

Share the benefits of language study and build a “grass-roots” base to promote language learning in your community.



Learning a second language has life-long benefits!

BRAIN POWER
COGNITIVE FLEXIBILITY
ACADEMIC SUCCESS
CAREER ENHANCEMENT
PERSONAL GROWTH
GLOBAL PERSPECTIVE

However, our society has always assumed that “English is enough” because our native language has been the *lingua franca* for business and international trade. We think, “*Why learn another language when the rest of the world is learning English?*”

In today’s global society this thinking is out-of-date. English IS an important global language, but by using that as a reason to stay mono-lingual, we have denied our young people the benefits of language learning and have ourselves missed opportunities for mind-expanding life experiences.

And while it is true that many thousands of people are learning English, they are **also** learning Mandarin, Portuguese, Urdu, and many others. Europeans, Asians, Africans, people from across every continent DO value second language learning and ARE being given opportunities to become proficient in other languages.

If our country is going to stay competitive in the 21st century and be prepared to play a strong role on the global stage, then U.S. citizens need to be linguistically and culturally literate.

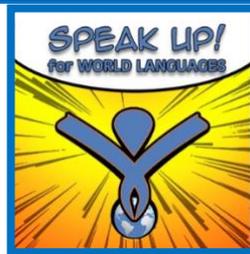
This is our challenge as language teachers.
How can we change that out-dated mind-set
of only needing to speak English?



We CAN

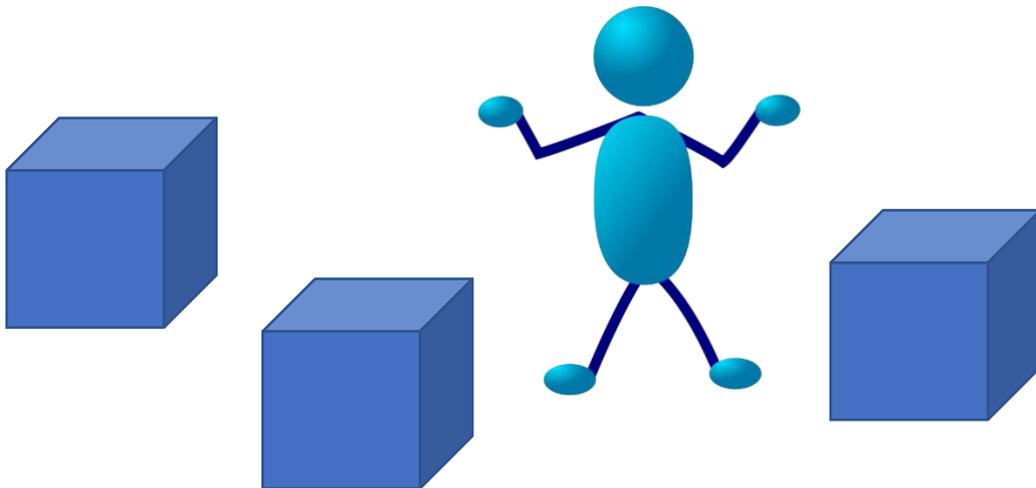
- TALK to people and TELL them -
We can BROADCAST the news, EDUCATE
and DISSEMINATE the information.

We can SPREAD THE WORD!



Learning a second language is GOOD FOR YOU !!

In our own communities, how – where – and with whom
do we **RAISE AWARENESS** about the benefits of
and **BUILD SUPPORT** for language learning ?



ANYWHERE and EVERYWHERE!!

BUILD A NETWORK!



**in the
CLASSROOM**

We CAN and we DO !

**in the
SCHOOL
COMMUNITY**

**Fellow Faculty
Members**

**The School
Board and
Central Office**

**Guidance
Counselors**

**Elementary or
MS contacts**

Administration

**with
PARENTS**

**Here's what language study can do
for your son/daughter.**

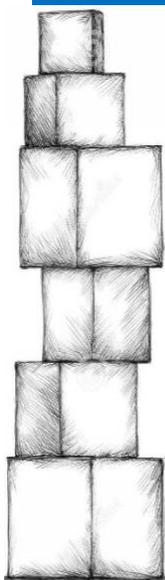
**in the
LOCAL
COMMUNITY**

**Organizations
(Civitan, Kiwanis
Women's Club, etc.)**

Businesses

Church Groups

Officials





IN YOUR CLASSROOM

The most important advocacy work a language teacher does is **in the classroom.**

By immersing our students in a student-centered, proficiency based learning environment;

[ACTFL Proficiency Guidelines](#)

by helping them set personal goals and track their own progress (thereby realizing personal accomplishment); and

[NCSSFL-ACTFL Can Do Statements](#)

by relating language learning to life experience and to the perspectives of other people on our planet;

[NCSSFL Interculturality Can-Do Statements](#)

we are:

guiding them in the development of a life and career enhancing ability,

providing them with essential 21st century skills,

AND

creating strong advocates for language learning.

