



# The IWLA Bulletin

A Newsletter for the Members of the Iowa World Language Association

Volume XVII No. 1

Fall 2010

## From the President: Sara Blanco

. Here we are again, starting a new academic year. There's nothing like the start of a new school year. The shiny waxed floors, newly designed bulletin boards, sharpened pencils and nearly empty planners. More than the aesthetics of a new school year I love the excitement of new beginnings and rekindling of friendships among colleagues and students after months away. Each new school year is an opportunity to try new learning activities and explore new teaching methods.

For the Iowa World Language Association the beginning of the school year is a busy time finalizing details for the annual conference. This year the conference is again at the beautiful Marriott Hotel in downtown Des Moines on Friday October 8 and Saturday October 9. Last year was the first year at this new venue and I think you would agree that it is a spectacular location for the conference. The location and meeting space of the hotel is a great fit for our organization. If you weren't able to join us last year I encourage you to make the trip this year. You will not be disappointed! This year's theme, "Languages are Everyone's Business," focuses on building partnerships with the business community in Iowa. These partnerships are necessary to gain support from others for what we all know to be true, that fluency in other languages and cultures is a necessary skill in our global economy. Join us in broadening our minds on how to open the door to partnerships with Iowa businesses.

I am pleased to share that we will again be offering a post conference technology workshop at the DMACC Urban Campus on Saturday af-

ternoon. This year there will be one session geared toward the novice technology user and the others will be designed for teachers with some technology ability. At the time of writing this article details are still being finalized on session topics, cost of the workshop, etc. Please refer to the IWLA webpage's conference link when you receive this bulletin to find the workshop registration form and more details about the workshop. Thanks to all who are working behind the scenes to offer this excellent learning opportunity again this year. If you have questions regarding the technology workshop you can contact Stacy Amling at [slamling@dmacc.edu](mailto:slamling@dmacc.edu) or Carrie Mulvihill at [cjmulvihill@dmacc.edu](mailto:cjmulvihill@dmacc.edu).

While the learning opportunities offered at the conference through sessions, workshops and speakers are a source of great pride, we all know that the networking and sharing of knowledge between teachers is equally important. It is the community of Iowa language teachers that we build together, each year, for one week-end that makes the conference so special. I hope that you will be there this year to contribute to this community and energy that propels us through each school year. See you all in Des Moines!

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**THANKS FOR YOUR  
LEADERSHIP,  
OFFICERS OF IWLA!!**

# 7 Keys to Developing an Effective Marketing Strategy for a Language Program

By: Sarah Elaine Eaton, Ph.D.

A marketing strategy is a map that gets your program where you want to go. It gives you a plan to promote your program, target the right students and allocate your resources wisely. They say that trying to grow your program without having a plan is like going on a road trip without a map. You may get somewhere, but will it be where you wanted?

Marketing strategies are useful in any organization dedicated to generating revenue. In the case of language education, they're also useful for recruitment purposes and increasing enrollments, even if you're not expected to make money. Some people may tell you that you need a program degree or a marketing expert to prepare a strategy. While these things may help, you can outline a basic plan yourself, even if you don't have a program background or the resources to hire a consultant. Common sense, a clear head and a vision of where you want your program to go can do wonders for helping you prepare a good, solid marketing strategy. In fact, the process of creating that vision can create marketing opportunities you would otherwise miss, simply because you are able to clearly describe your program anywhere, any time.

Here are 7 essential elements of a marketing strategy.

**1. Define your program.** What are you offering? Define it clear, simple, objective terms. Depending on what it is you are selling, your definition may be one line or several paragraphs. You want to be able to concisely answer the question, "So, what programs does your

school offer?" If you fumble for an answer – or don't have one at all – your marketing efforts may never be sufficiently focussed to help prospective students decide on you. Depending on what you're offering, your definition may be one line or several paragraphs. If you offer more than one type of program, consider having a broad, but concise definition for all of it, along with brief definitions of each individual type of program.

**2. Highlight the benefits.** How will your student benefit from your program? This can be tough to articulate. One way to do this is to ask yourself, "If I were a student, what would I get out of this program? What good is it to me? Why would I want it?" Another way to think of it is, "For what problem does this program provide a solution?" For example, if you manage a small language program benefits to your students may include personal attention and a friendly atmosphere. If you offer specialized courses in pronunciation, that is another benefit for students.

**3. Be clear about the strengths and weaknesses of your program.** Let's be clear. Every program has limitations. Trying to be all things to all people may hurt you in the long run. We may like to think that the market for whatever we offer is limitless, but the reality is that the better we know exactly what we offer, the more likely we are to attract exactly the right student.

**4. Know your competition.** Take the time to find out who else is offering similar courses. In today's world, there are very few totally new ideas, products or services. It is in your best interest to know who else is offering something similar to you. Remember these tips to success: "First, best or different." If you are the first one ever with a new idea, product or service, lucky you. If not, you want to either be the best at what you do, or offer something slightly different from your competition.

**5. Determine who your market is for your courses.** This may seem self-evident, but all too often, program managers say, "Well, everyone is a potential student!" That's not true. After you define your program and assess its strengths and weaknesses, then you are in a position to ask yourself, "OK, who needs this most?" Whoever needs it most is your best target market.

**6. Establish a budget for marketing, promoting and advertising.** This is often the hardest part. Some people say that 20% of the gross annual earnings of a program should be funneled back into promoting it. Often, language programs are reluctant to put a number on how much they want to spend on marketing. In this case, one of two things often happens: either you overspend or you miss excellent opportunities to promote your program.

**7. Keep track of what you spend on promotions and the results.** This takes time. The idea is to track what works for your program and

what doesn't. You can speculate all you want, but unless you have numbers in front of you, the idea that you have is just a hunch, not fact.

A final reminder: marketing and sales are not the same. I like to say that marketing is about people and sales is about dollars. Marketing takes place over a longer term is closely tied to building relationships. This takes time. Even if you don't have huge dollars to invest in marketing your program, the time you spend developing a strong, effective marketing strategy is an investment in your program, your future and your success. Write your own road map to success and then enjoy the journey!

Sarah Elaine Eaton, holds a Ph.D. in Educational Leadership. She is the author of *101 Ways to Market Your Language Program: A practical guide for language schools*. She is a strategic marketing consultant and coach, specializing in working with language schools. She can be reached at [sarahelaineaton@gmail.com](mailto:sarahelaineaton@gmail.com)

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Iowa City, IA

(Left) Iowa City West student poses outside El Escorial in Spain.

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(Right) The Kenealy family, from Waverly, IA, welcomed Gemma Roldan from Spain for 4 weeks in June/July 2010.



