IV International Symposium on Languages for Specific Purposes (ISLSP) / CIBER Business Language Conference
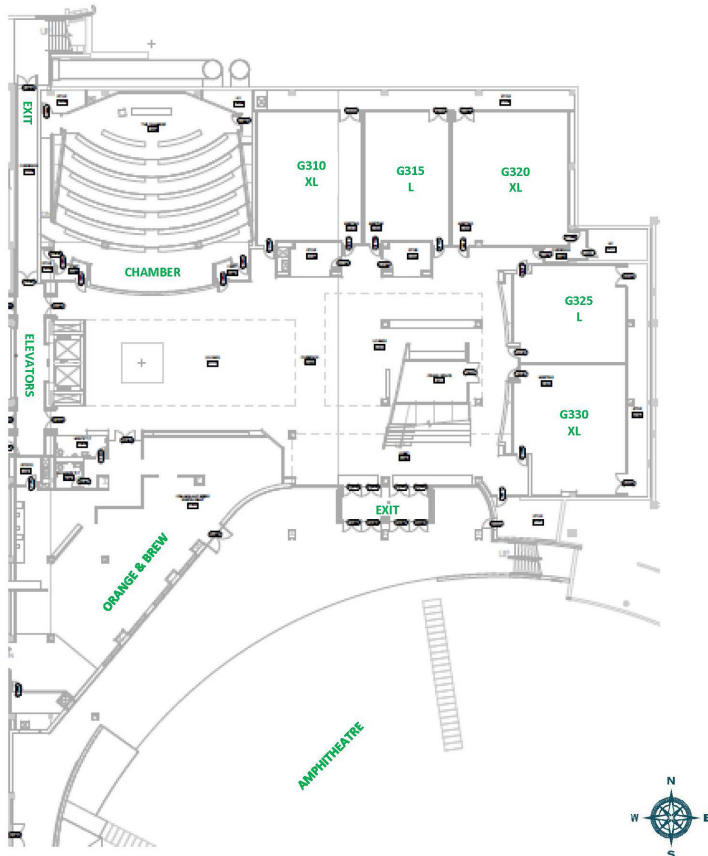
LSP Vectors: Strengthening Interdisciplinary Connections

February 22 - 24, 2018
Gainesville, Florida
University of Florida

VENUE INFORMATION

Keene Faculty Center is located in Dauer Hall on Buckman Dr. The Chamber and rooms G310 and G315 are located on the ground floor of the Reitz Union. Rooms 2325 - 2335 are located on the second floor of the Reitz Union.
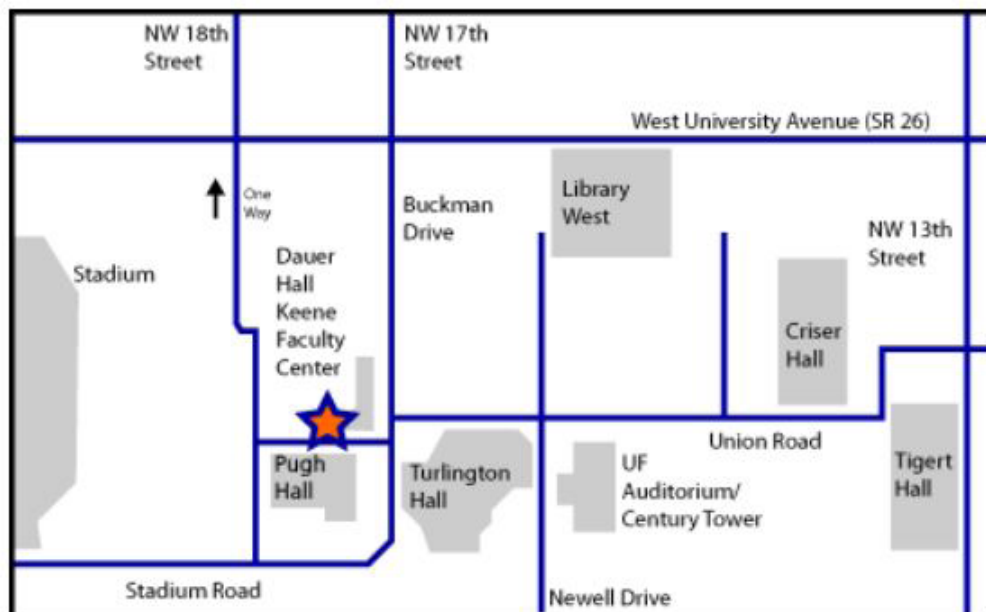
Ground Floor

Second Floor

TABLE OF CONTENTS

Thanks to the following sponsors that helped make the IV International Symposium on Languages for Specific Purposes (ISLSP) possible.

University of Florida

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American Association of Teachers of French

Florida Foreign Language Association

*Support from U.S. Department of Education Title VI Funds

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CIBER

Centers For International Business Education & Research

Welcome to the IV International Symposium on Languages for Specific Purposes (ISLSP) / CIBER Business Language Conference!

Dear Conference Participants:

Welcome to the fourth joint International Symposium on Languages for Specific Purposes (ISLSP) and CIBER Business Language conference at the University of Florida. This year's theme is *LSP Vectors: Strengthening Interdisciplinary Connections*, and focuses on how we can advance the field of LSP to better prepare our students for the global workplace.

On behalf of the organizing committee, I thank our co-sponsors: 17 USDOE funded CIBERs, the UF Center for Latin American Studies, the UF International Center, the UF Department of Spanish & Portuguese Studies, the American Association of Teachers of French, and the Florida Foreign Language Association. I am also grateful for the support from the ISLSP Organizing Committee: Mary Long, Sheri Spaine Long, Lourdes Sánchez-López, Barbara Lafford, Michael Doyle, and Mike Shealy.

Finally, I would like to recognize Graduate Assistant, Erika Davis and Communications Specialist, Patricia Alba, for all their work and support with event logistics and marketing.

While your time is short here, I hope you are able to experience a little UF campus life in addition to connecting with LSP colleagues. I recommend the following:

- Krishna Lunch: Served at the Plaza of the Americas in the center of campus.
- Latin American and Caribbean Collection: Top-ranked library collection with approximately 500,000 volumes and other resources, located in the Smathers Library.
- Lake Alice/Bat Houses: Located on Museum Road, see the hundreds of thousands of bats that come out on warm evenings after sunset and maybe catch a glimpse of a gator at the lake.

Sincerely,

Mary E. Risner
Conference Chair
2018 IV ISLSP/CIBER

ISLSP 2018 - LSP Vectors
Strengthening Interdisciplinary Connections
Conference Overview

Activity	Time	Location - Reitz Union
Thursday, February 22nd		
Registration	12:00 - 5:00 PM	Room 2315
Pre-Conference Workshops	1:00 - 4:00 PM	Room 2320, 2325
Welcome Reception	6:30 - 7:30 PM	Keene Faculty Center - Dauer Hall
Friday, February 23rd		
Registration	7:30 - 5:00 PM	Outside of Room G310
Coffee/Danish	7:30 - 8:30 AM	Room G310 *Exhibits-Networking Room throughout day*
Welcome/CIBER Keynote	8:30 - 9:45 AM	Chamber
Concurrent Sessions, 1	10:00 - 10:45 AM	Chamber, G315, 2325, 2330
Concurrent Sessions, 2	11:00 - 11:45 AM	Chamber, G315, 2325, 2330, 2335
Lunch *(on your own)*	12:00 - 1:30 PM	Reitz Union Eateries/Swamp
Concurrent Sessions, 3	1:30 - 2:15 PM	Chamber, G315, 2325, 2330, 2335
Concurrent Sessions, 4	2:30 - 3:30 PM	Chamber, G315, 2325, 2330, 2335
Coffee	3:30 - 3:45 PM	G310
General Session-Roundtable	3:45 - 5:00 PM	Chamber
Reception/CIBER Awards	5:30 - 6:30 PM	Keene Faculty Center - Dauer Hall
Saturday February 24th		
Registration	7:30 - 12:00 PM	Outside of Room G310
Coffee/Danish	7:00 - 8:00 AM	Room G310 *Exhibits-Networking Room throughout day*
General Session-Roundtable	8:00 - 9:00 AM	Chamber
Concurrent Sessions, 5	9:15 - 10:00 AM	Chamber, G315, 2325, 2330, 2335
Concurrent Sessions, 6	10:15 - 11:00 AM	Chamber, G315, 2325, 2330, 2335
Concurrent Sessions, 7	11:15 - 12:00 PM	Chamber, G315, 2325, 2330, 2335
Networking Lunch	12:00 - 1:15 PM	Arredondo Cafe
Concurrent Sessions, 8	1:30 - 2:15 PM	Chamber, G315, 2325, 2330, 2335
Concurrent Sessions, 9	2:30 - 3:30 PM	Chamber, G315, 2325, 2330
General Closing Session: LSP Business Meeting	3:45 - 4:45 PM	Chamber

