Using your Chinese Program to Promote Global Competency

National Chinese Language Conference
April 14, 2012
Purpose of the Session

• Define effective advocacy

• Provide information on how advocacy can build your programs
  – The STARTALK Experience
  – The Bangor Chinese Experience

• Provide strategies on advocating

• Increase awareness of likely partners
Session agenda

- The STARTALK Experience
- The Bangor Chinese Story
- Brainstorming what works
- Creating a story for your program
- Questions
Advocacy

• Definition: The act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support.


• The Plan:
  – The problem
  – Desired outcome
  – Resources to implement the plan
  – Compromise solutions
STARTALK
What is STARTALK?

• Language learning for more students
  – Early start: K-12
  – Geographically diverse
  – Opportunities for long-term articulation

• Professional development for teachers
  – Language-specific training
  – Blend of theory & practice
Goals

• To increase the quality and supply of teachers of critical languages throughout the nation
• To stimulate significant increases in the number of students enrolled in the study of critical languages
• To improve the quality and effectiveness of critical language curriculum

Source: ODNI, 2009
STARTALK Languages

2007 – Arabic & Chinese
2008 – Hindi, Persian, & Urdu
2009 – Swahili & Turkish
2010 – Dari & Russian
2011 – Portuguese
2012 – all ten
STARTALK: Managing for Quality

- Quality = ACTFL Standards + STARTALK-endorsed principles for effective teaching and learning
  - Integrating quality checks into all steps
  - Reflecting on what worked and what needed improvement
  - Incorporating feedback into the process and to stakeholders
Growth in Chinese: Students

<table>
<thead>
<tr>
<th>Year</th>
<th># of Chinese Language Offerings</th>
<th># of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>18</td>
<td>681</td>
</tr>
<tr>
<td>2008</td>
<td>37</td>
<td>2079</td>
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<td>2009</td>
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<td>4242</td>
</tr>
<tr>
<td>2011</td>
<td>63</td>
<td>5782</td>
</tr>
</tbody>
</table>
Growth in Chinese: Teacher Trainees

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Chinese Language Offerings</td>
<td>17</td>
<td>27</td>
<td>33</td>
<td>44</td>
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<tr>
<td># of Teacher Trainees</td>
<td>292</td>
<td>702</td>
<td>776</td>
<td>991</td>
<td>998</td>
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</tbody>
</table>

# of Chinese Language Offerings

# of Students

![Graph of Chinese Language Offerings](chart1.png)

![Graph of Students](chart2.png)
Who Can Get STARTALK Funding?

Eligibility

• Capacity to offer a STARTALK program
• Languages, states, ages, levels of instruction
• Prior experience
• Evidence of participant safety and insurance
Who Can Get STARTALK Funding?

- Post secondary institutions
- State and regional educational agencies
- School districts
- Public and private schools
- Community organizations
- Language associations
- Corporations
Impact: Capacity

• New Academic Year Programs
• Additional Opportunities for Students
Impact: Infrastructure for Critical Languages

- Increased number of highly effective teachers
- Improved resources for language instruction
Affective Impact: Students

- 96% enjoy learning languages
- 98% think it important to learn about other people and places
- 78% plan to continue studying the language
Affective Impact: Teachers

- Increased confidence in teaching
- Increased willingness to implement effective strategies
- Increased collaboration among teachers
Next Steps

• Continue to support successful programs
• Work with program directors to start critical language classes in their schools
• Demonstrate the impact of STARTALK to government funders
  – The program has met its goals
  – Focus on the impact generated by interest in STARTALK
Reaching into a Broader Community: A formula for Expanded Awareness of Programs and Organizational Foundation Building

The Chinese Language and Culture Center of Maine
Bangor Chinese School

Jing Zhang and Suzhong Tian
National Chinese Language Conference
April 14, 2012
It is said that one picture is worth a thousand words.
So, let me then show you a picture!
Our organization, the Chinese Language and Culture Center of Maine is like a tree. The roots of this tree are our partnerships and associations. These include:

- Working connection with local public and private schools
- Joint educational projects with state universities
- Liaison with State Education Department
- Joint projects with the City Council and local political leadership (e.g., Sister-City project)
- Cooperation with parents
- Good relationship with local business and Medias
- Beneficial relations with Governmental, non-governmental organizations, and Congressional delegation
- Liaison with the Chinese Consul General (NYC) & Hanban
- Chinese partners at the local, provincial, and central government level
- Partnerships with Local schools and universities in China
Our organization, the *Chinese Language and Culture Center of Maine* is like a tree. The trunk is our organization’s and its missions and dedicated people. These include:

- Year-long Chinese language instructions to all age and all levels
- Bangor Chinese School and Portland Chinese School
- Three Federal funded programs: two STARTALK (s) and NSLI-Y
- Annual Trip to China with students, educators and business people
- Assist MDOE set up Chinese program for Maine schools
- Exchange program with oversea partners for officers, teachers and students
- Chinese teacher training in compliance with
- State certification requirements
- Culture services and holiday celebrations
- Annual Maine Chinese Conference
- Standard Chinese test-YCT and HSK
- Help Maine schools and cities build up sister-school/city
Part of Board Members and Advisors
Finally the tree’s leaves. These are:

- Increased global competency
- Improved understanding between two of today’s great nations
- The diverse coloration of the leaves during our fall Chinese Conference represents all our goals of increased tolerance and human understanding
Partnership with
Local k-12 Schools and Universities

Institutes
- Husson University
- University of Maine
- Lee Academy
- Orono High School
- John Bapst High School
- MT. Ararat High School
- Hampden Academy
- Bangor School Department
- Portland Schools
- All schools that currently offer Chinese programs

Benefits
- Share resources: space, professional skills, academic credits
- Joint programs: Study in China, summer programs and Afterschool programs-"North Start" and annual Chinese Conference Sponsorship
State Education Department

In my own experience, there has never been a request made by our organization to the State Education Department for expertise, information and cooperation that has gone unmet. They have always stood in support of our student language programs, and our efforts to help Maine teachers of Chinese.
Joint projects with City Government

- Sister-city project (Bangor-Harbin)
- July 13, 2009, City Proclamation citing our program as an exemplary educational program
- Student exchange Harbin and NSLI-Y (American Councils)
- Business & professional exchange programs
- “Business Talk” Skype chat between Bangor manufacturers and Chinese building programs in Harbin, i.e. pre-stressed wood products, large-scale construction items, tidal power equipment, Maine seafood
Heilongjiang Education Delegation visited Bangor (Feb, 2012)

- Increased class registrations in Chinese!
Federal Government

- Congressional delegation
- The University of Maryland
  - We enjoy being a member of STARTALK family
- American Councils and US State Department
- ONR management and indirect cost negotiation
- Foreign Agricultural Service (FAS) of the United States
- Michael Riedel, Officer of FAS, is studying Chinese at the Bangor Chinese School
2011 CLCCM-NSLI-Y Team in Hanban
"China, in particular is an important nation to understand. It is an ever-emerging economic player, even as its culture - with thousands of years of history - is transforming as a result." ------ Gov. John Baldacci
Working with Parents

- “North Star” Maine Elementary After School Chinese Program (Tripartite project) is expanding
Portland Chinese School

-Bangor Chinese School in its Portland campus will add 15-20 jobs in area
Liaison with the Chinese Consul General (NYC) and Hanban

- Match Maker of overseas partnership
- Guide of Confucius Classroom establish
- Other resources
International Organizations and NGOs

- Partnership: CLCCM- Exchange Department of Heilongjiang and local schools; CLCCM-Hubei Polytechnic University