



Integrating Business Language into the High School Curriculum

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CIBER-April 8, 2006
Atlanta, GA



Overview

- 1986 Survey/Article-Grosse
- 20 Years later
- CIBER high school endeavors
- 2 Models/Problems
- What to do from here?
- Possible Strategies

Survey

- Sample: 20 most populous states
- Phone interviews to state f.l. supervisors
- Response rate 90% (18/20)
- 3 open-ended questions:
 - Does curriculum include business language?
 - Special program, units or courses?
 - Plans to implement in next 5 years?

*Survey by Christine Grosse

Results

- Few states offer LSP
- Courses/units/programs: MA, VA, TN, LA
- State curriculum policy: FL, WI
But nothing regularly offered
- Not much hope for future offerings due to lack of time teachers must dedicate to other foreign language mandates and goals



Conclusions/Recommendations

- Encourage offering of “mini-units” on LSP topics within regular language courses where possible
- In future attempts to gather foreign language information, survey district supervisors and specifically magnet schools, intl. h.s. or schools with large minority language populations

20 Years Later

- Checked schools that had programs/policy in 1986:
 - MA-no
 - VA- no
 - TN-pending response
 - LA- no
 - FL- yes
 - WI-no
 - * NC- yes
 - * CA- yes



CIBER K-12 Endeavor Categories

- Workshops/Training:
2-day, 1 wk, 2 wk, certificate program
(night course), sponsorships for teachers to
attend workshops
- Materials creation:
ICE, French textbook, Course pkts., case
studies, Exige (assessment for Spanish)



- Events:

Speaker series, career fairs, student competitions

- Curriculum development:

Certificate programs, diploma program, possible IB track for business



- Partners:

High schools and academies/magnet schools, foreign high schools, Model Nations, State Councils on Economic Development, National Council on Econ. Dev., local World Trade Centers, Fulbright-Hays Group Projects Abroad



○ Available listed resources:

www.ncee.net

www.kidseconposters.com

www.frenchteachers.org/general/DOEgrant/Dinsneyland/title.htm

<http://sage.tamu.edu>

<http://worldroom.tamu.edu>



- Other

No K-12 projects (2)

Broad projects for international studies



2 Models

- Florida

Port Charlotte H.S.

- California

San Dieguito Union H.S./SDSU

- North Carolina

Will gather more information



Problems Integrating LSP in K-12

- Curriculum already full
- Convincing district and state administrations of usefulness
- Dearth of materials at 6-12 levels
- Lack of centralized location of opportunities for K-12 LSP training/materials




What to do from here?


- Examine curriculum requirements?
- Materials?
- Mini-Units?
- Accessible/affordable training?
- Advocacy? (primarily at academies)
- Resource dissemination?



Possible Strategies

- Create CIBER presence at national language conferences
- CIBER contact with regional/state foreign language associations
- Disseminate CIBER resource /training information directly to district supervisors and assoc.

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- Separate available programs to participate in on CIBER web (easier access)
 - Put K-12 business language resources/training on Title VI Outreach websites



- Subsidize more K-12 participation at annual CIBER conference/create special workshops for k-12

- Surveys:

District supervisors


Teacher interest/needs?

Information for state/district DOE requirements



Possible Survey

- Grade level, language, school
- Academy, magnet?
- IB, AP, Honors programs?
- Currently offer business language?
- If not, would you like to?
- Do you think professional/vocational language is important?

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- Do your courses offer professional/career units?
 - Would you be interested in training to teach business language?
 - Would you use business language materials for your courses if resources were provided for you?



Discussion

- Other possible questions?
- Administration of survey?

References

- “Pedagogy: Secondary Schools-Foreign Languages for Business in the Secondary Curriculum”. *Hispania*, (71), Cristine Grosse, 1988.
- “International Business Education: Outreach Initiatives for Grades K-12”. Purdue University, Fall 2005.
- SDSU-Steve Loughrin, forthcoming article
- State DOE websites and emails