**Language Institute Spring, 2004 Accomplishments**

### Language Institute start-up

**Advisory Committee**
- With LI Advisory Committee: defined mission for LI, based on proposal.

**Mission**
- With LI Advisory Committee: prioritized possible activities for years 1-3 (attached).
- Created draft of plan for AY 2004-05.

**Planning**
- Hired associate director (55%, started April 1).
- In process of hiring outreach specialist (100%, starting July 1).
- Hired project assistant (33%, starting August 23).

**Personnel**
- Staff training on various administrative systems and procedures.
- Purchased computer equipment and supplies.
- Set up accounts and accounting procedures, LI e-mail accounts, MDS account, server for shared workspace, etc.
- Worked with Magdalena Hauner on transition of existing programs and staff to LI.
- Met twice with Center for Humanities (Steve Nadler, Susanne Woffard, Christopher Garrett) to discuss strategies, program models.
- Talked with colleagues at AAAL and identified possible opportunities for collaboration (Nina Garrett, Yale); investigated desirability of pursuing partnership with CASL at University of Maryland (Richard Brecht).

**Office set-up and administration**
- Language Institute inauguration
  - Organized launch of LI at reception at NCOLCTL conference on April 29. Invited 95+ faculty and administrator and members of community. Created and printed program for reception. Distributing these materials to campus members who expressed regrets.
  - In time for launch of the LI, developed Language Institute website (http://languageinstitute.wisc.edu) that highlights language offerings, publicizes events. Collected and catalogued culturally diverse pictures from faculty and students for use in website and other promotional materials.

**Networking**
- Generated limited media attention (Milwaukee Sentinel Journal Story, WPR Here on Earth show; press release on launch of LI, talk with reporter, etc.)
- Created logo for LI, some promotional materials (bookmark, reception program).
- Work with L&S (Lucy Mathiak) and International Institute staff (Ronnie Hess) on strategies.
- Press release for launch of LI.
- Organized and called in remarks to Here on Earth, Public Radio, about World Languages Day (Magnan), World Cinema Day (Reiland).

**Communication**
- Worked with LI advisory Committee on ideas for programming (see attached working list).

**Website**
- Worked with LI advisory Committee on ideas for programming (see attached working list).
Events conducted for undergraduates

World Languages Evening: March 23, 40 students (see attached)

K-12 and community outreach

High schools

World Languages Day: April 13; 650 students and teachers from 9 high schools (see attached)
German Day: April 22; Opening remarks on behalf of Language Institute.
World Cinema Day for high school students: April 2; 400 students and teachers from 10 high schools (see attached)
Visit to DeForest Middle School to promote FL study during Career Day (invitation)

Community

Initial contact with Community Gardens to discuss interpreting needs. Continuing to work on providing assistance, possibly through SEASSI.

Evaluation

Revised evaluation instruments for World Languages Day.

Campus coordination

SOAR 2004

Worked with language departments to update booklet for SOAR advisors.
Planned for Department representatives to appear at SOAR.
Updated FL portion of slide show for SOAR general session

Foreign language TA orientation

Assumed co-ordination of event. Set schedule, sent out invitation to departments, recruited faculty and TA's to participate, compiled lists of incoming TA's

NCOLCTL conference, LCTL Symposium

Provided support for NCOLCTL conference (helped to publicize event on campus, created and printed program for reception). Opening remarks at NCOLCTL conference.

Language, literature, and culture offerings

Started work on compiling information on programs, offerings, achievements

Information gathering

Begun to gather information on translation, tutoring lists and on distance education courses

Surveys for Department enrollments/Impact of World Language Day

Began to prepare survey of student reasons for taking introductory language: Does World Language Day have an impact? To administer in Fall 04.

SLA PhD Administration

Program administration

Initial work with Department of German on moving program to LI
Assumed responsibility for SLA Ph.D. Web site

LCTL material development

Projects in Russian and Swahili

Associate director 45% time on ongoing projects (2003-06)

Technology projects

Foreign language authoring tools

With L&S OROS and LSS: Prepared Multimedia Annotator software for distribution through L&S online marketplace. Updated user's manual and software, reviewed licenses, prepared drafts of promotional materials, prepared materials to distribute at workshop on campus for teachers of Japanese, provided training for Communication Arts faculty using the software to create exemplars for L&S to use for marketing
## Translation service

**Initial research**

Communications with language departments on how current requests for translation and interpreting services are currently handled, preliminary research into services at other institutions. Meeting set with WARF on June 17 to gather more information. Discussion with Advisory Committee about areas to address for developing a Translation service.

## Grants, fundraising

| Proposals to Anonymous Fund (submitted and funded) | With International Academic Programs: Fall 2004 talk and workshop on study abroad.  
| | World Languages Day 2005 (We also plan to approach Department of Public Instruction for support.) |
| Fundraising | Set up fund with UW Foundation and added "online giving" link to LI website  
| | Contact with Chris Glueck about using Polish gift as a model for other languages and about visiting with the Schoenleber Foundation |
| Grants research | Identified potential grants and begun planning for proposals (Wisconsin Humanities Council/due August 15; Spencer Foundation; Mellon Foundation; Wisconsin Association of Foreign Language Teachers/due June 15.) |
| Award competitions | Planning for expansion of WLD, WCD to qualify for Goldman-Sachs competition. |

## Other

| University Licensing Service Committee | Associate Director joined the committee |