

2013 NNSTOY - MINNESOTA

*Change*

your world. Forever.





# People to People International



## People to People Committee

The White House – 1956

- Initially founded in 1956 by President Dwight David Eisenhower.
- The purpose of People to People International is to enhance international understanding and friendship through educational, cultural and humanitarian activities involving the exchange of ideas and experiences directly among peoples of different countries and diverse cultures.



# People to People History

AMBASSADOR PROGRAMS

Eisenhower



State Department



Private  
Sector

- Walt Disney
- Joyce Hall
- William Faulkner
- Arnold Palmer

Sister Cities

Project Hope

Pen Pals

Friendship  
Through  
Education

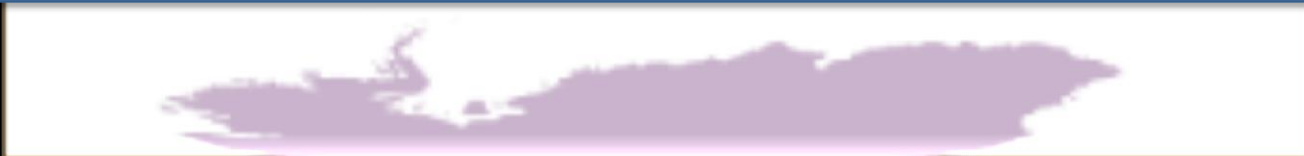




## People to People AMBASSADOR PROGRAMS



50 Years / 7 Continents / 40 Countries / 500,000 Alumni

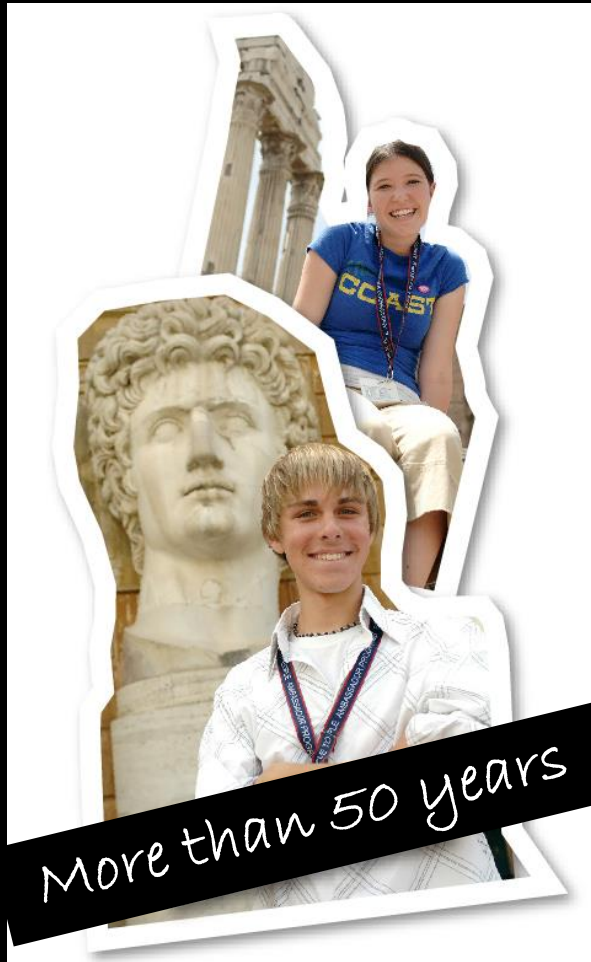




## People to People AMBASSADOR PROGRAMS

### The most recognized and respected educational travel provider:

- Promoting peace through understanding for **over 50 years** with more than **500,000 citizens** of the world.
- Participation contributes directly to personal success in a globalized world, fostering **international friendships**.
- The hands-on, action-packed, educational travel programs provide **access** to people and places beyond compare.
- Commitment to combining unique cultural experiences with **personal interaction** to create **global impact**.



