



JNCL-NCLIS Update

July 2014

Message from the Executive Director

Dear Colleagues,

The past month has seen a great deal of activity in the Language Enterprise, as we move forwards from our tremendously successful Legislative Day to aggressively advocate for languages here in DC and in the larger national conversation. Your work in May pays off! The StarTalk Chinese program in Springfield, Massachusetts, hosted Representative Richard Neal (D-MA-1) last week, which is a great testament to the advocacy and outreach work of MaFLA and of the Springfield Public Schools. Read more below about the visit. The continued engagement with our elected representatives is vitally important - they need to know that our programs exist, that they confer significant benefits at the individual level, and that they are integral to the larger language capacity in the US. Given the funding constraints in the current Congress, and the haphazard management of language programs across the Federal government, this kind of action - highlighting our local programs to national leaders - is absolutely vital. Join me in commending Nicole Sherf and the other advocacy leaders in MaFLA and Ann Ferriter of Springfield Public Schools for their fine work!

The work of JNCL-NCLIS has two strategic goals: first, we look to secure support for languages among our national leaders in the executive and legislative branches of the Federal government; second, we work with our many partners to raise the profile of language as an indispensable component of 21st Century citizenship, with consequences for our society and for individual citizens, in all areas of the national interest: global security, economic growth, and social justice. Late last month, JNCL-NCLIS had the honor of being part of the US Delegation to the first Joint Conference of the American Academy of Arts and Sciences and the British Academy. As many of you know, JNCL-NCLIS has been working with AAAS as part of the Languages for All initiative,

and the British Academy participated in last September's summit on Languages for All. The meeting in London covered two days, with an invitation-only roundtable, hosted by Professor Will Hutton, Principal of Hertford College, Oxford University, and former Director of The Guardian newspaper. The American delegation at this roundtable consisted of: Dr. Hunter Rawlings III, President of the American Association of Universities; Judge Diane Wood, Chief Judge of the United States Court of Appeals for the Seventh Circuit; Dr. Pauline Yu, President of the American Council of Learned Societies (all three being fellows of AAAS and members of the Commission on the Humanities and Social Sciences of the AAAS), as well as several JNCL-NCLIS leaders: President-Elect Marty Abbott, representing ACTFL; At-Large member of the Executive Committee, and former president, Dr. Dan Davidson, representing American Councils for International Education; former president Dr. Richard Brecht, representing the University of Maryland and the Languages for All initiative; JNCL-NCLIS Board member Rita Oleksak, representing NNELL, and your correspondent. A summary of the two-hour Roundtable is available at [The Guardian](#). You will see from the coverage in the guardian that the US and the UK share a number of challenges in language policy, and that each is ahead of the other in some areas, behind elsewhere.

More importantly, the two-day Joint Conference allows JNCL-NCLIS to play a central role in shaping the public debate across the Atlantic and in the US on language policy. We will have news in the near future concerning the action items that resulted from this historic event.

Following the two days in London, Dr. Brecht and I headed to Berlin, to participate as members in the US delegation to the International Standards Organization Technical Committee 37, on Language Resources. ISO TC37 is responsible for international standards in translation, interpreting, and language technology, and plays a vital role in, among other things, sorting out languages on the Internet. Each and every web page and every device has embedded in it language codes, maintained by TC37. The delegation is led by Dr. Sue Ellen Wright, of the Institute for Applied Linguistics at Kent State University (a JNCL-NCLIS member), and we had participation from Microsoft, the Department of Defense, the FBI, MITRE, JNCL-NCLIS, CASL (another JNCL-NCLIS member), ATA, BYU, (again, JNCL-NCLIS members), and other leading researchers and leaders in language. These ISO meetings are a critical part of the international growth of the language industry, and our participation helps ensure that the US delegation is broadly representative of the language enterprise.

The staff at JNCL-NCLIS continues to engage with the broader membership; I will be presenting to the executive councils of AATSP and AATF and assisting in workshops and panels at both meetings in the next two weeks. These events are always enjoyable, as Rachel and I get to meet the members of our member

organizations, and learn more about the "ground truth" of language in the US.

As to legislation, the prospects for "regular order" where the House of Representatives and the Senate pass the thirteen appropriations bills before the end of the fiscal year, have dimmed. Nevertheless, we have had two small victories, with the Senate Appropriations Committee agreeing to the \$2m increase for Title VI/Fulbright-Hays in the US Department of Education, as proposed in the President's Budget for FY15, and with the seemingly slight modification of a "should" to "shall" in the appropriations language for Title VIII in the budget of the State Department. Neither of these is a final victory, but they are positive steps towards securing funding for these vital programs.

Turning to industry, it is with some sadness that we bid fond farewell to Hans Fenstermacher, as he steps down from the position of Chief Executive Officer of the Globalization and Localization Association. Many of you have met Hans over the past two years, as we have depended our relationship with GALA and begun meaningfully interacting with and representing the language industry in DC. After talking to Janet, Hans' wife, I am assured that Hans will find something productive to do in the near future. We will continue to work with GALA and Hans, and as a GALA member, JNCL-NCLIS will continue to participate actively in the Global Talent Program and in the joint work of GALA and JNCL-NCLIS in commenting on the localization of the Affordable Care Act. With regard to the Global Talent Program, we are working with BYU and GALA to support Professor Phil Gardner, of Michigan State University, who runs an annual survey of more than 6,000 US employers. This year, we hope to have a module of questions on the value of global talent - languages, overseas experience, cultural skills - to the American labor market.

