



AATJ  
AMERICAN ASSOCIATION OF TEACHERS OF JAPANESE

## AATJ Webinar

# Advocacy in Action アドボカシーへの一歩 September 28, 2024

Kumi Kobayashi, Los Gatos High School, California

Elizabeth Hojo, The Woodlands College Park High School, Texas

Yuko Prefume, Baylor University, Texas

Ann Jordan, CLTA Advocacy Chair

Junko Tokuda Simpson, University of California San Diego, AATJ Advocacy Director

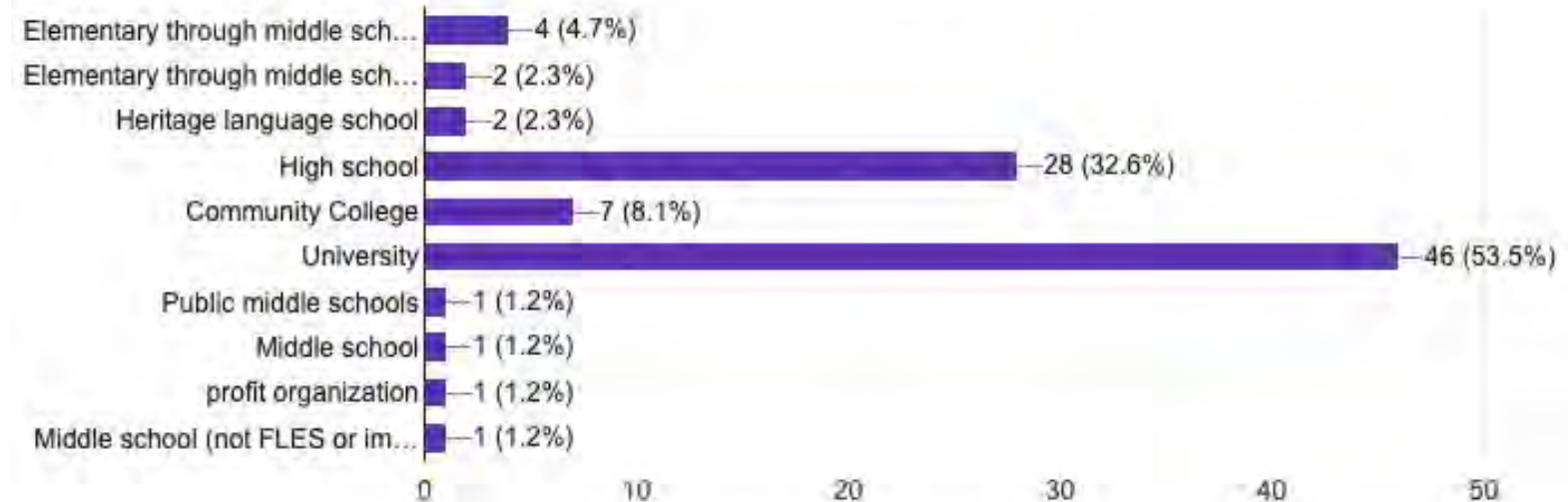
Patty Breun, Madison Country Day School, AATJ Advocacy Director

Yoshiko Saito-Abbott, Ph.D, California State University, Monterey Bay, AATJ

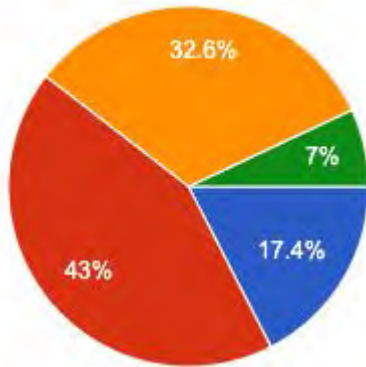
Professional Development Director

# AATJ Advocacy Survey 2024

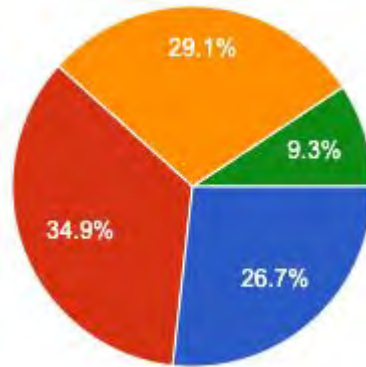
86 responses



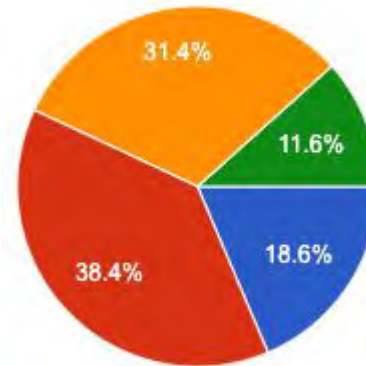
# How well do you feel Japanese is supported by \_\_\_?



**your school**



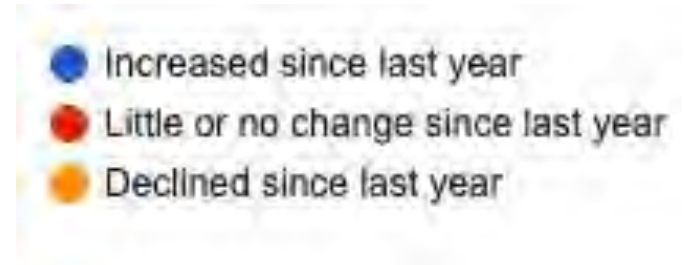
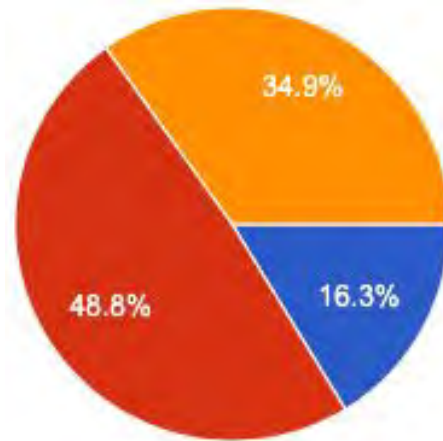
**your school admin**



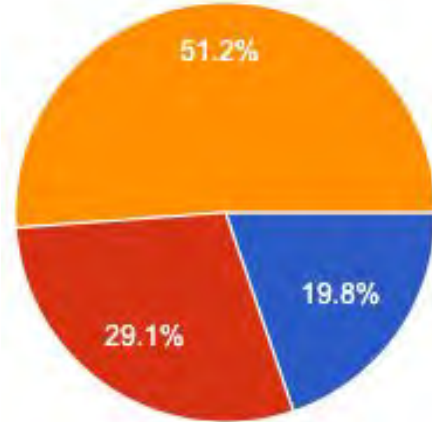
**community**

- Well supported
- Supported
- Somewhat supported
- Not supported

How do you perceive the overall enrollment in the Japanese program at your school since one year ago?

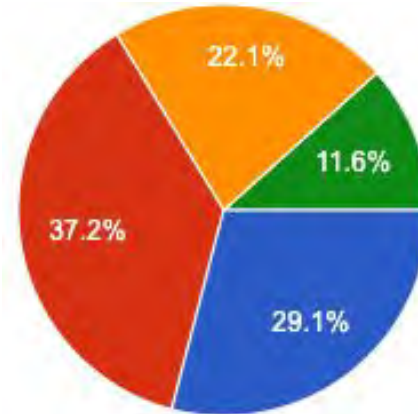


**Do you anticipate needing to replace a retiring or relocating teacher in your Japanese program?**



- Yes. Within 1-2 years
- Yes. Within 3-5 years
- No

**How concerned are you about the continuation of your program?**



- Not concerned
- A little concerned
- Concerned
- Very concerned

# Comments about the concerns

## Budget Cuts 予算の削減

- It is hard to maintain the program due to the budget cuts.
- There is not enough budget to hire a new teacher.

## Requirements 履修に関するルール

- Students do not need to take language courses due to the change of requirements.

## Qualified Teachers 後継者の確保・育成

- It is hard to find qualified Japanese teachers with a teaching certificate in my area.

# Advocacy support wish from AATJ

## Share Ideas 情報の共有

- **How to promote Japanese language program at school? →You will get a lot of ideas through this webinar!**
- AATJ Advocacy padlet

## Benefits of Learning Japanese 日本語学習の利点

- Please download the updated version of the poster “Why Japanese?” from the AATJ website.
- Create an advocacy video

## Advocacy Goods /Events アドボカシーグッズ /イベント

- Advocacy goods and resources
- National events for students to participate
- Events and recognitions of language teachers and students

## Other その他

- Grant for professional development (to attend workshops, conference, etc.)
- Political appeal or lobbying→The Joint National Committee for Language (JNCL) and the National Council on Languages and International Studies (NCLIS) host Language Advocacy Day.