50 Years / 7 Continents / 40 Countries / 500,000 Alumni



# Ambassador Programs overview

## AMBASSADOR PROGRAMS

	Student Ambassadors	Leadership Ambassadors	Citizen Ambassadors	Ambassadors Education
Age	10–18	10–18	45–80	Custom
Length	2–3 weeks	6–10 days	8–12 days	Custom
Primary Destinations	South Pacific Europe UK Asia	Washington ,D.C. New York California	China South Africa Russia India	All Seven Continents: Powered by People to People
Percent of Total	62%	29%	7%	2%







# SEE THE WORLD

THIS WINTER BREAK  
AMBASSADOR PROGRAMS



HOLIDAY MAGIC IN  
**MODERN LONDON**

LEARN MORE >



PURA VIDA:  
**Costa Rican  
Excursion**

LEARN MORE >



MEDITERRANEAN HOLIDAY:  
**BARCELONA  
TO ROME**

LEARN MORE >



MYSTICAL  
MOUNTAINS  
AND INCAN  
ADVENTURES:  
**PERU**

LEARN MORE >



SERVICE  
AND SPIRIT IN  
**INDIA**

LEARN MORE >



DO MORE THAN JUST SEE THE  
WORLD AS A STUDENT AMBASSADOR...  
**BE A PART OF IT.**



# History

## AMBASSADOR PROGRAMS

### Our Mission:

We bridge cultural and political borders through education and exchange, making the world a better place for future generations

**1956**

President Eisenhower launches People to People International

**1963**

Citizen Ambassadors travel with People to People International

**1967**

Ambassador Programs is founded to serve People to People participants

**1979**

First Citizen Ambassador program travels to China

**1999**

First Sports Ambassadors enjoy international competition

**2000**

Citizen Ambassadors travel to Cuba for the first time

**2006**

People to People International celebrates its 50<sup>th</sup> anniversary

**2008**

People to People Student Ambassadors Travel to Antarctica

**2009**

First Discovery Student Adventures program is launched

**2010**

People to People Ambassador Programs travels its 500,000<sup>th</sup> traveler

**2011**

Partners w AASA and DECA delivering Powered By programs





# History

## AMBASSADOR PROGRAMS

### Our Mission:

We bridge cultural and political borders through education and exchange, making the world a better place for future generations

**1956**

President Eisenhower launches People to People International

**1963**

Citizen Ambassadors travel with People to People International

**1967**

Ambassador Programs is founded to serve People to People participants

**1979**

First Citizen Ambassador program travels to China

**1999**

First Sports Ambassadors enjoy international competition

**2000**

Citizen Ambassadors travel to Cuba for the first time

**2006**

People to People International celebrates its 50<sup>th</sup> anniversary

**2008**

People to People Student Ambassadors Travel to Antarctica

**2009**

First Discovery Student Adventures program is launched

**2010**

People to People Ambassador Programs travels its

**2011**

Partners w AASA and DECA delivering Powered By



**NATIONAL  
TEACHER OF THE YEAR  
PROGRAM**

Making a Difference - Shaping the Future!



# History

## AMBASSADOR PROGRAMS

### Our Mission:

We bridge cultural and political borders through education and exchange, making the world a better place for future generations

**1956**

President Eisenhower launches People to People International

**1963**

Citizen Ambassadors travel with People to People International

**1967**

Ambassador Programs is founded to serve People to People participants

**1979**

First Citizen Ambassador program travels to China

**1999**

First Sports Ambassadors enjoy international competition

**2000**

Citizen Ambassadors travel to Cuba for the first time

**2006**

People to People International celebrates its 50<sup>th</sup> anniversary

**2008**

People to People Student Ambassadors travel to Antarctica

**2009**

First Discovery Student Adventures program is launched

**2010**

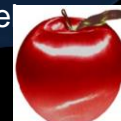
People to People Ambassador Programs travels its 500,000<sup>th</sup> traveler

**2011**

Partners w AASA and DECA delivering Powered By programs

**2012**

People to People Announces DC Leadership Program Partnership w National PTA



**NATIONAL  
TEACHER OF THE YEAR  
PROGRAM**

Making a Difference - Shaping the Future!