THURSDAY - FEBRUARY 22, 2018

6:30 - 7:30 PM - Welcome Reception
Keene Faculty Center - Dauer Hall

FRIDAY - FEBRUARY 23, 2018

7:30 - 8:30 AM - Coffee
Room 310, Reitz Union

8:30 - 9:45 AM - Opening Session CIBER Keynote - Bob Pearson, W2O Group
Chamber, Reitz Union

3:45 - 5:00 PM - LSP Vectors: Strengthening Interdisciplinary Connections & Advancing LSP
Moderator: Deb Reisinger, Duke University
Chamber, Reitz Union
- *Can LSP Save Your Language Department? Educating Department Chairs and Administrators about LSP*
  Sheri Spaine Long, AATSP Executive Director
- *Early LSP Engagement: K-12 Curriculum and Teacher Training*
  Mary E. Risner, University of Florida
- *Virtual Exchange: Helping Students Learn Together*
  Henry Shepherd, Aspen Institute, Stevens Initiative
- *How to Leverage Your Education*
  Frank A. Perry, Vice President, Human Resources, Language Line Solutions
- *An Industry Perspective on Future Language Department Curricula*
  Michael Launer, Ph.D., Vice President, RussTech Language Services, Inc.

5:30 - 6:30 PM - Reception- CIBER Welcome/ Recognition of Business Language Research & Teaching (BLRT) Awards
Keene Faculty Center - Dauer Hall

SATURDAY - FEBRUARY 24, 2018

7:00 - 8:00 AM - Coffee
Room 310, Reitz Union

8:00 - 9:00 AM - Toward a Socially Responsive LSP: Reconsidering the Scope and Objectives of LSP for the Twenty-First Century
Chamber, Reitz Union
- Diana Ruggiero, University of Memphis
- Lourdes Sánchez-López, University of Alabama, Birmingham
- Annie Abbott, University of Illinois, Urbana-Champaign
- Carmen King de Ramírez, University of Arizona
- Barbara Lafford, Arizona State University
- Christina Garcia, Saint Louis University

Abstract:
The current shifts in U.S. national and foreign policy and their impact on transnational migrants and global political and economic alliances call for a reconsideration of the scope and objectives of Languages for Specific Purposes (LSP). Beyond the need for teaching profession-specific vocabulary, LSP educators must consider the broader professional applications and social implications of LSP. To this end, this roundtable addresses emergent trends and future directions in the teaching and development of socially responsive LSP.

12:00 - 1:15 PM - Networking Lunch/ Announcements
Arredondo Cafe –Reitz Union, Level 4

3:45 - 4:45 PM - LSP Business Meeting
Chamber, Reitz Union
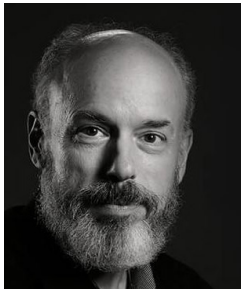
OPENING SESSION

Welcome Message

Leonardo A. Villalón
Dean and Professor
UF International Center

Villalón is Dean of the International Center and Professor of Political Science and African Studies at the University of Florida. From 2002-2011 he served as Director of UF's Center for African Studies, a Title VI comprehensive National Resource Center. Villalón has a Ph.D. from the University of Texas at Austin, as well as degrees from the Institut d'Etudes Politiques in Paris, the School of Advanced International Studies of the Johns Hopkins University, and Louisiana State University.

CIBER Keynote Address
The Digital Classroom: How CIBER Becomes Cyber

Bob Pearson
President
W2O Group

One of the pioneers of social media marketing, Bob Pearson is globally recognized as a marketing visionary. He is President of W2O Group, an independent network of digital communications and marketing companies known for their creation of algorithms and ability to evolve current models and create unique advantage for their clients worldwide. An author, frequent speaker and blogger on digital marketing, he is also an instructor for the U.S. State Department's Marketing College. He has written two books based on key learning's from the firm's work with innovative companies and individuals which are titled "Pre-Commerce" and "Storytizing: What's next after advertising?"

CIBER RECEPTION

Tim Duvall
Senior Program Officer
U.S. Department of Education

Tim Duvall is Senior Program Officer in the U.S. Department of Education's International and Foreign Language Education (IFLE) office. He came to IFLE after 15 successful years as a professor and small business owner. He holds degrees from The College of William and Mary, Virginia Tech, and The University of Arizona. He taught at Pima College, The University of Arizona, and St. John's University in New York City where he won awards for both his teaching and his research. With IFLE, Tim administers the Centers for International Business Education (CIBER) grants along with the National Resource Center and Foreign Language and Area Studies fellowship grants for the Russia/East Europe and International world areas. He lives in Bethesda, MD with his wife and daughter.

PRE-CONFERENCE WORKSHOPS

THURSDAY | FEBRUARY 22 | 1:00 PM - 4:00 PM

REGISTRATION	12:00 - 5:00 PM	ROOM 2315

WORKSHOP 1	ROOM 2320

Designing a Short-term Study Abroad Course for LSP: Eliminating the Fear Factor
Presented by: Anna Helm and Margaret Gonglewski
Institutions: George Washington University

This workshop helps teachers develop a short-term study abroad program (STAP) course appropriate for their language and cultural focus. Workshop leaders present a sample STAP, including itinerary, team project and rubric, and then guide participants in developing their own STAP proposal with potential theme, destination, site visits, and tasks.

WORKSHOP 2	ROOM 2325

"Listening" and Trans-creation for Social Media: Background and tools for creating new units in the Language for Specific Purposes Course
Presented by: Mary K. Long
Institutions: University of Colorado, Boulder

Social media have a huge impact on interpersonal communication and access to information and are also changing the way individuals interact with the political, social, economic, and market structures that shape the global setting. Given their ubiquity, social media must be included in any contemporary organizational outreach plan whether in the areas of non-profits and government services or for-profit publicity and marketing. University students are avid users and thoughtful critics of social media and are developing an area of expertise that can become a marketable skill. This workshop will provide background and resources for participants to create units within a variety of LSP classes.

WELCOME RECEPTION	6:30 - 7:30 PM	KEENE FACULTY CENTER

Preparing a Globally Competent Workforce
Through High-Quality Career and Technical Education

CTE · Asia · Center for Global Education · LONGVIEW FOUNDATION · ACTE

	Chamber	Room G315	Room 2325	Room 2330	Room 2335
Opening General Session/CIBER Keynote 8:30 - 9:45 AM	*Bob Pearson:* Vice Chair & Chief Innovation Officer of W2O Group, a marketing-communications firm. *The Digital Classroom: How CIBER Becomes Cyber*				
Concurrent Sessions - 1 - 10:00 - 10:45 AM	*Susana Cisneros & Chance A. Williams:* Elements of an Intermediate Spanish Course on Law Enforcement	*Steven J. Sacco:* Creating a Bilingual Campus at a Polytechnical Institute in West Africa	*Grant Gearhart:* Debunking Cuba: Importing the Island into the Business Language Classroom	*Beatriz Sedano Cuevas:* MOOCs for LSP: A Case Study of a Spanish Language MOOC for Traveling	
Concurrent Sessions - 2 - 11:00 - 11:45 AM	*Maida Watson:* Ways of Teaching Languages for Special Purposes **ROUNDTABLE**	*Frédérique Grim:* Coursework Transformation: Preparing Language Students for the Future	*Dania Alexandrino:* Language & Career Skills in the News Room: One Model	*Margaret Gonglewski & Anna Helm:* Business Language and International Marketing in Collaboration: An Online Resource for Designing Cross-Disciplinary Service-Learning Projects	*Eduardo Viana Da Silva* (BLRT AWARD) Hybrid/Online Business Portuguese Class
Lunch (on your own) 11:45 - 1:30 PM					
Concurrent Sessions - 3 - 1:30 - 2:15 PM	*Andrés Jiménez, Barbara Lafford & Peter Lafford:* Articulating Augmented Reality into the LSP Online Curriculum: Spanish for Healthcare Professionals	*Marlee Stein & Benay Stein:* How Can Language for Specific Purposes Courses Enhance the Study Abroad Experience?	*E. Nicole Meyer:* Lessons Learned: Integrating Medical French into the French Studies Curriculum	*Elizabeth Martin:* Doing Business in Quebec: Transcreation vs. Marketing Translation.	*Henry Shepherd:* Virtual Exchange: Helping Students Learn Together
Concurrent Sessions - 4 - 2:30 - 3:30 PM	1A- *Robert A. Quinn:* Crucial yet Overlooked: Up-dating the Grammatical Content of Language Learning Materials 1B- *Geraldine Lebaudy:* Maximizing Class Time with Computer Mediated Tools	2A- *William Kanyi Wamathai (BLRT AWARD):* Swahili Business Language 2.0: An Online Learning Resource for Swahili Business Language 2B- *Annie Abbott:* Between Monolingual and Bilingual: Student Learning Outcomes in an Online Intermediate Spanish in the Professions Course	3A- *Robin Ragan:* Teaching Interpreting to the Undergraduate: Language Skills, Career Builder, and Social Justice 3B- *Deb Reisinger:* Selling French: A Project-Based Learning Case Study	4A- *Jody L. Ballah:* More than a Simple "Bonjour": Targeted Language Preparation for International Programs 4B- *Catherine Savell:* French Connections with Business, History, Sociology and Economics	*Salvador Oropesa:* LSP Business Program at Clemson University: The Value of the Internship
Coffe - G315 3:30 - 3:45 PM					
General Session Roundtable 3:45 - 5:00 PM	LSP Vectors: Strengthening Interdisciplinary Connections and Advancing LSP				
Reception/CIBER Awards Keene Faculty Center 5:30 - 6:30 PM					