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# IWLA Fall Conference Keynote Speaker:

David Williamson  
Poet, Sculptor, and Creativity Consultant



David Williamson is an artist who works in a handmade house and studio in central Iowa. He is a graduate of the University of Iowa where he received BFA and MA degrees. Mr. Williamson travels nationally as a creativity consultant to corporations, professional associations, and government agencies. He is currently the collaborating artist with the Iowa DNR's Project AWARE where he interacts with canoeists to create public sculpture from trash salvaged from Iowa's rivers.

In his keynote address, "Is the Language of Business Foreign to You?", Mr. Williamson will highlight ways in which the IWLA can take greater charge of its own future to help lead Iowa's response to the fast-paced changes in today's new world. Of his keynote address, Mr. Williamson says:

"For over 35 years, I've worked as a visiting artist in Iowa schools. During those sessions, I've never met a kindergartener who looked my way and blurted, "I'm not creative!" Yet many of the adults attending my seminars confess the phrase has become a mantra for most of their work and life. Somewhere between the sandbox and the workplace, creativity can get shoved through a document shredder. Maybe it's our assessment of creativity's role in life and work which gets skewed. Certainly, most of us hopscotched toward school equipped with more than a lunch bucket during our early education. The lunchbox contained food. A box of crayons promised food . . . for thought.

I have been self-employed since age 12. I have watched the world of work evolve and have participated in many of its transitions. For an artist to be of value to a diverse client base, I've had to learn business languages which often seemed foreign to me. I have also discovered most clients were not interested in an "art for art's sake" approach. Instead, they plugged in during "arts for my sake" moments. It meant I had to learn more about their businesses than they often knew about the arts. Their phrases and jargon included MBWA, SPC, TQM, lean six sigma, blue ocean strategy, and constraint theory. Once I understood the meanings, I realized I already understood the processes. I quickly sensed that almost all contemporary business processes are echoes of earlier activities in the arts. Most quality controls professionals have no clue that W. Edwards Deming was nothing more or less than a surrealist. When biz guru Tom Peters discovered MBWA at Hewlett Packard, he didn't understand the idea was already over 50 years old. Anyone with an arts background would have identified the MBWA process as analytical and synthetic cubism. Constraint theory? Abstract expressionist painters understood that process well before it became boardroom chatter.

My point is, for someone with a liberal arts background, the language of business is a simple matter: take what you know from art history and figure out which words contemporary businesses use to utilize processes that are usually decades old.

During my keynote address at this year's IWLA conference, we will explore how the languages you teach have become survival skills in The Creative Economy. We will also examine why visual and verbal languages must develop simultaneously in order for students to compete with the necessary skill sets to thrive in an emerging economy. It's an economy where the edge is dead, the box doesn't exist, and the sky is no longer the limit. It's not Brave New World. It's a new world . . . and only for the brave."

# Languages are EVERYONE'S Business



**IOWLA**  
Iowa World Language Association  
www.iwla.net

FALL 2010 STATE CONFERENCE  
OCTOBER 8-9, 2010

Des Moines Downtown Marriott, 700 Grand, Des Moines, IA 50309

To complete the form, please click on the text field and type your answers before printing and mailing with the appropriate payment to the address provided below.

Name: First (Given): \_\_\_\_\_ Last (Family): \_\_\_\_\_

Level taught:  Elementary  Middle  Secondary  Post Secondary

School Affiliation: \_\_\_\_\_ Language(s) taught: \_\_\_\_\_

Please check if you are a:  First year teacher  First time conference attendee

Please provide BOTH addresses below & check your preferred mailing address:

Home Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

School Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone (with area code): \_\_\_\_\_

E-mail: (for IOWLA purposes only; necessary to receive receipt)  
\_\_\_\_\_

## Registration Options:

- \$120 EARLY Registration (postmarked by 9/10)
  - \$130 REGULAR Registration (postmarked between 9/11 and 9/22)
  - \$140 ON-SITE Registration (postmarked after 9/23 or on site)
  - \$70 Saturday only (On-site \$70)
  - \$50 CONF for  Student /  Retiree (Please check)
  - Donation of \$ (type amount) to IOWLA Scholarship fund
- \$TOTAL DUE (No refunds issued after September 23, 2010)**

PAYMENT METHOD: (NO PURCHASE ORDERS ACCEPTED)

Personal Check # \_\_\_\_\_  School Check # \_\_\_\_\_  
\*Please make checks payable to Iowa World Language Assn. (IOWLA)

VEGETARIAN MEAL?  I would like to request a vegetarian meal.  
Please note: Requests made with ONSITE registration may not be feasible.

PRIVACY OPT-OUT:  
 I do not want my image included on the IOWLA website.

Return this form with payment to:  
Bea Houston, IOWLA Membership Chair  
Western Iowa Tech Community College  
4647 Stone Ave.  
Sioux City, IA 51106

Have a question?  
Email Bea at: [beatrice\\_houston@mywitcc.com](mailto:beatrice_houston@mywitcc.com)  
or call: 712-274-8733, ext 3218

## Conference Fee Includes:

- Conference Registration
- Continental Breakfast both days
- Friday Luncheon
- Refreshment breaks

Please make your own lodging arrangements.

IOWLA has negotiated a special conference rate of \$109 with the Marriott. Deadline to guarantee this rate is **SEPTEMBER 13<sup>th</sup>**.

## GROUP CODE: IOWLA

Direct link is:  
<http://www.marriott.com/hotels/travel/dsmia-des-moines-marriott-downtown/?toDate=10/9/10&groupCode=IOWLA&fromDate=10/7/10&app=resvlink>

NOTE: Active clickable link available at the IOWLA website

You may also call 515-245-5500 and request the IOWLA Conference block.

Visit the IOWLA homepage ([www.iwla.net](http://www.iwla.net)) for more conference information!

# News from Past President & Conference Coordinator

By: Patricia Calkins

Once again we are approaching the time for registration for the annual IWLA conference. It is both a pleasure and an honor to be working to organize this year's conference. This is a chance for all of us to come together as a group, gather new ideas for the classroom, meet with friends and colleagues, and return energized to our schools. But just as important it is a time for us to discuss as an organization where we need to go and how we should get there. As I said in my formal remarks last fall, in the current globalized world, world languages should be of vital importance to everyone, even here in Iowa. But we are not valued for what we bring to the table in creating a sustainable Iowa for the coming decades. We have not made the allies that we need to make who can join us in our call for more language instruction and increased intercultural awareness. In our case, one critical ally is the business community, and therefore I am very excited that our upcoming conference has the theme "Languages Are Everyone's Business." Our keynote speaker, Iowa poet, sculptor, and creativity consultant David Williamson, bridges the gap between the artistic and business worlds. His remarks on the "creative economy" can help us to understand the role that we have to play and help us to forge the alliances that will make a stronger Iowa and a stronger world language community.