Lastly, please continue to send us your ideas, your issues, and news (good and bad) about language in your part of the world.

With best regards,

Bill Rivers
Executive Director

Rep. Richard Neal visits Chinese Startalk Program

On July 2, 2014, Congressman Richard E. Neal spent part of the day learning about Chinese culture and language during a visit to the Springfield Public Schools StarTalk Chinese Immersion summer camp.

Now in its sixth year, the StarTalk summer camp has served more than 450 elementary school students, from Springfield Public Schools and surrounding school

districts.

Read the whole [press release](#).

Watch a [video](#) of the Chinese students singing to Rep. Neal.

[Guardian Roundtable sponsored by the British Academy](#)

Why learn a second language if everyone speaks English? To better understand a culture, or boost your employability in the global economy, finds a Guardian roundtable.

[Appropriations for Title VIII](#)

Through the work of many in the language community, ASEEES, American Councils and others in addition to JNCL-NCLIS, we have seen some small, potential appropriations successes.

HOUSE APPROPRIATIONS COMMITTEE REPORT LANGUAGE

FISCAL YEAR 2015 STATE, FOREIGN OPERATIONS BILL

TITLE III

ECONOMIC SUPPORT FUND

EUROPE AND EURASIA

The Committee recommendation includes \$3,000,000 in support of the directive in section 7034(e) of this Act regarding research and training authorized by the Soviet-Eastern European Research and Training Act of 1983. ([page 47](#))

HOUSE APPROPRIATIONS BILL LANGUAGE

TITLE VII

GENERAL PROVISIONS

RESEARCH AND TRAINING ON EASTERN EUROPE AND THE INDEPENDENT STATES OF THE FORMER SOVIET UNION (TITLE VIII)

7034 (e) Directives and Authorities-(1) Funds appropriated by this Act under the heading "Economic Support Fund shall be made available to carry out the program for Research and Training on Eastern Europe and the Independent States of the Former Soviet Union as authorized by the Soviet-Eastern European Research and Training Act of 1983 (22 U.S.C. 4501-4508). ([page 115](#))

Read the [letter](#) submitted to Sec. Kerry in December 2013 requesting support for Title VIII.

[SCOLA trial membership for JNCL-NCLIS affiliates!](#)

JNCL-NCLIS is proud to announce that our latest member, SCOLA (www.scola.org) is offering free access to SCOLA's wide range of services and materials for all JNCL-

NCLIS member organizations for the first six months and at a reduced rate thereafter. SCOLA provides on-line and mobile device access to foreign language broadcasting from more than 150 countries in more than 175 languages as well as an array of unique educational resources based on this authentic foreign content. These services include: Learning/Assessment Objects, specially produced programming, foreign text (periodicals, text books, etc.), hard to find radio programs, archived content and many more services designed for communicative language teaching and learning, specializing in the less commonly taught languages. SCOLA also secures broad-spectrum educational use permissions that allow SCOLA users to archive the content and to build their own learning tools with the content.

This service has been announced since January. Just last month several individual members noticed the offer and we have received many emails asking for access to SCOLA. SCOLA has kindly renewed this service again until July 2014. Please notify your members of this service before it expires again.

This introductory offer is open to any member or employee of a JNCL-NCLIS member organization. For individual access, contact Rachel Hanson (rhanson@languagepolicy.org) for your access credentials. For organizational membership, contact Bill Rivers (writers@languagepolicy.org).

Social Media

We have *352 followers* on Twitter and are eager for more! Please follow us @JNCLInfo

We invite you to interact and share with JNCL-NCLIS and fellow members on Facebook, Twitter and LinkedIn!

- You can find us on Facebook at "JNCL-NCLIS." Please like our page on Facebook and please leave a note on our Facebook wall!
- Follow us on Twitter with the handle "@JNCLInfo"
- Follow us on LinkedIn at "Joint National Committee for Languages-National Council for Languages and International Studies."

More importantly, if your association has news to share with your colleagues, please do let us know - we are always more than happy to share news (good and bad), job announcements, upcoming events, and advocacy requests from all of our members.

Website

We are here to serve you, our members, and we want our site to be an extension of that purpose. So if you have suggestions of how it could be improved, or if your organization has publications that would be useful to all our members and would corroborate our case for language, we invite you to share them with us. You can contact Rachel Hanson, rhanson@languagepolicy.org

Capitol Hill Visit Procedures:

A reminder on our procedures for visiting Capitol Hill:

- Whenever possible, the Staff will alert the membership and Board that a visit has been planned;
- For each visit, the Staff will ask the membership to respond to the following requests:
 - What community-wide issues might resonate with this office?
 - What issues might be important for the voters in that district?
 - Would someone representing your organization be available to accompany and contribute to discussions in either of those areas?

JNCL-NCLIS
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