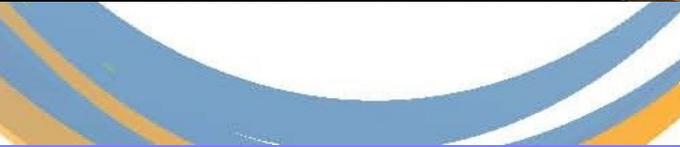




UF | Center for
Latin American Studies
UNIVERSITY of FLORIDA

2014-2015 Outreach Annual Report



Prepared by Brigitte
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Center for Latin American Studies

The Center for Latin American Studies (CLAS) outreach team develops and manages initiatives that integrate the study of all aspects of Latin America and its languages across the K-16 curriculum. CLAS also advances knowledge of Latin America and its culture in the community at large.

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

CLAS Program is a Title VI National Resource Center with funding from the U.S. Department of Education.

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K-12 Classroom Support

Through collaboration with UF Latin Americanists, the Florida Museum of Natural History, Projects for Haiti, and the Florida Chapter of Teachers of Spanish & Portuguese, CLAS enhanced K-12 classrooms and teaching experiences in Florida and across the United States.

Bus Voucher Initiative & Classroom Visits

CLAS provided funding for local Title I elementary schools to the Harn Museum’s Arts of Panama (*Molas*) Exhibit, followed by a classroom visit to reinforce and draw connections to Latin America.



*This year, CLAS Outreach reached **over 60 classrooms** impacting **more than 2,400 students**.*

Traveling Suitcases

CLAS ships suitcases of Latin American cultural artifacts for teachers to use as learning centers. Changing from country specific to **thematic & interdisciplinary** content, this year CLAS **doubled** the number of suitcases sent nationally. **100%** of recipients reported that the suitcases were useful in their classrooms.

“

It makes a big difference when students can hold authentic materials in their hands and see the creative and intricate work that goes with every piece in your box

Lending Library

CLAS partnered with Tulane University to increase resource diversity in a collection offering **over 3,000 educational materials** about Latin American topics. These materials were used across the United States.

K-16 Professional Development

CLAS reached over **1000 educators** through professional development opportunities both virtually and at conferences across the country to empower and inspire educators to integrate new content and innovative pedagogies.

Webinars

- ◆ 1st webinar series, “Infusing Latin American Studies Across the Curriculum”
- ◆ 2nd Annual NOBLE webinar series: “Preparing Students for the Global Workplace”
- ◆ Webinars reached **800 participants and viewers**



Workshops & Conferences

- ◆ Daytona State College: “A New Look at The Old World”
- ◆ Bethune Cookman University: “Afro-Latino Adaptations: Images from the Caribbean and Brazil”
- ◆ University of Florida: “Telecollaboration in the Language Classroom”
- ◆ American Association of Teachers of Spanish & Portuguese Conference: “Spanish for Careers in the U.S. Context”

Gainesville Connected: 1st Annual Global Education Conference in Florida

130 educators from 9 Florida school districts gathered to learn about **global citizenship** in 21st century classrooms.



The event was covered by various news organizations including: The Gainesville Sun, TV 20, League of Environmental Educators, & the UF Gator Times.

Connecting Education and Industry



Since 2009, **NOBLE** brings together K-16 educators interested in curriculum and program development that integrate the study of foreign language and culture across disciplines, particularly professional schools and career academies.

NOBLE supports educators and graduate students around the world to develop courses and to disseminate their work.

Sample NOBLE Activities:

- ◆ Center for Applied Second Language Studies (CASLS): “Making the Connection Between Language and Careers: K-12 LSP” (short article)
- ◆ Florida Foreign Language Association: “Meeting Industry Needs in the Global Workplace” (workshop)
- ◆ NOBLE Graduate Students: “Interdisciplinary Collaboration and Global Perspectives for Language for Specific Purposes (LSP)” (session)
- ◆ Development of the new “Spanish for Healthcare” at Crystal River High School offered in the Health Career Academy. The first course offerings reached **98 health students** in Spanish I and II.

Social Media & Web Impact:



NOBLE’s website continues to attract new visitors

- ◆ Over **6,600 views** on YouTube
- ◆ The Noble Facebook page has grown from 194 to **350 Likes**, an **80.4% increase**. Subscribers engage from around the world. Top countries include: **Spain, Brazil, Peru** and the **UK**
- ◆ The **Noble website** has been **visited over 5,700 times** this year! Top pages visited include: Events, Get Involved, About, and Professional Development

Language, Culture, and Careers

Why Latin American Studies?

CLAS produced a new video to promote the study of Latin America and its cross-industry and interdisciplinary applications. Available on CLAS YouTube channel.



LABE published the **16th 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.

Presentation:

“The Latin American Business Environment”

- ◆ Presented by the LABE Director at the Florida Chamber of Commerce in Tallahassee.

7th Latin American Business Symposium at UF:

- ◆ **75 attendees** heard from industry professionals and learned the importance of language and culture in Latin American business
- ◆ A collaboration with the UF Master of International Business Program

Handbook for K-12 Educators

- ◆ Volume I, Spring 2015: “Connecting World Language Curriculum to Global Workplace Skills”
- ◆ A free collection of intermediate lessons to enhance curriculum.
- ◆ Created in collaboration with 6 faculty and professionals nationwide.
- ◆ Teachers that downloaded the handbook taught languages including: **Spanish, Portuguese, French, Italian, German, English, Hebrew, Latin, and Mandarin.**
- ◆ Downloaded by over **155 educators**



Less Commonly Taught Languages



CLAS leads initiatives promoting the study of Portuguese language and Lusophone cultures.

The Portuguese Language Journal (PLJ) was founded in 2006 to promote and improve the teaching of Portuguese as a second language. It is a collaboration between the University of Florida and the University of New Mexico.

Select 2014 Articles:

- ◆ Communication and Other C's: A Study of What Portuguese Instructors Want in Textbooks
- ◆ Storyboard as a Pre-activity for Brazilian Portuguese Films
- ◆ Pelas contas do rosário! A inserção da cultura brasileira através dos bordões novelísticos nas aulas de PLE

- ◆ 2014—**8th volume** of published articles
- ◆ **25%** increase of articles published since 2006

In 2014, CLAS outreach director and founder of the PLJ became the Portuguese Representative for the American Association of Teachers of Spanish and Portuguese.



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 U.S. and offers the exam twice a year since the spring of 2006.

Arts and Culture in Florida

CLAS plans and promotes cultural events in Gainesville and around the state.

Select Cultural Events in Florida	Number of Participants
Latin Music Concerts	385
Museum Nights at the Harn Museum of Art	467
Latino Film Festival	1,455
Jacare Brazil African Choir	500
Brazilian Music Institute	1,450
Gainesville Connected International Conference	145
Projects for Haiti Volunteers	2,245
A Night in El Barrio: Free Salsa Concert	1,000
TOTAL	7,647



Collaborators & Affiliations

At the University of Florida:



Beyond the University of Florida:



2014-2015 Outreach Program



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 .



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.



Brigitte Pfluger, Graduate Assistant (2014-16), M.A. Candidate in Latin American Studies, specializing in development. Brigitte maintained and updated Outreach websites, managed social media channels, and created publicity materials and newsletters for CLAS.

OUTREACH

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