This year's conference will be held on October 8-9, 2010. We had overwhelmingly positive comments on our venue from last year and are pleased to say that we will meet once again at the Downtown Des Moines Marriott. Valet parking is available at a reduced rate to those staying at the hotel and parking is also available at the parking ramp adjacent to the event center at a rate of \$10 per day with free parking on Saturday.

Many conference goers will be happy to note that we once again have scheduled our confer-

ence on the same weekend as the US Cellular® World Food Festival. This event is held in Des Moines' East Village, just a few blocks from the hotel. Vendors are open from 11:00 am to 10:00 p.m. both Friday, October 8 and Saturday, October 9. More information is available at the festival's website: <http://www.worldfoodfestival.org>. Attendance is free, and the food and entertainment are sure to please.

Please remember to reserve your hotel room at the special conference rate **no later than September 13, 2010**. After that date, the special rate cannot be guaranteed. Reservations can be made by accessing the CONFERENCE link on the IWLA website (<http://www.iwla.net>) or by phone at 1.800.514.4681. Please be sure to ask for the "IWLA Conference Rate."

Finally, through our partnership with DMACC's Urban Campus, we will again be able to offer our post-conference technology workshops. Whether you are a more advanced practitioner or a definite "digital immigrant" like me, you will be sure to find something at one of the workshops that will inspire you to do more to reach the "digital natives" who are our students.

## SUMMER SEMINAR IN SPAIN FOR SPANISH TEACHERS June, 2011



### *Cáceres, Spain*

- \* Spanish 590 (2 graduate credits) conversation, culture, practical teaching tips
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- \* Weekend in Madrid (meals, hotel, entrances, guides, transportation)
- \* Day-trip to Mérida's beautiful Roman Monuments and classical theater
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**Application deadline: April 1, 2011**

For more information contact:

Julie Wilhelm  
3102 Pearson Hall,  
Iowa State University  
(515) 294-8186  
[jwilhelm@iastate.edu](mailto:jwilhelm@iastate.edu)

IOWA STATE UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

College of Liberal Arts & Sciences  
Foreign Languages & Literatures  
<http://www.language.iastate.edu>



Grant Code Number:  _____
(assigned by IWLA)

## **2010 IWLA Grant Application Form**

*Please type or print neatly so that materials may be clearly copied for members of the Grants Committee. Any identification information will be filled out on the following page to ensure anonymity for the Grants Committee.*

Language(s) taught: \_\_\_\_\_

Level(s):            \_\_\_\_\_ FLES        \_\_\_\_\_ Middle School        \_\_\_\_\_ High School        \_\_\_\_\_ Post-Secondary

Description: Write a brief description of the project for which you are seeking IWLA funding.

What, if anything, makes this project innovative or unique?

How many people will benefit from your project? Who are they?

Total amount you are seeking for funding: \$ \_\_\_\_\_  
 (Amount may not exceed \$500)

**Have you done the following to make this a complete grant application?**

- Completed the above project description?
  - Attached a required, itemized budget for your project?
  - Read the IWLA guidelines on the following page and completed your personal/school contact information?
- Understood that, if funded, you will be expected to share your work with members of IWLA either through a presentation at the annual conference or through an article written for the *IWLA Bulletin*?

***Mail all application materials to the current President-Elect of IWLA:***

Wade Petersen  
 2911 SW Glenbrooke Blvd.  
 Ankeny, IA 50023

**email:**  
 wadecp@netins.net

Remember to keep a copy of all materials for your records. Thanks!
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# IWLA Grant Applications Guidelines:

- Grant recipients must be members in good standing of the Iowa World Language Association.
- Grants from the IWLA will be determined by the availability of funds from year to year, based on the budget. Grants to individual teachers will not exceed \$500.
- Grants are primarily for, but not limited to, innovative projects. Priority is given to requests which are unique in nature, and which clearly demonstrate an ability to reach great numbers of teachers and students.
- Requests to support applicants' travel to target cultures will not be considered, nor should applicants submit requests to be paid for the time they spend on a project.
- The deadline for applications is May 1st. Recipients will be notified of grants by September 1st and will be recognized in a ceremonial presentation at the IWLA Conference luncheon.
- Upon notification of acceptance, the applicant will be allotted one-half of the funds allocated. The remainder of the grant will be forwarded only when receipts for all expenses for the approved project have been submitted to the IWLA President-Elect, who will verify that the project is completed. The President-Elect will then notify the Treasurer to forward the remaining grant money to the recipient.
- If a project is funded, the recipient is also expected to share his or her work in one of two ways:
  - a brief article submitted to the *IWLA Bulletin* or
  - a presentation at the annual IWLA conference.

***This must be done within one year after the termination of the project.***
- Applications will be coded to ensure anonymity of applicants for the benefit of the Grants Committee's selections. Please avoid language on the application that would easily identify the person, school, or district involved.

## **IWLA Grant Application Identification Information** *(include the form below with your grant application)*

Date: \_\_\_\_\_ Grant Code (assigned by IWLA) \_\_\_\_\_

Applicant's name and position: \_\_\_\_\_

School name/address/phone:

Home address/phone:

_____	_____
_____	_____
_____	_____

*The following is to be completed by your school principal, superintendent, or department head.*

I understand that \_\_\_\_\_ has applied for a grant from the Iowa

World Language Association to support a project involving \_\_\_\_\_

I am confident that he or she is capable of completing this project as described in the application, and I support this work.

Signed: \_\_\_\_\_ Position: \_\_\_\_\_ Date: \_\_\_\_\_

## **New This Year: Conference Sponsorship Form**

In light of the continuing, difficult economic situation, it is more necessary than ever that we as educators and world language professionals find new and creative ways to fund our projects, as we cannot rely on school budgets to do so. This unfortunately extends to funding for conferences and other professional development opportunities, such as the IWLA annual conference. We are aware that it is harder and harder to be granted leave to attend. Finding outside sources of funding may also help to convince your administrators to permit you to attend the conference.

We as an Executive Board hoped that perhaps one way to do this was to provide our members with a way to reach out to business contacts you may have or local businesses with a world language connection to see if they would be willing to sponsor your conference registration expenses. Unfortunately, according to the tax code, this sponsorship would not qualify as a “tax deductible contribution” for the corporation because you would receive goods/services for the money.

The form is two pages, and the first page provides information about IWLA, including information about our organization’s mission and purpose. The second is the information page you and the sponsoring company would complete and send to Bea Houston, IWLA Registration Chair, along with the appropriate payment (the address is included on the form). We would ask that you also complete a regular registration form to send along, as that includes extra information about you and your school affiliation.