# Advocacy Big Picture

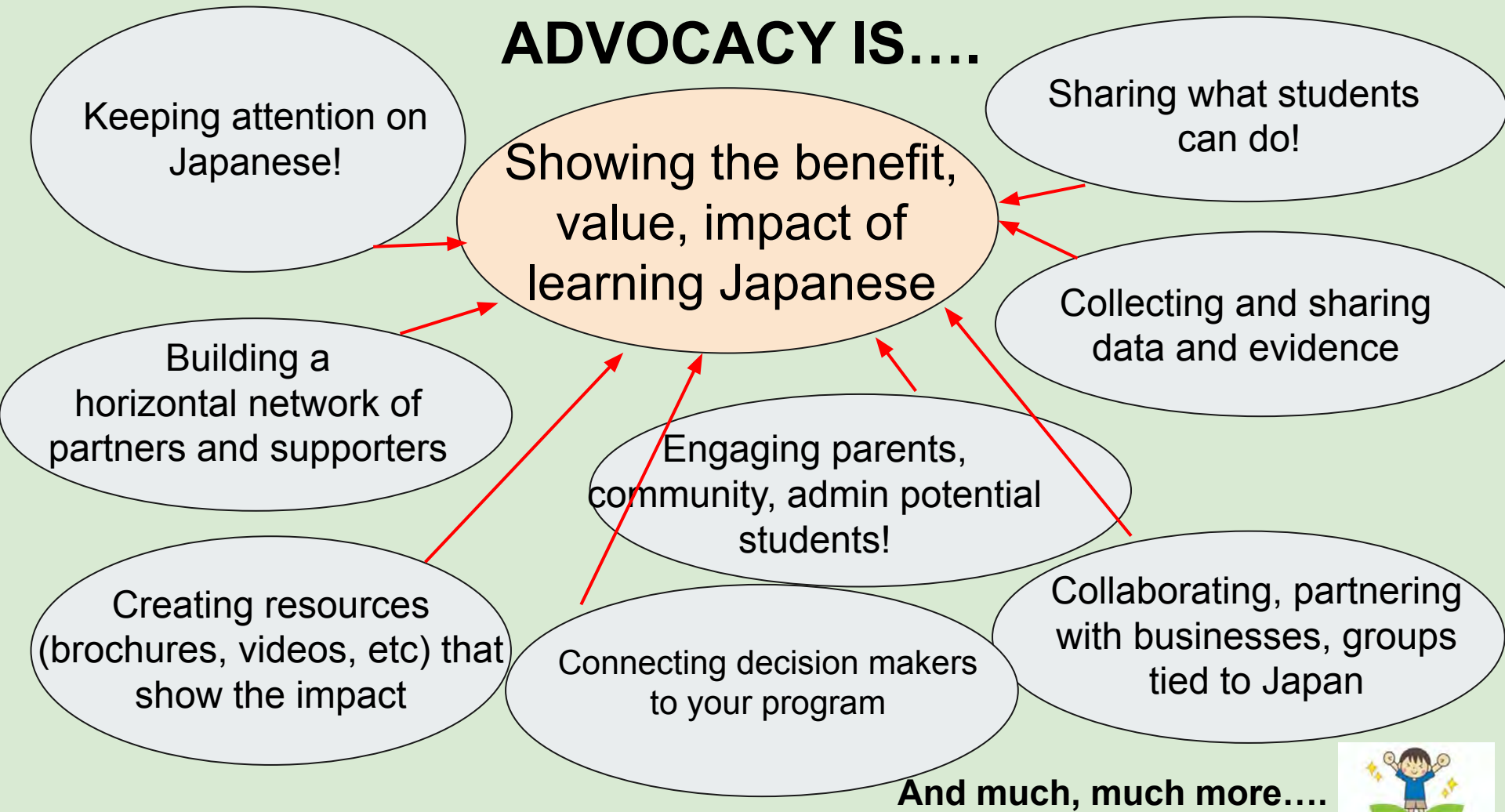
1. What is Advocacy?
2. Our Current Challenges
3. Advocacy SOS: Everyday Strategies and Opportunities
4. Crisis Advocacy S.O.S. flow chart

“Advocacy means **persuading people who matter to care about your issue**. It is about getting listened to, being at the table when decisions are made, being heard by people who make decisions.”

(John Daly, Advocacy-Championing Ideas and Influencing Others, 2011)



# ADVOCACY IS....



# Our Challenges

## Declining enrollment trends

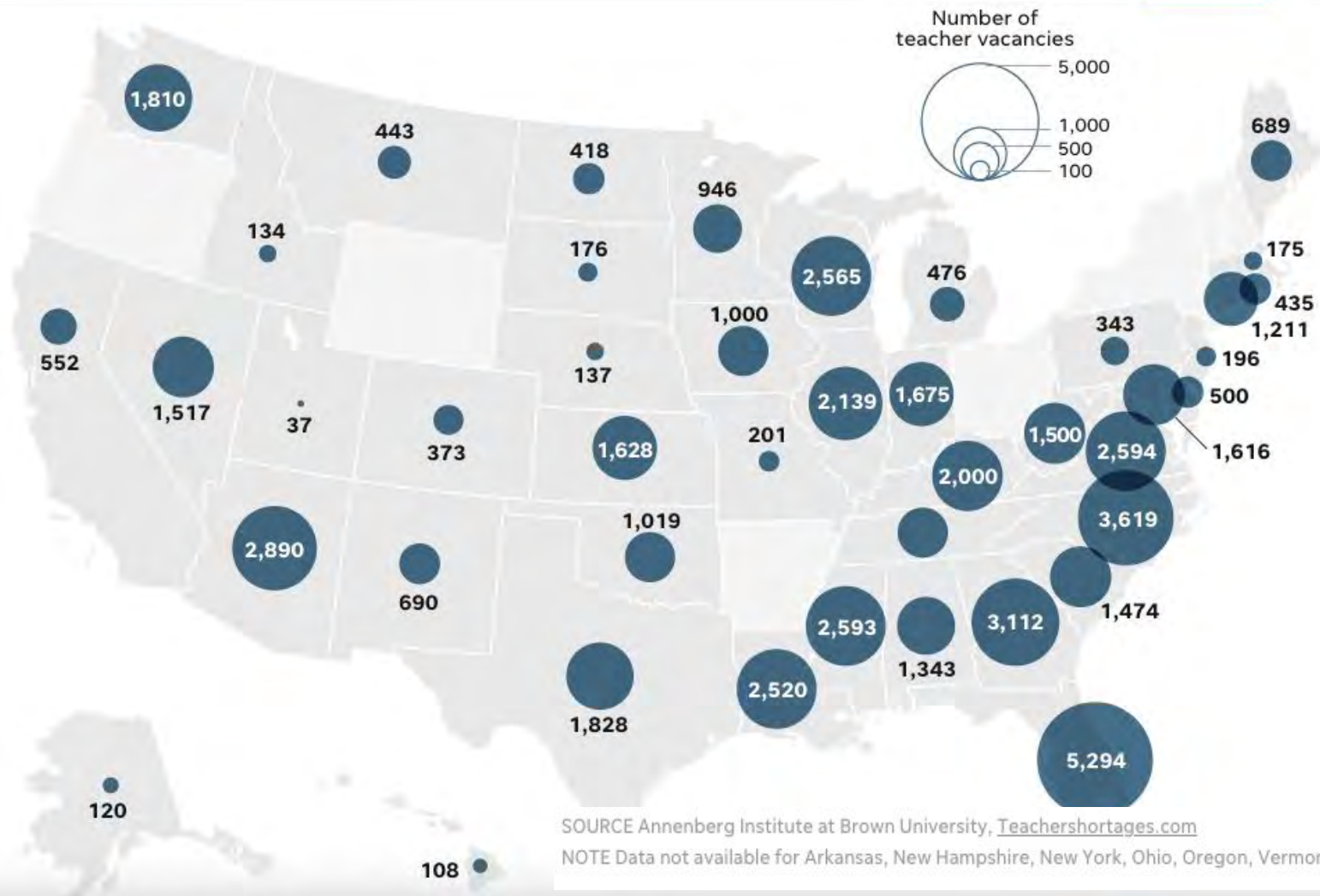
- **K-12 enrollment average for entire US less than 20% (19.66%)** (National K12 Foreign Language Enrollment Survey Report, 2017, not updated since then)
- **College overall enrollment decline 8%; language course enrollment decline 16%** (Quinn, “Foreign Language Enrollment Sees Steepest Decline Ever”, Inside Higher Ed, Nov. 2023)