SESSIONS AT A GLANCE

SATURDAY | FEBRUARY 24

	Chamber	Room G315	Room 2325	Room 2330	Room 2335
General Session Roundtable 8:00 - 9:00 AM	Toward a Socially Responsive LSP: Reconsidering the Scope and Objectives of LSP for the Twenty-First Century				
Concurrent Sessions - 5 - 9:15 - 10:00 AM	*Lourdes Sánchez-López:* Discipline-Specific or Not?: Further Explorations on Community-Based Learning in LSP Programs	*Nancy Decker, Deborah Horzen:* Infusing STEM in World Language Instruction	*Ghayda Al-Ali (BLRT AWARD):* Business Arabic: A New Method of Teaching Arabic Oriented for Business Students	*Sandhya Shanker & Antoinette Tessmer:* Maximizing Target Language Exposure and Use in Study Abroad	*Dawn Slack:* Triumphs, Trials, and Tribulations: A LSP Program Story
Concurrent Sessions - 6 - 10:15 - 11:00 AM	*Janet Graham, Michelle Josey:* Globalizing K-12 Professional and Career Academies	*Maura Velázquez-Castillo and Shannon Zeller:* From Workplace Tasks to Language Functions: An Interdisciplinary and Collaborative Approach to LSP Curriculum Design	*Wen-pin Hsieh:* Voice of Learners from the Real Business World: Empirical Implications for Business Language Curriculum Development	*Salah Ayari:* Using Thematic Units to Teach Media Arabic	*Annalisa Czeculin/ Caroline Greydak (BLRT AWARD):* Conducting Business in Russia- Best Practices
Concurrent Sessions - 7 - 11:15 - 12:00 PM	*Darcy Lear:* Toward Professional Standards in LSP: Balancing Universal Workplace Skills and Profession-Specific Content	*María E. Pérez, BSN, PhD:* Integrated Curriculum Design: Outcomes of a Two-Week Spanish Intensive Course for Nursing	*Patricia Moore-Martinez, Joshua Pongan:* LSPs Beyond the Classroom: A Launchpad for Interdisciplinary & Extra-Academic Relationships	*Patrick Wallace:* Building Synergy of Message, Purpose and Effort in World Language Education at the State Level K-12	*Christopher D. Mellinger:* Living in Translation: Curricular Considerations for Translation Studies in a Study Abroad Context
Networking Lunch Arredondo Cafe 12:00 - 1:15 PM					
Concurrent Sessions - 8 - 1:30 - 2:15 PM	*Amanda Vincent:* Collaborating Across Organizational Lines in Language for Specific Purposes **ROUNDTABLE**	*Sean R. Hill:* Improving Math Fluency While Raising Economic and Financial Literacy through Spanish in a High School Classroom	*Glenn Martinez & José Pares-Avila:* From the Motivational Interview to the Motivational Interview: Training Health Professionals for Chronic Care Counseling	*Tatiana Nekrasova-Beker:* Learning ESP in Russia: Comparing ESP Course Materials Across Engineering Disciplines	*Yi Zhou:* Employability Skills: Chinese and Non-Chinese Working Professionals' Perceptions
Concurrent Sessions - 9 - 2:30 - 3:30 PM	1A- *Gregory E. Moreland:* Certificate in Spanish for the Professions: One Model 1B- *Andréa C. L. Ferreira:* Design of a Portuguese LSP Certificate with Internship Opportunities	2A- *Anita Huang:* An Integrated Approach to Syllabus Design: Pathway to Strengthening Interdisciplinary Connections 2B- *Shuai Li (BLRT AWARD):* Evaluating the Effectiveness of Business Chinese Teaching in a Study/Intern-Abroad Context: Examples from Job Interviews	3A- *Lisa Huempfner:* Collecting Voices: Developing Standards-Based Learning Materials for an Introductory Legal Spanish Course 3B- *Elizabeth Barbour:* Out of Africa – Professional Development Insights for LSP Educators	*Heather McCoy:* Changing Models for Study Abroad: LSP and French	K-12 LSP/CTE Working Group Meeting
General Closing Session 3:45 - 4:45 PM	**LSP Business Meeting**				

FRIDAY | FEBRUARY 23 | CONCURRENT SESSIONS 1

8:30 - 9:45 AM	CHAMBER	CIBER KEYNOTE

10:00 - 10:45 AM	CHAMBER	SESSION 1

Elements of an Intermediate Spanish Course on Law Enforcement
Presented by: Susana Cisneros and Chance A. Williams
Institutions: Department of Language and Culture Studies and The University of North Carolina at Charlotte
Moderator: Crystal Marull, University of Florida

The presenters will describe the five main axes around which the course is articulated: 1) knowledge of Spanish grammar, 2) a balanced mix of general vocabulary, some slang and specific legal terminology, 3) knowledge about cultural backgrounds of Latinos in general, 4) hands-on experiences, and 5) an instructor trained in law enforcement.

TRACK: LSP program development and implementation

10:00 - 10:45 AM	ROOM G315	SESSION 2

Creating a Bilingual Campus at a Polytechnical Institute in West Africa
Presented by: Steven J. Sacco
Institutions: Sacco Global Consulting
Moderator: Deb Reisinger, Duke University

The presenter will describe ongoing efforts to create a bilingual English-French campus at a polytechnical institute in French-speaking West Africa. These efforts include forming a partnership with multinational corporations (MNCs), designing bilingual French-English engineering, business and agriculture courses, and ESL training for faculty. The rationale for this move is to meet the growing demand by MNCS for bilingual English and French-speaking engineers, managers and technicians operating in Ivory Coast and other Francophone countries.

TRACK: LSP in different regions of the world

10:00 - 10:45 AM	ROOM 2325	SESSION 3

Debunking Cuba: Importing the Island into the Business Language Classroom
Presented by: Grant Gearhart
Institutions: Georgia Southern University-Armstrong Campus in Savannah
Moderator: Alberto Fernández, University of Florida

Within the context of sharing my experiences participating in the 2017 CIBER Faculty Development in International Business seminar in Havana (through the University of Maryland), I will provide concrete examples of activities and assessments for business language courses that promote cultural awareness while applying business strategies in the target language.

TRACK: Domain-specific language use (STEM, business, law, medicine, translation, etc.)

#ISLSP18

#TeachLSP

10:00 - 10:45 AM	ROOM 2330	SESSION 4

MOOCs for LSP: A Case Study of a Spanish Language Massive Open Online Course (MOOC) for Traveling
Presented by: Beatriz Sedano Cuevas
Institutions: Universidad Nacional de Educación a Distancia (UNED)
Moderator: Nathalie Ciesco, University of Florida

Colpaert, 2016; Rubio et al., 2016; Teixeira & Mota, 2014 point out that a main benefit of MOOCs for language teaching is the opportunity to bring together geographically isolated learners with different backgrounds to create a genuine community of practice to carry out real-world tasks (Council of Europe, 2002). This study shows design and implementation of a Spanish LMOOC in tourism. It was created taking the traveller's communicative point of view, following the CEFR's (Common European Framework of Reference) Action-oriented approach (Council of Europe, 2002) and is based on an exhaustive needs analysis.

