

# KEEP IT FLYING!



## JAPANESE LANGUAGE PROGRAM ADVOCACY

# WHY ARE YOU HERE?

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Why should people  
learn other  
languages?

Why should people  
learn Japanese?

# WHAT IS ADVOCACY?

推進活動

Term often used to describe advocacy

推進

propulsion, drive, or promotion



推進機

propeller

# **“STARTING UP” A NEW PROGRAM**

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**Collect Data**

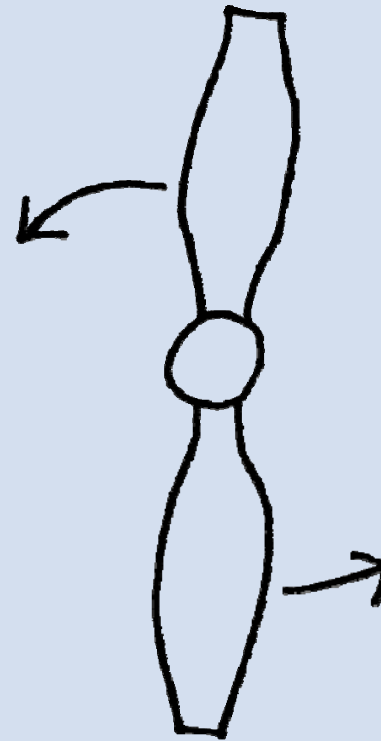
**Educate Stakeholders**

**Hire Quality Teachers**

**Schedule Sensibly**

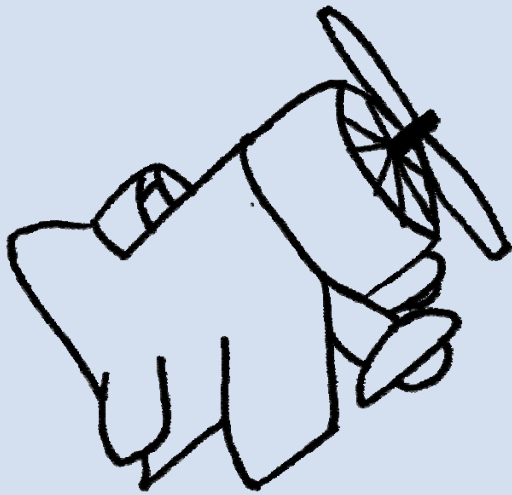
**Write Curriculum**

**Gather Materials**



# TAKE OFF!

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Information Stream

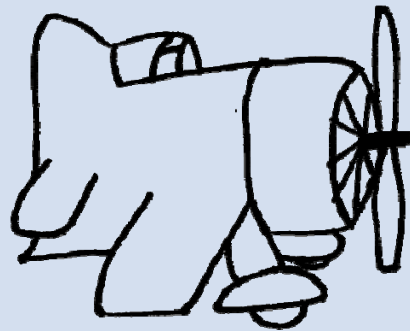
Student recruiting

Great Events

Media Coverage

# KEEP IT “IN THE AIR”

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**Propulsion = Advocacy**

# Information

Parents

Colleagues

Students

To whom should  
I advocate?

Community

Administrators

Board of  
Education

# Advocating To Students

## BE A GREAT TEACHER

Information:  
why, what, and how much they are learning

Create high-quality lessons

Take them on trips and hold cultural events

Talk about school events in your lessons

Use "pop" culture in your lessons

Know their interests

Know their learning styles

Use technology

Survey them



## Advocating To Students

## BE A GREAT TEACHER

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Read about teaching

Get language training

Observe other teachers

Participate in listservs

Attend conferences

Videotape yourself

Take classes

Take breaks!

# Advocating To Parents

## BE A PARTNER

Information:  
why, what, and how much their child is learning

Show them how much  
their child knows

Send program  
newsletters

Maintain a  
website/email list

Let them help with  
homework

Invite them to classes

Invite them to events

Invite them to lunch

Be a community member

Remember - it's their "baby"

Survey them

# Advocating To Colleagues

## BE A GREAT COLLEAGUE

Information: why Japanese  
program details  
how you support them

Share program  
newsletters

Leave kids quiet  
Help kids be on time

Support their content  
area, and tell them!

