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| Share the benefits of language study and build a “grass-roots” baseto promote language learningin your community. |  |

Learning a second language has life-long benefits!

BRAIN POWER

COGNITIVE FLEXIBILITY

**ACADEMIC SUCCESS**

PERSONAL GROWTH

CAREER ENHANCEMENT

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 In today’s global society this thinking is out-of-date.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!

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|  | in theCLASSROOM |  We CAN and we DO ! |
|  | Arrow Clockwise curvein the SCHOOLCOMMUNITYArrow Slight curve |  Arrow Clockwise curveFellow Faculty MembersArrow Slight curveGuidance CounselorsAdministration | Arrow Clockwise curve  The School  Board and  Central OfficeElementary or MS contacts |
| Simple building blocks stacked | withPARENTS | Here’s what language study can do for your son/daughter. |
|  | in theLOCALCOMMUNITY | Arrow Clockwise curveOrganizations (Civitan, Kiwanis Arrow Slight curveArrow Slight curve Women’s Club, etc.)Church Groups | Arrow Slight curveBusinessesOfficials  |

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|  C:\Users\Terri Marlow\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\99AA1966.tmp | **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](https://www.actfl.org/publications/guidelines-and-manuals/actfl-proficiency-guidelines-2012)  by helping them set personal goals and track  their own progress (thereby realizing personal  accomplishment); and [NCSSFL-ACTFL Can Do Statements](https://www.actfl.org/publications/guidelines-and-manuals/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](https://bsd405.org/api/wp-content/uploads/sites/32/2015/10/Intercultural-Can-Do-Statements.pdf?x49552) 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!](https://www.advocacy4languageswv.com/how-can-we-advocate) |

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| School And Community Clipart | **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. |

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| Parent teacher conference clipart black and white | 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. !! |

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| COMMUNITY GROUPS | School Community Clipart |
|  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!

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| **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](https://www.advocacy4languageswv.com/contact-us) YOUR IDEAS WITH US! |



LANGUAGES FOR ALL!