

AP Career Kickstart

Start Here: Your First 10 Students



What This Is

A simple one-week plan for introducing AP® Career Kickstart™ to your first small group of students, without waiting for a formal rollout, training, or the perfect moment. It includes four short steps: identify, reach out, talk through the fit, and follow up.

Why This Matters

Some students don't think of AP as an option for them, so they may not go looking for it. That means the first conversation often has to start with you.

A first round of 10 conversations won't reach every student who could benefit, but it's enough to build momentum and give a handful of students an option they may not have considered.

1 Step 1: Identify 10 Students (10–15 Minutes)

Use the Student Identification Checklist to quickly spot who might be a fit:

- 3–4 students who show curiosity about business or personal finance.
- 3–4 students who show curiosity about technology, cybersecurity, or networking.
- 2–3 students who are still figuring out what interests them.

2 Step 2: Reach Out (15 Minutes)

Send each student the Counselor to Student Recruitment email or have a quick conversation instead:

"I think this course could be a great fit for you. Want to hear more?"

3 Step 3: Talk Through the Fit (5–10 Minutes per Student)

Walk through the matching self-check together. There's a separate one-page self-check for each course:

- Is AP Business with Personal Finance Right for You?
- Is AP Cybersecurity Right for You?
- Is AP Networking Right for You?

Help them see whether it sounds like them, not whether they qualify.

4 Step 4: Follow Up

- Share the Career Outcomes by Course one-pager and the Questions to Ask Your Student guide with the student's family so the conversation can continue at home.
- Encourage the student to bring questions to their next course selection appointment with you.

Pro Tip

Don't wait for students to come to you. Start the conversation with students who may not have considered AP yet and with students who are curious about business or technology careers.

Your Goal

Within one week:

- Identify 10 students.
- Have at least 5 conversations.
- Help 2–3 students seriously consider enrolling.

Start small. Momentum builds quickly.



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