We look forward to your feedback on this new effort. Please contact Stacy Amling, IWLA Treasurer, ([slamling@dmacc.edu](mailto:slamling@dmacc.edu)) with any questions you might have about the new conference sponsorship form.

## **Candidate Statements**

### **Central States Conference Representative Kathy Dierking**

I have been an active member in IWLA for two years, during my final year in college as well as my first year of teaching. I am confident that IWLA has much more to offer and as a representative, I would learn new insights, view points, objectives and more that I could bring back to share. I am young and eager to advance our institutions and students in Iowa. As globalization and international ideas enter our country, as Iowans we can't let our students fall behind other states. It would be my goal to bring back the best thoughts, ideas, and plans to incorporate in our curriculum, standards, and work rooms. As we have already taken steps to grow in our business with *linguafolio*, I am ready for Iowa to be on top in the language industry and this is just one step closer.

### **Vice-President**

### **Tracy A. Dinesen**

Upon joining the Simpson College faculty 6 years ago I was introduced to the IWLA through my colleagues. Since then I have attended the conference each year and have presented and co-presented sessions on *LinguaFolio*, student goal setting, creativity in the L2 classroom and teaching without a textbook striving to share ideas and resources with fellow teachers and give others the support that we all need, particularly in times of harsh economic realities. I have written letters with you all, asking for representation of languages in the Iowa Core Curriculum, a full-time foreign language consultant position in the Iowa Department of Education and advocated for Professional Development for World Language Teachers. Additionally, I volunteered to be Chair of Scholarships to research details of a scholarship for practicing world language teachers in Iowa to study abroad in order to improve their language skills and cultural knowledge of the language they teach because the professional development that happens in a study abroad experience is amongst the richest and most influential experiences available

**Continued on p. 14**

# LANGUAGES are everyone's BUSINESS



**IOWLA**  
Iowa World Language Association  
www.iwla.net

FALL 2010 STATE CONFERENCE

OCTOBER 8-9, 2010

Des Moines Downtown Marriott,  
700 Grand, Des Moines, IA 50309

Dear Sponsor:

We sincerely appreciate your interest and collaboration in providing opportunities for foreign language educators to attend our annual conference. Your sponsorship will allow the recipient to attend this event in a time of tight school budgets when this otherwise might have been impossible.

The Iowa World Language Association (IWLA) is a 501(c)3 non-profit organization (Tax ID Number: 42-1408370) devoted to advancing the worldwide mission of education and world languages, literature and culture by:

- Promoting the study of world languages and cultures;
- Promoting language curricula, from primary to post-secondary levels, to enable students to become proficient in the target language; and
- Opening the doors for multi-lingual interaction with other cultures.

IWLA operates in cooperation with other professional organizations, including Central States Conference on the Teaching of Foreign Languages (CSCTFL) and the American Council on the Teaching of Foreign Languages (ACTFL). IWLA provides opportunities and support for language teacher professional development and education at our annual convention in order to:

- Facilitate the implementation of the National Standards in Foreign Language Education through the 5 C's: Communication, Culture, Connection, Comparison and Communities.
- Create opportunities and find resources for practicing teachers to update their skills and improve their teaching.

Encourage the use of new teaching methodologies and technologies in language education.

Please complete the attached form and send it along with payment to Beatrice Houston, Conference Registration Chairperson at the address provided at the bottom of the form. A receipt will be provided to you for your records. If you have any questions or would like additional information about IWLA, please feel free to contact us.

Thank you again for your support!

*Iowa World Language Executive Board 2009-2010*

Patricia Calkins, Past President/Conf. Chair  
Sara Blanco, President  
Wade Peterson, President-Elect

Erik Ladner, Vice President  
Stacy Amling, Treasurer  
Carrie Mulvihill, Secretary

IWLA appreciates your support for Iowa World Language teachers.  
Questions? Contact Treasurer Stacy Amling ([slamling@dmacc.edu](mailto:slamling@dmacc.edu)) or visit the  
IWLA website [www.iwla.net](http://www.iwla.net)

# LANGUAGES are everyone's BUSINESS



**iwla**  
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FALL 2010 STATE CONFERENCE

OCTOBER 8-9, 2010

Des Moines Downtown Marriott,  
700 Grand, Des Moines, IA 50309

## CONFERENCE SPONSORSHIP FORM

Company Name: \_\_\_\_\_ Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please specify sponsorship type:

\_\_\_\_\_ \$120 EARLY BIRD Conference Registration (postmarked by 9/10)

\_\_\_\_\_ \$130 REGULAR Registration (postmarked between 9/11 and 9/22)

\_\_\_\_\_ \$140 ON-SITE Registration (postmarked after 9/19 or onsite)

\_\_\_\_\_ \$70 SATURDAY ONLY Registration (On-site \$70)

\_\_\_\_\_ \$50 CONFERENCE for \_\_\_\_\_ Student / \_\_\_\_\_ Retiree (Please check)

\$ \_\_\_\_\_ DONATION to IWLA Scholarship fund

**TOTAL \$ \_\_\_\_\_ (No refunds can be issued after September 23, 2010)**

PAYMENT METHOD: Check # \_\_\_\_\_ \*Please make checks payable to Iowa World Language Assn. (IWLA)

Indicate the name and information for the conference attendee being sponsored:

Name: \_\_\_\_\_

School: \_\_\_\_\_ Address: \_\_\_\_\_

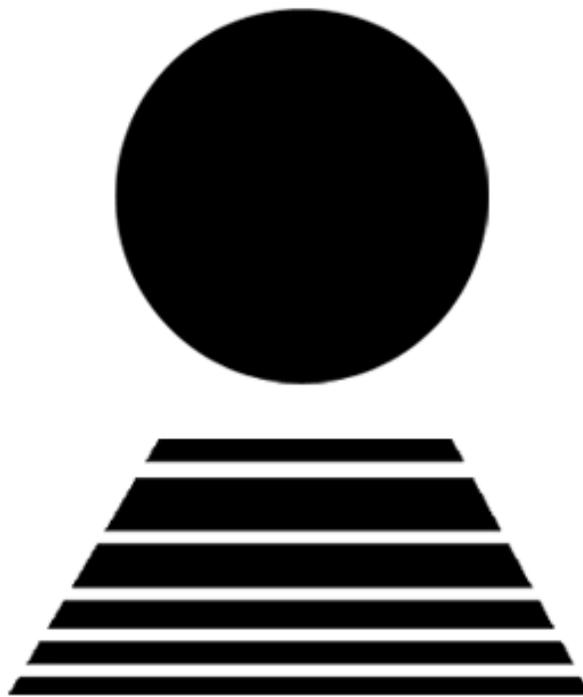
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Return this form with payment to:**

