

## American Bridges

**Roles and Responsibilities - what is expected from those who will support the program**  
**Prontes Americanas at IFs** *They would go through basic training so they understand the concepts of American Spaces and EducationUSA, so they can connect their students to their closest American Space and/or EdUSA advising center. If they want to go above and beyond, they could coordinate with the Embassy/Consulate/American Space on offering strategic programs. See below:*

Possible Activities:

- Replicate posts in social media at local Institutos Federais venues
- Program the EducationUSA Social Media Dig- Promote programs hosted by the closest American Space, as relevant
- Consider organizing and offering programs about the US for their student, received every Monday, into social media posts throughout the week.
- Talk in general about EducationUSA and the programs offered to students and professors.
- Meet once a month with the nearby EducationUSA adviser to strategize about target audiences to promote opportunities and programmatic events.
- Promote eLibraryUSA to librarians/teachers/students  
ents (possibly in partnership with their American Space and/or the Embassy/Consulate)

- **About offering EducationUSA programming/ resources:**

- Receive every Monday the EducationUSA Weekly Social Media Digest with general information and toolkits to post in social media about study in the United States and program publications throughout the week at the Institutos Federais' social media
- Follow EducationUSA Brazil Instagram and Facebook pages and repost events, fairs, and interesting information about U.S. colleges and universities and study in the United States as well as opportunities for projects and partnerships.
- Send weekly reminders of the "Plantao EducationUSA" where students can find every day online an adviser to talk to them. The agenda for the "Plantao" is at [www.educationusa.org.br/agenda-de-eventos](http://www.educationusa.org.br/agenda-de-eventos)
- Reach out inside the Institutos Federais and outside, attracting prospective students to our programmatic events and programs, eg. Opportunity Funds for underprivileged students of high academic excellence that want to apply for U.S. colleges and universities and others.
- Serve as a POC (point of contact) to the nearby EducationUSA advising office, sending prospective students to the advisers' online sessions and interacting once a month with the POC to establish strategies to help each other.
- Reaching out to specific audiences to highlight specific programs, eg. LLM (Master of Law) Fairs, Essay Writing Resource Center geared to students and faculty of Institutos Federais and other universities, etc.

- About offering American Spaces programming/resources:
  - Promote programming on social media and provide information to the public to enhance mutual understanding and engagement between the people of Brazil and the people of the United States of America, as well as to inform the public about the upcoming activities/events. (evergreen social media graphics are available here: <https://app.box.com/s/789c8pwnmap5n87dj1gmgvwkced7nkci> and files that can be edited in Canva can be found here: <http://bit.ly/3d6JmvO>.)
  - Down the road - Pontes might want to:
    - Organize public (virtual and/or in-person) activities/programs inspired by American Spaces Strategic Calendar. It can be in partnership with your closest/local Binational Center and/or American Corner (or the Embassy/Consulate) [Embassy may want to add Pontes to the distro list for the American Spaces newsletter]
    - Collect data about the programs/activities audience (age, gender, interests, previous understanding of the topic/theme, etc) and share with the Embassy.

Programme - draft

Lauch American Bridges	April 14th
Launch training for EducationUSA	April 15th
EducationUSA	April 22nd
EducationUSA	April 29th
Launch training for American Spaces	May 6th
American Spaces - other Embassy resources (English language resources, Youth Ambassadors, etc.)	May 13
American Spaces - eLibraryUSA	May 20
American Spaces - eLibraryUSA - for librarians	May 25
Matchmaking sessions - between Pontes, American Spaces, EducationUSA, and to introduce them to their contacts at the consulates	Week of May 24th