



The Language Enterprise in the US: The View from Washington

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Overview

- The Language Enterprise: What we do
- Key Programs
- Key Issues
- What JNCL-NCLIS is doing & where we are going
- What you can do
- Q & A

“The Language Enterprise”

- The "Language Enterprise" encompasses everyone who enables communication among different cultures and languages
- At the nexus of globalization, information, rising youth populations, entrepreneurship, self-expression: “Assertion of linguistic rights goes hand in hand with the assertion of economic rights” (Salkowitz, 2011)
- Integral to globalization and the national interest: now taken as a given
- One of the oldest professions – globalization, translation, teaching FL aren't new (e.g., Hanseatic League, Folsom arrow points, Aristotle) but pace, information, and mobility are!

The Role of the Language Enterprise

- **WE** facilitate the free movement of people, information, and ideas
- **WE** build up mutual understanding and acceptance of cultural and linguistic diversity
- **WE** promote the personal development of the individual

Who is “The Language Enterprise?”

- **WE** are the Language Enterprise
- People and organizations that are directly engaged:
 - Translators, Interpreters
 - Localization, globalization
 - Multilingual professionals
- People and organizations enabling those who are engaged
 - Teachers & researchers
 - Testers & test developers
 - Developers of tools and materials for language learning and work
- 300,000 in the educational sector, 200,000 in the private, more in government
- \$25b each year in the US economy

Key Programs, K-12 (1)

- StarTalk (ODNI, administered by NFLC-led coalition):
<http://startalk.umd.edu>
 - Summer Institutes for students & teacher professional development
 - Arabic, Chinese, Dari, Hindi, Persian, Portuguese, Russian, Swahili, Turkish, and Urdu
- Flagship K-12 Partnership (Defense Language National Security Education Office = DLNSEO) <http://www.thelanguageflagship.org/k-12-programs>
 - Articulated K-20 sequences
 - Dual immersion in Chinese, Russian Arabic
- National Security Language Initiative for Youth (Department of State) <http://exchanges.state.gov/youth/programs/nsli.html>
 - Summer study abroad for ages 15-18
 - Arabic, Chinese (Mandarin), Hindi, Korean, Persian (Tajik), Russian and Turkish

Key Programs, K-12 (2)

- Teachers of Critical Languages (Department of State) <http://www.americancouncils.org/TCLP/>
- (FLAP?) (Department of Education?)
 - Funding eliminated by the administration in FY2012
 - Full funding requested by Representatives Farr, Holt, Ruppersberger, September 18, 2012

Key Programs - Higher Ed (1)

- Language Flagship (DLNSEO) <http://www.thelanguageflagship.org>
- English for Heritage Language Speakers (DLNSEO) <http://www.ehlsprogram.org>
- Project GO (Global Officer) (DLNSEO) <http://www.rotcprojectgo.org>
 - Scholarships for college ROTC cadets
 - University funding
- Language Training Centers (DLSNEO) <http://www.nsep.gov/initiatives/training/>
 - Mid career officer training in FL
 - Funding for universities to implement program
- Title VIII Fellows (State Department)
 - Eurasian languages and policy research for graduates students and junior faculty
 - <http://researchfellowships.americancouncils.org/researchscholar>

Key Programs – Higher Ed (2)

- Critical Language Scholarships (Department of State) <http://clscholarship.org/institutes.html>
 - Summer group study abroad for college students
 - Beginning learners included for some languages
- Title VI/Fulbright-Hays (US Department of Ed.) <http://www2.ed.gov/about/offices/list/ope/iegps/index.html>

What JNCL-NCLIS is doing (1)

- Engaging Congress

- Looking for a champion

- Sen. Simon, Sen. Bradley, Sen. Akaka, Rep. Obey – all have left the scene
- We have *many* supporters but we need a number of voices to lead the charge

- Letter to OMB

- Congress is receptive in general

What JNCL-NCLIS is doing (2)

- Co-sponsoring the 2013 Smithsonian Folk Life Festival: “One World, Many Voices: Endangered Languages and Cultural Heritage”
 - National Mall, June 26 - July 7
 - 1.5m+ visitors
- Co-branding the ACTFL Advocacy Website:<http://capwiz.com/actfl/home/>
 - Instant emails to congress
 - Easy to use
 - ****Easy**** for congressional staff to track
- Co-sponsoring CASL Summit on Language and Education, “Language for All: Perspectives and Evidence”
- Worked with advocates in Michigan to support the FL requirement
- Worked with advocates in Sacramento to support the FL requirement at Sacramento State

Where JNCL-NCLIS is going

- Growing into the private sector of the Language Enterprise
 - \$15-\$20b industry in the US
 - 6000+ small businesses
 - 200,000 FT professionals
 - Concerned about
 - Finding, training, keeping talented workers
 - Federal regulation of language (hi-tech vs. clerical)
 - Public perception of *language as a profession*

Looking Ahead

- Private sector will continue to grow
- JNCL-NCLIS to engage with private sector
- K-12: effective advocacy required at the local level (PTA, School Boards, Parents)
- K-20: need to engage with the language industry – and JNCL-NCLIS will make this happen
- USG language programs will be stable (except for those in US Department of Education)
- Collaboration among sectors will increase

Q & A

Contact

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