Bea Houston, IWLA Registration Chairperson  
Western Iowa Tech Community College  
4647 Stone Avenue  
Sioux City, IA 51106

IWLA appreciates your support for Iowa World Language teachers.  
Questions? Contact Treasurer Stacy Amling ([slamling@dmacc.edu](mailto:slamling@dmacc.edu)) or visit the  
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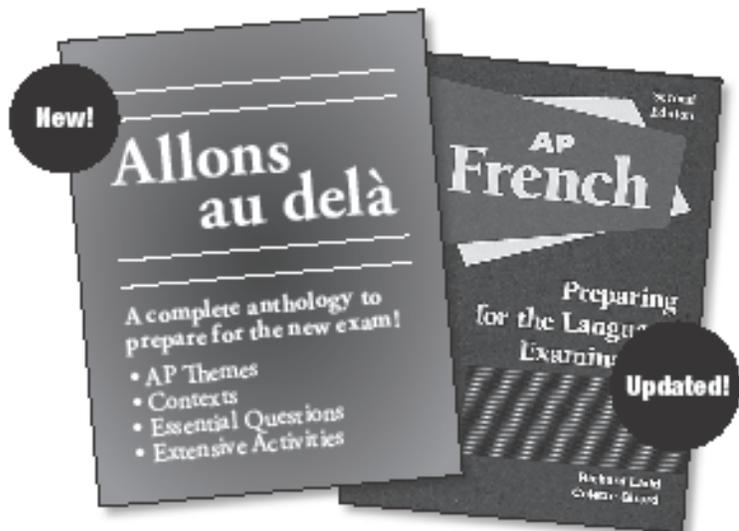


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## ***JWLA Advocacy Chair***

The Iowa World Language Association would like to say thank you to Tammy Dann for the time, energy and leadership she has given to the association as she steps down from the Advocacy Chair position. Tammy has worked so hard with the letter campaign, pursuing a World Language Consultant in the Iowa Department of Education. She has also served as an incredible resource for those who have faced language program cuts, giving them support and advice on how to save their program. Thank you so much Tammy for all that you have done for world language education in Iowa!!

We are pleased to announce that Karla Jensen of Southeast Polk High School has accepted the vacant position. Please help us in welcoming Karla to the leadership team of the Iowa World Language Association.

## **Deadlines:**

Winter issue Nov. 15, 2010

Spring issue—March 15, 2011

## **REMINDER:**

The winter and spring editions of the IWLA bulletin are no longer published on paper. To read those issues check the IWLA website, [iwla.net](http://iwla.net) under back issues.

# Back to the Classroom

By: Wade Petersen

What a great summer! As I write this, I have just returned from a weeklong honeymoon in Paris. This is the first time in such a long time that I've experienced Paris without students. Although I miss traveling with students, I loved not having to do nightly bedchecks, trying to manage a mass of students in the métro, and carrying a videocamera everywhere. Now it's time to sit on the deck and relax, recharging my batteries for my 24th teaching year in August.

When thinking about what sort of article to write for the *Bulletin*, I decided that most teachers want IDEAS for their classes. The following activities can be used as warm-ups, review, or cool-downs in your classes. Spanish and German teachers can easily substitute your own language prompts for your classes.

**“Manners, Please!”** - To reinforce manners, this activity focuses on three simple words and phrases: “please,” “thank you,” and “you’re welcome.” Each student will need to choose one object of their own to use (this can be as simple as a pencil, a backpack, whatever a student has with him or her at the desk). Tell the students that they will all be standing up and wandering around the room having brief exchanges of politeness with others in class. When two students come together, they will greet each other appropriately and then notice the item the other student has. One student will ask the other student for his/her item with the phrase *s’il vous plaît?*. The other student must then give the student his or her item. At this point, the student will say thank you, *merci*, to which the second student must respond with *je vous en prie* (or *de rien*). The students will then circulate to continue trading items with others. One important rule is that the same two students may only have one meeting during the activity; this forces all students to get involved with others in the class. The element that makes this activity fun is that

the teacher gives two or three students some sort of valuable item to inject into the students’ trading! You could use a candy bar or a free-homework coupon. With this added touch, the activity becomes a lot like “Hot Potato.” Tell the students that, at some point, the teacher will end the activity. Obviously all personal items will be returned to their owners, BUT...whoever is in possession of the special item (candy or coupon) when the teacher signals the end of the activity will get to keep it! Students love this activity and there is a lot of scrambling when they sense the end of the activity is near. If you have time, try a second round; once students get the hang of this, it will get really wild. All the time, you are reinforcing the three politeness phrases to the point that they become natural and the students automatically use them!

**“Toilet Paper Intros”** - This works well for an introductory activity during the first few days of school. This activity will work well for French (Spanish/German) II, III, or IV (but not for French I). This will require students to talk about themselves to others in French (Spanish/German). Do not tell students about the activity in advance. The first step is to have each student come to the front of the room where the teacher has several rolls of toilet paper. Instruct each student to tear off any number of squares of toilet paper (at least three but no more than 10). Once every student in the class has his or her sheets of toilet paper, it is now time to tell them about the activity. Each student is to find a partner and tell the other person one piece of information about themselves (in French) for every square of toilet paper that was chosen (for example, if the student picked eight squares of toilet paper, the student must tell eight things about him or herself). A variation of this is, instead of partners, students form groups of three to four students, with each student sharing his or her information with the group. An extension of the activity when done with groups is to have students tear off a sheet of toilet paper for each item

shared and to throw the sheets on the ground; once all the sheets of toilet paper are on the ground (all pieces of information have been shared), the group now must pick all the sheets of toilet paper back up, BUT...to do so, a student must give one bit of information he or she learned from another student for every square of toilet paper picked up. Once the group is finished, have them put all their toilet paper in the trash and sit down and wait for other groups to finish.

**“Basketball”** - The teacher divides the class in half and places a trash can in the center of the classroom as the target. As a “basketball,” the teacher can get a small foam basketball from a discount store or he or she may simply have every student wad up a piece of paper to throw. The teacher can use any set of questions he or she wants (vocabulary, grammar, culture); this makes the activity applicable to any level of French (Spanish/German) student. The teacher begins by asking one student on one team a question; if the student correctly answers this question, he or she gets to throw the basketball (or paper wad) at the waste basket; the student does this from his or her desk. If the student makes it in the waste basket, his or her team scores two points. If the ball hits the waste basket but does not go in, the team scores one point. The teacher alternates teams and questions until all students have gone (if there is an odd number of students, one person may have to go twice). It also works well to have one student act as scorekeeper on the board in front of the classroom. A variation of this is to have a two-point line and a three-point line taped to the floor in the classroom from which students shoot. This will take a little more time as students have to move around the room, but it will increase the strategy used by teams. Often, many teams will go for the more difficult three-point shots and miss (whereas a team that takes many closer shots may win). A more interesting variation may be to use a mini soccer net; these are available fairly cheaply at discount stores (or ask your students...someone will have one).

