

ALABAMA WORLD LANGUAGES ASSOCIATION

THREE YEAR STRATEGIC PLAN (2015-2017)

VISION

Tag Line:

Enriching World Language Learning for Future generations

MISSION

To motivate educators to contribute to and to advocate for improved world language learning environments for all students at levels

KEY FACTORS TO SUCCESS

- Strong administrative support at all levels
- Sufficient Financial support
- Strong Leadership
- Strong conviction to promote global languages
- Strong commitment from teachers across the state

THREATS TO SUCCESS

- Lack of resources
- High priority on tested disciplines
- Low priority on global and foreign language education in Alabama
- Current Political Environment on Immigration and Foreign Engagement

STAKEHOLDERS

- World language students
- World Language teachers
- Parents
- Alabama Community

GOALS

1. To advocate for world languages at all levels
2. To advocate for a world language requirement
3. To educate administrators on the specialized needs of world language teachers in the classroom
4. To motivate teachers to improve their language skills
5. To encourage teachers to use the latest language learning methodologies and technologies in the classroom

OPPORTUNITIES

- Practical demand for languages
- The trend toward study abroad and experiential learning
- ACTFL's new Advocacy Campaign
- The creation of AWLEF to support WILD and other programs

OBJECTIVES

- Create Advocacy committee with a strong chair
- Create an Advocacy section on our website
- Develop a members only section on the website to include lesson plan ideas, PD webinars, etc
- Develop Marketing Materials
- Appoint a public relations director to maintain Facebook, twitter, etc
- Create a quarterly newsletter
- Increase membership through various initiatives
- Meet with state superintendent of education/Lobby at superintendent meeting
- Host reception in Montgomery for state representatives
- Regional reps to plan events/ regional workshops

STRENGTHS

- Global and national need for languages and cultural understanding
- New ACTFL Advocacy Campaign
- National and regional support from ACTFL/SCOLT

WEAKNESSES

- Lack of Financial Resources
- Lack of teacher involvement/Overworked teachers
- Culture of monolingualism in the State of Alabama
- Lack of administrative support at all levels: School, System, State and National

VALUES

- Language proficiency
- Diversity in languages
- Global cross-cultural competence and its relationship to language learning
- Communication is at the heart of language learning