TRACK: LSP program development and implementation

FRIDAY | FEBRUARY 23 | CONCURRENT SESSIONS 2

11: 00 - 11:45 AM	CHAMBER	SESSION 1

Ways of Teaching Languages for Special Purposes
Presented by: Maida Watson, Beatriz Muller Marquez, Anna Cepeda, Jennifer Fernandez, Primavera Cuder, Claudia Battistel
Institutions: Florida International University
Moderator: Robert Quinn, Quality Translation Services

This roundtable discusses topics related to the organization of LSP courses such as concentrating on one or various professions, including experiential learning, using task based organization, including elements of research in language attitudes, and teaching languages for special purposes online.

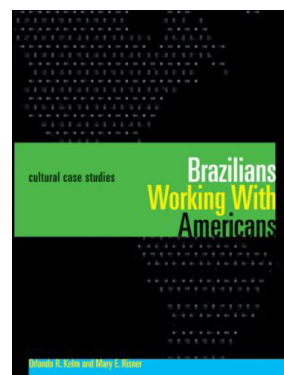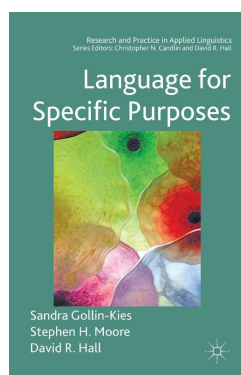**TRACK:** Professional development models for practicing educators

11: 00 - 11:45 AM	ROOM G315	SESSION 2

Coursework Transformation: Preparing Language Students for the Future
Presented by: Frédérique Grim
Institutions: Colorado State University
Moderator: Elizabeth Barbour, Global SKILLs

For smaller departments, an alternative to full LSP courses is to integrate some of their characteristics into a general curriculum such as a composition course. This presentation will share how a department undertook the redesign of a set of fundamental courses to add a LSP emphasis in the hopes of attracting more students.

TRACK: LSP program development and implementation

| 11: 00 - 11:45 AM | ROOM 2325 | SESSION 3 |

Experiential Learning with Language & Career Skills in the News Room
Presented by: Dania Alexandrino, Zalome Briceño and Sofia Millar
Institutions: University of Florida
Moderator: Jackie Bronkie, FFLAME

This session will feature a course/program offered through the UF College of Journalism & Communications that prepares students to deliver news in Spanish to the Latino community in the North Central Florida region. Students not only produce and publish local, national and international stories, but they also learn how to do so properly in Spanish, which is a definite career advantage.

TRACK: LSP program development and implementation

| 11: 00 - 11:45 AM | ROOM 2330 | SESSION 4 |

Business Language and International Marketing in Collaboration: An Online Resource for Designing Cross-Disciplinary Service-Learning Projects
Presented by: Margaret Gonglewski and Anna Helm
Institutions: George Washington University
Moderator: Christine Everett, Indiana University

This session presents guidelines for designing service-learning projects with a business language/culture focus. Presenters unveil an online module based on a project in their Business German and International Marketing courses, where student teams did service-learning with a community partner. Module highlights project examples and advice on maximizing transferable skills.

TRACK: Business language

| 11: 00 - 11:45 AM | ROOM 2335 | SESSION 5 |

Hybrid/Online Business Portuguese Class Business Language Research and Training (BLRT)
Presented by: Eduardo Viana Da Silva
Institutions: University of Washington
Moderator: Emily Bagienski, Indiana University

This research shows the results of a survey on the need of an online/ hybrid business Portuguese class. The survey was conducted with over 100 participants, including university students and professionals in the Seattle area.

TRACK: Business language

FRIDAY | FEBRUARY 23 | CONCURRENT SESSIONS 3

| 1:30 - 2:15 PM | CHAMBER | SESSION 1 |

Articulating Augmented Reality into the LSP Online Curriculum: Spanish for Healthcare Professionals
Presented by: Andrés Jiménez, Barbara Lafford, and Peter Lafford
Institutions: Arizona State University
Moderator: Lourdes Sánchez-López, University of Alabama at Birmingham

This presentation reports on the integration of an augmented reality (AR) project (created with a Ricoh Theta S camera to capture 360° panoramic views) into an online advanced course on Spanish for Healthcare Professionals. The authors will discuss the affordances and limitations of this AR environment for teaching LSP courses.

TRACK: Telecollaboration, online and distance learning for LSP purposes

| 1:30 - 2:15 PM | ROOM G315 | SESSION 2 |

How Can Language for Specific Purposes Courses Enhance the Study Abroad Experience?
Presented by: Marlee Stein and Benay Stein
Institutions: Associated Colleges of the Midwest and Northwestern University
Moderator: Mike Shealy, University of South Carolina

This session will begin with the first presenter's research study findings and recommendations on content-based foreign language courses taught at U.S. higher education institutions and how they can play a role in students' preparation for, and experience in, a language immersion study abroad program. The second presenter will build upon the specific pedagogical practices, thematic and instructional focus required to align this interdisciplinary model with student success in study abroad. Examples of specific linguistic, cultural, and critical thinking skills will demonstrate how LSP coursework can enhance the study abroad experience.

TRACK: LSP integration through study abroad, internships

| 1:30 - 2:15 PM | ROOM 2325 | SESSION 3 |

Lessons Learned: Integrating Medical French into the French Studies Curriculum
Presented by: E. Nicole Meyer
Institutions: Augusta University
Moderator: Carmen King de Ramírez, University of Arizona

This presentation addresses a rationale and methodology for teaching French for Health and Medical Professions, helps faculty define their goals for teaching it, and why one would take it. Personalizing the course to student interests, textbook choice, easily accessible resources, service-learning and creative active-learning approaches are also shared.

TRACK: Domain-specific language use (STEM, business, law, medicine, translation, etc.)

| 1:30 - 2:15 PM | ROOM 2330 | SESSION 4 |

Doing Business in Quebec: Transcreation vs. Marketing Translation
Presented by: Elizabeth Martin
Institutions: California State University, San Bernardino
Moderator: Margaret Dempster, Northwestern University

"Doing Business in Quebec" explores techniques used for translating and adapting advertisements for the Quebec market. A recent study of Quebec advertising (Martin, 2016), supplemented by interviews with advertising agency and media executives, reveals how global brands are tailoring their messages to Quebecers, recognizing their unique socio-cultural characteristics.

TRACK: Domain-specific language use (STEM, business, law, medicine, translation, etc.)

| 1:30 - 2:15 PM | ROOM 2335 | SESSION 5 |

Virtual Exchange: Helping Students Learn Together
Presented by: Henry Shepherd
Institutions: Aspen Institute, Stevens Initiative
Moderator: Alexis Gaul, George Washington University

Virtual exchange – sustained, online, international education programs – can give a generation of young people the skills they need to succeed in an interconnected and tumultuous world. The Stevens Initiative, a partnership supported by the Department of State, Bezos Family Foundation, and others, will explain how other educators can use technology to give students the opportunity to build language and other critical skills.

TRACK: Telecollaboration, online and distance learning for LSP purposes

FRIDAY | FEBRUARY 23 | CONCURRENT SESSIONS 4

2:30 - 3:00 PM	CHAMBER	SESSION 1A

Crucial yet Overlooked: Up-dating the Grammatical Content of Language Learning Materials
Presented by: Robert A. Quinn
Institutions: Quality Translations LLC (retired Professor of Spanish)
Moderator: Mary Vasilevsky, University of Florida

Researchers have inadvertently neglected the fundamental need of adults acquiring an L2: up-to-date, easily-remembered grammatical content. Especially beneficial for those writing career-oriented materials, this presentation provides and illustrates recent improvements from cognitive psychology, linguistics, and L2 acquisition theory. It reveals an unexpected discovery that opens new perspectives for LSP progress.

TRACK: Theoretical and methodological issues of LSP research

3:00 - 3:30 PM	CHAMBER	SESSION 1B

Maximizing "Classtime" with Computer Mediated Tools
Presented by: Geraldine Lebaudy
Institutions: University of Pennsylvania
Moderator: Mary Vasilevsky, University of Florida

This session will demonstrate ways of using Computer Mediated Tools such as Canvas Quizzes and Voiceover powerpoints to flip the classroom and thus maximize class time. Presenter will provide examples of content units and tasks to show how to integrate and implement them so that students of all levels can achieve business language objectives through real world examples.

TRACK: Business language

2:30 - 3:00 PM	ROOM G315	SESSION 2A

Swahili Business Language 2.0: An Online Learning Resource for Swahili Business Language (BLRT)
Presented by: William Kanyi Wamathai
Institutions: Indiana University
Moderator: Christine Everett, Indiana University

Swahili Business Language 2.0 project explores ways for educators in less commonly taught languages to develop and design learning materials for language for specific purposes using Open Educational Resources platforms.