Suggest interdisciplinary  
projects

Ask for their advice

Share ideas,  
articles, lessons

Invite them to events

Be a team player

Survey them

## Advocating To Administrators

Share program  
newsletters and websites

Show them what  
students learn

Share language  
research

Communicate  
appropriately

## BE A GREAT EMPLOYEE

Information:  
what students learn  
why Japanese  
how you support the school

Invite them  
to events

Say "yes"

Be indispensable  
to the school!

Survey them

Advocating  
to the  
Board of  
Education

## BE POLITICAL

Information:  
Data  
Research  
Successes

Communicate  
appropriately

Know their politics

Present information  
succinctly

Share program  
newsletters and websites

Show them what  
students learn

Be ready to share  
language research

Invite them  
to events

Keep yearly survey  
data

## Advocating to the Community

## BE STRATEGIC

Information:  
why Japanese  
program details  
successes

Understand  
media relations

Present information  
succinctly

Share program  
newsletters and websites

Be ready to share  
language research

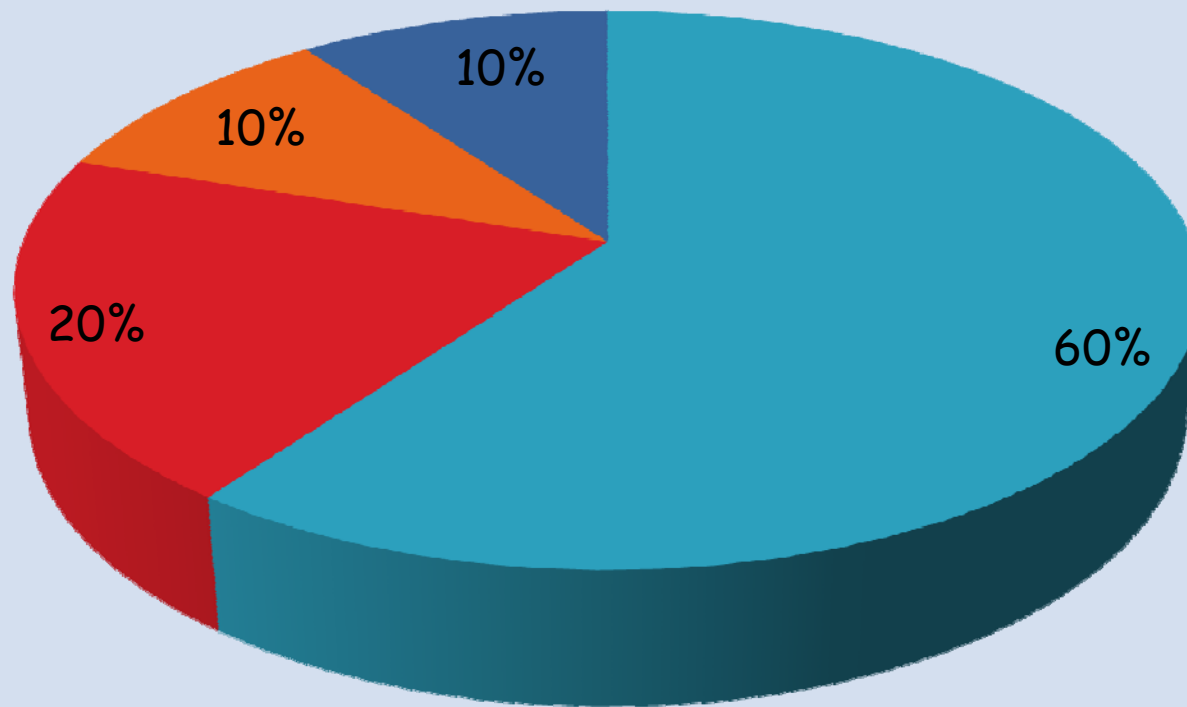
Keep yearly  
survey data

Reach out to  
Community centers

Invite them  
to events

Be a constant  
advocate

# HOW WILL I DO IT ALL?

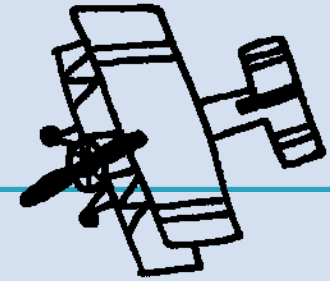


## Our Job

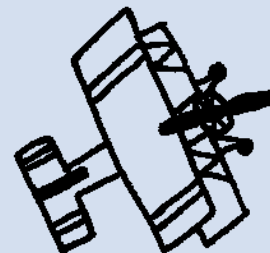
- Teaching
- Planning
- Administrative
- Advocacy



