

2013-2014

UF | Center for
Latin American Studies
UNIVERSITY of FLORIDA

Outreach Annual Report



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and Brigitte Pfluger

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.

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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	Number of Students
Irby Elementary*	136
Lake Forest Elementary*	38
Shell Elementary*	54
Idyllwild Elementary*	140
Duval Elementary	60
MK Rawlings	44
Total	472

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.

Classroom Visits	Number of Students
Buchholz High School	240
Fort Clark Middle School	290
Mebane Middle School	120
Gainesville High School	590
Total	1,240



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)



Connecting Education and Industry



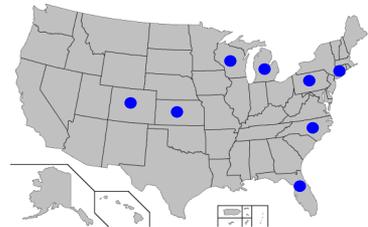
NOBLE is an initiative sponsored by CLAS and the Center for International Business Education and Research (CIBER) with the mission of helping educators prepare students with language and culture skills for the 21st century workplace.

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:

The Business of Languages in the Classroom Today: A Model for K-12 Professional Development. *Global Business Languages* (2013).

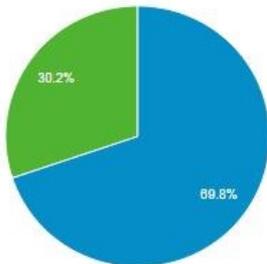
CLAS co-presented with 5 high school teachers at 6 different conferences throughout the United States.



● = teacher partners

Social Media & Web Impact:

■ New Visitor ■ Returning Visitor



NOBLE's website continues to attract new visitors

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

Business, Language, and Culture

The CLAS Latin American Business Environment (LBE) 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 .



LBE 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 **Notícias 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.

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



Collaborators & Affiliations

At the University of Florida:



Beyond the University of Florida:



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.

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