TRACK: Business language

3:00 - 3:30 PM	ROOM G315	SESSION 2B

Between Monolingual and Bilingual: Student Learning Outcomes in an Online Intermediate Spanish in the Professions Course
Presented by: Annie Abbott
Institutions: University of Illinois, Urbana-Champaign
Moderator: Christine Everett, Indiana University

Although many departments offer LSP courses to attract more students, students often have underdeveloped notions about the value of language study for their careers. I will present modules from an online, fourth-semester Spanish for the Professions course that explicitly demonstrate the value (and challenges) of intermediate language proficiency in any job.

TRACK: Telecollaboration, online and distance learning for LSP purposes

2:30 - 3:00 PM	ROOM 2325	SESSION 3A

Teaching Interpreting to the Undergraduate: Language Skills, Career Builder, and Social Justice
Presented by: Robin Ragan
Institutions: Knox College
Moderator: Barbara Domcekova, Birmingham-Southern College

With the recent push in higher education to offer students more career-oriented courses, Modern Languages programs have begun offering LSPs. Courses on language interpreting, however, are still rare. I will discuss course design and unexpected outcomes by reviewing my recent experience teaching this course at a small, liberal arts college.

TRACK: LSP program development and implementation

3:00 - 3:30 PM	ROOM 2325	SESSION 3B

Selling French: A Project-Based Learning Case Study
Presented by: Deb Reisinger
Institutions: Duke University
Moderator: Barbara Domcekova, Birmingham-Southern College

Presenter will share results from a 3-year marketing project. Students in this 5th semester French course are tasked with developing a marketing campaign for the French language. The project incorporates LSP pedagogies and current marketing and branding strategies to capture student attitudes that have ultimately informed departmental policy.

TRACK: Business language

2:30 - 3:00 PM	ROOM 2330	SESSION 4A

More than a Simple "Bonjour": Targeted Language Preparation for International Programs
Presented by: Jody L. Ballah
Institutions: University of Cincinnati Blue Ash College
Moderator: Raluca Romaniuc, George Mason University

This presentation will discuss three international student programs which combined the study of social issues with basic language preparation in French in order for students to engage more meaningfully with the local population. Students travelled to Haiti, Guadeloupe and France to engage in service projects and conduct research.

TRACK: Experiential learning

3:00 - 3:30 PM	ROOM 2330	SESSION 4B

French Connections with Business, History, Sociology and Economics
Presented by: Catherine Savell
Institutions: Loyola University Maryland
Moderator: Raluca Romaniuc, George Mason University

A French course potentially offers interesting connections to other disciplines. This presentation will give an example of a social entrepreneurship discovery project that links Language, Business, History, Sociology and Economics and can easily be integrated in a course, enabling students to tap into wider interests.

TRACK: LSP program sustainability

2:30 - 3:00 PM	ROOM 2335	SESSION 5

LSP Business Program: The Value of the Internship
Presented by: Salvador Oropesa
Institutions: Clemson University
Moderator: Alexis Gaul, George Washington University

Since its inception academic year 1988 the LSP Business program at Clemson has graduated 1,120 students. Following Beemer (2016), a study on the relationship between internships and employment, we studied the difference between doing the internship abroad or in an international company in the US.

TRACK: LSP integration through study abroad, internships

3:45 - 5:00 PM	CHAMBER	ROUNDTABLE

5:30 - 6:30 PM	KEENE FACULTY CENTER	CIBER RECEPTION

SATURDAY | FEBRUARY 24 | CONCURRENT SESSIONS 5

8:00 - 9:00 AM	CHAMBER	ROUNDTABLE

9:15 - 10:00 AM	CHAMBER	SESSION 1

Discipline-specific or Not?: Further Exploration on Community-based Learning in LSP Programs
Presented by: Lourdes Sánchez-López
Institutions: University of Alabama at Birmingham
Moderator: Elizabeth Barbour, Global SKILLs

LSP scholars identify Community-based learning (CBL) as an essential piece of LSP programs and a top research priority, calling for its "normalization" within the curriculum. Is a discipline-specific CBL completely necessary to fulfill LSP program objectives, or in contrast would a general CBL work just as well? Results of this study may help further understand the role of CBL within LSP programs.

TRACK: Experiential learning

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9:15 - 10:00 AM	ROOM G315	SESSION 2

Infusing STEM in World Language Instruction (Examples K-12, higher ed, German)
Presented by: Nancy Decker and Deborah Horzen
Institutions: Rollins College and Cypress Creek High School
Moderator: Mary Vasilevsky, University of Florida

STEM has become a widespread topic of conversation of language acquisition professionals. The American Council on the Teaching of Foreign Languages (ACTFL) in its 2013 Position Statement affirms: "Project- or problem-based language learning with STEM content develops problem-solving, critical thinking, and inquiry skills." This session will share some model activities implemented in K-8 contexts using examples in German.

TRACK: LSP at the K-12 level, domain-specific language use

9:15 - 10:00 AM	ROOM 2325	SESSION 3

Business Arabic: A New Method of Teaching Arabic Oriented for Business Students
Presented by: Ghayda Al-Ali
Institutions: Georgetown University
Moderator: Emily Bagienski, Indiana University

Business Arabic explores the language of Arabic business as used in readings, correspondence, and documents. Business Arabic will be a functional vehicle to gain knowledge and experience in real-life business applications of Arabic language vocabulary, structure and functionality. Its aim is to provide students with the basic cross-cultural understanding, and the accuracy in spoken and written communication necessary to effectively participate in the Arabic speaking business world. Course content includes exploration of the methods, vocabulary and techniques of Arabic language communications in finance, marketing, and general commercial transactions.

TRACK: Business language

9:15 - 10:00 AM	ROOM 2330	SESSION 4

Maximizing Target Language Exposure and Use in Study Abroad Programs
Presented by: Sandhya Shanker and Antoinette Tessmer
Institutions: Michigan State University
Moderator: Mike Shealy, University of South Carolina

What language and culture strategies do students use in preparation for and during a study abroad program? The presenters will share results of a set of language and culture strategy using surveys included in a pre-departure course for business students who participate in a study abroad program in Belgium.

TRACK: LSP integration through study abroad, internships

9:15 - 10:00 AM	ROOM 2335	SESSION 5

Triumphs, Trials, and Tribulations: A LSP Program Story
Presented by: Dawn Slack
Institutions: Kutztown University
Moderator: Regina Range, University of Alabama-Tuscaloosa

This presentation focuses on the successes and pitfalls of developing and sustaining languages for specific purposes (LSP) courses/programs. Various aspects are considered, from initial planning stages to ongoing advocacy. While samples are from a Spanish for Modern Business program, the underlying concepts are adaptable to a range of LSP courses.

TRACK: LSP program development and implementation

SATURDAY | FEBRUARY 24 | CONCURRENT SESSIONS 6

10:15 - 11:00 AM	CHAMBER	SESSION 1

Globalizing K-12 Professional and Career Academies
Presented by: Janet Graham, Michelle Josey
Institutions: Blue Valley Schools and Crystal River High School
Moderator: Diana Ruggiero, University of Memphis

In this session, the presenters will share examples of ways high schools are integrating languages, culture skills, and experiential learning into professional courses such as business and healthcare.

TRACK: LSP at the K-12 level, anguage collaborations with career academics

10:15 - 11:00 AM	ROOM G315	SESSION 2

From Workplace Tasks To Language Functions: An Interdisciplinary and Collaborative Approach to LSP Curriculum Design
Presented by: Maura Velázquez-Castillo and Shannon Zeller
Institutions: Colorado State University
Moderator: Glenn Martinez, Ohio State University

The paper elaborates on an innovative interdisciplinary LSP collaboration between a languages department and a Veterinary Medicine College. It addresses the language gap between rural veterinarians and Spanish-speaking livestock workers. It focuses on the needs analysis, corpus creation and curriculum design, and the challenges of creating such a LSP track.

TRACK: LSP program development and implementation, domain-specific language

10:15 - 11:00 AM	ROOM 2325	SESSION 3

Voice of Learners from the Real Business World: Empirical Implications for Business Language Curriculum Development
Presented by: Wen-pin Hsieh
Institutions: Northwestern University
Moderator: Raluca Romaniuc, George Mason University

This session reports on a study of business professionals using Chinese as a second/foreign language in business in greater China. It presents their corporate lives and concerns in cross-cultural, cross-lingual settings and implications of common interest for all Business Language teachers, aiming to provoke more critical thinking about current curriculum.

TRACK: LSP program development and implementation

10:15 - 11:00 AM	ROOM 2330	SESSION 4

Using Thematic Units to Teach Media Arabic
Presented by: Salah Ayari
Institutions: Texas A&M University
Moderator: Mary Vasilevsky, University of Florida

Using standards-based thematic units to teach media Arabic to students at the intermediate level of proficiency helped to enhance the three modes of communication, maximize the use of authentic materials, and integrate culture. The process of selecting the course content was facilitated by the Media Monitoring System (MMS).