# PROGRAM IN CRISIS



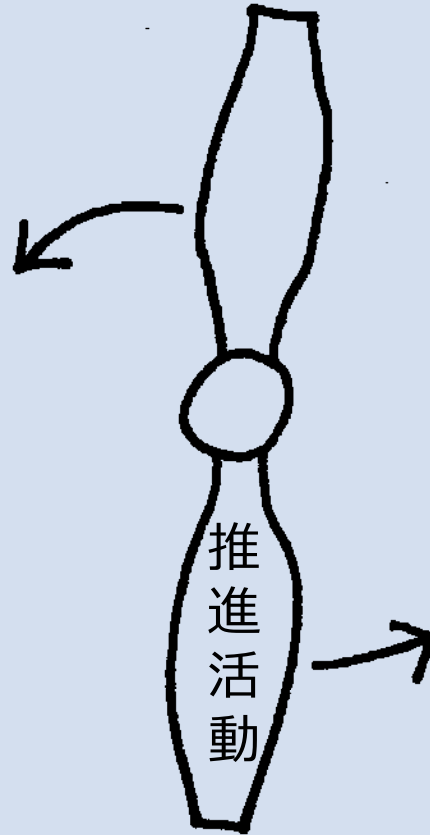
- ❖ Get the facts
- ❖ Research your options
  - ❖ Students
  - ❖ Parents
  - ❖ Administrators
  - ❖ Board of Education
  - ❖ Community/Media
- ❖ Establish a Timeline
- ❖ Gather your data
- ❖ Gather your supporters
- ❖ State your case
- ❖ Take the "High Road"





# KEEP IT "FLYING"

If the propeller stops moving, the plane will eventually land.



Advocacy must be strong and constant to keep our programs "flying!"

# FLYING IS DONE LARGELY WITH THE IMAGINATION.






— Wolfgang Langewiesche

*'Stick and Rudder: An Explanation of the Art of Flying,' 1944. as cited on  
<http://www.skygod.com/quotes/piloting.html> downloaded on 2/10/10.*

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**END OF PRESENTATION**

# My Japanese Class

	 Yes!	 Sometimes, Sort of	 No
I enjoy my Japanese class.			
I learned a lot this year in Japanese class.			
The amount of homework in Japanese is just right.			
I talk about Japanese class with my friends and family.			
I want to take Japanese class again next year.			

[Click to see  
9-12 Survey  
Sample.](#)

## Student Survey 9-12+

	Agree strongly	Agree	Feel neutral (in the middle)	Disagree
I am learning a lot in my Japanese class.				
I know a lot about Japanese culture.				
I learn about other subjects in Japanese class. (like art, or math)				
Learning Japanese has helped me think about my own language and culture.				
I could have a conversation with a Japanese person.				
I want to take Japanese again next year.				

What information would you like more about?

- ☐ career opportunities in Japan
- ☐ college and/or high school Japanese study programs
- ☐ where to buy Japanese foods
- ☐ where to buy Japanese books, at home study materials
- ☐ any trips to Japan
- ☐ Other: (please specify)

What changes, if any, would you like to see in the Japanese program?

- ☐ No changes.
- ☐ These changes:

BACK  
TO  
MAIN

## Parent Survey Sample: K-8 Programs

1. Child's Name: (You may include this if you want to be entered in a raffle for Japanese-themed prizes, but please feel free to be honest in your responses.)
2. What grades does your child attend? Check all that apply.  
*Create list here for your school situation.*
3. Overall, how satisfied are you with the Japanese Program?
  - ☐ Very satisfied
  - ☐ Satisfied
  - ☐ Somewhat satisfied
  - ☐ Not satisfied
4. What Japanese Program activities have you done with your child? Check all that apply.
  - ☐ did Japanese homework together
  - ☐ went on Japanese website together
  - ☐ visited a class during Parent Visitation Week
  - ☐ met with Japanese teacher at Open House
  - ☐ went to “Lunch with the Senseis” at the Japanese restaurant
  - ☐ went to the Summer Festival
  - ☐ went to Japan
  - ☐ Other (please specify)
  - ☐ *Add to or change this list depending on your school situation.*