But...less decline, 4.6%, for Japanese

(Lusin, Petersen, et al. [Modern Language Association-Enrollments in Languages Other Than English in US Institutions of Higher Learning](#), Fall 2021)

# Our Challenges

- ➔ Decline in perceived value by decision makers, public
- College: Cost vs Value (return on investment)
- K-12: Language is “nice to have”, but not core
  - HS graduation requirement in 11 states
  - One of many electives that can meet graduation requirement in 24 states
  - (2014-15 most recent data)
- Computer coding classes substitute for World Language courses (so far 7 states and many individual districts across US)
- Competition with other subject areas for attention and declining resources
- ➔ Nationwide teacher shortage (FL highest, UT lowest)



SOURCE Annenberg Institute at Brown University, [Teachershortages.com](https://www.teachershortages.com)

NOTE Data not available for Arkansas, New Hampshire, New York, Ohio, Oregon, Vermont and Wyoming

# Japanese Program SOS

## Strategies

## Opportunities

## Support

### Advocacy SOS link

(Developed by Adv. Director  
Otsuka-sensei, published in AATJ  
Newsletter Aug.2021)

<https://www.aatj.org/wp/wp-content/uploads/2024/04/AATJ-Advocacy-S.O.S.-Introduction-August-2021.pdf>

**Also-Check out Advocacy SOS articles in  
AATJ newsletter (About-Publications):**

- **Aug. 2021** Nuts & Bolts (K-12 focus)
- **Nov. 2021** Advocacy Success Stories (College focus)
- **Feb. 2022** Advocacy Insights from Will Matsuzaki (former Adv. Director)

# Strategies

Ongoing Pro-active Strategies for all programs (not just those in jeopardy and not just when we're trying to attract students)

- Keeping a high profile ( marketing, sharing good news about Japanese-newsletter, website, social media, senpai connections)
- Ongoing collection of data, evidence (articles, emails, announcements, photos, etc.)
- Historical background of program (find out now so you have it “just in case”)

Pro-active Strategies to recruit prior to retirement

- Involvement in finding our own replacement (let people know, use your networks)

# Opportunities

- ❖ Build relationships with the “people who matter”  
with/among students, but also with parents, community, fellow teachers)
- ❖ Involve (students/JNHS members in developing, promoting the Nihongo Program brand)
- ❖ Make your program accessible to ALL LEARNERS
- ❖ Take advantage of JFLA opportunities, events, grants, and share this info with site/district admin
- ❖ Professional development to keep your teaching engaging & be the BEST Japanese teacher you can be

“It’s much more difficult to put a program at risk when you understand that it’s a dynamic, engaging classroom such as yours.” (Erin Whelchel, Language Connects Foundation)

“The number one advocacy factor that determines whether a school keeps a program is the quality of the teacher. And not only do you need to be good, but it’s also about the kids seeing success and about how they feel in your class.” (Jessica Haxhi, AATJ newsletter, August 2021)

# Support

(when is it needed, who to reach out to)



## Recognize the warning signs:

- Enrollment decline trend
- Section reduction despite high numbers
- “Temporary” cut of Jpn 1

## Sound the alarm:

- AATJ
- AATJ Affiliates, State language organizations
- JFLA
- Media
- Former students
- Parents, community
- Local organizations



# Support Flow Chart



Contact  
local  
affiliate

Contact  
AATJ/JFLA  
directly

Affiliate  
officers can  
contact  
AATJ/JFLA  
to ask for  
letters of  
support

AATJ will  
ask for  
more info,  
names of  
key  
people

Affiliate/AAT/  
JFLA  
coordinate  
efforts  
(letter to  
admin,  
school board,  
etc)

## Why it matters:

- Signals that eyes of a national organization are watching
- Ability to mobilize, pull other sources of support together quickly (affiliate, JFLA, local/state language teachers organizations, JNHS, etc)

## Support Flowchart

# One more thing to consider-

## Decision makers' priorities vs teacher priorities

JFLA's 2021 Japanese Language Learning in North America survey

4 out of top five motivators for U.S. learners of Japanese:

1. Interest in anime, manga, pop culture, etc.
2. Interest in Japanese language
3. Interest in history, literature, arts
4. Sightseeing in Japan
5. Current or future work in home country



**But do the decision makers think these are important?**

Maybe not, especially when they have to tighten the budget and decide what subjects/languages to keep.

**So be sure to show them how your students' skills are connected and essential to future careers (and not just the anime/game industry)**

# 実践1: (大学) Baylor University, Waco, TX, Prefume sensei

## My Story



1. Advocacy for Japanese Language Programs within School Administration
2. Community Engagement and Advocacy for Japanese Language Education
3. Outreach and Advocacy to Japanese Communities in Major Nearby Cities (e.g., Dallas)
4. Advocacy at the national and regional level Japanese education community

**Dr. Yuko Prefume**

Senior Lecturer in Japanese

[Yuko\\_prefume@baylor.edu](mailto:Yuko_prefume@baylor.edu)

<http://www.baylor.edu/japanese/>

[Baylor in Japan in Minamisanriku](#)

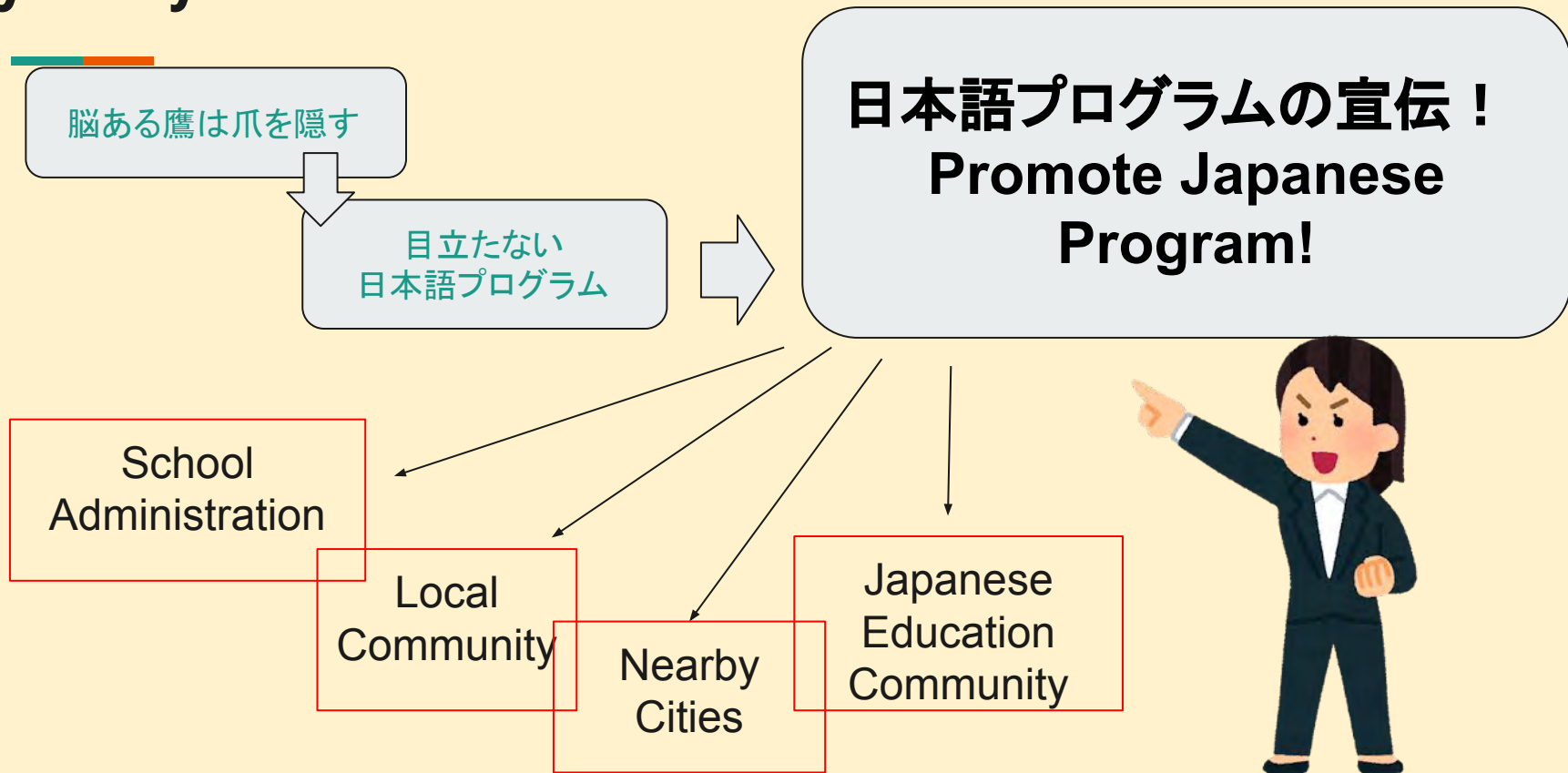
# My Story



Rebuild  
the Japanese  
program!



