



## JNCL-NCLIS Update

October 2014

### *Message from the Executive Director*

Dear Colleagues,

As the leaves turn here in the Washington area, JNCL-NCLIS continues to advance our national message on the vital importance of language for the 21st century. Funding for the Federal Government as a whole continues to be terribly contentious. As you know, the Congress enacted a Continuing Resolution to fund the government at its current levels until mid-December, with some increased funding for the State Department, as a partial response to the ongoing crisis in Ukraine. The prospects for funding after mid-December hinge on the outcome of the mid-term Congressional elections; however, regardless of which party controls the House and Senate, it is likely that there will be continued downward pressures on the Federal budget as a whole.

Nevertheless, the global security crises of the past few months - the Ukraine, the Ebola epidemic in West Africa, the heightening tensions in the South China Sea, Syria, Iraq, and ISIS - these and others have prompted a reevaluation of the cuts to the Defense and Intelligence budgets, and as we have seen, some targeted investments in the Department of State.

Insofar as these changes in funding affect language and culture programs, we might well see increased investment from DoD, the IC, and the Department of State. Preliminary indications are that the programs in the US Department of Education will remain at current levels, with the chance of a small increase for Title VI/Fulbright-Hays.

It bears noting that any increases we might see in funding due to the exigencies of global security should be greeted with a degree of trepidation. First, these increases would merely replace funds that had previously been cut. JNCL-NCLIS has consistently argued that such cuts, directed by the administration,

are shortsighted and damaging in the long term to the national interest. Secondly, as recent events have shown, the heightened global security crises we face, however much they drive much-needed investment in language and cultural studies, are not to be celebrated. Lastly, absent sustained policy leadership and investment by the US Department of Education, in both K-12 and higher education, we will not see the capacity required in language to meet global security needs, much less the needs for language in the areas of social services and economic growth.

We see this acutely in the Russian government's recent suspension of its participation in the Foreign Leaders Exchange program (FLEX), which has been administered by JNCL-NCLIS member, the American Councils for International Education, since the creation of FLEX by Senator Bill Bradley in the early 1990s. Funded by the US Department of State, this inbound program brings high-school students from across the former Soviet Union to the US for an academic year. It stands as a clear example of how funding from agencies in our foreign affairs and national security areas benefits the larger good. JNCL-NCLIS will be working with American Councils to determine if any legislative or advocacy issues arise from this suspension.

Turning to the business needs for language, JNCL-NCLIS has launched two new initiatives. First, in collaboration with member organization Brigham Young University and Professor Phil Gardner of Michigan State University, we are surveying some 6,000 US employers on their requirements for linguistically and culturally talented personnel. Dr. Gardner graciously agreed to include a module of questions on language and culture in his annual survey of hiring plans at these 6,000 companies. The survey has just ended, and we hope to see preliminary results soon. A second survey was launched this past week by the Globalization and Localization Association, a long-time partner of JNCL-NCLIS, to its 30,000 contacts. This survey is being conducted under the GALA Global Talent Program (GTP), which I have been asked to lead, as JNCL-NCLIS is a GALA member. A third survey will be launched soon in Great Britain, under the aegis of the Speak to the Future campaign of the British Academy. All three surveys use a common set of questions on the requirements for language and culture skills. The goal of this initiative is to document the actual demand for language and cultural skills, which we believe occurs most often in combination with stated requirements for other technical and business skills. A great deal, of course, has been written about the lack of qualified STEM personnel, in the US and worldwide; we're trying to determine if our intuition, and what business leaders tell us anecdotally, is true - that is, STEM plus business skills plus language is actually needed and very hard to find.

A second initiative, which we have just started, focuses on the treatment of independent contractors in the language industry by state governments. As many of our industrial members can attest, the language workforce is a mix of

regular employees and freelancers. While abuses in other industries have been widely publicized, the language industry is a canonical example of a place where freelance employment makes sense and has a long history. Working in partnership with the Association of Language Companies, JNCL-NCLIS will be developing educational materials for companies, so that they classify their workforce properly; we want to be sure that our members have the tools to follow the rules. Secondly, we are working with Congress, and in particular, with the Small Business Committees, on a Concurrent Resolution to recognize the role that the language industry plays in the US economy, from translation and interpreting to language training and testing to localization.

In other news, we welcome a number of new members to JNCL-NCLIS:

[Berlitz Languages, Inc.](#)

[Digital Learning Alliance](#)

[Partners for Language in the U.S.](#)

[Qatar Foundation International](#)

[Rockant, Inc.](#)

Please join me in welcoming them to our organization.

As always, we work for you, so please do not hesitate to contact me or Rachel with your ideas or concerns.

With Best Wishes,

Bill Rivers  
Executive Director

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## Languages & Innovation

After submitting a reply to the Office of Science & Technology's request for information regarding the American Strategy for Innovation, JNCL-NCLIS has prepared this short summary of the arguments for language as an essential element in a national innovation strategy. [Read the report.](#)

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## Welcome, Maria Pulcini!

JNCL-NCLIS is proud to welcome our newest intern to the office for the fall semester.

Maria recently moved to the Washington, D.C. area after spending four years in Rome, Italy living, working, and completing her undergraduate degree at the American University of Rome. During her time there, she traveled extensively through Italy, around Europe, and to parts of the Middle East where she developed a curiosity in linguistic anthropology. She received her B.A. in International Relations with a minor in

Italian language and upon completion of her internship with JNCL-NCLIS, hopes to pursue a Master's degree in cultural and linguistic anthropology. She is fluent in Italian and has begun learning Levantine Arabic.

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## SCOLA trial membership for JNCL-NCLIS affiliates!

JNCL-NCLIS is proud to announce that our latest member, SCOLA ([www.scola.org](http://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](mailto:rhanson@languagepolicy.org)) for your access credentials. For organizational membership, contact Bill Rivers ([writers@languagepolicy.org](mailto:writers@languagepolicy.org)).

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## Social Media

We have *424 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.

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## 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](mailto: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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*STAY CONNECTED*

