



GOVERNOR'S LANGUAGE SUMMIT

PREPARING THE RISING GENERATION OF GLOBAL PROFESSIONALS IN UTAH

Dialogue

BI-ANNUAL NEWSLETTER
WINTER 2009

GOVERNOR'S LANGUAGE SUMMIT

Educators and professionals from Utah and around the country attended the Governor's Language Summit in September 2008 which opened an important dialogue between key leaders from business, education and government.

This was the first of two important summits to address the global initiatives outlined by Governor Huntsman for Utah. The International Education Summit on March 2nd will continue the dialogue that addresses the need for Utah government and education to refine or enhance their programs to prepare Utah students to enter, contribute and lead in a global market economy.

UTAH'S GLOBAL POSITIONING

International trade ranks first in Utah's profile of economic indicators and recent export data from the U.S. Department of Commerce illuminates two important statistics that help define Utah's unique international business profile, a strong entrepreneurial market (85% of Utah businesses had less than 500 employees) and from 2003 to 2007, Utah's export of merchandise increased by 90%.

Utah international businesses draw heavily from our multilingual and multicultural workforce and Utah policy-makers recognize the potential Utah has to become a global market leader with emphasis on further development and refining of our important native workforce, beginning with Utah K-16+ students. They recognize that keeping this talented resource in Utah is important to Utah's economic growth.

ENGAGING AND EDUCATING

Several key policy initiatives in Utah beginning in 2006 identify Utah's government and education movement toward globalization of Utah's student population. Initiatives include:

- Creation of the Governor's World Language Council which is given the mandate to review current language policy for Utah and make recommendations to the Governor and Utah legislature to implement appropriate changes, many that were addressed during the Governor's Language Summit.
- Development and ratification of a Utah Language Roadmap, including language policy recommendations brought forward from the Governor's Language Summit.

GOVERNOR'S WORLD LANGUAGE COUNCIL

The Governor's World Language Council, co-chaired by Dr. Johanna Watzinger-Tharp (U of U) and Gregg Roberts (USOE), held its inaugural meeting in December 2008 to address Utah's language policy. Its first task was to review the Executive Summary from the Governor's Language Summit and begin drafting a Utah Language Roadmap (summary is included on inside pages).

Committee Chairmen selected from the Council will address issues raised in both summits and work with subcommittees to draft recommendations for the Utah Language Roadmap in March and April 2009. The committees will review and finalize the Roadmap draft to prepare it for final review and approval by the Governor's World Language Council.

INTERNATIONAL EDUCATION SUMMIT 2009

*Capitalizing on Strengths,
Seizing new Opportunities*



Monday, March 2, 2009

Distinguished guest speakers

Gov. Jon M. Huntsman, Jr.
**Vivien Stewart, Asia Society
Vice-President, Education**



Registration, 8:00 AM

*Continental Breakfast
8:00 - 9:00 AM*

*Opening Plenary
9:00 - 10:15 AM*

*Working Plenary
10:30 AM - 3:00 PM*

*Utah Cultural Celebration Center
1355 West 3100 South
West Valley City, Utah*

EXECUTIVE SUMMARY

Over 200 Utah businesses, government, community, and education leaders met at the Governor's Language Summit in Salt Lake City on September 16, 2008 to discuss the workforce preparation necessary to meet Utah's future global needs. Participants began an unprecedented dialogue on Utah's current and future foreign language demand and the need to globalize the state's most important asset: a language-rich workforce.

The Governor's Language Summit began the conversation that will re-shape Utah's educational environment to prepare students for the challenges of a global economy and an ethnically and linguistically diverse community. Summit participants were divided into four working groups designed after the Language Flagship's *Roadmaps to Language Excellence* model:

- Business with a domestic use of languages
- Government services with a domestic use of languages
- Business with an international use of languages
- Government services with an international use of languages

The Senior Strategist from the Language Flagship convened the working session of the summit where trained facilitators used a common set of guiding questions to elicit valuable feedback from the groups on current and future language needs and the obstacles to meeting these needs. The summary responses outlined below were gleaned from the Summit's working sessions and serve as recommendations to state officials.

TOP CHALLENGES IN ORGANIZATIONS THAT CURRENTLY REQUIRE OR COULD BENEFIT FROM LANGUAGE SKILLS

Participants identified three current needs for improved language skills.

- 1) Multiple language proficiency and cultural awareness including Asian-, Arabic- and European-based languages
- 2) Business-related language proficiency that includes business vocabulary and cultural training throughout all languages
- 3) Qualified language teachers with professional language and teaching skills and cultural experience to lead multilingual education and professional programs

TOP CHALLENGES IN FIVE YEARS

Participants acknowledged three language skills challenges that will impact their organizations in five years.

- 1) Professional language: Education needs to promote long sequential study of well-articulated programs that prepare students to be multilingual in early and secondary education and also address post secondary study that enhances professional language and culturally appropriate practices to support international business needs. Summit participants recommended some form of a K-12 world language requirement. Conversely, business needs to address language skills as an enhanced pay-level commodity to encourage students to become multilingual.
- 2) Domestic multi-lingual employees: There is an increasing demand for multilingual employees as Utah's communities become more ethnically diverse in response to immigration and Utah's participation in the refugee resettlement program.
- 3) Cultural Awareness. Opportunities for cultural exchanges through education-sponsored study abroad programs or business-related internships need to be available to Utah students and professionals to enhance cultural awareness and promote the acceptance of diverse languages and cultures by Utah markets. Collaborations between education and business to enhance existing and create new programs should be investigated.