# My Story...





# Advocacy for Japanese Language Programs within School Administration

## Baylor Student Wins National Japanese Speech Contest at George Washington University

NOVEMBER 9, 2017



## Baylor Students Receive International Japanese Calligraphy Award

Students in Advanced Japanese course led by Yuko Prefume, Ph.D., were recognized at the 36th International Kakyō Calligraphy Exhibition in Tokyo, Japan

BY CLARISSA GARZA, STUDENT NEWSWRITER | JANUARY 30, 2024



**BAYLOR PROUD**

CATEGORIES

MORE

SUBSCRIBE

### Baylor students travel to tsunami-razed Japanese city to serve — and to tell its story

JANUARY 3, 2018 // POSTED IN ACADEMICS, SERVICE, STUDENT LIFE

When a large-scale natural disaster happens, the world's attention turns to that part of the globe for a time. "Pray for" trends on Twitter, GoFundMe accounts are set up for families. Governments argue over how much money to send as relief. But after awhile, other things require our attention, and life goes back to normal — for everyone but those affected.

## Baylor Contestant Wins First Place in Texas State Japanese Speech Contest

MARCH 30, 2015



## Baylor student wins scholarship to study abroad in Japan

JUNE 06, 2017



## Senior Lecturer in Japanese Receives National Association Teaching Award

JANUARY 3, 2018



# Community Engagement and Advocacy for Japanese Language Education

## School Visit

Japanese Student Association Presents  
*Harumatsuri*  
Japanese Cultural Festival 2019

Saturday, March 30 11:00am-3:00pm  
At the Mayborn Museum

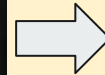
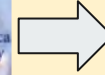
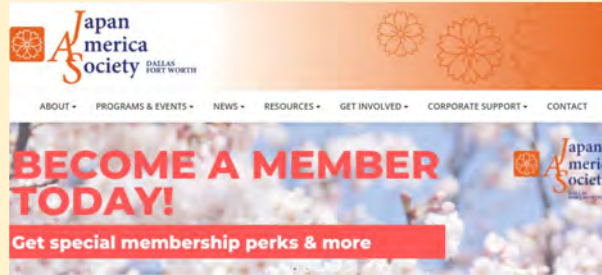
Taiko Drums, Origami, Tea Ceremony,  
Calligraphy, Games, and more!

Free admission with Baylor ID  
\*Museum tickets must be purchased for non Baylor students\*





# Outreach and Advocacy to Japanese Communities in Major Nearby Cities (e.g., Dallas)





# Advocacy at the national and regional level Japanese education community

## Japanese National Honor Society Pre-College Chapter



Texas Foreign Language Association



Japanese language education and promoting cultural activities.



2019 inductees, teacher, and administrators from Hunter High School, Utah



**JLIVE** Talk 2024

**APPLICATIONS INVITED!**

Application Deadline  
Individual: Sep. 24  
Group video: Oct. 18

Visit our website to apply!

QR code

THE GEORGE WASHINGTON UNIVERSITY  
THE NAGAHAMA SCHOOL  
NANZAN UNIVERSITY  
JUSFC  
ICU  
JCAW  
East Asia National Resource Center  
SILVER CENTER FOR ASIAN STUDIES  
Toshiba International Foundation  
Suzuki Foundation

Save the date!  
JLIVE Talk 2024 Final Round  
Sunday, November 3rd  
at ONU University Student Center  
800 21st St NW, Washington, DC 20052

日本語で伝えよう、  
あなたのメッセージ

## Three Important Advocacy Actions:

- \* Use media to increase your program's visibility
- \* Go outside of your school
- \* Network with other teachers and businesses

*"Couldn't do it; didn't do it; which is it?"*

「できなかった。やらなかった。どっちかな」

by相田みつお

## 2024 Fall Semester

- 3 first year
- 2 second year
- 2 third year
- Several independent studies
- Japanese Honor Society
- Japanese Student Association
- Kendo Club

3 exchange program including Tohoku  
University Exchange program  
1 Spring Mission trip  
Baylor in Japan Summer program



# 実践例 2: (高校) The Woodlands, TX Hojo sensei

1. School/District Level
2. State Level
3. Professional Community

Began as a part-time position with ~45 students; Now full-time, with roughly 85-100 students each year



# School/District Level - Showcase your unique program

1. Pen Pals - connections to Japan
2. Exchange Student Visits - attention to Japanese
3. Japan School Trip/Homestay - engages parents
4. J-Leap Program - engages community and admin
5. Japanese Club/Culture Festival - engages community, connections to Japan







Cross curricular campus level visibility



Something "different" than their peers - keeps attention on Japanese





Builds connects to  
Japan

Engages community and  
admin

Campus level  
recognition

Shares what  
students can  
do



# Japanese Club Sponsorship

- Student Led Organization
- Builds campus recognition
- Volunteer at Student Orientation;
- Recruit students at elective fair;
- Fun activities during JHS feeder outreach



# Culture Festival

- Organized by J-Club, any culture club participates
- Advertise to feeder schools
- Email school faculty to attend
- Invite all campus students

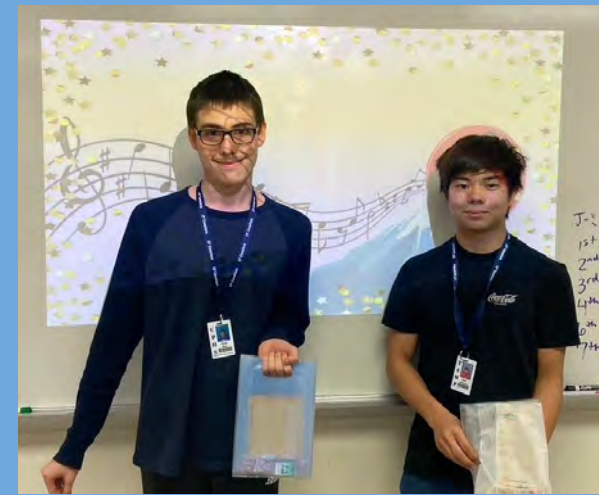
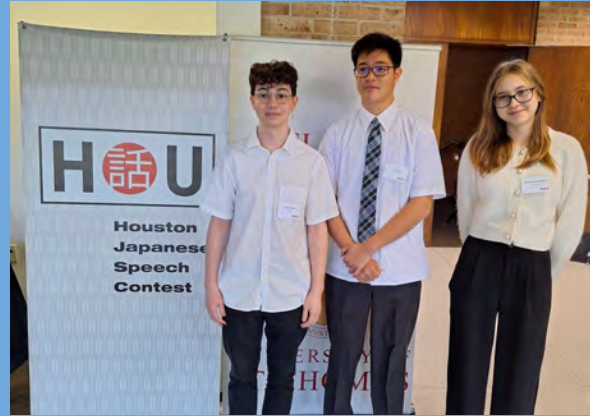




# State Level - Activities to Expand Learning Opportunities

1. Japan Bowl - brag about accomplishments
2. JLPT Testing - resume enhancer
3. Speech Contest - collaborate with community
4. Japanese Music Competition - share what students can do