TRACK: LSP program development and implementation, domain-specific

10:15 - 11:00 AM   **ROOM 2335**   **SESSION 5**

Conducting Business in Russia: Best Practices
Presented by: Annalisa Czeczulin and Caroline Greydak
Institutions: Goucher College
Moderator: Tatiana Nekrasova-Beker, Colorado State University

A close look at integrating Business Russian into the student-centered classroom is the focus of this presentation. The presentation encompasses a discussion of best practices in Business Russian training and company operation, from classroom design to research implementation.

TRACK: Business language

SATURDAY | FEBRUARY 24 | CONCURRENT SESSIONS 7

11:15 - 12:00 PM   **CHAMBER**   **SESSION 1**

Toward Professional Standards in LSP: Balancing Universal Workplace Skills and Profession-Specific Content
Presented by: Darcy Lear
Institutions: University of Chicago
Moderator: Robert Quinn, Quality Translation Services

What if LSP had universal standards? We could measure students' progress, the effectiveness of programming, and the state of the field. The standards proposed in this session include skills that all employees need regardless of workplace, the corresponding strategies, and the development of metacognitive awareness.

TRACK: LSP in alignment with national and international standards

11:15 - 12:00 PM   **ROOM G315**   **SESSION 2**

Integrated Curriculum Design: Outcomes of a Two-Week Spanish Intensive Course for Nursing Students of Various Spanish Abilities
Presented by: María E. Pérez
Institutions: University of Houston
Moderator: William Flores, Southern Connecticut State University

This study analyzes the outcome of an intensive Spanish course for nursing students of various Spanish language abilities. The course objectives were to enable the students to conduct a nursing assessment interview and data gathering in Spanish, as well as providing instructions for vital signs and a head to toe physical exam. Treating these interactions as fairly structured communicative frames, utilizing Goffman's schema, guided the course development. Vocabulary and grammar was restricted to the needs of the assigned tasks, and concentrated on speaking and receptive abilities, not on writing or reading.

TRACK: Language collaborations with professional schools (post-secondary)

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11:15 - 12:00 PM   **ROOM 2325**   **SESSION 3**

LSPs Beyond the Classroom: A Launchpad for Interdisciplinary & Extra-Academic Relationships
Presented by: Patricia Moore-Martinez and Joshua Pongan
Institutions: Temple University
Moderator: Alexis Gaul, George Washington University

This session presents the intentional redesign of a pre-existing LSP curriculum, covering the foundational impetus of the redesign: LSP best practices, piloted activities, etc. The redesign includes an introduction to an expanded, interconnected system which links the courses and integrates professional development resources in the university and community and industry partners.

TRACK: LSP program development and implementation

11:15 - 12:00 PM   **ROOM 2330**   **SESSION 4**

Building Synergy of Message, Purpose and Effort in World Language Education at the State Level K-12
Presented by: Patrick Wallace
Institutions: Georgia Department of Education
Moderator: Jacqueline Bronkie, FFLAME

In this presentation, I will give an overview of what we are doing in Georgia to create synergy of message, purpose, effort both within and above and beyond K-12 and the specific actions we are undertaking at the state level to meet the growing needs in world language education.

TRACK: LSP at the K-12 level

11:15 - 12:00 PM   **ROOM 2335**   **SESSION 5**

Living in Translation: Curricular Considerations for Translation Studies in a Study Abroad Context
Presented by: Christopher D. Mellinger
Institutions: University of North Carolina at Charlotte
Moderator: Carmen King de Ramirez, University of Arizona

This paper presents curricular considerations for integrating translation studies into study abroad experiences for non-language majors. Data are drawn from a case study of a month-long course abroad that aims to develop culturally-competent, informed consumers of language services.

TRACK: Domain-specific language use (STEM, business, law, medicine, translation, etc.)

SATURDAY | FEBRUARY 24 | CONCURRENT SESSIONS 8

1:30 - 2:15 PM   **CHAMBER**   **SESSION 1**

Collaborating Across Organizational Lines in Language for Specific Purposes
Presented by: Amanda Vincent, Carmen Pérez-Muñoz, Qiaona Yu, Audra Merfeld-Langston
Institutions: Wake Forest University, Missouri S&T University
Moderator: Margaret Gonglewski, George Washington University

Faculty members working in French, Spanish, and Chinese in different institutional contexts will share experiences working with faculty in other departments, career services, and community organizations to improve LSP instruction. Discussion and feedback from the audience are invited regarding ways to implement, improve, or expand these collaborations.

TRACK: Establishing and maintaining LSP networks and collaboration

1:30 - 2:15 PM	ROOM G315	SESSION 2

Improving Math Fluency while Raising Economic and Financial Literacy through Spanish in a High School Classroom
Presented by: Sean R. Hill
Institutions: Central Michigan University, Ferris State University, and Delta College
Moderator: Danielle Chaussee, Oconomowoc High School

A high school instructor incorporated ACTFL standards, 21st century skills, and math fluency to provide students with instruction in economics and personal finance to meet district goals. The presenter elaborates on classroom activities and resources used to reorient the outcomes of a 2nd-year Spanish course for cross-curricular LSP connections.

TRACK: LSP at the K-12 level

1:30 - 2:15 PM	ROOM 2325	SESSION 3

From The Medical Interview To The Motivational Interview: Training Health Professionals For Chronic Care Counseling
Presented by: Glenn Martinez and José Pares-Avila
Institutions: Ohio State University and University of Arizona
Moderator: Jennifer Piorkowski, Oconomowoc Area School District

This paper describes a model syllabus designed for health professionals to develop motivational interviewing skills for counseling Spanish-speaking patients with diabetes. The paper establishes the need for motivational interviewing skills among Spanish-speaking health professionals and describes the elements of the curriculum.

TRACK: LSP program development and implementation

1:30 - 2:15 PM	ROOM 2330	SESSION 4

Learning ESP in Russia: Comparing ESP Course Materials Across Engineering Disciplines
Presented by: Tatiana Nekrasova-Beker, Anthony Becker, and Yana Rozanova
Institutions: Colorado State University and National Research Tomsk Polytechnic University
Moderator: Lourdes Sánchez-López, University of Alabama at Birmingham

The present study examined the extent to which materials developed by the instructors teaching English for Specific Purposes (ESP) courses in Thermal-Power, Computer, and Chemical Engineering at a large public technical university in Russia provided favorable opportunities to expand students' knowledge of academic and specialized vocabulary.

TRACK: LSP in different regions of the world, domain-specific language use

1:30 - 2:15 PM	ROOM 2335	SESSION 5

Employability Skills: Chinese and Non-Chinese Working Professionals' Perceptions
Presented by: Yi Zhou
Institutions: University of North Carolina-Chapel Hill
Moderator: Mary K. Long, University of Colorado, Boulder

The objective of this presentation is to report the findings of a study examining working professionals' perceptions of the employability skills necessary as a non-Chinese professional to work with Chinese professionals. The quantitative results are analyzed and recommendations are made for business language curriculum.

TRACK: Business language

SATURDAY | FEBRUARY 24 | CONCURRENT SESSIONS 9

| 2:30 - 3:00 PM | CHAMBER | SESSION 1A |

Certificate in Spanish for the Professions: One Model
Presented by: Gregory E. Moreland
Institutions: University of Florida
Moderator: Eduardo Viana da Silva, University of Washington

This sessions will describe how this Certificate for the Professions at the University of Florida could serve as a model for other institutions. It will focus on the climate in which the Certificate was developed, its place in the broader Spanish-language curriculum, its current success(es), and its prospects for the future.

TRACK: LSP program development and implementation

| 3:00 - 3:30 PM | CHAMBER | SESSION 1B |

Design of a Portuguese LSP Certificate with Internship Opportunities
Presented by: Andréa C. L. Ferreira
Institutions: University of Florida
Moderator: Eduardo Viana da Silva, University of Washington

This presentation will detail the development of a Certificate in Portuguese for the Professions at the University of Florida. The result of a collaborative effort between the Center for Latin American Studies and the Department of Spanish and Portuguese Studies, the new certificate will go beyond LSP classes to include internship opportunities in the state of Florida.

