Center for Latin American Studies

The Center’s mission is to advance knowledge about Latin America and the Caribbean and its peoples throughout the Hemisphere, and to enhance the scope and quality of research, teaching, and outreach in Latin American, Caribbean and Latino Studies at the University of Florida.

OUTREACH Program Priorities

Focus Areas:

- Science Education
- Less Commonly Taught Languages (LCTLs)
- Languages for Specific Purposes (LSPs)
- Building linkages between education, industry, and community

Priority audiences:

- K-12 educators and students
- College educators and students
- Community
- Business

The Center for Latin American studies (CLAS) Outreach Program is a Title VI National Resource Center funding from the US Department of Education.
Table of Contents

Learn About...  Turn to Page...

K-12 Classroom Support..............................................4

K-16 Professional Development.................................5

Connecting Education and Industry.............................6

Business, Language, and Culture...............................7

Less Commonly Taught Languages..............................8

Arts and Culture in Florida........................................9

Our Collaborators.....................................................10

Program Team.........................................................11
K-12 Classroom Support

CLAS facilitates collaboration between UF Latin Americanists and partners such as the Florida Museum of Natural History (FLMNH), Projects for Haiti, and the Florida Association of Teachers of Spanish & Portuguese to offer services that enhance K-12 classrooms and teaching experiences in Alachua County, Florida, and the United States.

### Museum Field Trips

<table>
<thead>
<tr>
<th>Museum Field Trips</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irby Elementary*</td>
<td>136</td>
</tr>
<tr>
<td>Lake Forest Elementary*</td>
<td>38</td>
</tr>
<tr>
<td>Shell Elementary*</td>
<td>54</td>
</tr>
<tr>
<td>Idyllwild Elementary*</td>
<td>140</td>
</tr>
<tr>
<td>Duval Elementary</td>
<td>60</td>
</tr>
<tr>
<td>MK Rawlings</td>
<td>44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>472</strong></td>
</tr>
</tbody>
</table>

### Bus Voucher Initiative & Classroom Visits

CLAS provides funding for local Title I elementary schools to go to the FLMNH and receive a Classroom Visit to reinforce lessons and draw connections to Latin American themes.

*Indicates school received a classroom visit.

### Traveling Suitcases

CLAS ships out suitcases of Latin American cultural artifacts for teachers to use in learning centers. This year, suitcases reached approximately 1,200 students nationally.

### Lending Library

CLAS also maintained a collection of over 500 video resources available to 237 registered borrowers.

<table>
<thead>
<tr>
<th>Classroom Visits</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buchholz High School</td>
<td>240</td>
</tr>
<tr>
<td>Fort Clark Middle School</td>
<td>290</td>
</tr>
<tr>
<td>Mebane Middle School</td>
<td>120</td>
</tr>
<tr>
<td>Gainesville High School</td>
<td>590</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,240</strong></td>
</tr>
</tbody>
</table>
K-16 Professional Development

CLAS reached approximately 700 educators through professional development opportunities abroad, virtually, and at national conferences to empower and inspire educators across language, business, science, and cultural studies.

**Virtual Workshops**

CLAS initiated its first annual webinar series “Preparing Globally Competent Students for the 21st Century Workplace”

**Select Presentations**

♦ Empowering Educators Through Professional Learning Networks (PLN)
♦ Meeting Industry Needs through Innovation at K-12 Schools
♦ Infusing Latin American Studies Across the Curriculum (Daytona State College and Georgia College Consortium)
♦ Latino Studies Summer Institute in Palm Beach County

**International Professional Development**

♦ Full-day conference workshop in Panama - *The Crossroads of the Americas*.

♦ 8-day teacher summer institute in Belize - *The Rainforests of Latin America: Belize is Your Classroom*. In collaboration with the Belize Foundation for Research and Environmental Education (BFREE)
NOBLE is an initiative sponsored by CLAS and the Center for International Business Education and Research (CIBER) with the mission of helping educators prepare students with language and culture skills for the 21st century workplace.

CLAS collaborates with and supports teachers and language professionals across the United States to develop Languages for Specific Purposes courses and to disseminate their work.

**2013 NOBLE Publication:**


CLAS co-presented with 5 high school teachers at 6 different conferences throughout the United States.

