



# Promoting and Supporting Italian Language Education



## 2020 Annual Report 3<sup>rd</sup> Quarter

# Website Upgrade & Enhancements

## New Look

- Rich Content
- Italian Icons
- Trending Animation
- Easy to Update
- Reports & Analytics

## Member Portal

- Login
- Student Resources
- Teacher Resources
- Event Registration
- Events Calendar

## Donation Opportunities

- Get Involved Page
- Ways to Give Page
- Donor Sign In
- Donor Reports

# Increased Student Engagement



Attention:  
Student Members

Required  
Students'  
Teachers  
to be  
Teacher  
Members

Engaged with  
Students via  
social media

Encouraged  
Teachers to  
enroll their  
students

Launched  
Internship  
Program

Awards for  
Excellence

Results  
Almost  
triple # of  
new  
Student  
Members





# Awards for Excellence

## 2019

- 160 Student Members
- 27 Students Awarded

## 2020

- 460 Student Members
- 60 Student Awards



ATTENTION: STUDENT MEMBERS

# Awards for Excellence

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## 2020

WE WILL BE ANNOUNCING AWARD RECIPIENTS FOR THE AP ITALIAN LANGUAGE & CULTURE EXAM RESULTS BY SEPTEMBER 2020!!

To be an AWARD RECIPIENT you MUST meet the following criteria:

1. You have passed the **2020 AP Italian Exam** with a score of 3, 4 or 5;
2. Fill out the AP Italian score release permission form that the AP Program emails you on August 17. This email will come to the address associated with your College Board account;
3. Your Teacher MUST be an ILF Teacher Member;
4. You must be Registered as an ILF Student Member;
5. Your Student Member Profile must be fully completed **no later than August 31st**;
6. Awards will be distributed on a first come/first served basis. As such, it is important that you meet all criteria in order to be eligible.

### DO YOU MEET THE CRITERIA?

- Did you fill out the score release permission form that the AP Program emailed you on August 17?
- Check with your Teacher to ensure they are an ILF Teacher Member;
- Check that you are registered as an ILF Student Member via: <https://www.italianlanguagefoundation.org/register/>
- Check that your Profile is fully completed.

### Cash Stipend Value:

- A score of 3 receives \$100
- A score of 4 receives \$150
- A score of 5 receives \$250

### Have Questions?

Contact Us via:  
[info@italianlanguagefoundation.org](mailto:info@italianlanguagefoundation.org)  
Subject: Student Membership



# Teacher Programs & Engagement



Teacher Professional Workshop at Consulate of Italy in NYC



Executed three (3) Teacher Online Webinars with AP Qualified Teachers



Promoted other Teacher Education Programs

## Reimagining the Italian Curriculum

By Assistant Professor, Ryan Calabretta-Sajder

Based on Four Pillars:

Abbigliamento (clothes)

Agroalimentare (food)

Arredamento (furniture)

Automotive (automobiles)

Blogs from Collaborators like AATI



Blog by: Cavaliere Linda "Lyn" Scolaro, for Italian Language Foundation

~ P1 Mt.

Teacher Blogs About their Students

106  
TEACHER  
MEMBERS

MEMBERSHIP DOUBLED FOR 2020

ENGAGEMENT RESULTS

# Partners & Collaborations



## American Association of Teachers of Italian

### *More Robust Collaboration*

- Promote ILF's webinar series
- AATI requested joint Teacher Recognition Award with ILF



## College Board

### *Partnership Enhanced*

- Waived Student Fees for submitting Scores electronically to ILF
- ILF Sponsored Webinars with their AP Qualified Teachers



## Columbus Citizens Foundation

### *Data Backup Hosting*

- Pro-Bono On-Site Critical Backup
- All ILF web data, email and organization's documents



# Communications

## Social Media

### New Social Media Agency

- Launched Social Media October 2019
- Began #GrandeltaItalia social media campaign to portray culture, Italian studies education, company & executive accomplishments, travel, etc.
- **DiReggio Advertising Agency** manages all social media

### ILF Newsletters

–Send Quarterly Newsletters to Teachers, Students & Donors

### Blogs

– Promote to Teachers, Students, Professors & Industry Non-Profits to submit Blog Contributions based on Blog Guidelines



## Blogs



## Newsletters

## Ad Agency On-Board



**THANK YOU!**  
**GRAZIE MILLE!**