# History

AMBASSADOR PROGRAMS

**2013**

## **People to People Ambassador Programs formulates Advisory Board**

**AASA** – Daniel A. Domenech, Ph.D.

**NSBA** (emeritus) – Anne L. Bryant, Ed.D.

**NASSP** – JoAnn D. Bartoletti

**AMLE** – William D. Waidelich, Ed.D.

**NAESP** – Gail Connelly

**DECA** – Edward L. Davis, Ed.D.

**NPTA** – Eric R. Hargis

**Pearson Foundation** – Kathy Hurley

**USA Today Education** – Dianne Barrett

**Follett Education** – Joseph Miller

**Ambassador Scholarship**

**Foundation** – Dr. Darla F. Strouse



# People to People: Opportunities to Engage

1. **Travel** as a Student Ambassador Delegation Leader
2. **Nominate** Outstanding Students
3. **Serve** on the Delegation Leader Council
4. Teaching Guide – **project participant**
5. **Travel** as an Educational Professional on a Citizen Ambassador Program



# CHANGE YOUR WORLD FOREVER



PEOPLE TO PEOPLE  
STUDENT AMBASSADOR PROGRAMS



# — THE PEOPLE TO PEOPLE — DIFFERENCE

5 ways People to People  
Ambassador Programs tops those  
other travel programs

- Gain exclusive access
- Grow from a unique cultural experience
- Learn how to succeed in the globalized world
- Trust the safe travel experts
- Change your world for the better





# FUTURE — FULL OF — PROMISE

The exposure you gain to the world through a Student Ambassador Program can change your life.

Meet  
Brandon  
Perlow

**YEARS TRAVELED WITH STUDENT AMBASSADORS:** 5 (first program at 12 years old)

**FIRST STUDENT AMBASSADOR DESTINATION:**  
United Kingdom

**CONTINENTS VISITED:** 5

**AMERICAN STATES VISITED:** 44

**DEGREE:** Master of Public Policy Administration from the London School of Economics

**GOAL:** Career in public service in Washington, D.C.

More than 80% of our student participants report gaining acceptance to their first-choice college.



# — PUTTING — SAFETY FIRST

## **DELEGATION LEADERS**

are skilled teachers who are carefully trained to supervise students internationally.

## **DELEGATION MANAGERS**

are your language and destination experts.

## **WORLDWIDE PARTNERS**

locate the most engaging activities and ensure every site meets our standards for safety.

## **TRAVEL SERVICES TEAM**

track flights, scrutinize hotels, and approve menus.

## **MULTILINGUAL MEDICAL SPECIALISTS**

assist in translating doctors' orders and parents' questions.

## **EMERGENCY RESPONSE STAFF**

rush to the delegation if support is needed.

## **DELEGATE SUPPORT SPECIALISTS**

are available for you around the clock during your program.



# PREPARING STUDENTS FOR SUCCESS

## IN LIFE AND TRAVEL

Student Ambassador teacher leaders help prepare student ambassadors for travel and travel with students overseas.

“Once Student Ambassadors have experienced another culture, they can contribute more to their own education and learn to show respect for norms that are different from their own.”

—Angela McRae, Jacksonville, FL



**TEACHES IN:** Jacksonville, Florida

**GRADE LEVEL TAUGHT:** Middle School

**SUBJECT TAUGHT:** History

**YEARS TRAVELED WITH STUDENT AMBASSADORS:** 5



Student Ambassador teacher leaders **GUIDING GROWTH**



# DELEGATION LEADERS MAKE THE DIFFERENCE

Because they're responsible for supervising your children, we thoroughly screen every applicant for a delegation leader position.

