

IDEAS FROM MARCH 9, 2013, ADVOCACY WEBINAR

1st hour (K-12 level)

Great Ideas:

Have students make a brochure about "why learn Japanese". (AATJ's website has posted a nice model for this, created by students at a Virginia high school, at <http://www.aatj.org/advocacy/>.)

When students participate in contests or community events, promote their results.

Have Japanese class students and exchange students participate in open houses and show Japanese culture, write people's names, etc., as promotion activities.

Take students to special cultural events (e.g. Cherry Blossom Festival in Washington, DC).

Make everything very visible! If you do it, let your administrators and community know!

Vertical articulation and excitement! Have older students come and volunteer in younger classes, even college students. Make sure high school students know which colleges in their area teach Japanese.

Develop sister-state and sister-city relationships.

Have speech contests, quiz bowls, Japan Day, etc.

Try to have events that include the larger community, not just the school.

Parents and students should be the ones who run any campaign to save your program.

They are the most effective advocates, and teachers are not always allowed to be involved in that type of campaign.

How can AATJ help? We MUST maintain our existing middle school programs. AATJ should perhaps focus on this...

Questions:

What can we do when it seems like the decision to end a program has already been made?

2nd hour (University level):

We must be PROACTIVE about marketing our programs.

Know your institution and its culture:

Is it public or private; religious or non-religious; large or small; located in an urban, rural, or suburban area?

Is global learning important?

Is there an endowment or not?

Where is the Japanese program located - w/East Asian languages, modern languages, East Asian studies?

Who is your department head? Will he or she promote Japanese?

Know your program and its strengths:

Know university rules – e.g., can you post pictures on your website? (check social media guidelines)

Look into using social media to promote your program and events, and watch important deadlines (web pages might not best serve student needs these days).

Know your students:

Know about available scholarships and programs for students (Bridging Scholarships, JET, etc.)

Have students make videos; incorporate technology skills in class.

Be involved in family weekend and other important college events.

Nominate Japanese program students for special awards, committees, scholarships, across all campus programs, not just in your department.

Partner with Admissions Department to actively recruit students for your program (high school teachers, students, etc.).

Know your FORMER students: keep track of alumni and find out if they are using their Japanese or their cultural skills in their jobs.

Know yourself:

Be efficient and careful with your time. Always ask yourself, “Is this worth my time?”

Think strategically about how you want to be seen on campus

Get on key committees: you can meet colleagues and administrators and become “indispensable” to the school!

Be willing to return the favor to departments and colleagues that do favors for you.

Get to know people in admissions, alumni, and development offices.

What AATJ has to offer on our webpage: (<http://www.aatj.org/advocacy/>)

Customizable press release for Bridging Scholarship recipients

Press release for Japanese National Honor Society recipients

Why study Japanese? On website (<http://www.aatj.org/advocacy/>)

AATJ Facebook page - check it out!

For the future: Find a university that teaches Japanese on the AATJ website

Questions:

How can we prepare students for the global job market using their Japanese?? (tech industry, middle/smaller companies, etc.)

What percentage of majors actually end up speaking Japanese in their jobs?

How can AATJ help? Perhaps we can begin a discussion of how to link with companies that would want Japanese speakers or those who have familiarity with Japanese culture.