BEYOND

How can we **make an impact** beyond our own classroom / **demonstrate to fellow faculty members** how our lessons contribute to over-all literacy; and **integrate language** into other school disciplines?

IDEAS!



**THE SCHOOL
COMMUNITY**

**The
CENTRAL
OFFICE**

Share current information about language learning with curriculum coordinators, directors of secondary and elementary education, the superintendent and others.

Modern teaching methods based on new research into how the brain acquires language should be of interest to these educators as they work to provide our young people with a “well-rounded education”.

Explain how studying a second language can enhance learning in other disciplines and strengthen control of our own language.

**The
SCHOOL
BOARD**

Is there a bulletin board in the meeting room you could utilize to visually present the benefits of language learning? Or could you send them an infographic with the information?

Perhaps an introductory letter like the one on the RESOURCES page would be appropriate – to begin a conversation about the importance and benefits of language learning.

**OUT-REACH
to
The Middle
School or
Elementary
Grades**

An elementary teacher might appreciate a mini-language lesson by you or a few of your students.

Share a cultural event with one grade or more.

A “recruitment” visit to 6th graders or to the MS, with a brochure and your student as spokesperson, could interest more students in language learning.



PARENTS

When we connect with parents at OPEN HOUSE and Parent/Teacher Conferences - and talk about how learning a second language is advantageous to our children - we might ask for their in-put and ask them to become vocal language advocates.

Perhaps they have a contact at their work or in their organizations who would be interested in the information. And they could write or call their state and national legislators to express support for language learning in our schools. They, too, can **Take Action!** using the ACTFL link.

We could have a hand-out outlining the benefits of language learning (see below) for them to take away and share with their friends and colleagues.

Everyone can be prepared to SPEAK UP (!) for languages.

We could also prepare a newsletter (2-3 times a year ?) with the latest news about language learning and about what's happening in our classes. Or just add an "advocacy piece" to the communications we are already sending home.

This is why language study is GOOD for the learner:

- Improves memory, mental flexibility, and ability to focus
- Improves standardized test scores (math, reading and vocabulary)
- Contributes to overall literacy
- Builds awareness and understanding of cultural diversity
- Improves understanding of native language and culture
- Develops awareness of our global society
- Builds stronger communication skills
- Increases opportunities for further study and employment
- Increases ability to multi-task

ETC. !!

COMMUNITY GROUPS



Organizations like the ROTARY Club (that sponsor an exchange program) might be interested in helping to spread the word about the importance of language learning. Also Kiwanis, the Junior League, a Book Club, the Chamber of Commerce, the Scouts and 4-H groups -- we all have a stake in making our citizens globally aware and educating our young people for the global society they will inherit.

It only takes reaching out, making a connection, arranging a “sharing” session so that the need for language learning gets talked about and eventually becomes part of mainstream thinking!

**A multi-lingual citizenry with inter-cultural sensitivity
is GOOD for our country: for**

the economy -

(Global markets demand linguistic and cultural expertise.),

our national well-being -

(protecting and providing for citizens)

(Health care, Information and Education Services),

diplomatic relations,

and

national security.

Our GOAL is to bring language learning into the public eye, to encourage more people to think about why it is important that our young people have the opportunity to learn a second language.

MAKE YOUR LANGUAGE PROGRAM VISIBLE!

NEWS

An effective way to bring languages into the public eye is through articles in the local newspaper and broadcasts on local TV and Radio.

– A Justo Lamas concert, a language-week celebration, a human-interest story about a student benefiting from his/her language ability, a new report that explains the benefits of language learning - there are many possibilities.

How can we connect with a local news agency?

SOCIAL MEDIA

How can language advocates, teachers and students use Instagram, Facebook and Twitter, etc. to disseminate our message?

PLEASE [SHARE](#) YOUR IDEAS WITH US!

