for this program. I look forward to working with you!

Best,

A handwritten signature in black ink that reads "Ellen A. Crow".

Ellen Crow  
*Institutional Relations Manager, Lower Northeast Region*  
ecrow@fieldstudies.org  
(978) 500-2861

# PERKS OF BEING AN SFS CAMPUS REP

- 1. Join the growing SFS alumni network in promoting environmental stewardship.** By speaking with prospective students, every Campus Rep works towards preserving the longevity of their center and the SFS mission as a whole.
- 2. Add volunteer experience to your resume.** As a Campus Rep, you are developing leadership, communication, organization, and presentation skills, as well as showing your advocacy of and commitment to your values.
- 3. Help ease the transition back to life at home or school.** Sharing your experience with eager prospective students can help mitigate the effects of reverse culture shock, and can help keep memories of your program alive.
- 4. Get published!** The short stories and photographs you send us may be used to promote SFS on our website or social media.
- 5. Spread the word about SFS programs.** More than half of students who request more information about SFS learn about our programs from the posters that Campus Reps hang up at schools around the country.
- 6. Put your social media skills to good use.** Use Facebook, Twitter, YouTube, Instagram, and LinkedIn for a great cause—sharing your pictures and videos of an amazing semester abroad.
- 7. Partner with enthusiastic SFS staff during visits to your home school.** The SFS Institutional Relations team travels the country attending study abroad events during the school year. Watch for emails requesting your support, and stop by our tables or attend an info session with your pictures and answer questions from curious prospective students.
- 8. Give your professors another perspective on your work.** By volunteering to speak to a class, you show professors that you take initiative and have strong communications skills. This is very helpful when seeking recommendations for grad school and jobs down the road.
- 9. You decide your level of involvement.** We appreciate any time and effort you can contribute—as a fresh expert on your program, any commitment you make has an impact.
- 10. SFS support extends far beyond our international centers.** The staff at SFS headquarters will help you prepare for any Campus Rep projects you undertake, including sending you catalogs and emailing you presentation templates. Tell us about your accomplishments too—we love sharing great news, and each project you do will get you closer to earning rewards at the end of the semester! (*See the Campus Rep Rewards page for details.*)

# CAMPUS REP PROJECT EXAMPLES

## ➤ Advise Prospective Students

- Attend your school's **study abroad fair**. You'll receive emails from your region's Institutional Relations Manager when we're coming to your campus for an event. If one of us is not attending, we can send you fair materials for you to host the table instead.
- **Speak to classes** or student groups on campus or at a nearby high school. Students interested in environmental studies, biology, international relations, or anthropology make a great audience!
- Host an **info table** in your school's student center with your pictures. We can send you some catalogs and sign-up sheets for interested students.
- Contact your school's Study Abroad Office and let them know you wish to share advice with any students interested in SFS. Advisors are often looking for study abroad alumni to serve as **peer advisors**.
- Schedule a study abroad **debrief** with your study abroad advisor to share stories from your SFS experience. Advisors don't always get to hear from students after study abroad, and are often especially interested in learning about nontraditional programs like SFS. Tell them about your directed research project, community engagement work, and how living at a field research station changed you.

## ➤ Publicize The SFS Experience

- Hang SFS posters in high-traffic areas, such as a dining hall, student union, or residence hall. Email us anytime for more posters.
- Follow the instructions on the Alumni section of our website for instructions on how to add your SFS experience to your resume.
- Put your social media skills to good use! Become a fan of the SFS Facebook page, share our content on your profile, tag our Facebook photos, follow and retweet our content on Twitter, share memories and tag @TheSFS on Instagram, or connect with us on LinkedIn.
- Add "SFS Campus Rep" and our website link to your school email signature.

## ➤ Illustrate Your Semester Abroad

- Write a short reflective article on your experience. Send it to your school newspaper, or send us a copy for possible inclusion in an SFS publication.
- Send us your favorite 15-20 photos for our social media pages, website, catalog, or calendar. Did you make a video of your time abroad? Share it with us so we can promote it on our YouTube channel!
- Host an environmental film night in your residence hall, library, or Study Abroad Office, and begin with a short talk connecting it to your experience.
- Submit your SFS photos to photo contests that highlight studying abroad or wildlife themes.

