

Sample Postsecondary News Release

FOR IMMEDIATE RELEASE

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[Name of college/university] TURNS FOCUS ON THE YEAR OF LANGUAGES

[Date, your city, your state] – Colleges and universities around the U.S. are planning a major effort to convince students to include languages in their curricula, no matter what their field of study. Today, employees entering the work force must be able to understand and be understood by a diverse population of colleagues and customers for whom English is not a native language. To meet today's needs, the most attractive job candidates are those who have gained a high level of proficiency in other languages. That's why foreign language faculty members at [your institution] are planning new efforts to heighten students' awareness of the growing importance of multiple language proficiency as a key element in career preparation. The initiative coincides with the nationwide observance of *2005: The Year of Languages* as established by a Resolution before the U.S. Senate.

Under the guidance of the American Council on the Teaching of Foreign Languages and its affiliated organizations, elementary, middle and secondary schools as well as colleges and universities will observe the Year with special cultural and literary events, competitions and distribution of informational materials promoting the value of language education.

"There is clear evidence that every student at our institution should include language learning in their academic plan and career preparation curriculum," said [name and position of Dean of language department]. "Government and industry both have a pressing need for employees with a clear understanding of the cultures and languages of other countries. We operate in a global community and people with multiple language proficiency will command a premium place in the workforce."

[your institution] will seek to build support for and participation in language programs among students and the [your community] community at large. Among planned activities are: [list your activities]

Across the U.S., more than 500,000 elementary and over 7 million secondary students are enrolled in foreign language courses. Additionally, nearly 1.4 million students at American colleges and universities include language education in their schedules. According to Dr. Audrey Heining-Boynton, President of the American Council on the Teaching of Foreign Languages (ACTFL) and a professor at The University of North Carolina at Chapel Hill, college administrators and post secondary students are responding to the need for acquiring languages. "More than ever, our institutions of higher education must continue to support and expand the study of world languages. Our goal at the college level should be to encourage students to continue the study of languages they began as K-12 students so that they may achieve or maintain high levels of proficiency. Also, we must encourage students to embark upon acquiring additional languages as well."

More information is available to the public at [insert where people can go at your school to get materials]. *For more information on The Year of Languages, go to www.yearoflanguages.org OR visit the ACTFL web site at www.actfl.org OR call ACTFL at 703-894-2900.*

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