Promotes awareness  
of Japanese around  
state and nation

Campus can brag  
about your student  
accomplishments

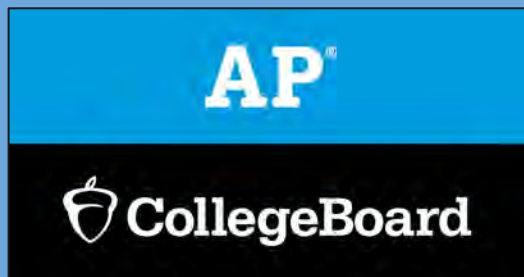


Connects schools  
nationally, recognizes  
students  
non-academically

Local volunteer  
opportunities and  
community

# Professional Community - Build Connections and Grow Your Skills

1. District-wide Inservice Workshop - showcase unique Japanese
2. JTAT / TFLA Membership - share ideas and support others
3. AP Reading - increase your value
4. AATJ Membership / Volunteering - collaboration and networking





Connect and collaborate with other teachers



Showcase Japanese and your teaching style through conferences

Promote your district and build resume



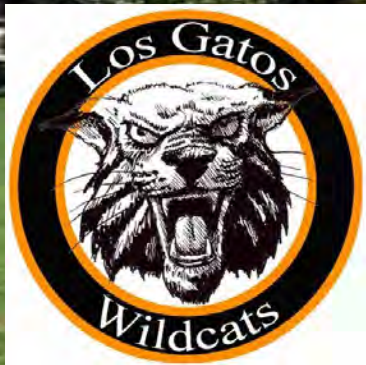
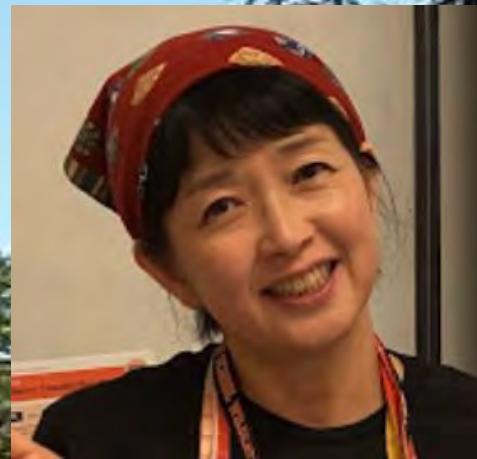
Build your value as a teacher and serve on larger groups to learn from others





# 実践例3(高校) Los Gatos, CA Kobayashi Sensei

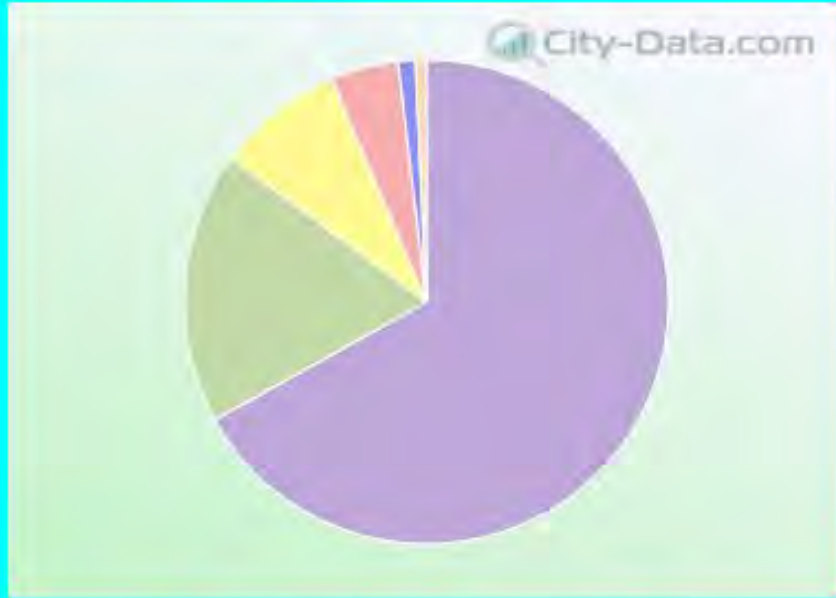
1. **Be irreplaceable (目立つ！役に立つ！)**
2. **Build relationship with parents**
3. **Involve students**
4. **Keep high profile**



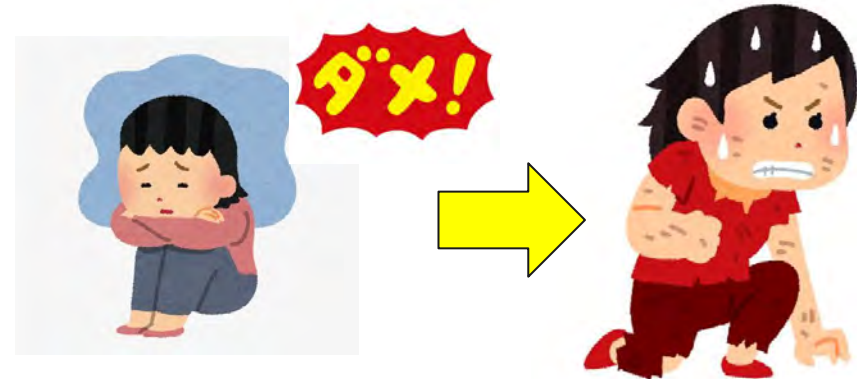
	22-23	23-24	24-25
Whole School	2076	1999	1923
WL Dept	1248	1312	1305
Spanish, French, Japanese, and Chinese			

# Demography & Enrollment Trend

Races in Los Gatos, CA (2022)



	20-21	21-22	22-23	23-24	24-25
Total Ss	119	147	152	117	119
Total 先生 1:FT 1: PT	2	2	2	2	1



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# 1. Become Irreplaceable on Campus



Serve as WL Dept Chair



Be a part of school committee



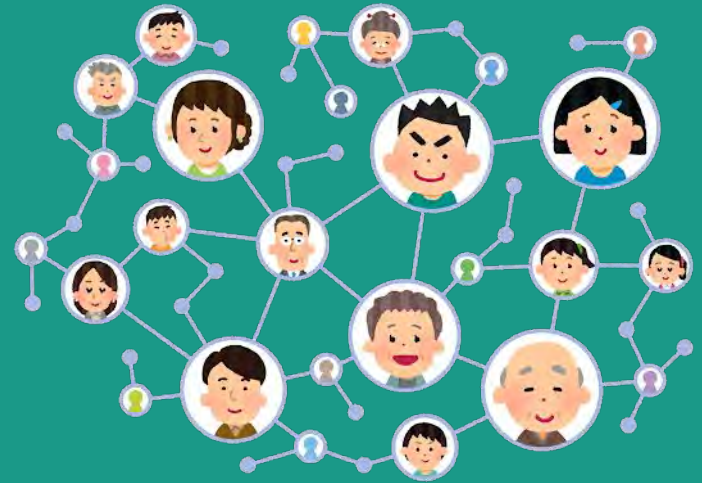
Contribute in Staff Meeting  
& Board Meeting



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## 2. Build Relationship with Parents

1. Invite parents into classroom activity
2. Visit Feeder Schools





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# Invite Parents to Classroom Activities as Special Guests



# Impact #1

## Parents helped advertising our **Japanese Cooking Classes** for Younger Children

*Wa-Sho (Table for 2)*



## Impact #2

*Parents Invited us  
to participate in a  
festival at local  
elementary school!*





## Impact #3

*Parents Informed us  
about an Event at a  
Feeder MS We Have  
Not Visited Yet*



The Loma Prieta Holiday Craft Faire is a well loved community tradition.

Come peruse over 40 high quality local craft vendors, have your holiday photo taken, and enjoy great food while supporting CT English Middle School. The event is indoors and will be open 10-5 on Saturday and 10-4 on Sunday.

Holiday Bazaar

Los Gatos

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### 3. Involve Students!

