

## AP Career Kickstart

# Counselor to Student Recruitment Email



**Subject Line:** Explore AP Career Kickstart at [School Name]

Hi [Student Name],

Are you thinking about your future, whether that means college, a career, or both?

[Choose one: Our school offers the AP<sup>®</sup> Career Kickstart™ course below./Our school offers the AP<sup>®</sup> Career Kickstart™ courses below.] AP Career Kickstart is a group of AP courses designed to help you build skills for in-demand fields. With a qualifying score on the AP Exam, you can earn college credit, advanced placement, or both—depending on the college—plus an employer-endorsed credential.

*[Delete this section if your school does not offer AP Business with Personal Finance.]*

## AP Business with Personal Finance

- Learn how money works and how businesses succeed
- Build your own business idea
- Gain skills you'll use for life

*[Delete this section if your school does not offer AP Cybersecurity.]*

## AP Cybersecurity

- Learn how to protect systems, networks, and data
- Explore an in-demand career field
- Work through real-world scenarios, such as assessing risks to internet-connected farm equipment

*[Delete this section if your school does not offer AP Networking.]*

## AP Networking [available beginning in 2027-28]

- Learn how devices, networks, and the internet stay connected
- Configure, secure, and troubleshoot networks in real-world scenarios, from a single device to the global internet
- Build skills for an in-demand field in technology

## What to Know

- Open to all students, with no prerequisites
- Built around applied projects
- Designed to connect your learning to your college and career goals

If you're interested, let's talk about whether [this course/one of these courses] is right for you.

Best,

[Counselor Name]

### Instructions for counselors (delete this box before sending)

1. Keep only the course sections your school offers and delete the rest.
2. In the second paragraph, choose the sentence that matches one course or more than one.
3. Include AP Networking only if your school will offer it in 2027-28.
4. Replace the bracketed text with your own details and delete the bracketed notes.



Invite students to visit [cb.org/explore-AP](https://collegeboard.org/explore-AP) to tell us they're interested.