Every delegation leader:

- Passes a background check
- Is personally interviewed by our staff
- Completes CPR certification
- Passes our travel-safety training with a score of 100%
- Completes up to 6 hours of in-person training with their area director



**LEADER CHECK LIST:**

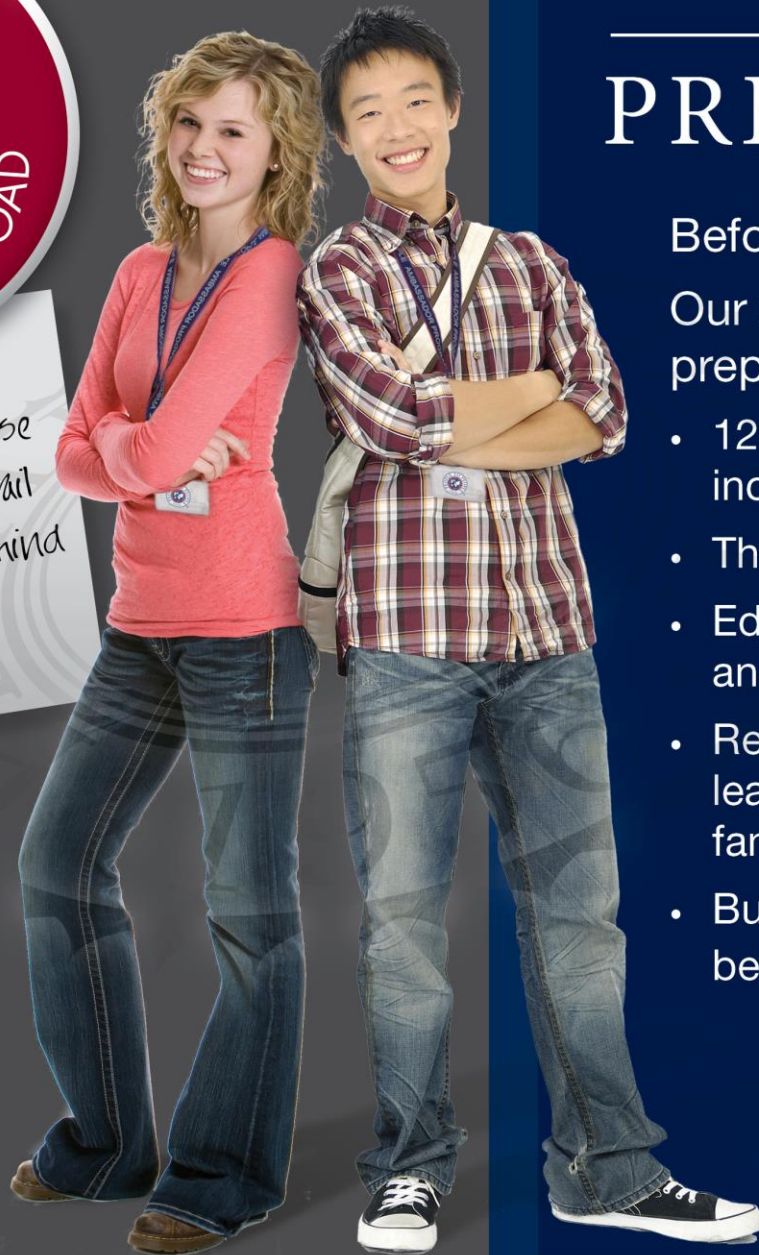
- ☐ Background check
- ☐ Interview
- ☐ CPR certification
- ☐ Pass travel safety training with 100%
- ☐ 6 hours in-person training with AD





**SAFETY TIPS:**

- ☐ Pack common sense
- ☐ Leave a money trail
- ☐ Leave the bling behind
- ☐ Travel smart



## PRE-TRAVEL PREPARATION

Before travel preparation –

Our students and parents are prepared:

- 12-hours of pre-travel training including
- The role of a Student Ambassador
- Education on your program content and destination
- Relationship building with your leadership team, students, and their family members
- Budgeting, packing tips, and behavioral expectations



# People to People: Opportunities to Engage

- 1. Travel as a Student Ambassador Delegation Leader**
2. Nominate Deserving Students
3. Serve on the Delegation Leader Council
4. Teaching Guide – project participant
5. Travel as an Educational Professional on a Citizen Ambassador Program



*Change*

your world. Forever.