**Continued from p. 7**

to teachers. I would like to further my service to IWLA and serve as the Vice President. In addition to helping shape the Iowa LinguaFolio, a resource for teachers of all languages at all levels, and continuing to help organize our fight to be included in the Iowa Core Curriculum, this would give me the opportunity to further expand our resources and professional development opportunities as well as strengthen our relationship with fellow state organizations. In light of the current state of world languages, our relationships with colleagues in and beyond Iowa are even more important in our quest for change.

### **Treasurer**

#### **Stacy Amling**

My name is Stacy Amling and I am seeking reelection to the position of IWLA Treasurer. I teach Spanish at Des Moines Area Community College. Although still a relatively new face within the organization, I served as Membership/Registration Chairperson before being elected Treasurer. During the past two years, my work as Treasurer and as member of the IWLA Executive Board has been a rewarding challenge of undertaking initiatives while working with the team to ensure the financial stability and preparedness of the organization in this time of economic challenges. As an active IWLA member over the past four years, I have enjoyed getting to know and represent you. I look forward to serving the organization further with your vote to re-elect me.

## **NOTICE**

**At press time the list of conference sessions was not available. Please check [www.iwla.net](http://www.iwla.net) for the complete list.**



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## Service and Service Learning in the FL Curriculum

By: Erik Ladner

Over the past several months I have found myself considering how to better address the topic of service learning (or experiential learning, which may be a more precise term for what service learning should truly represent from a curriculum standpoint). As the result of a few recent experiences, I have begun to re-examine how the role of service can be effectively incorporated into the FL curriculum and why this is something that we should attempt to include into our programs. There are a number of benefits that developing service and outreach programs for our students can bring to our programs. Hopefully by the time you reach the end of this article, you will agree and take the next step of implementing your own projects.

There are many reasons why a service-learning project is a valuable addition to a FL program. This is something that ACTFL already recognizes by its inclusion in the National Standards for Foreign Language Education (the 5 C's). The fifth C, Communities, speaks directly to this in its description of the standards:

- **Standard 5.1:** Students use the language both within and beyond the school setting
- **Standard 5.2:** Students show evidence of becoming life-long learners by using the language for personal enjoyment and enrichment. (Please see <http://www.actfl.org/i4a/pages/index.cfm?pageid=3392> for the full text of the National Standards)

The standard directly speaks to the first value of service learning, namely the engagement of the student in the language in an environment external to the classroom, with the goal of promoting life-long learning and continued use of the language after leaving school. Since service-learning projects incorporate interaction with native speakers of the language, such experi-

ences also bring into play the other 4 C's (Communication, Cultures, Connections, and Comparisons), providing for a holistic experience that allows students to see the value and relevance of language in their communities and experience the cultures of native speakers.

Looking beyond the purely pedagogical considerations of the experiential learning experience, there are many other benefits that come from engaging in a service project of this type. Many opportunities exist in which students can see the application of language inside of a professional setting. Standard 5.2 refers to "personal enjoyment and enrichment", but leaves out the professional value of language. This consideration is, at least, indirectly addressed in the forthcoming Iowa Core Curriculum in its call to prepare our students for the global economy (despite, to our chagrin, the exclusion of FL from mention in the curriculum). What both the National Standards and the Iowa Core Curriculum fail to fully account for is the demand for foreign language skills in the professional world. By allowing our students to see the use of a living language in a professional setting, they will come away with a better appreciation of the value of language, which will translate to their continued involvement and exploration of languages and cultures. As a bonus, such activities are also good resumé builders which will help them to compete in the workforce later in life (this is always a good carrot to dangle in front of students).

Service-learning projects also benefit instructors in a number of ways. Beyond the satisfaction we gain from encouraging our students and seeing them gain a new perspective of the value of language, such projects can serve other roles for us. For one, these projects allow us to maintain contact with the language through interaction with native speakers, allowing us to keep our linguistic skills up to par (a necessity particularly when one teaches lower-level courses and does not readily have the opportunity to speak at the Advanced/Superior

level on a regular basis). Community involvement also serves the important goal of raising the profile of our field in the public eye and showing the importance of our profession. Given the current economic situation and the many budget cuts our schools and universities have suffered recently, putting our discipline in the spotlight is crucial to ensuring the role of foreign language in our education system.

These are the practical reasons for including service learning in our curriculum. However I would be remiss if I did not address the most important reason for engaging ourselves and our students in community service projects, namely the personal satisfaction that comes from giving back to our communities. Volunteerism should not be viewed only for its educational value, but more for the values that such activities carry in the development of good citizens. This is the greatest benefit that comes from engaging ourselves and our students in such projects – the ability to do something to make our society a better place.

Many of you may already know of such opportunities for service learning in your communities; hopefully many of you are already involving your students in such projects. For those of you that currently do not include service projects into your courses (especially those of you new to the field), I encourage you to do the following:

- Look for projects in your communities that would provide a venue for you and your students to interact and help native speakers of the language. Many public and charitable organizations have need of volunteers with language skills.
- Network. If such opportunities are not visibly present in your communities, consider contacting others in neighboring communities who may have need. The IWLA can help facilitate such communication in two ways: 1. The IWLA does have a Facebook page. If you are not currently a member, please join our page and use this as a means to contact other FL teachers.

2. Please feel free to e-mail me at [ladnere@central.edu](mailto:ladnere@central.edu) and I can forward your request on to our membership list through an e-mail blast.

- Contact the Service Learning or Outreach offices of nearby colleges and universities. These offices have numerous contacts and can help connect you with an organization.

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Iowa World Language Association  
**Advisory Council Meeting**  
Saturday, April 17th, 2010  
Ames Public Library

Call to Order - 9:31 AM  
Secretary's report - Minutes from Advisory Council meeting in October  
Patricia Calkins moved to approve the minutes.  
Erik Ladner seconded. Motion carried.

#### **Treasurer's Report**

--\$46,357.50 was total income from conference. Up about \$10,000 from last year. \$24,910.50 is balance after paying the conference. Have a bit of a cushion to weather any lean years with teacher conference attendance for the next few years. Most likely will be looking at a hit this year in attendance and therefore conference income.  
--We have a simple tax return for our organization, and will be getting our return filed in a less expensive way. It will cost about \$100 as opposed to the price in the past, which was \$270.