TRACK: LSP program development and implementation

| 2:30 - 3:00 PM | ROOM G315 | SESSION 2A |

An Integrated Approach to Syllabus Design: Pathway to Strengthening Interdisciplinary Connection and Key to LSP Program Sustainability in the Digital Age
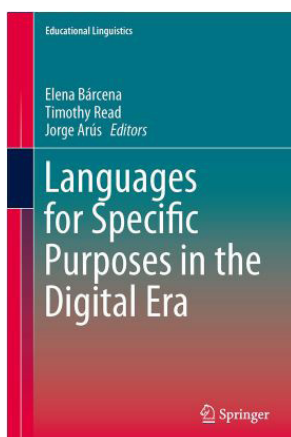**Presented by:** Anita Huang
Institutions: Birmingham-Southern College
Moderator: Paige Poole, Universidad del Norte

Traditional LSP courses that emphasize occupational jargon and grammatical accuracy are insufficient to prepare students for the workplace in a fast-changing world. The presenter will discuss strategies for designing integrated syllabi for Business Chinese and Conversation courses. Teachers of other languages can also benefit from the discussion.

TRACK: LSP program sustainability

Educational Linguistics

Elena Bárcena
Timothy Read
Jorge Arús *Editors*

Languages for Specific Purposes in the Digital Era

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Spanish for the Professions and Specific Purposes:
Curricular Mainstay

Michael Scott Doyle
The University of North Carolina at Charlotte

RESPONSES

Spanish: A Language for Scientific and Technical Communication

Oscar A. Pérez
Skidmore College

Hacia el asentamiento del Español para las Profesiones y Propósitos Específicos

Lourdes Sánchez-López
The University of Alabama at Birmingham

Hispania 100.5 (2017): 95–105

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3:00 - 3:30 PM	ROOM G315	SESSION 2B

Evaluating the Effectiveness of Business Chinese (BC) Teaching in a Study/Intern – Abroad Context: Examples From Job Interviews
Presented by: Shuai Li
Institutions: Georgia State University
Moderator: Paige Poole, Universidad del Norte

This presentation reports on a study that examined whether BC teaching facilitated workplace performance among 11 American learners enrolled in a 10-week study-abroad-with-internship (SAI) program in China. While students improved their interview performance during the instructional phase, there were considerable variations among their interview performance during the internship phase.

TRACK: Business language

2:30 - 3:00 PM	ROOM 2325	SESSION 3A

Collecting Voices: Developing Standards-Based Learning Materials for an Introductory Legal Spanish Course
Presented by: Lisa Huempfner
Institutions: University of Wisconsin-Whitewater
Moderator: Lourdes Sánchez-López, University of Alabama at Birmingham

Faced with a dearth of pedagogical resources for an intermediate to advanced Legal Spanish course, the presenter has designed materials based on interviews of practitioners and clients in several US legal settings. In this session, she will share some of these materials and invite feedback from participants on their design.

TRACK: LSP in alignment with national and international standards

3:00 - 3:30 PM	ROOM 2325	SESSION 3B

Out of Africa – Professional Development Insights for LSP Educators
Presented by: Elizabeth Barbour
Institutions: Global SKILLs
Moderator: Lourdes Sánchez-López, University of Alabama at Birmingham

Integrating LSP in curriculum calls for innovative models and techniques recognizing the necessity and value of both autonomous learning and collaborative communities of practice committed to sustainable global community building. This presentation offers unique insights coming 'out of Africa' from over 3 decades working with diverse LSP contexts.

TRACK: Professional development models for practicing educators

2:30 - 3:00 PM	ROOM 2330	SESSION 4

Changing Models for Study Abroad: LSP and French
Presented by: Heather McCoy
Institutions: Pennsylvania State University
Moderator: Nathalie Ciesco, University of Florida

This presentation traces the evolution of study abroad for students of French and presents innovations that pertain to students with a Français sur objectifs spécifiques (FOS) orientation. Participants will come away with an understanding of how study abroad has evolved to keep pace with the changing objectives of students studying French.

TRACK: LSP integration through study abroad, internships

| 2:30 - 3:00 PM | ROOM 2335 | SESSION 5 |

K-12 LSP/CTE Working Group Meeting
Presented by: Mary E. Risner
Institutions: University of Florida

For anyone interested in discussing the development of K-12 LSP curriculum and exploring how to facilitate connections between Career and Technical Academy and World Language faculty.

TRACK: LSP at the K-12 level

| 3:30 - 4:30 PM | CHAMBER | LSP BUSINESS MEETING |

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In order to encourage faculty, lecturers and graduate students in foreign language departments to add a business-language dimension to their research and teaching, the 17 Centers for International Business Education and Research (CIBERs) have pledged a portion of their Title VI CIBER grant funding to support the Business Language Research and Teaching (BLRT) Awards.

Congratulations to the recipients listed below!

2016

Hybrid/Online Business Portuguese Class
Eduardo Viana da Silva, Kathleen Hatch Allen, Tamara Leonard, Keane Anderson Sweet, and Kent Kinzer
University of Washington

Swahili Business Language 2.0: An online learning resource for Swahili Business Language
William Wamathai
Indiana University

Evaluating The Effectiveness Of Business Chinese Teaching In Terms Of Workplace Socialization Processes
Shuai Li
Georgia State University

2017

Business Russian for Translation
Annalisa Czeczulin
Goucher College

Business Arabic Course
Ghayda Al Ali
Georgetown University

Task-based teaching/learning in the French for the Professionals Classroom
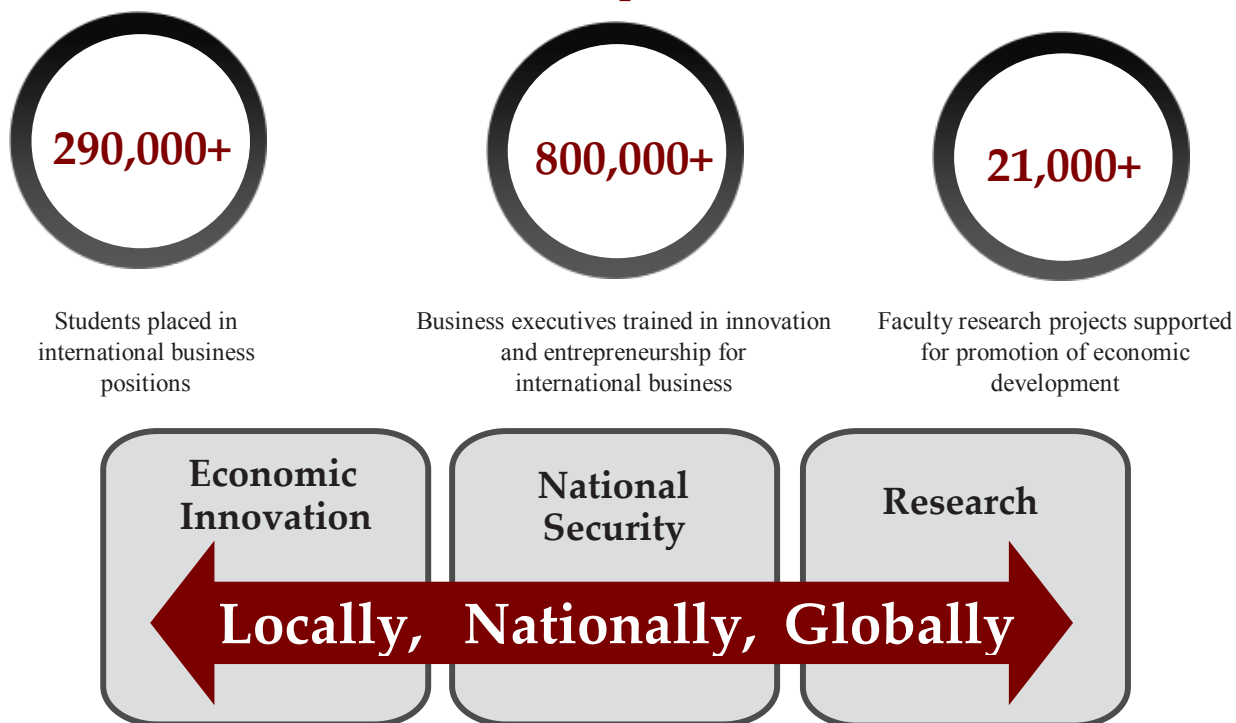Raluca Romaniuc
George Mason University

Innovation, Excellence and Collaboration

Our nation's security, its economic growth, and its ability to confront global challenges hinge on our ability to engage with diverse cultures at home and around the globe. Working in partnership with U.S. universities, the **Department of Education's Title VI Centers for International Business Education and Research (CIBER)** are a critical foundational program for preparing a steady supply of Americans with the global expertise to assure effective U.S. military, commercial and diplomatic engagement; economic and job growth; and leadership to address 21st century global challenges in a wide range of sectors such as global trade, health, food safety, cyber security and more.