Click to see  
next page of  
survey

5. Which of these activities would you like to see MORE of? Check all that apply.

- ☐ homework my child can do alone
- ☐ homework in which my child teaches me something
- ☐ Japanese DVDs or CDs sent home
- ☐ craft projects done in class
- ☐ opportunities to observe classes
- ☐ big events such as the Summer Festival
- ☐ "Lunch with the Senseis"
- ☐ Other (please specify):
- ☐ *Add to or change this list depending on your school situation.*

6. What topics would you like more information about? Check all that apply.

- ☐ the Japanese curriculum
- ☐ my child's progress in the language
- ☐ the benefits of early language learning
- ☐ where to buy Japanese foods
- ☐ where to buy Japanese books, at home study materials
- ☐ after-school class for students in grades 6-12
- ☐ Japan Trip
- ☐ *Add to or change this list depending on your school situation.*

7. What changes, if any, would you like to see in the Japanese program?

- ☐ No changes.
- ☐ These changes:

8. For our website, we are collecting stories of how children use or talk about Japanese outside of school. Has your child done or said anything in Japanese outside of school (at Epcot, a Japanese restaurant, or just in your family) that you would like to share? Please explain....

Thank you so much for your time and your support of the program!

Click to see  
9-12 Survey  
Sample.

## Parent Survey Sample: 9-12+ Programs

1. Your name: (You may include this if you want to be entered in a raffle for Japanese-themed prizes, but please feel free to be honest in your responses.)
2. What level of Japanese is your child currently enrolled in? [Create list here for your school situation.](#)
3. For how many years has your child taken Japanese? [Create list here for your school situation.](#)
4. Overall, how satisfied are you with the Japanese Program?
  - ☐ Very satisfied
  - ☐ Satisfied
  - ☐ Somewhat satisfied
  - ☐ Not satisfied
5. What Japanese Program activities have seen your child doing? Check all that apply.
  - ☐ doing homework
  - ☐ using Japanese program website
  - ☐ speaking Japanese with a friend
  - ☐ speaking Japanese with a native speaker
  - ☐ Other: (Please specify):
  - ☐ [Add to or change this list depending on your school situation.](#)
6. Which of these activities would you like to see MORE of? Check all that apply.
  - ☐ homework
  - ☐ Japanese DVDs or CDs sent home
  - ☐ opportunities to observe classes
  - ☐ big events such as the Summer Festival
  - ☐ "Lunch with the Senseis"
  - ☐ Opportunities to travel to Japan
  - ☐ Other: (Please specify):
  - ☐ [Add to or change this list depending on your school situation.](#)

Click to see  
next page of  
survey



7. What topics would you like more information about? Check all that apply.

- ☐ the Japanese curriculum
- ☐ my child's progress in the language
- ☐ the benefits of world language learning
- ☐ where to buy Japanese foods
- ☐ where to buy Japanese books, at home study materials
- ☐ any trips to Japan
- ☐ college and/or high school Japanese study programs
- ☐ Other: (please specify)
- ☐ *Add to or change this list depending on your school situation.*

8. What changes, if any, would you like to see in the Japanese program?

- ☐ No changes.
- ☐ These changes:

9. Would you like your child to take Japanese class next year? Please include comments about your answer.

This helps us to improve our recruiting and retention of students.

- ☐ Yes!
- ☐ Maybe, if the schedule allows
- ☐ No
- ☐ Comments:

Thank you so much for your time and your support of the program!

BACK  
TO  
MAIN

## Japanese Program Survey

Please give us some advice about the Japanese program.  
This should only take a few minutes to fill out.

	<u>Strongly agree</u>	<u>Agree</u>	<u>Disagree somewhat</u>	<u>Strongly Disagree</u>
I could explain the details of the Japanese program to another person.				
The Japanese program supports the learning that students are doing in my class.				
I hear students talking about the Japanese program in a positive way.				
I want more information about...				
I have these suggestions for the program...				

BACK  
TO  
MAIN

## Japanese Program Survey

Please give us some advice about the Japanese program. This should only take a few minutes to fill out.

