

ECA/A/L Digital Outreach Strategy

- To provide high quality and accessible digital resources for teachers of English abroad
- To develop openly-licensed materials that are easy to re-use and repurpose
- To collaborate with our field officers on projects that meet the needs of their audiences
- To be a resource to our officers in the field for best practices and lessons learned



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ECA/A/L Digital Outreach Strategy

- Became official office policy in late 2017
- Implemented through a suite of digital programs and resources managed by program officers in DC



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Virtual Training Programs

AE MOOCs

Massive Open Online Courses are free courses offered to English teachers and learners worldwide to support their English teaching or learning

Facebook Live Professional Development

Series of free online professional development courses offered 3 times per year for overseas English teachers to enhance their pedagogy

AE E-Teacher Scholarship Program

Online courses for overseas (non-U.S.) English language teachers; variety of English topics and levels; generally 8 weeks in duration



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Materials and Resources

Website and Social Media

A repository of thousands of free materials for English teachers and a very active Facebook presence with 4 million followers

English Teaching Forum

A peer-reviewed academic journal for English teachers

Online and Print Publications

Resources for English teachers developed by our exchange participants



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MOOCs

MASSIVE OPEN ONLINE COURSES



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AE MOOCS

- 5 MOOCS:
 - English for Business and Entrepreneurship
 - English for Career Development
 - English for Journalism
 - English for STEM
 - English for Media Literacy



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How can MOOCs be used?

- As courses facilitated by a leader or teacher
- As material for other classes you teach
- As Embassy events
- As a way for teachers to free up teaching time
- As a homework assignment for a reading group or MOOC Camp
- As a way to generate interest, gather a group, and explore shared interests!



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Outreach with MOOCs

- We provide space online and expertise in developing these five MOOCs for officers in the field who want to develop their own similar courses
- We provide openly-licensed materials developed for our existing MOOCs to be repurposed for other audiences



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AE Live Professional Development



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AE Facebook Live

- Regular online video discussions by specialists on professional development topics for English teachers
- Broadcast on our AE for Educators FB page
- Many thousands of viewers
- Digital badges



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Outreach with Facebook Live

- We advise on designing and delivering FB live videos to officers in the field
- We specialize in helping officers to integrate social media outreach efforts with on-the-ground programming



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AE E-Teacher



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What is it?

The American English E-Teacher Program offers 8-week, online university-level courses in Teaching English to Speakers of Other Languages (TESOL) developed by U.S. educational institutions.



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Courses

- Using Educational Technology in the English Language Classroom
- Critical Thinking in the Classroom
- Teaching Grammar Communicatively
- Teaching English to Young Learners
- Language Assessment



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Features

- Community of Practice
- Multiple universities
- Openly-licensed materials
- Our own hosted web space for the Canvas LMS
- All courses are made into MOOCs
- E-Teacher MOOCs use digital badges



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Outreach with AE E-Teacher

- Customized courses for our officers in the field
 - ▣ English for Journalism
 - ▣ English for Disaster Management
 - ▣ English for Medicine
- We advise regularly on best practices in online course development and on using openly-licensed materials



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Social Media

- Three Facebook pages with a combined audience of 4 million
 - ▣ American English
 - ▣ American English for Educators
 - ▣ English Access Microscholarship
- Teaching tips and language pointers posted several times a day via infographics, photos and animated videos



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Outreach with Social Media

- We advise our field officers on developing and implementing their own social media strategies
- We collaborate with officers in the field to use our platform to promote their events and initiatives on our pages



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English Teaching Forum

- Published quarterly and available online or in print
- By teachers/for teachers
- Practical classroom strategies for English teachers with a solid foundation in contemporary research
- Articles, activities, games, discussion questions and classroom snapshots



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Outreach with English Teaching Forum

- The editor advises teachers at the request of our field officers on how to submit articles to Forum or on best practices for setting up their own academic journal
- Material from English Teaching Forum is used regularly in our other programs and on our social media pages



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Publications

- We have thousands of free materials for English teachers on our website
- We regularly solicit for new materials developed in the field by our exchange participants and make them available for print and on our website
 - English Club Manual
 - Writing Center manual



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Outreach with our Publications

- We advise our officers in the field and exchange participants on best practices in developing openly licensed and engaging materials for teachers and learners of English



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Digital Outreach Strategy and Travel

- Each of our program officers travels once a year to the field for projects directly related to our Digital Outreach Strategy
 - ▣ AE E-Teacher and India
 - ▣ English Teaching Forum and Thailand/Vietnam
 - ▣ Social Media and Kuwait/Serbia



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Thank you for your time and attention!

For more information, please contact us at:
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www.facebook.com/AmericanEnglishforEducators



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