STUDENT AMBASSADOR DELEGATION LEADERS





## PEOPLE TO PEOPLE AMBASSADOR PROGRAMS

### LEADERS

- Our delegation leaders are best in class
- 18% are national board-certified, compared to 1.7% nationally and 91% state-certified
- Delegation leaders are CPR-certified
- Online safety training required of all leaders
- Thorough application process & background checks

### CURRICULUM & SERVICE

- Over 42,000 college credits granted across all programs since 1980
- More than 220,000 high school credits granted across all programs since 2004
- 26 of top 30 colleges (from Best Colleges 2009 by *U.S. News & World Report*) accepted transfer credits
- Over 190,000 service hours to date

### SAFETY

- Only organization with dedicated Health & safety team and certified nutritionist
- 24/7 duty officers & on-call support
- Annual leader training events
- State-of-the-art facility
- We provide industry leading travel insurance plans that are primary to individual family insurance during program

### RESOURCES

- Washington School of World Studies
- Scholarships & Awards— over \$1.3 million in 2013
- Worldwide Partner network
- Bookrags.com



PEOPLE TO PEOPLE

## AMBASSADOR PROGRAMS

### WASHINGTON SCHOOL OF WORLD STUDIES

- Fully accredited through the AdvancED
- Provides academic credit to high school students
- Curriculum follows state standards
- Leader training via webinar in the Fall



Washington  
— SCHOOL of —  
WORLD STUDIES





PEOPLE TO PEOPLE


## AMBASSADOR PROGRAMS

### ACADEMIC CREDIT

- Students (grades 9 – 12) who successfully complete all program course work are granted high school academic credit
- Students (grades 5 – 8) will receive a Certificate of Completion for successfully completing their course work
- College credit from Eastern Washington University is an option for students in grades 7-12 who complete the course work and pay and additional fee



**EASTERN**  
WASHINGTON UNIVERSITY



Washington  
SCHOOL OF  
WORLD STUDIES

Post-travel credit completion report

Delegate name \_\_\_\_\_ Travel group \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Delegation leader signature \_\_\_\_\_

Pre-travel progress report grade	____/40				
On-program evaluation (circle one)	Not at all		Extremely well		
Delegate demonstrated effective and confident communication skills	1	2	3	4	5
Delegate promoted civic understanding and responsibility	1	2	3	4	5
Delegate demonstrated Ambassadorial skills	1	2	3	4	5
Delegate demonstrated global awareness and knowledge	1	2	3	4	5
Total points (add points from each of the above measures)	____/20				

Academic credit evaluation

Photo share #1	____/5
Photo share #2	____/5
10 journal entries	____/5
WSWS Post-travel final multi-genre project	____/25

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total points \_\_\_\_/100

Final grade \_\_\_\_\_

A	90-100
B	75-89
C	60-75
F	0-59

Note: Students who do not complete the program for any reason will not be awarded credit. If a student receives a failing grade, please provide supporting documentation to the Washington School of World Studies at mail@schoolofworldstudies.org.

Washington School of World Studies • 1956 Ambassador Way • Spokane, WA 99224-4006  
866.504.9306 • mail@schoolofworldstudies.org • schoolofworldstudies.org





PEOPLE TO PEOPLE

## AMBASSADOR PROGRAMS

### IS WSWS' CREDIT ACCEPTED?

- WSWS is a fully accredited school and the credit should transfer to other schools
- If credit is not accepted, advise parents to work with the school district and WSWS representative
- Remind parents transcript may also serve as a valuable, stand-alone piece for student's file for college applications to demonstrate his/her global experience



Washington  
— SCHOOL of —  
WORLD STUDIES



PEOPLE TO PEOPLE

## AMBASSADOR PROGRAMS

### OUR DELEGATION LEADERS:



- Flexible
- Positive
- Professional
- Good communicators
- Respectful
- Team players
- Fun!