THE CURRENT NEED FOR LANGUAGE SKILLS IN THE BUSINESS SECTOR (Domestic Usage of Language)

Multilingual skills are needed to provide:

Customer communication and interaction
Contract and legal negotiations
Secure revenue from domestic foreign language speaking market
Domestic acceptance of foreign markets
Strong existing need for Spanish and increasing need in other languages, especially Chinese

THE CURRENT NEED FOR LANGUAGE SKILLS IN THE GOVERNMENT SECTOR (Domestic Usage of Language)

Multilingual skills are needed to provide:

Improved outreach and integration of services, especially to non-English speaking communities and non-English speaking school-age children
Public and government services, i.e., police, fire, paramedic, EMT, etc., to address needs of the non-English speaking population
Training opportunities for public officers and government employees wanting to learn or enhance language skills
Language skills, community outreach, and cultural competence at all levels of government.

THE CURRENT NEED FOR LANGUAGE SKILLS IN THE BUSINESS SECTOR (Global Usage of Language)

Multilingual skills are needed to provide:

Proficient reading, writing and speaking skills in multiple languages to perform successful negotiations at management levels
Professional cultural awareness and protocol to forge successful international partnerships
Professional international language competence to ensure and enhance global business and political relationships
Multilingual workforce to conduct day-to-day business and provide accurate documentation in support of international business practices

THE CURRENT NEED FOR LANGUAGE SKILLS IN THE GOVERNMENT SECTOR (Global Usage of Language)

Multilingual skills are needed to provide:

International economic and trade development
International tourism development
NGO Economic development
Diplomacy and humanitarian effort development
International government contracts and culturally-competent negotiations
International network of mentors and honorary consuls within the state

STRATEGIC VISION

The Governor's Language Summit 2008 played an important role in opening a dialogue among business, education, and government stakeholders. This dialogue identified the current use and importance of world language skills in the business sector, the methods and approaches by which these world language skills should/could be achieved, and suggested ways in which the State of Utah can better prepare Utah students to enter, contribute and lead in a global market.

This important conversation will continue. Additional key stakeholders in Utah government, business, and education will be invited to contribute their efforts and resources to develop global-centered policies led by Governor Jon M. Huntsman, Jr. and his World Language Council. Together, these stakeholders and policy makers will draft the *Utah Language Roadmap for the 21st Century* and in doing so create a strategic vision to guide Utah's global future.



THE LANGUAGE FLAGSHIP

Creating Global Professionals

The Language Flagship

The Language Flagship leads the nation in designing, supporting, and implementing a new paradigm for advanced language education. Through an innovative partnership among the federal government, education, and business, The Language Flagship seeks to graduate students who will take their place among the next generation of global professionals, commanding a superior level of fluency in one of many languages critical to U.S. competitiveness and security.

Flagship Centers are based at institutions around the United States and offer an on-campus curriculum coupled with a strategy for intensive study at an Overseas Flagship Center. Utah hosts one of the first Chinese Flagship Centers to be created (2002) at Brigham Young University. Though all Flagship Centers have the same goal—to create graduates of American colleges and universities who are professionally proficient in key languages—each Flagship Center follows its own pathway to reaching that goal. Regardless of the language in which a student is enrolled, the pathway to proficiency ensures that students receive intensive, directed language and cultural instruction alongside their academic majors.

The Utah Language Roadmap

Utah leadership in government, education, and business began a conversation in September 2008 at the Governor’s Language Summit; they addressed Utah’s need for language and cultural expertise, specifically among its global professionals. Now the International Education Summit voices will join the conversation. Together, important issues from these two Summits will help to create a new initiative: the Utah Language Roadmap.

A community of Utah experts have already begun work on Utah’s Language Roadmap, guided by the Governor’s World Language Council and drawing on the experience of previous Language Roadmaps which were developed as part of an initiative begun in 2007 by The Language Flagship. “To compete in a global economy and to respond to the demands of its increasingly diverse population, America must promote and support the study of foreign languages and cultures.” (Report from The Language Flagship, *Flagship Centers Unveil Language Roadmaps*, 2008)

Each language roadmap establishes a unique set of state-specific goals and timelines for meeting those goals. Common goals across states include: 1) Make language a matter of public policy, 2) Establish advocacy and coordination across the state level - one office or organization should be given primary responsibility for the language agenda, 3) Train and certify a qualified teaching force, 4) Improve public awareness about language learning and academic performance, and 5) Start language learning early.

Utah is already on the fast track to implementing each of these goals due to the foresight and planning of key leaders in our state government including Governor Huntsman, Christine Kearn (Governor’s Deputy of Education), and Senator Howard Stephenson, among many others. The Utah Language Roadmap will help to define Utah’s goals and its timeline to implement the important changes needed for quality curriculum in international language and education.

If you participated in the Governor’s Language Summit or the Governor’s International Education Summit and would like to be part of a Utah Language Roadmap Subcommittee, please contact Gregg Roberts, Utah State Office of Education at Roberts.Gregg@schools.utah.gov or Sandra Talbot at sandra_talbot@byu.edu. For complete information on the Governor’s Language Summit, go to: <http://chineseflagship.byu.edu/govlangsummit>

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