## ➤ Present Your Directed Research

- Build a connection with a faculty member at your home school and work with them to present your research to a class or at an on-campus research event.
- Travel to a conference to present your Directed Research.

# CAMPUS REP REWARDS

We know how busy the school year can be, and **we want to say “Thanks!” for all of your efforts—big and small.** When you volunteer even an hour or two of your time to promote SFS, you play a vital role in our outreach efforts to the next generation of SFS students.

PROJECT LIST	POINT VALUE
Hang an SFS poster	1
Update resume to include SFS experience	1
Social media: Like us on Facebook, share our content; connect on LinkedIn, etc.	1
Add “SFS Campus Rep” and our website link to your school email signature	1
Submit your SFS photos to photo contests with study abroad or wildlife themes	5
Send us your favorite 15-20 photos (or more!) and videos from the field	5
Attend a Study Abroad Fair, SFS info session, or represent SFS at other event at your school*	10
Write an article (or be featured in one) about your SFS experience for your school, hometown newspaper, and/or the SFS blog. Send us a link to the article so we can share it!	15
Send monthly emails to prospective students**	15
Meet with prospective SFS students at your school**	15
Host an environmental film night/event and tie your SFS experience into it*	15
Speak on a Study Abroad alumni panel at your school*	15
Become a peer advisor in your school's Study Abroad Office*	25
Present SFS to classes or student groups on campus or at a nearby high school*	25
Present your Directed Research to a class at school*	25
Host an info session or table in your school’s student center with your pictures*	50
Travel to a conference to present your Directed Research*	75
<b>Your own project!</b>	<b>???</b>

*\*Please provide the name and email address of the Study Abroad Office advisor, professor, or SFS staff member who coordinated the event. We love pictures of these events, too!*

*\*\*For a list of prospective students from your school, please contact your Institutional Relations Manager*

POINTS	CHOOSE (1) FROM:
10 – 20	“Vintage” SFS t-shirt
21 – 50	\$15 gift certificate to The SFS Store
51 – 75	\$50 gift certificate to The SFS Store
76 – 100	\$75 gift certificate to The SFS Store
101 +	\$100 gift certificate to The SFS Store

**You can redeem rewards as you go, or accumulate points to receive a bigger reward at the end of the semester.**

Submit points [HERE](#) when you complete a project so I can keep track of your progress and celebrate your successes!

*\*\*Points do not carry over between semesters.*

# ONLINE RESOURCES

## 1. Connect with SFS online

- Like the SFS page on **Facebook** ([facebook.com/TheSFS](https://facebook.com/TheSFS))
- Follow us and join the conversation on **Twitter**: @TheSFS
- Follow our **Instagram** feed, and tag us in your SFS photos: @TheSFS or #TheSFS
- Send us your SFS videos to share on our **YouTube** channel ([youtube.com/SchoolFieldStudies](https://youtube.com/SchoolFieldStudies))

## 2. LinkedIn

[linkedin.com/company/the-school-for-field-studies](https://linkedin.com/company/the-school-for-field-studies)

Connect with thousands of SFS alumni! You can also view or post jobs to the group page.

[linkedin.com/edu/school?id=160004](https://linkedin.com/edu/school?id=160004)

SFS is also a LinkedIn University! Be sure to add “The School for Field Studies” under your education history to boost your profile and connect with other SFS alumni.

## 3. Resources for New SFS Alumni

[fieldstudies.org/alumni/resources](https://fieldstudies.org/alumni/resources)

Here you'll find information about financial policies, requesting transcripts, alumni profiles, and a guide to adding SFS to your resume.

## 4. News from the Field

[www.fieldstudies.org/blog](https://www.fieldstudies.org/blog)

The SFS blog, News from the Field, is a great way to stay connected to your SFS Center, and these posts can also provide great talking points for a presentation. Want to write a post about your experience beyond SFS? We're always looking for alumni content!

## 5. The SFS Store

[fieldstudies.newheadings.com](https://fieldstudies.newheadings.com)

Gear up for your next adventure or commemorate your SFS experience with products from our store. 15% of all sales go toward supporting SFS programs.