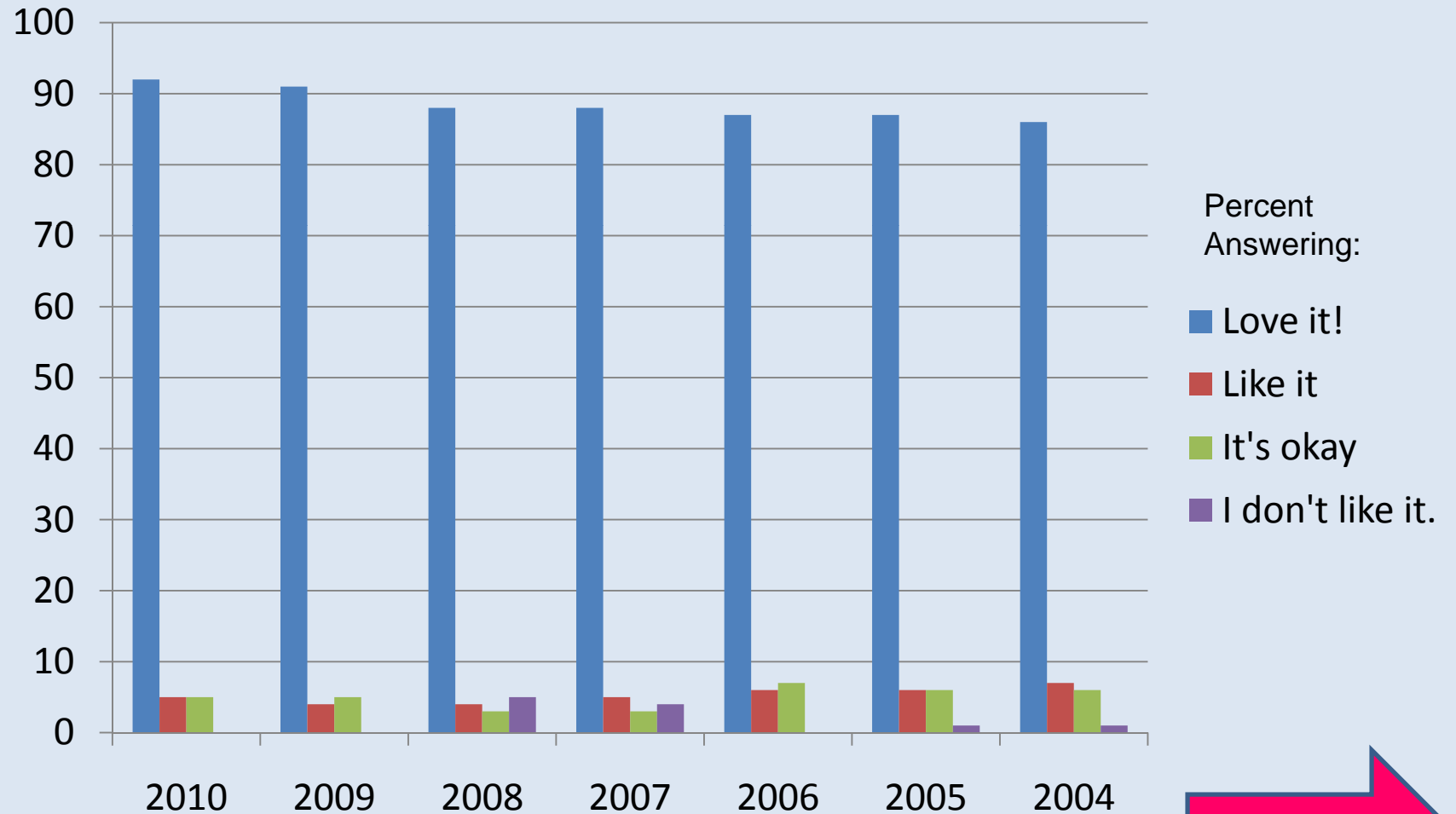
	<u>Strongly agree</u>	<u>Agree</u>	<u>Disagree somewhat</u>	<u>Strongly Disagree</u>
I could explain the details of the Japanese program to a parent .				
The Japanese program has a positive effect on the school.				
I hear students and parents talking about the Japanese program in a positive way.				
I want more information about...				
I have these suggestions for the program...				

