



Language: The State of the Nation

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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
- DoDEA K-12 Partnership Program: Strategic Foreign Language Expansion Program (S-FLEP)
 - Supports world language instruction in military-dependent impacted school districts
- 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



Key Programs, K-12 (2)

- 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
- Teachers of Critical Languages (Department of State)
<http://www.americancouncils.org/TCLP/>
- (FLAP?) (Department of Education?)
 - Funding eliminated by the administration in FY2012



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/oep/iegps/index.html>
 - Cut by 45% in FY12 by the administration
 - \$7m added in FY14 budget request

Key Issues to work on in DC

- Building support in US Dept. of Education
 - FLAP eliminated by the administration
 - Title VI/Fulbright-Hays cut 45%
 - USED focus on global competence – “the ability to engage intelligently on issues of global importance”
 - Laudable, but where’s the plan? The \$\$\$?
- Advocate for level funding/increases for
 - DoD (DLIFLC, DLNSEO)
 - State
 - ODNI (StarTalk, CCP)



Reauthorization of the Higher Education Act: Title VI

- House Committee on Education and the Workforce has requested ideas – due August 4th
 - Linkages with industry (translation, interpreting, localization)
 - Cross-sector programs
 - Global professionals



Language and STEM

- FL is already part of STEM
 - FL Research and Development in the US Gov't comes from STEM accounts (DARPA, IARPA, NSF, NIH)
 - FL work is highly technologized – teaching, translation, interpreting
 - The language industry is vital to the US STEM industry, leveraging \$1.5 trillion in trade
- White House Office of Science & Technology Policy requested a position paper from JNCL-NCLIS
- Available on JNCL-NCLIS website



What JNCL-NCLIS is doing

- 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
 - Letters to OMB and appropriators from Congress
 - Staff briefing (Dec 2012, Summer 2013)
 - Congress is receptive in general
- Working with the White House (OSTP): L as part of STEM
- Collaborations with
 - SCOLA
 - ACTFL (PR & Advocacy)
 - FolkLife Festival
 - CASL
 - Globalization and Localization Association



Where JNCL-NCLIS is going

- Growing into the private sector of the Language Enterprise: NCLIS & GALA
 - \$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*



Impact

- A bigger coalition
- More members & resources
- JNCL-NCLIS now represents 300,000 teaching & research professionals –
- We will represent **500,000** American language professionals
- Stronger voice in DC
- Stronger voice with Fortune 500



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



What YOU can do

- Be active in your association(s)
- Become an advocate
 - *The best advocacy is a good program – our results speak for us*
- Respond to policy alerts
- Send us your ideas



Contact

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