Creating an AiGoLearning International Branch: Step-by-step Guide

STEP 01 — MAKE A PLAN

Create a planning google document with the following information:

- Goals: What do you want to achieve with your branch? E.g. One of your goals can be to make AiGoLearning courses available in the language that is spoken in your region.
- Timeline: Set short term goals for yourself and your team which you plan to complete.
- Potential action points

Here is an example planning document:
https://docs.google.com/document/d/1O7PoELHUuPckLHaGjPyhEU6UdL3Bw5Bsd2ZWofIRt0g/edit?usp=sharing

STEP 02 — CREATE A WEBSITE

Creating a website would be one of the preliminary steps. It is crucial to have an area where interested students/parents can learn more about the organization and the classes you provide.

Here are some example websites of our branches:
https://switzerland.aigolearning.org/,
https://india.aigolearning.org/,
https://vietnam.aigolearning.org/

Creating a website is a very easy process, we will ask you to fill in a website making form with the basic information you would like to include. The website will then be made and put online by the tech team! If you would like to code the website on your own, then that is an option too!

STEP 03 SET UP YOUR TEAM

The best ways to recruit team members are the following:
- Ask your friends who might be interested in coding like you!
- Approach Coding/STEM club members in your school
- Create an Indeed job posting: https://ch.indeed.com/?r=us
- Create a Linkedin job posting

To make sure that you have a fully functional team you can try and assign the following team positions: President, Treasurer, Marketing head, Secretary.

Try and make sure that the majority (or at least a few people) of your team members are people that you can physically meet with (as opposed to dispersed across the country). This makes it easier to communicate and create a functioning team!

STEP 04 CREATE A SCHOOL CLUB

The best way to start promoting your branch is starting from your community! Start by creating an AiGoLearning club at your school. Involve students in your school by promoting your classes and recruiting teachers. Starting a school club is very different depending on the school, however, we would suggest contacting a teacher or the principal with a proposition to create an AiGoLearning club.

Make sure you have a team of people and a supervisor and you should be ready to go!
Remember to start small to establish your roots and then start creating classes all over the country!

STEP 05 — PROMOTE IT!

Now you want to get started on promoting your organization and classes in any way you can! Here are few of the ways you can do this:

- Contacting other organizations for partnerships (E.g. libraries, sunday schools, other non-profits).
- Creating posters that you can put around your school

Example:
https://drive.google.com/file/d/1eaVv5NET6GgWWWXBSWqkx-lyd8-MtVey/view?usp=sharing

- Creating social media pages:
- Instagram page

Example:
https://www.instagram.com/aigolearning_switzerland/

- Linkedin page

Example: https://www.linkedin.com/company/aigolearning-switzerland

STEP 06 — START A CLASS!

Once you have students, the operation team will then work with you to set up the class.

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