- build community
- Help them become active contributors and future leaders

*\*Graduate Profile*



# JNHS: Japanese National Honor Society



## 1. Community Building within the JPN Program

- Weekly Lunch Meetings
- Socials: Karaoke & Game Night (4 times/year)
- Peer tutoring (every Thu)
- Sports Day (Oct)
- T-shirt design contest (Dec)
- Welcome lunch for exchange students from Tokyo
- Bunkasai videos (Feb)
- Boba fundraising (April)
- End of year celebration & Induction Ceremony



## 2. Keep High Profile at School by Hosting Inclusive Events

### A. Host Annual Japanese Film Festival (Jan)

- Invite live music performers & alumni speakers
- Vendors
- Donate the proceeds to a local non-profit group





## 2. Keep High Profile at School by Hosting Inclusive Events

### B. Onigiri Action (Oct)



### C. Edamame Challenge







## 3. Meet and Engage future students in learning Japanese culture

Monthly JPN activity table at local library kids section



Participate in International Festival at local Elementary School





## 3. Meet and Greet future students in the Community

Los Gatos Holiday Parade



8th Grade Welcome Night





# AP Japanese Class

## Annually Visits a Feeder Middle School @ Their Lunch Time



# JNHS (Con't)



## 4. Raise Future Leaders of the Society

### JNHS Officers



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**Go Glocal!**  
*Be Visible &  
Relevant  
Stay Current*





# 1. Japanese Program Website (Since June 2018)

## Benefits:

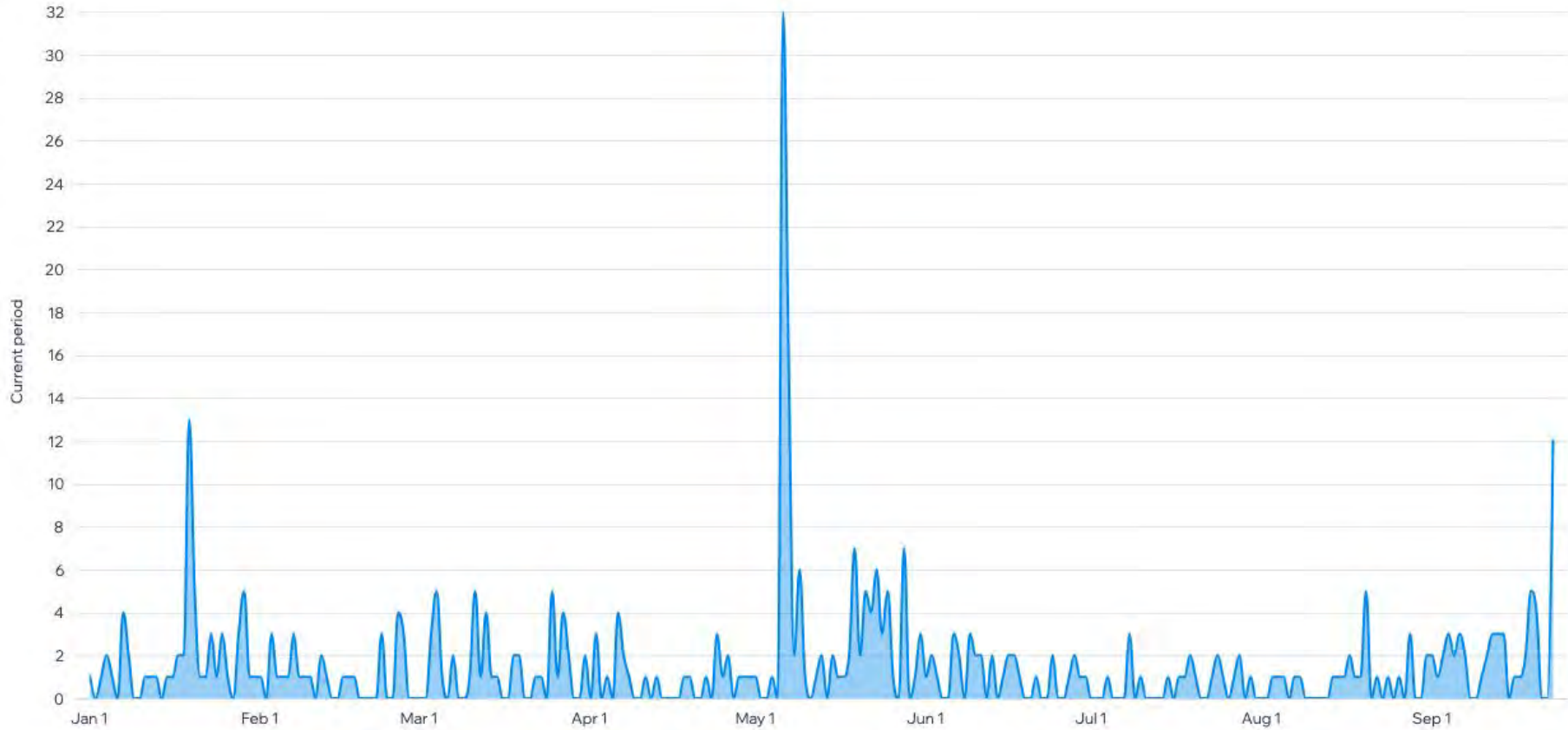
1) Anyone can access anytime

2) Easy to Maintain

- Post current activities
- Program Newsletter
- Testimonials
- Promotion videos
- Course Information
- Summer Tour
- Exchange Programs
- Contact Us



# Japanese Program Website (Traffic over Time)



## 2. Japanese Program Instagram Account (May 2024)

Benefits:

- 1) Can reach current and future students
- 2) 友達の輪が広がる！
- 3) プログラムの看板になる！



SEP 1 Let's make yummy bento with us! Join us for a cooking adventure, one of the world's most delicious and healthy!

**"Wa-Sho" is a unique series of hands-on cooking classes on Japanese food, culture and nutrition.**  
\*Children under 11 must be accompanied by an adult.

VENUE	Room 416 @LOS GATOS HIGH SCHOOL
DATE & TIME	SEP 21st, 2024 (SAT), 12:00-1:30
FEE	\$5 (for ingredients)



@LGHSJAPANESE

Challenge: Maintain the content relevant and current



Kosei (Exchange Student)  
Sakuragaoka Junior & Senior High School



lgsuhds and lghsjapanese

Original audio



**lgsuhds** 🗣️ INTERVIEW TIME! 🗣️ Sound on to hear what our newest Wildcats from Japan's Sakuragaoka Junior & Secondary School have to say about their week at #LosGatosHighSchool! 🐾 Welcome to the Wildcat family, Sakuragaoka students! 🌍🎉

#WildcatsWorldwide #ExchangeStudents  
#LGHSFamily #CulturalExchange  
#LosGatosWildcats #LGSUHS  
#WeAreLGSUHS #LifeAtLGSUHS  
#Sakuragaoka @losgatoshighschool  
@losgatoshs @losgatoswildcats @lghsjnhs  
@lghshsc

2w



ryanidemoto Let's go Kosei and Taiga!



2w 2 likes Reply



Liked by haradesuyo and 24 others

August 27



Add a comment...





### 3. Japanese Program Newsletter (Since 2021)

#### Benefits:

- 1) Showcase the benefits, values, and impact of the program
- 2) Parents and community love reading students' stories
- 3) JNHS officers can help edit articles and it is easy to publish





# How do I put together a newsletter?

Step 1: Students submit their stories

Step 2: Use a template on [Canva](#)

Sample Google form

Story submission form - 2nd issue  
Yamaneko News (Due 11:59 pm, Saturday, May 22)

You will some extra points (ask your sensei how many points!). Please write in English. Your story can be anything about LGHS Japanese Program. For example, you could write about your favorite activity or project you did during 1st semester, a cultural topic you love exploring on your own, how it's like to learn remotely in Japanese class, etc. If you are a senior, please reflect on your time in Japanese class and share your favorite episode! Our community would love to hear from students about their experience in Japanese program.

kkobayashi@lgsuhsd.org [Switch account](#)

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Your email is not part of your response.

\* Required

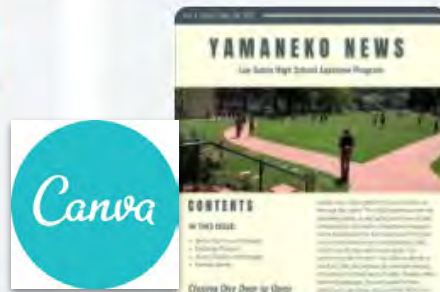
Name \*

Your designs



How to Start JNHS

Poster (US) • Edited 1 month ago



Yamaneko News vol 2 by Los Gato...