# OUR DELEGATION LEADERS



**Interviewed to  
ensure it's a  
great fit**

**Comprehensively  
trained on line &  
in person for  
latest updates &  
travel safety**

**Background  
Checked**

**CPR Certified**





## PEOPLE TO PEOPLE AMBASSADOR PROGRAMS

### WHAT DOES A DELEGATION LEADER DO?



Spreads  
Awareness



Educates



Engages  
Students



Ensures  
Fun and  
Safe  
Travel



Ensures  
Safety



## PEOPLE TO PEOPLE AMBASSADOR PROGRAMS

### GENERAL LEADER RESPONSIBILITIES

- Invite deserving students to information meetings throughout the year
- Attend local information meeting and two area director trainings
- Accept ANY assignment willingly and be flexible to change
- Attend & facilitate orientation activities, as well as group funding events
- Participate in the entire travel program
- Have a valid passport (and visa(s))
- Be CPR certified by **May 15** (first-aid in addition is preferred)
- Complete ALL online leader trainings by **May 1**
- Comply with program guidelines

NOTE: More details are available in the T&C you will find during the leader application process.



## PEOPLE TO PEOPLE AMBASSADOR PROGRAMS

### LEADER BENEFITS

- Life-changing journey to bring back to your classroom
- See the world through your students' eyes
- Unique places and people
- **All materials provided to you**
- Program office support
- **Continuing Educational Units (CEUs)**
- Covered by basic insurance on program & liability insurance
- Professional growth