#### **Constituency Reports**

Web Administrator – Julio Rodríguez – no report  
Advocacy - vacant  
AATG – Pam Peters  
AATF – Chele Raasch  
--Met with Pat Westphal. Biggest concern is advocacy. Film festival grant application due by April 30 – received in an e-mail. 5 year grant. May 8 competition at University of Northern Iowa. Looking for a new coordinator.

### **AATSP – Magdalena Mujica Voy**

--Planning to meet before school out and get an update on items from last meeting. Café Latino is going strong everywhere but in Cedar Rapids area. Most of the lists coming from AEA's. Wanting to provide support for teachers with budget cuts. Hoping to organize some kind of travel in the summer and get college credits for teachers.

--Want to get more people into the organization and build numbers. Working with John Scott in the Department of Education. Magdalena has been staying in touch with him.

### **ACTFL – Mary Doyle – no report**

#### **Central States – Kerisa Baedke**

--Candace Sherwood will be nominated for the Teacher of the Year next year. Patricia will contact her and let her know that she's being nominated for Central States Teacher of the Year. Sara has the information needed. Deadline is December for submitting materials.

--Need to look into the CSC grants and take advantage of those monies. Could do a Lingua-folio grant for CSC.

#### **IWLA Bulletin – Julie Wilhelm**

--July 1 is the deadline for the fall semester. Apologies for the winter bulletin being done late. Julie would like more items this weekend for the spring bulletin. Need to be conscious about the deadlines and getting things submitted on time. Julio can't get it on the web quickly because he's lost staff. Printer can have delays as well.

--Planning on doing away with any mailing of Bulletin. Wade planning to e-mail blast it out. Julie not in favor of not printing the fall Bulletin. One paper copy a year helps us to keep in touch, especially with the reminder for the conference. We could send out a paper Bulletin to those who have registered for the conference. We can send out conference information as a regular letter instead of sending out a regular Bulletin. Send conference information, registration information and the web site.

--Need to make sure that e-mails can get

through to all FL teachers. Spam blockers can be a problem.

--Perhaps we should send this as the last issue of the paper Bulletin. Could perhaps do a survey in the fall after the conference about the paper Bulletin. Does it make it easier for you to register for the conference to have a paper copy of the Bulletin? Julie needs to know by July 1 what we're going to do. Plan to do the fall Bulletin on paper this year and do a survey to find out how best for people to receive.

--It may not be a good idea to go so electronic based on the low comfort level of many in our organization with technology.

--Can hold a vote at the conference, suggestion box to ask people to vote on eliminating the paper Bulletin.

--We have suspended our membership dues. We will still have the list of people who come to the conference. We've always had to have the debate over what the benefits are of being a member. If you didn't go to the conference, you didn't get the Bulletins, etc., so then the option of paying for membership only came about. Instead of relying on who went to the conference, we need to get in touch with as many people as we can and open up to all the teachers in the state. Wade plans to go through in May to maintain the list. We go from working for our members to working for all FL teachers in the state. It's a transparent, all-inclusive system. Retirees won't be on the list, Bea will send their addresses to Wade so that they can be included. Many of the ELL/ TESOL teachers are interested in IWLA and have taught foreign language or still have interest. Wade will find out from departments if they have others who want to be included. John Scott could provide the list of all ELL instructors.

--Julie would like to include the duties and benefits for those who would like to be ACTFL rep and Central States rep. People are not as willing to volunteer until they know of the benefits or what other responsibilities are entailed. Would also like to include information about the responsibilities of running for each office. Patricia will e-mail the form to Julie to

submit information in the Bulletin.

--Bea will send membership list to Julie including names and preferred addresses in an Excel spreadsheet.

--Need to check with the limits of being the reps. There used to be a limit of 2 two-year terms. We should try to have new people involved. Need to see if there is a rule to limit terms.

--Send Julie responsibilities of Executive Board members from Bylaws.

**AMICI – John Gruber-Miller** – no report

**Scholarships** – Moratorium, position vacant

**FLES** – Jeanette Borich – no report

**Jr. High/Middle School** – Susan Sandholm-Petersen

**Japanese** – Sachiko Murphy

**Community Colleges** – Bea Houston

--Western Iowa swamped after 3,000 laid off at the John Morrell plant. Many are not English speakers, native Spanish speakers and may not have any English or Spanish writing skills. Creating some tough issues with heritage speaker class.

**Private Colleges and Universities** – Coralie Turner

--So far, no cuts. Enrollments are holding very well. Would like to get more people who are looking for staff development credit or endorsements. Trip to Ecuador and the Galapagos Islands planned for June. Graduate credit was approved by the leadership program at Grand View. Coralie will be able to give 3 graduate credits for the program. Keeping the cost at \$99 per graduate credit. Spanish Language and Culture will be offered.

--Travel an essential part of programs. There seems to be no money in the state of Iowa for teachers to go.

--We could do grants to get teachers to go on study programs. There are some teachers who teach language who aren't really able to learn the language. \$300 from IWLA could make a difference for some. Scholarships could go for people to study abroad, though grants can't be used for travel.

--We could set aside funds this year and pay for scholarships for next year. Then if a person was given scholarship money, they could present at the conference. Needs to be a structured program for credit.

**Public Universities – Terri Gebel** – no report

**Parliamentarian** – Position vacant – no report

**Grants – Grace Valdez** – no report

**Historian/Archivist** – Juan Trujillo

--Juan sent all the pictures from the conference to Julio. Juan still has the pictures of the 2009 award winners from the conference. Planning on using a picture on Facebook of Patricia with the award winners. If we want a particular picture, we can get them from Juan. We need to make sure that we don't put pictures online for those who opted out. Julio has the pictures for the homepage.

--He is planning to burn all the pictures on CD to pass on to the next person. Could show the old pictures at the registration table. Plan to show the pictures again during the luncheon.

**Exhibitor Liaison – Julie Wilhelm/Regina Schantz**

--Keeka sent a new exhibitor contact for next year. Other than that, nothing new. They will send letters out to last year's exhibitors.

--Language Matters award from Intercultural Student Experiences. They continue asking why we don't nominate anyone. We don't have the criteria, perhaps we need to create it. Julie will get the criteria and get more information. \$500 award.

--Coralie has talked to a Des Moines jeweler from the new East Grand development who would come to the conference with silver products. It would be good to find a way to work in food connections to the conference, but it's difficult with the hotel's food minimums to meet.

--There were just a couple exhibitors that were affected by the change in date, but not many. No both costs have been settled yet for next year, most likely will be the same as last year. No reason to raise the cost. Julie will contact the colleges again.

**Local Conference Chair – Candace Sherwood  
Membership – Bea Houston**

--345 people on the final membership listed, included speaker and students. Executive Board and conference chairs don't pay conference fees. Julie will include that in the executive board member benefits.