A4 • Edited 4 months ago

# Impact of Advocacy in Numbers

Club Advisor for:  
1. JNHS



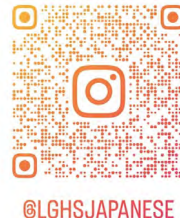
21-22	22-23	23-24	24-25
16	25	37	40

2. J-Pop Club: 25

3. Linguistics Club: 20

## LGHS JPN Instagram

- Followers: 106
- Following: 123
- Posts: 20



## LGHS JPN Program Newsletter

- Volumn: 4
- Issue: 10

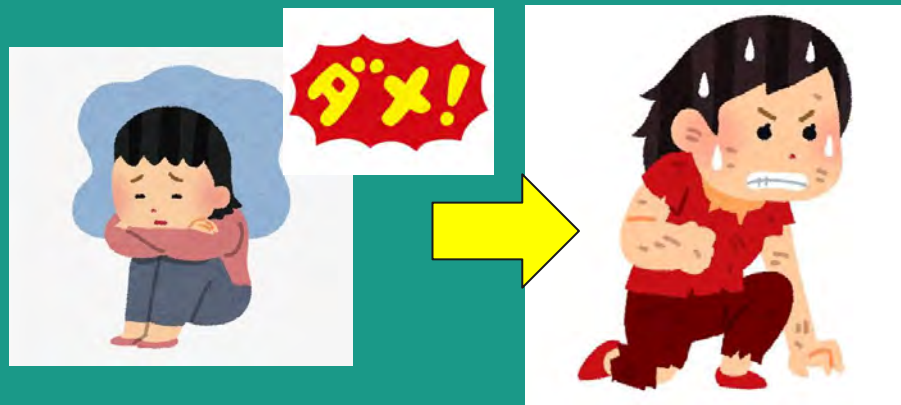


## Parents Supporters

- Active JPN Parents Volunteers: 10
- Cooking class participants: 30/class
- Host family volunteers: 15+/year



—  
アドボカシー  
百利あって、  
一害なし






## AATJ Advocacy Team

- 1) Why learn Japanese? (Updated version)
- 2) Share your advocacy ideas through Padlet
- 3) Advocacy needs (based on survey results)


Download the flyer!









<https://www.aatj.org/advocacy/>



# WHY JAPANESE?

## 8 reasons to study Japanese for students



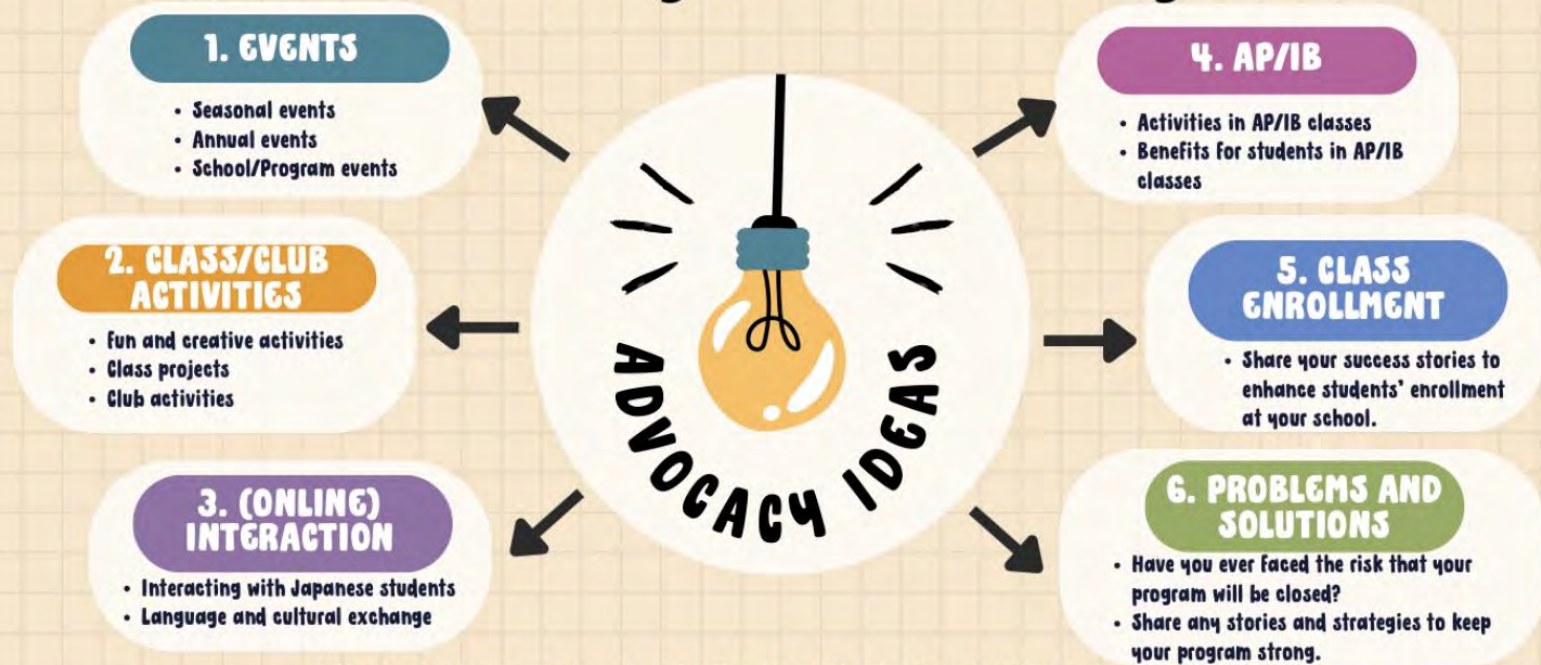
<h3>ECONOMIC POWER</h3> <ul style="list-style-type: none"><li>Japan is the world's 4th largest economy.</li><li>Japan is one of America's top trading countries.</li></ul> 	<h3>VALUABLE SKILL FOR THE JOB MARKET</h3> <ul style="list-style-type: none"><li>The 4th most in-demand foreign language among U.S. employers.</li><li>25% of international employers and 8% of domestic employers are looking for people with Japanese language skills.</li></ul> 
<h3>POPULAR CULTURE</h3>  <ul style="list-style-type: none"><li>Japanese anime, manga, music, and fashion fascinate people around the world.</li><li>By learning Japanese, students can enjoy Japanese pop culture firsthand.</li></ul>	<h3>RICH CULTURE</h3>  <ul style="list-style-type: none"><li>Japan has 25 UNESCO world heritage sites.</li><li>Additionally, Japan has 22 intangible cultural elements inscribed by UNESCO, making it #2 in the world.</li></ul>
<h3>RAISING CULTURAL AWARENESS</h3> <ul style="list-style-type: none"><li>Japan is the best example of high-context culture.</li><li>Students can learn about different communication styles among different countries and raise cultural awareness.</li></ul> 	<h3>A TECHNOLOGICAL GIANT</h3> <ul style="list-style-type: none"><li>Japan is one of most technologically advanced countries in the world in the fields of machinery, automobiles, electronics, and robotics.</li></ul> 
<h3>AP/IB JAPANESE</h3>  <ul style="list-style-type: none"><li>High school Japanese language students who take the AP or IB exam may receive college credit, saving time and money in the future.</li></ul>	<h3>BENEFITS FOR COLLEGE ADMISSIONS</h3>  <ul style="list-style-type: none"><li>Taking foreign language classes in high school is an advantage for college admissions. Learning Japanese makes you stand out from the crowd.</li></ul>

prepared by AATJ Advocacy Team

(created in 2024)



# Please share your advocacy ideas!



Let's promote Japanese language and cultural education together as AATJ members.  
Please share your ideas and stories with us so that we can support each other's Japanese programs in the U.S.

**How to share?** Make a brief summary of your ideas/stories in 1-2 pages in English or Japanese and submit it through the [Google Forms](#).  
Your article will be posted on [Padlet](#). (See site for examples.)

1. Events

**Cultural Festival**  
(University of California San Diego, CA)



**Problem:**  
Students have been given the opportunity to learn about Japanese culture through a festival. The festival is a great way to learn about Japanese culture and traditions. However, the festival is only held once a year. This is a problem because students do not have the opportunity to learn about Japanese culture and traditions on a regular basis.

**Solution:**  
The school should hold a festival every year. This would give students the opportunity to learn about Japanese culture and traditions on a regular basis. The festival could be held in the school cafeteria or in a gymnasium. It could be held in the morning or in the afternoon. It could be held for one day or for two days. It could be held for a week or for a month. It could be held for a year or for a lifetime.

**How to do it:**  
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**Resources:**  
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2-1. Class Activities

**Advocacy Poster (Madison Country Day School, WI)**



PDF

MCDS advocacy poster

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2-2. Club Activities

3. (Online) Interaction

**Global Classmates**  
(Eastern High School, KY)



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AATJ Advocacy  
Apply at [kacultures.org](https://kacultures.org)

4. AP/IB

5. Class Enrollment

**Presentation for 8th Grade Open House / School Choice Fair**  
(Eastern High School, KY)



PDF

Open House presentation - Elena Kamenetzky

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6. Problems and Solutions

# Advocacy support wish from AATJ

## Share Ideas 情報の共有

- **How to promote Japanese language program at school? →You will get a lot of ideas through this webinar!**
- AATJ Advocacy padlet

## Benefits of Learning Japanese 日本語学習の利点

- Please download the updated version of the poster “Why Japanese?” from the AATJ website.
- Create an advocacy video

## Advocacy Goods /Events アドボカシーグッズ /イベント

- Advocacy goods and resources
- National events for students to participate
- Events and recognitions of language teachers and students

## Other その他

- Grant for professional development (to attend workshops, conference, etc.)
- Political appeal or lobbying→The Joint National Committee for Language (JNCL) and the National Council on Languages and International Studies (NCLIS) host Language Advocacy Day.