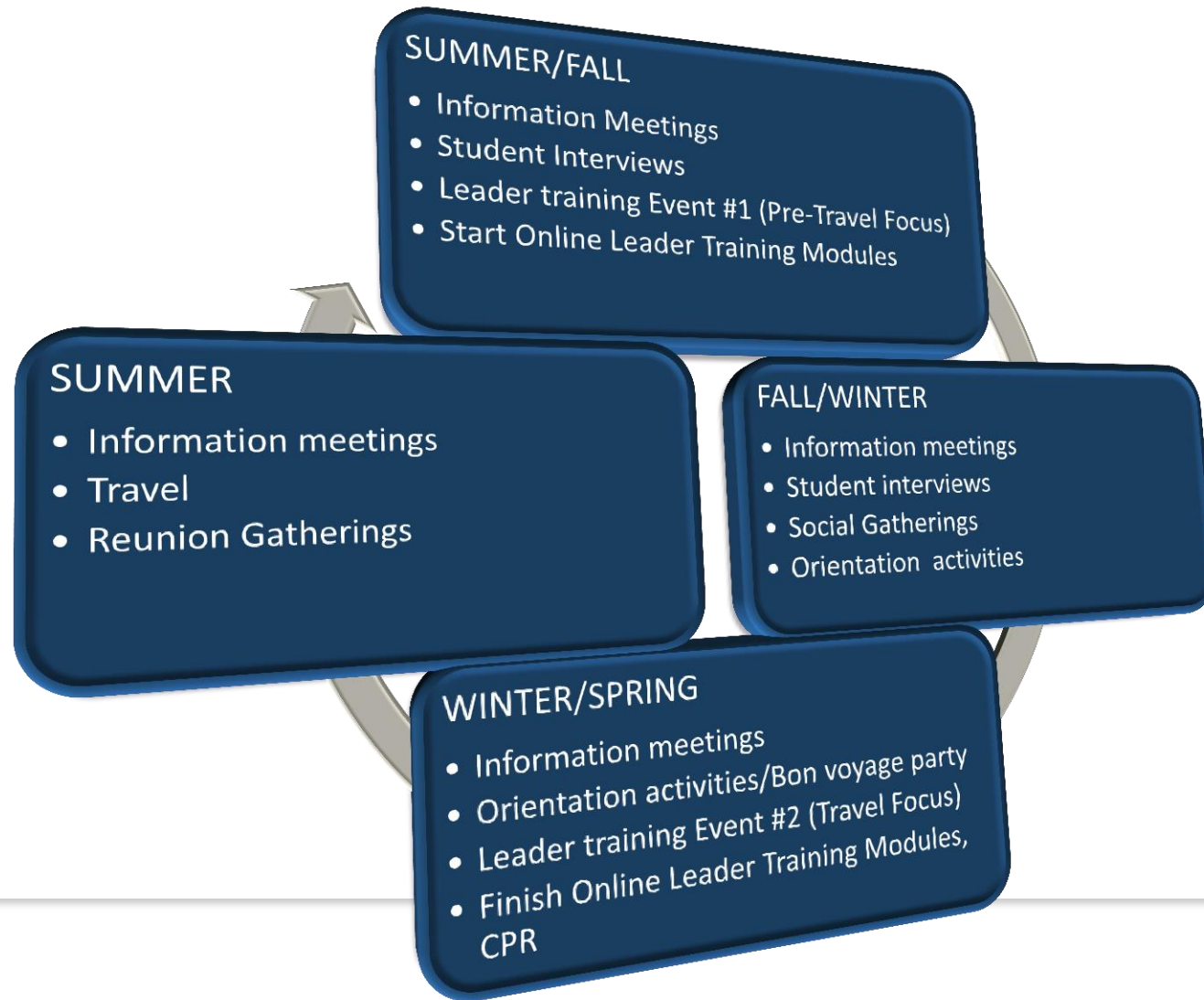






PEOPLE TO PEOPLE

## AMBASSADOR PROGRAMS





# PEOPLE TO PEOPLE AMBASSADOR PROGRAMS

## THE COMPASS – EDUCATORS' PORTAL

- Join our community at [www.peopletopeople.com/leaders](http://www.peopletopeople.com/leaders)
- Or from our home page [www.peopletopeople.com](http://www.peopletopeople.com) > for Teachers

THE COMPASS

A UNIVERSAL SOURCE OF INFORMATION FOR ALL PEOPLE TO PEOPLE AMBASSADOR PROGRAMS LEADERS AND ADVOCATES.

Email Address

Password

Sign In

Forgot your password?

Prospective Leaders and Advocates  
[Join Our Community](#)

Returning Leaders from 2005-2010  
[Convert Your Account](#)

Need more information about becoming a leader? Find out more

**Leader Headlines**

Learn exciting news about People to People Ambassador Programs! Sign in to learn more!

Want to know if you qualify to lead a delegation? Sign in to learn more!

Find easy ways to nominate a student leader! Sign in to learn more!

We are now accepting applications for the 2014-2015 program. Sign in to apply!

PEOPLE TO PEOPLE 1956

FIND A TRIP OUR PROGRAMS WHY PEOPLE TO PEOPLE **FOR TEACHERS** ABOUT US CONTACT US

APPLY NOW

Home / For Teachers

Questions? 1.800.669.7882

**For Teachers**

I'M INTERESTED >  
GIVE ME MORE INFORMATION

Tweet 1 Like 0 +1 0 Pin 1

**OVERVIEW**

PROFESSIONAL BENEFITS

LEADER RESPONSIBILITIES

LEADER QUALIFICATIONS

NOMINATE A STUDENT

SIGN IN

**TAKE YOUR CLASSROOM TO THE WORLD**

Together with outstanding program leaders, People to People Ambassador Programs has been changing the world through educational travel for 50 years.

Qualified educators can apply to lead student delegations on domestic and international programs—becoming part of an ongoing legacy of global citizenship and service.