--Julie needs the logo for the fall Bulletin. Julie needs it by July 1.

**Program Chair – Kerisa Baedke/Lisa Sobotka**

**Linguafolio Committee – Patricia Calkins**

--Both Ali Moeller from Univ. of Nebraska at Lincoln and the NE state language supervisor are willing to do whatever we need them for to go through the process. Patricia did contact the state supervisor in KY, per Tammy Dann, but hadn't heard back from her.

--Need to figure out how to get a wider audience involved.

**New Business**

Iowa Core Curriculum Information

--Put together a group to work on getting foreign language on the Iowa Core Curriculum. Still accepting letters of support. There may be a link to the wiki from the IWLA home page. Looking for letters from businesses, higher education, practicing teachers, etc.

--Sara has been contacting Cindy Yelick from the Iowa Core Curriculum, but she has not been responsive. Sara contacted Cheryl Mullenbach, who is the Social Studies chair, about getting included. 21<sup>st</sup> Century Skills may be the aspect where foreign language fits in—they are included in the national group, but Iowa left them out. Iowa Department of Education may have been the group that chose to leave it out.

--Iowa Core Curriculum is about having a good curriculum and also good teachers and programs. It will have to be combined with Linguafolio and we have to make it matter to administrators.

--Need to coordinate the meeting with Rep. Ako Abdul-Samad about his legislation to support foreign language in the elementary school. We should get him to buy into our

needs. Could consider making him be a Friend of IWLA at this year's conference.

**Resignation of Advocacy Chair**

--Tammy Dann resigned. The Board needs to nominate someone. Karla Jensen may be someone we want to ask.

**Reminders**

Bulletin deadline for the fall issue – July 1

Deadline for proposals June 15 – on the web site

Next Advisory Council meeting – Thursday, October 7th, 2010

--Wade will send out a request for nominees for Educator of the Year. We need nominees for Vice-President also. We should look for a secondary level person to nominate and look outside Central Iowa.

**Adjournment**

Stacy Amling made a motion for adjournment and Bea Houston seconded. Motion carried. Meeting adjourned at 11:52 AM.

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Iowa World Language Association

**Executive Board Meeting**

Saturday, April 17th, 2010

Ames Public Library

Call to Order – 12:10 PM

Approval of minutes from last meeting

Patricia Calkins motion to approve the minutes, Erik Ladner seconded. Motion carried.

**Registration Rate**

--Stacy suggests we keep the conference rate the same--\$120, \$130, \$140. The early bird registration date really helped—gave incentive to plan ahead. We were flexible with the early bird rate if we knew they were coming, even if they didn't have the check then. Plan to continue that. Need to set the dates for registration, typically based on the dates to be turned in to the hotel. Patricia will find out the dates from the hotel, but Stacy can set dates as needed.

--Stacy brought samples of registration forms. Just need to fill in registration dates and get the hotel link. Patricia will check the group code for

our room block. Stacy hoping to get the form done by May 1. Have had the registration form on the website by May 1 so that people can plan appropriately.

--Would like to put the registration form in a Google doc so that it could then put the information directly into a spreadsheet to save some typing.

--Need to keep our professional reputation up and be sure we meet payment deadlines for speakers as well as getting checks cashed in a reasonable time.

--Perhaps December board meeting should be scheduled so that conference wrap up is done. There should also be a date when the conference report should be submitted. No later than January 1 so that appropriate planning can be done. We could invite the membership chair and conference chair to the December meeting with the intention of having the report submitted, perhaps deadline around Thanksgiving for the report to be submitted.

--Patricia Calkins motioned that we accept last year's registration fees. Wade Petersen seconded. Motion carried.

### **Business Sponsorship Form**

--Based on information from the registration form as well as an informational page with IWLA's purpose and services to members.

--Plan to send it out in May in the e-mail blast so that people can give it to any business connections. Wade will e-mail out the text for the message in advance. Plan to put it on the conference page on the website also.

### **Conference Chair**

--At evening reception, change to 90 minutes from 60 and perhaps have college students in foreign language to do poster presentations about foreign languages. Or perhaps 4<sup>th</sup> year high school language students. Need to think of whose general responsibility it would be to make it happen, would be part of conference responsibilities. Could be difficult for program chairs to organize. It may not be a good idea to throw one more aspect onto their plate. Patricia willing to organize it this year. Could try it this year and see what kind of interest

there is. Could be something for public colleges and private college reps to do.

--Invite legislators to attend our luncheon or reception, especially the luncheon where business leaders will be present talking about how important foreign languages are.

--Sara and Wade may meet with Marriott folks in July about potentially having future conferences at the Marriott.

### **Adding Advocacy Chair to the Executive Board--**

The role of the Executive Board has been planning the conference. The Advocacy position is an ongoing role and helps keep them plugged in.

--Would have to change it in the by-laws at our next conference.

--Motion to ask the membership to add the Advocacy Chair to the Executive Board as of November 1 from Wade Petersen, seconded by Stacy Amling. Motion carried. Carrie get the by-laws text to Patricia where changes would need to be made.

### **Follow-up on Advisory Council meeting**

--Need to check and see if there are term limits for Central States and ACTFL reps. Would like to get new people involved in these opportunities.

--We need to set our criteria. We will need program guidelines. Perhaps could look at Central States guidelines as examples or examples from other states. We could set the amount as \$1500 and have the money set aside that we can use. There may be some who would prefer that we reduce the cost of the conference.

--Should keep grants and scholarships separate. Grants are more important. Reinstitute scholarships year by year, not necessarily every year. Set application deadline by January 1. Need to reinstitute a scholarship person. Patricia will talk to a colleague of hers about being our scholarship rep. Make an announcement for the next conference for people to apply for in October 2011 for the summer of 2012.

May want to meet in summer/fall to follow up for advocacy in August sometime, perhaps August 14.

Talk about advocacy, draft of survey—good to have in place before the conference. Follow up on meeting with Marriott also.

Adjourned by mutual assent at 1:20 PM.



# **LANGUAGES are everyone's BUSINESS**

## **IWLA Fall Conference**

**October 8 & 9**

**Des Moines Downtown Marriott**

**Keynote Speaker**

***David Williamson***

**Poet, Sculptor, Creativity Consultant**

**Registration Deadline:**

***Earlybird: September 10***

***Regular: September 22***

**Iowa World Language Association  
% Julie Wilhelm, IWLA Bulletin Editor  
1185 Quail Avenue  
Goodell, IA 50439**

To the addressee below or his or her successor:

**E-mail the Bulletin:  
farm5@frontiernet.net  
Deadline for the Winter issue  
November 15, 2010**