**Social Media & Web Impact:**

- **6,909** total 2013-14 YouTube views
- **10.7K** twitter impressions in 28 days

Top Five Countries Visiting Sites:
- ♦ 43% United States of America
- ♦ 20% Brazil
- ♦ 4% Portugal
- ♦ 4% United Kingdom
- ♦ 3% Spain

Noble’s website continues to attract new visitors
Business, Language, and Culture

The CLAS Latin American Business Environment (LABE) program sponsors and develops initiatives that provide students with the interdisciplinary skills needed to analyze the factors that influence the Latin American business and investment climate.

LABE published the 15th edition of the *Latin American Business Environment Report*. The report is an appraisal of the economic, social, political, and legal developments in the past year that have shaped the Latin American business climate.

**Multi-media Materials:**

- “Florida-Brazil Business” YouTube Channel
- “Language Advocacy” YouTube Channel

**Select Seminars & Panels:**

- Developing Global Business Communication Skills Using Case Studies
- Special Business Sessions at the Panama Considered Conference

**Business in Brazil Internship**

Now in its second year, this program gave a group of four students the opportunity to work as a consulting team in a Brazilian firm during summer 2014. CLAS partners with the Catholic University in Curitiba to provide students with a real-world learning experience.
Less Commonly Taught Languages

CLAS leads initiatives promoting the study of Portuguese.

Since 2006 the online journal PLJ encourages collaboration, research, and exchange of ideas among global Portuguese language faculty.

- 2013-14: 7th volume of published articles
- 20% increase of articles published since 2012

Select Presentations:

- Discovering Brazil in the Spanish Classroom.
- Bringing Brazil and Portuguese into the U.S. Public Education System
- Developing Global Business Communication Skills through the Use of Case Studies

Since 2006 the Noticias PLE Newsletter provides monthly news on events, job openings, publications, and other opportunities to over 250 Portuguese instructors around the world.

The Celpe-Bras exam certifies proficiency in Brazilian Portuguese for non-native speakers. The exam is taken by students and professionals seeking official certification of proficiency level.

CLAS was the second testing site to be approved in the US and offers the exam twice a year since the spring of 2006.

In 2013-2014 five out of six examinees placed in Upper-Intermediate.
Arts and Culture in Florida

In addition to the Latin American Colloquium Series, CLAS plans and promotes cultural events both in Gainesville and around the state.

<table>
<thead>
<tr>
<th>Select Cultural Events in Florida</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil Music Concerts</td>
<td>355</td>
</tr>
<tr>
<td>Museum Nights at the Harn Museum of Art</td>
<td>860</td>
</tr>
<tr>
<td>Latino film Festival</td>
<td>1,800</td>
</tr>
<tr>
<td>Hispanic Heritage Month Carnival</td>
<td>200</td>
</tr>
<tr>
<td>Valencia College Brazilian Film Festival</td>
<td>725</td>
</tr>
<tr>
<td>12th Annual Downtown Latino Festival</td>
<td>4,000</td>
</tr>
<tr>
<td>A Night in El Barrio: Free Salsa Concert</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,940</strong></td>
</tr>
</tbody>
</table>
Collaborators & Affiliations

At the University of Florida:

UF Center for International Business Education & Research
Warrington College of Business Administration
UNIVERSITY of FLORIDA

International Center
University of Florida

UF Spanish and Portuguese Studies
College of Liberal Arts and Sciences

FLORIDA MUSEUM OF NATURAL HISTORY

UF College of Education
University of Florida

Beyond the University of Florida:

National Business Education Association
National Business Education Association

AATSP
The American Association of Teachers of Spanish and Portuguese

Gainesville Area Chamber of Commerce

BFREE
Belize Foundation for Research & Environmental Education

PROJECTS FOR HAITI

Women's League
Outreach Program Team

Mary Risner, Ed.D.  Associate Director of Outreach and Business at CLAS.  Risner develops and manages initiatives that integrate the study of foreign language and area studies across the curriculum. She has over 20 years of experience teaching foreign language at a variety of K-16 levels. Her background is in Marketing, Latin American Studies, and Educational Technology.

Adam Reid, Graduate Assistant (Spring 2013), M.A. in Latin American Studies, specializing in Argentine labor history. Adam maintained and updated Outreach websites, managed social media channels, and created publicity materials and newsletters for CLAS.

Mandy Monroe, Graduate Assistant (2013-14), M.A. Candidate in Latin American Studies, specializing in tropical conservation and development. Mandy helped plan and implement the Teacher Summer Institute Belize and coordinated classroom visits to Alachua County schools.