[APPLY TO BE A LEADER](#)

PEOPLE TO PEOPLE 1956

# People to People: Opportunities to Engage

1. Travel as a Student Ambassador Delegation Leader
- 2. Nominate Deserving Students**
3. Serve on the Delegation Leader Council
4. Teaching Guide – project participant
5. Travel as an Educational Professional on a Citizen Ambassador Program





PEOPLE TO PEOPLE

## AMBASSADOR PROGRAMS

# NOMINATE DESERVING STUDENTS

- Nominate deserving students to participate at any time
- Many nomination tools for you to work with:
  - Multi nomination web form on ***The Compass***, (under 10)
  - Excel spreadsheet form on ***The Compass*** (20 +)
  - Read and agree to the Nomination Policy Guidelines
  - **Your name is not disclosed**

The screenshot displays the 'THE COMPASS' website interface for People to People Ambassador Programs. The header includes the logo and the tagline 'A UNIVERSAL SOURCE OF INFORMATION FOR ALL PEOPLE TO PEOPLE AMBASSADOR PROGRAMS LEADERS AND ADVOCATES'. A navigation bar contains links for Home, Nominate, Resources, Training, Guidelines, and My Info. The main content area is titled 'People to People Ambassador Programs Nominations' and provides two options for nomination: Option 1 for 10 or fewer students using a web form, and Option 2 for more than 10 students using a downloadable spreadsheet. A note specifies that only XLS format can be uploaded. Below this, the 'People to People Ambassador Programs Nomination' form is shown, featuring fields for First Name, Last Name, Home Address, City, State (a dropdown menu), Zip Code, and Gender Grade. There is an 'Add' button next to the Gender Grade field. A 'Program Type' dropdown menu is also present, with 'Please Select' as the current selection. A checkbox labeled 'Please use my name in this recommendation' is checked. At the bottom of the form is a 'Submit Nominations' button.

# People to People: Opportunities to Engage

1. Travel as a Student Ambassador Delegation Leader
2. Nominate Deserving Students
- 3. Serve on the Delegation Leader Council**
  - a. 12 member council**
  - b. 5 council members will serve as curriculum advisors**
  - c. 2 curriculum advisor positions available through NNSTOY**
4. Teaching Guide – project participant
5. Travel as an Educational Professional on a Citizen Ambassador Program

# People to People: Opportunities to Engage

1. Travel as a Student Ambassador Delegation Leader
2. Nominate Deserving Students
3. Serve on the Delegation Leader Council
- 4. Teaching Guide – project participant**
  - a. Stand-alone project
  - b. Ongoing – dynamic documents; deploy Q1-2014 for 2014 travel; participate Q3/Q4 2013
5. Travel as an Educational Professional on a Citizen Ambassador Program



# People to People: Opportunities to Engage

1. Travel as a Student Ambassador Delegation Leader
2. Nominate Deserving Students
3. Serve on the Delegation Leader Council
4. Teaching Guide – project participant
- 5. Travel as an Educational Professional on a Citizen Ambassador Program**



PEOPLE TO PEOPLE

## CITIZEN AMBASSADOR PROGRAMS

People to People Citizen Ambassador Programs provides professional, educational travel opportunities that foster networking locally and globally, build career potential, and show you the world through hands-on, face-to-face interaction with international counterparts.





PEOPLE TO PEOPLE

## CITIZEN AMBASSADOR PROGRAMS

### Elements

- **Education**, Business
- Medicine, Law
- Science & Technology
- Social Sciences, Agriculture
- Arts & Humanities
- Cultural Programs
- 7-14 days

### Value

- **Over 25,000 CEUs granted annually**
- Over 1,600 professional meetings held annually
- 55% of participants state the program helped their career
- 26% of participants state the program assisted them in developing an international professional network

### Benefits

- Life-changing programs
- **Continuing education credits**
- Customized program content for discipline of choice
- Top professionals serve as program leaders
- Travel safety experts
- **20-30 hours professional Interaction**

### Quality

#### 2011

- 98.7% rated overall program Excellent/Good
- 93.6% rated professional content Excellent/Good
- 98.2% rated cultural content Excellent/Good

#### 2012

- 99.2% rated overall program Excellent/Good
- 94.6% rated professional content Excellent/Good
- 98.3% rated cultural content Excellent/Good







PEOPLE TO PEOPLE

STUDENT AMBASSADOR PROGRAMS

**Thank  
You**

*Mahalo*

**Kiitos**

*Tack*

**Toda**

**Grazie**

*Obrigado*

**Thanks**

**Takk**

**Merci**

**Gracias**