## Our plans

- Make a promotional video we interview you during the ACTFL 2024 (Nov 22-24)?
- Make a list of advocacy resources on the AATJ website

Can



# RESOURCES

AATJ	<a href="https://www.aatj.org/">https://www.aatj.org/</a>
Japan Foundation LA	<a href="https://www.jflalc.org/">https://www.jflalc.org/</a>
Japan America Societies	<a href="https://www.us-japan.org/">https://www.us-japan.org/</a>
JET Alumni Network	<a href="https://jetprogramusa.org/alumni-jets/jet-alumni-associations/">https://jetprogramusa.org/alumni-jets/jet-alumni-associations/</a>
Laurasian Institution (JOI, J-Leap)	<a href="https://www.laurasian.org/">https://www.laurasian.org/</a>
Kizuna Across Cultures: Global Classmates	<a href="https://kacultures.org/en/">https://kacultures.org/en/</a>
ACTFL	<a href="https://www.actfl.org/about-actfl">https://www.actfl.org/about-actfl</a>
	<a href="https://www.languageconnectsfoundation.org/">https://www.languageconnectsfoundation.org/</a>
Japanese Citizens League/Nihonjinkai	
Japanese Business Associations	
Embassies & Consulate Offices	
State Language Associations	
Hoshuko Network	
Language Connects Foundation	



# AATJ Advocacy Team Contact Information

**Please feel free to contact us with your advocacy needs!**

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[itsimpson@ucsd.edu](mailto:itsimpson@ucsd.edu) (Junko Tokuda Simpson)

[pbreun@madisoncountryday.org](mailto:pbreun@madisoncountryday.org) (Patty Breun)

- Not for profit
- Academic and cultural exchange
- Largest U.S.-Japan non-governmental exchange organization

- Partnering with both US State Dept. and Japanese Ministry of Affairs
- Partnering with Japan Foundation for 30+ years

NURTURE A NEW PERSPECTIVE

# J-LEAP

米国若手日本語教員





**NEW** PERSPECTIVES  
JAPAN







**JOI**  
PROGRAM

JAPAN OUTREACH INITIATIVE





A group of approximately 15 young people, mostly teenagers, are posing for a group photo in front of the Great Buddha of Kyoto. They are dressed in casual summer clothing like t-shirts, shorts, and tank tops. Some are wearing lanyards with ID badges. The background features the large, green-patina bronze statue of the Buddha, lush green trees, and a clear blue sky. The text 'Connect with us' is overlaid on the left side of the image.

Connect  
with us



[laurasian.org](http://laurasian.org)



[in/laurasianinstitution](https://www.linkedin.com/company/laurasianinstitution)



[Japan Outreach Initiative](#)  
[New Perspectives: Japan](#)



[@japanoutreachinitiative](#)  
[@new.perspectives.japan](#)



[Laurasian Institution](#)

Please complete our  
survey that happens  
once every 3 years!

三年一度の海外日本語教育機関調査にぜひ  
ご協力お願い致します！



**JAPAN**FOUNDATION  
LOS ANGELES



# Current Trends

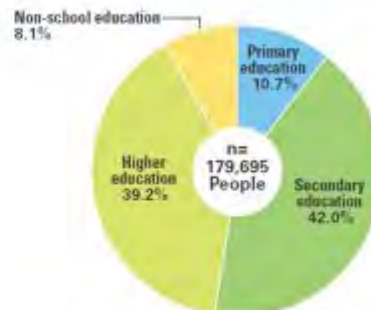
Graph 2-5-1 Number of institutions in North America



Graph 2-5-3 Number of learners in North America



Graph 2-5-4 Percentages of learners by educational stage in North America

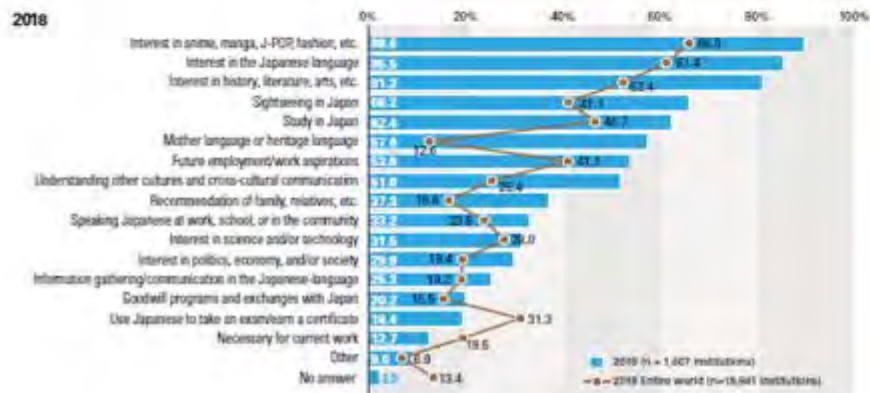
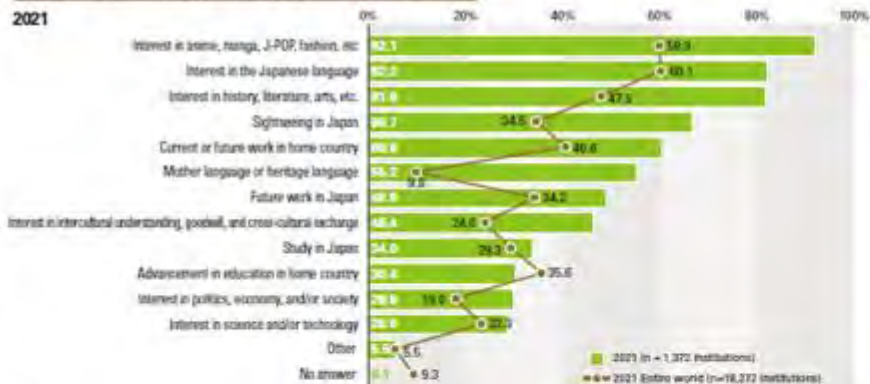


Graph 2-5-2 Number of teachers in North America



Copyright Japan Foundation  
Created by editing the "Survey Report on Japanese-  
Language Education Abroad"(the Japan Foundation)

Graph 2-5-5: Objectives of Japanese-language learning in North America



## Current Trends

Only takes 15 minutes!!!

Copyright Japan Foundation  
Created by editing the "Survey Report on Japanese-Language Education Abroad" (the Japan Foundation)

## Important points about completing the 機関調査survey

- **Emails with the survey link will be sent out on 9月17日（火）. If you don't receive it by then, please check your junk mail or contact us at <jflasurvey@jpf.go.jp>**
- **Please try your best to complete them as soon as possible. This will help us a lot!**
- **The email may be sent to multiple teachers in the same program. Please have one person in your Japanese language program fill out the survey for your entire program.**
- **Different departments in the same school are counted as separate programs and should fill out their survey separately.**

If you have any questions regarding the 機関調査,  
or if you did not receive the survey link after 9/17,  
Please contact our survey email at:

[<jflasurvey@jpf.go.jp>](mailto:jflasurvey@jpf.go.jp)

Or you can also contact  
Henry Mitchell  
<henry\_mitchell@jpf.go.jp>



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## Q&A

Please complete a short [Feedback form](#)

**Next AATJ webinar: Design for Belonging**

**Date: 10/19/2024 (Saturday)**

**Time: PST 10:30 am-12 pm; EST 1:30 pm-3 pm**



## **AATJ webinar: Design for Belonging**

**Date: 10/19/2024 (Saturday)**

**Time: PST 10:30 am-12 pm; EST 1:30 pm-3 pm**

**Speaker: William Matsuzaki, Ed.D., All Saints' Episcopal School,  
AATJ DEI Co-Director**

**Facilitator: Yoshiko Saito-Abbott, Ph.D., California State University,  
Monterey Bay, AATJ Professional Development Director**

**[Registration](#) required**

