



NAFSA RISE Fellowship Media Toolkit 2020

The following resources are intended to assist RISE Fellows and/or their institution in communicating publicly about the NAFSA RISE Fellowship program.

Sample language for a press release from a fellow's institution:

[insert headline]

[insert City/State and date] - [insert name of fellow's institution] is pleased to announce that NAFSA: Association of International Educators has selected [insert name of fellow] as one of eleven (11) international education practitioners/professionals across the United States to receive the prestigious NAFSA RISE Fellowship in 2020.

NAFSA's flagship diversity, equity and inclusion program, the [NAFSA RISE Fellowship](#) is designed as a two-year, fully funded professional development opportunity for international educators from underrepresented minority backgrounds. During their first year, fellows will participate in the prestigious [NAFSA Academy for International Education](#), where they will be mentored through an individualized learning plan. During their second year, fellows will apply their learning to impact their respective campus or community.

“NAFSA believes that diversity in our classrooms, our communities, and our workplaces is our strength,” said Esther Brimmer, NAFSA executive director and CEO. “As the largest and most comprehensive association dedicated to international education, we believe it is our responsibility to create and celebrate efforts that develop international education practitioners from all backgrounds.”

The goals of the fellowship are a) provide representation of international education professionals from underrepresented minority backgrounds; b) ensure the inclusion of participants into established professionally recognized NAFSA programming and networks; c) support the continued learning and sustained engagement of participants as they establish themselves in their professional journey and d) lead the empowerment of participants with resources and tools to help them give back to their institutions and communities, and the field at large.

[Insert quote[s] from institution and/or recipient]

The complete list of 2020 NAFSA RISE Fellows is available on the website:

www.nafsa.org/rise

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Sample language for social media posts:

If posted by the institution:

Proud to announce that [insert name/tag of fellow and their division/unit/area affiliation] has been selected as a RISE Fellow by @NAFSA to support #diversity in #IntlEd. [include headshot and link to press release if applicable]

If posted by fellow:

Proud to share I have been selected as a @NAFSA RISE Fellow, a program to support #diversity in #IntlEd. I am excited to strengthen my leadership skills and expand my network to deepen my expertise while creating positive and lasting change at [insert institution name/tag] [include headshot and link to press release if applicable].

NAFSA social media handles:

Twitter: @NAFSA

Instagram: @nafsagram

LinkedIn: NAFSA: Association of International Educators

Suggested hashtags: #diversityequityinclusion