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Subject: **AP Italian December Briefing**

Good morning,

Below is an update from the AP Italian December 11, 2009 briefing.

AP Italian Update

Summary of December 11 Briefing

On December 11, 2009, the College Board and the Italian Language Foundation, with the participation of Vice Counsel of Italy Cristiano Maggipinto, conducted a briefing via the internet and telephone to provide an update on the efforts underway to reinstate the College Board's Advanced Placement Program in Italian Language and Culture (AP Italian) course and exam in schools worldwide, a program that requires a collective investment of approximately \$1,500,000 annually.

During the call, Counselor Maggipinto announced that Italy has committed to contribute \$500,000 annually if other advocates of AP Italian would also collectively commit \$500,000 a year. Additionally, the College Board would need to contribute \$500,000 a year. In addition to securing additional funding, a critical goal is to raise student participation in the program to an annual level of 5,000 students or more, from which point only the College Board's annual \$500,000 contribution will be needed to sustain the program.

The College Board shares the concerns that advocates of AP Italian share about the lack of due diligence in the initial planning, enrollment projections, and thoughtful financial analysis conducted when AP Italian was first started several years ago. A priority for the College Board is to approach any revival of AP Italian in a very disciplined and thoughtful way, based on extensive analysis and accurate data. Accordingly, the first priority is to conduct these analyses and share the results with the public for feedback.

Trevor Packer, Vice President responsible for leadership of the Advanced Placement Program for the College Board, summarized the next steps necessary to determine whether it can reinstitute the program:

- Over the next eight weeks, the College Board will undertake to project AP Italian enrollments through 2020 to determine what level of funding is needed to sustain the program; the College Board is seeking to identify sources of data about current enrollments in Italian coursework across grades K-12.
- By late January, Mark Cavone at the College Board will be working to identify cost reduction opportunities within the AP Italian development and scoring operations, in hopes of reducing the amount of external funding needed;
- By late January, the College Board will develop solid estimates for the cost of reinstating AP Italian and bringing it to a level at which it will be sustained only by College Board expenditures.

The College Board is currently reaching out to many groups and organizations, and would greatly appreciate any insight into areas of growth or participation in Italian language studies that could be used to help understand the potential this program has to grow. Your help is incredibly important and valuable due to the aggressive growth we are striving to achieve, and to reduce the length of time for which external funding is needed. If you have any statistics or may be able to help identify possibilities for future enrollment of students of AP Italian, we encourage you to notify Lauren Reynolds at lreynolds@collegeboard.org.