



**UF** | Center for  
Latin American Studies  
UNIVERSITY of FLORIDA

# 2015-2016 Outreach Annual Report



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and Matthew Levin

# Center for Latin American Studies

The University of Florida's Center for Latin American Studies (UFLAS) Outreach Program promotes the integration of the study of Latin America, its cultures and its languages across the K-16 curriculum. UFLAS also advances knowledge of Latin America and its cultures in the community at-large.

## Outreach Program Priorities

### Focus Areas:

- ◆ Latin American Studies in the K-12 classroom
- ◆ Less Commonly Taught Languages (LCTL)
- ◆ Languages for Specific Purposes (LSP)
- ◆ Connections between education, industry, and the community

### Priority audiences:

- ◆ K-12 educators and students
- ◆ College educators and students
- ◆ Community
- ◆ Businesses

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

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# K-16 Professional Development

UFLAS reached over **400 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

UFLAS continued to offer Webinars on LAS and career-related topics reaching **over 120 participants and viewers** this year.

- ♦ Team Teaching the Latin American Studies Class: Connecting US and LAS History
- ♦ Analyzing US History through a Multicultural Lens
- ♦ Entrepreneurism, STEM, and International Business
- ♦ Global Entrepreneurism in the Tourism and Wine Industries

## Workshops & Conferences

UFLAS sponsored several workshops and conferences, which had an impact on around **130 educators and students**.

- ♦ Living the Language Conference (65 attendees) - Daytona Beach, FL
- ♦ GA Workshop (51 attendees) - Marietta, GA
- ♦ Global Leader Workshop (12 attendees) - Gainesville, FL

## Global Classroom Initiative:

Through a Longview Foundation Grant, UFLAS partnered with the UF College of Education to integrate a **global education module** into elementary pre-service education technology courses. This grant funded pre-SVC teachers to present at conferences in FL and GA.

## Florida Connected: 2<sup>nd</sup> Annual Global Education Conference

In partnership with the Center for African Studies, UF International Center, UF College of Education, and the Longview Foundation, UFLAS brought together **155 educators** from school districts around FL to share ideas about globalizing the K-16 curriculum.



# Connecting Education and Industry



Since 2009, **NOBLE** has supported K-16 educators and graduate students around the world to disseminate their work and to develop LSP curriculum. NOBLE helps integrate the study of world languages and cultures across disciplines. NOBLE focuses on higher education professional schools, career academies, and K-12 classrooms.

## Sample NOBLE Activities:

- ◆ **Sessions by K-12 Teachers:** *Spark your Students' Interest with a New LSP & Linking Language and Culture Skills for the Healthcare Professions*
- ◆ **Publication:** "Preparing Students for the Global Workplace: The Relevance of Languages for Specific Purposes"
- ◆ **Roundtable:** *What Employers Want: An HONEST Assessment of What we Teach LSP Students*
- ◆ **Monthly Newsletter** with LSP news and resources.
- ◆ Supported the **2016 International Symposium of Languages for Specific Purposes (ISLSP)**

## Social Media & Web Impact:

### The NOBLE YouTube Channel:

- ◆ Since 2012 over **24,850 views**
- ◆ **3,837 new views** in 2015/16

### The NOBLE Facebook Page:

- ◆ Grew from 350 to **503 Likes**, a **44% increase** in 2015/16

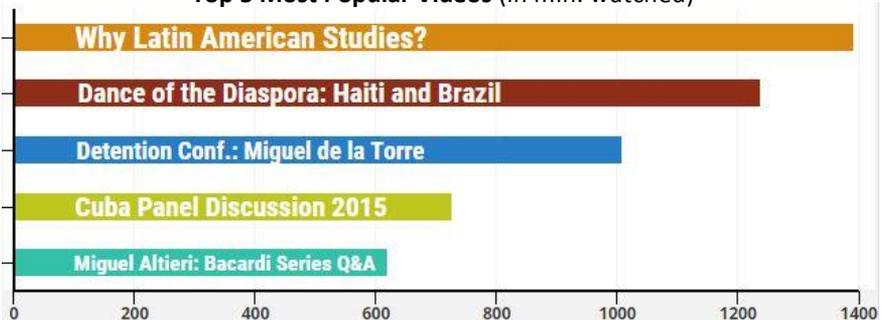
### The NOBLE LinkedIn Group:

- ◆ Members reached **434** in 2015/16
- ◆ Links LSP educators globally

### The NOBLE Webpage:

- ◆ **Visited over 6,950 times** this year
- ◆ **22% increase from last year.**

### Top 5 Most Popular Videos (in min. watched)



# Language, Culture, and Careers

## Latin American Studies Career Workshop:

- ◆ In collaboration with academic and corporate sponsors, UFLAS sponsored a career workshop titled: **Forging a Career Across Disciplines: Fusing Language, Latin American Expertise, and Professional Degrees**
- ◆ Over **150** students attended the event, which featured Faculty, Alumni, and Graduate Students



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## Presentation:

“The Latin American Business Environment” Presented by the LABE Director at the Coral Gables Chamber of Commerce International Business Forum.

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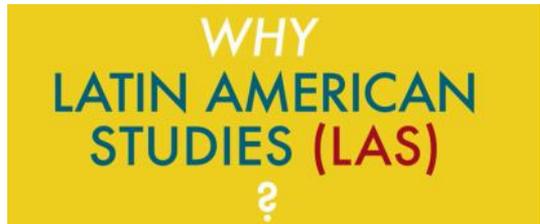
## LinkedIn: Latin American Career Network

Network connecting UF Alumni and Students grew to over 339 members.

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## Why Latin American Studies?

Video uploaded to YouTube in October 2015 received over **1,000 views!**



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## Handbook for K-12 Educators

A free collection of intermediate lessons to enhance curriculum. Downloaded by over **158 educators** in 2015/16.

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UFLAS **Latin American Business Environment (LABE)** program published the **17<sup>th</sup> edition** of its annual report. The report is an appraisal of the economic, social, political, and legal developments that have shaped the Latin American business climate in the past year.

# Less Commonly Taught Languages

In 2015/16 UFLAS continued to promote the study of the Portuguese language and Lusophone cultures.

## Portuguese Language Journal (PLJ)

The PLJ was founded in 2006 to promote and improve the teaching of Portuguese as a second language. PLJ **published Issue 9, Portuguese in the World Today** in October 2015.

This year PLJ commemorated its **10 year anniversary** by publishing a **2 volume print collection** of Issues 1 through 9, which had previously only been available online.

Furthermore, as of Fall 2016, PLJ has partnered with the **American Organization of Teachers of Portuguese (AOTP)** to become their official academic publication!



### **Notícias Newsletter:**

UFLAS prepares and distributes a monthly newsletter featuring Portuguese News to educators and students of the language.

### **AOTP Awards Outreach Director**

In 2016, UFLAS Outreach director and founder of the PLJ, Dr. Mary Risner, received the **AOTP Post-Secondary faculty award for promoting 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.

In the spring of 2006, UFLAS became the 2<sup>nd</sup> testing site to be approved in the US and offered the exam twice in 2015/16.

# Arts and Culture in Florida

UFLAS plans and promotes cultural events in Gainesville and around Florida.

Select Cultural Events in Florida	Number of Participants
Latin Music Concerts	720
Museum Nights at the Harn Museum of Art	440
Latino Film Festival	1,184
Jacare Brazil	500
Brazilian Music Institute	700
<b>TOTAL</b>	<b>3,544</b>

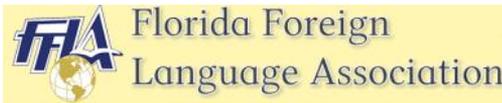


# Collaborators & Affiliations

## At the University of Florida:



## Beyond the University of Florida:



# 2015/16 Outreach Program Team



**Mary Risner, Ed.D.** Associate Director of Outreach and Business at UFLAS. Dr. 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 .



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



**Kerry White**, Graduate Assistant (2015-17), M.A. in Latin American Studies, specializing in gender studies and Cuba. Kerry managed UFLAS's Traveling Suitcase program, launched the Virtual Guest Visit Program, edited PLJ issue 9, and helped transition the PLJ to print for its 10th anniversary edition.

# OUTREACH

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