Our Impact

290,000+	800,000+	21,000+
Students placed in international business positions	Business executives trained in innovation and entrepreneurship for international business	Faculty research projects supported for promotion of economic development

Economic Innovation	National Security	Research

Locally, Nationally, Globally

Ensuring U.S. Competitiveness

HEA Title VI & Fulbright-Hays Programs

American Overseas Research Centers (AORC)	Centers for International Business Education and Research (CIBER)	Foreign Language and Area Studies (FLAS)
Language Resource Centers (LRC)	National Resource Centers (NRC)	Undergraduate International Studies and Foreign Language Program (UISFL)
Doctoral Dissertation Research Abroad (DDRA)	Group Projects Abroad (GPA)	Seminars Abroad (SA)

LSP Vectors: Strengthening Interdisciplinary Connections (2019)

We invite proposals for consideration in the publication of *LSP Vectors: Strengthening Interdisciplinary Connections* (2019). The volume will contain selected original articles based on presentations given at the F*ourth International Symposium on Languages for Specific Purposes* (ISLSP)/CIBER Business Language event held at the University of Florida.
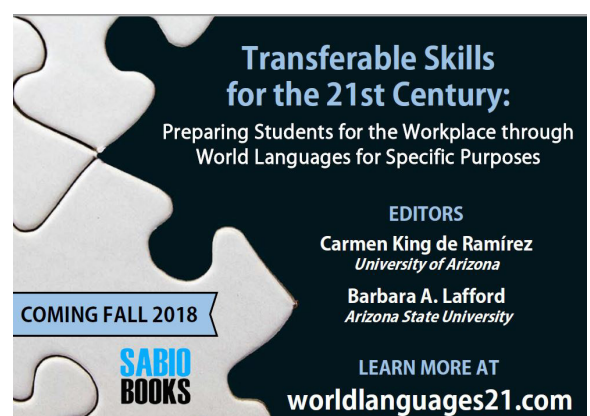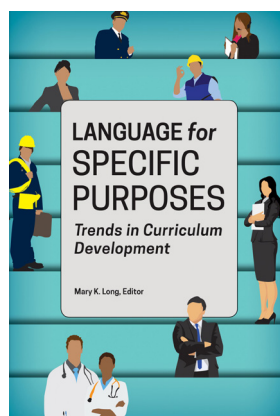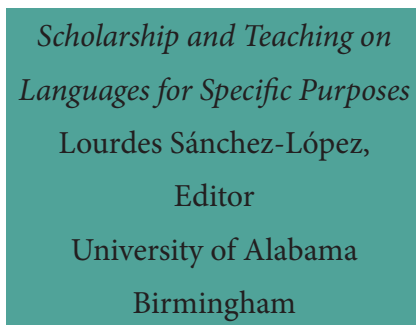
The theme of ISLSP 2018 is "Strengthening Interdisciplinary Connections". The purpose of *LSP Vectors: Strengthening Interdisciplinary Connections* (2019; ISBN pending) is to share innovation in LSP research, practice, and program development. Manuscript submissions will be anonymous peer-reviewed.
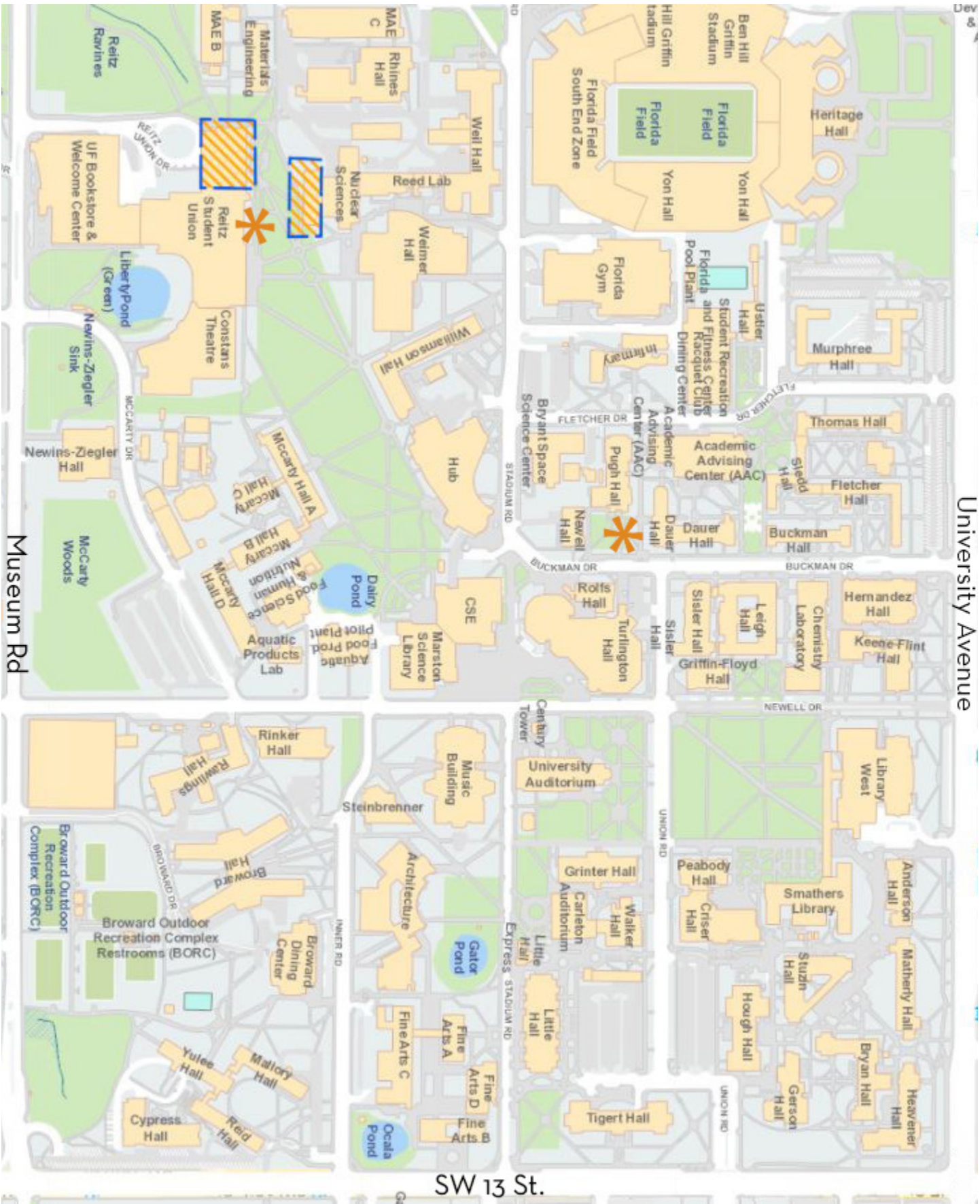
Guidelines for Manuscript Submission

- **The deadline for manuscript submissions is July 15, 2018.**
- Submissions should be sent to maryr@ufl.edu with subject line: "SUBMISSION TO LSP-AUTHOR'S LAST NAME." Authors will receive a receipt confirmation within 48 hours of submission.
- Manuscripts must be original (not previously published and not under consideration for publication elsewhere).
- Manuscripts should be ready for anonymous review, so all author names and institutions should be removed from the article and included in a separate cover page.
- Manuscripts should comply with APA style (http://www.apastyle.org/).
- Writing specifications: Times New Roman font; 12 point font size; double space; abstract: 150-200 words; 5-8 key words; page numbers
- Accepted documents: Word documents (no PDFs, please).
- Language: Manuscripts must be written in English.
- Authors will retain copyright.

Tentative Timeline for *LSP Vectors: Strengthening Interdisciplinary Connections*

Manuscript submission deadline	July 15, 2018
Manuscripts are under review	July 15-September 15, 2018
Decision notification to authors	September 21, 2018
Targeted publication date	March 30, 2019
Further deadlines to be announced	

Center for Latin American Studies

Founded in 1930, the UF Center for Latin American Studies is the first research center in the United States to focus on Latin America. 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.

Lunch Recommendations:

Restaurants in the Reitz Union: Wendy's, Pollo Tropical, Subway, Starbucks, P.O.D. Market, Arredondo Café, Croutons, Papa Johns, Panda Express, and Wing Zone at the Orange and Brew
Other notable food stops: Krishna Lunch at UF Plaza of the Americas (M-F, short walk across campus).

Dinner Recommendations:

Near Campus: The Swamp Restaurant, Blue Gill,
Downtown: Emiliano's (Caribbean), Harry's (Cajun), Dragonfly (Sushi), Celebrity's Soul Food (Southern), Original American Kitchen (Southern), Liquid Ginger, Manuel's Vintage Room, The Top.

Wifi:

The new UF Guest network is designed to provide guests to the university a basic but reliable wireless network experience. When the user joins the network, an Acceptable Use Policy (AUP) screen will pop up. On accepting the AUP via a button click, the guest will have access to the Internet.

#TeachLSP
#ISLSP18