BACK  
TO  
MAIN

# Yearly Survey Data: Example #1

Parent Survey Data:

“Overall, how do you feel about the Japanese language program?”

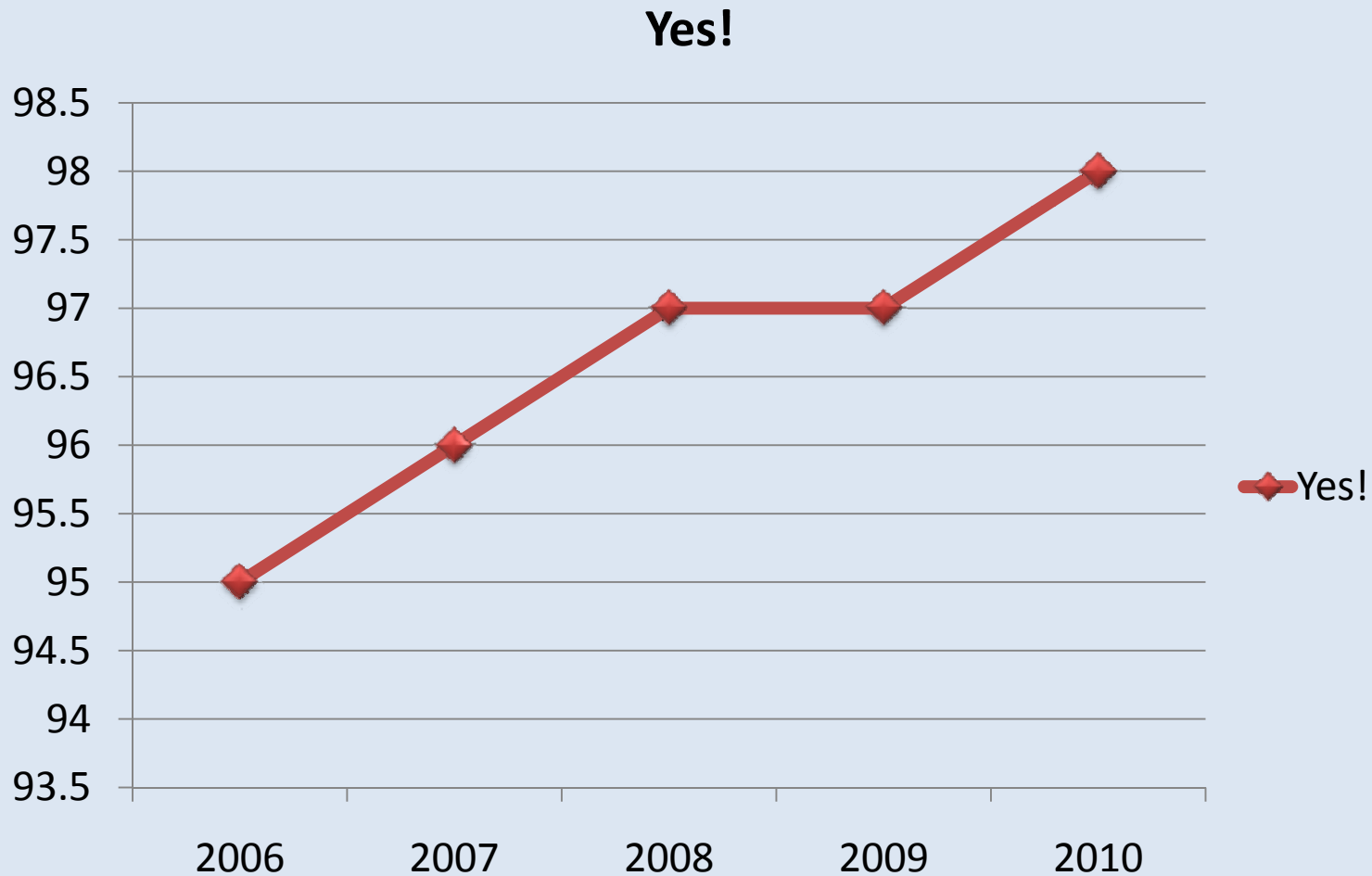


Next Slide

## Yearly Survey Data: Example #2

Student Data – Elementary School Survey

**“I want to take Japanese next year.”**



BACK  
TO  
MAIN