Goals for 2004-05

Inaugurated in April 2004, the main goals for the Language Institute's first academic year were:

1. To create a presence for the Language Institute on campus and recognition in the larger community.

2. To connect with other campus units and help them support language-related efforts, for teaching, research, and community outreach.

3. To provide a home for the Doctoral program in Second Language Acquisition, nurture its students, and formalize procedures needed to monitor the growth and development of the program, which is in its third year.

4. To maintain the RAILS: Russian Advanced Interactive Listening and the Utamaduni Online: An Advanced Level Course in Swahili technology-development projects.

5. To continue to investigate the feasibility of starting a for-fee translation service.

6. To begin to identify projects for external funding, with the goal of making proposals during the academic year 2005-06.

I am pleased with the Language Institute's effort to meet all of the above goals this year. I thank the Advisory Committee and Deans Sandefur and Bousquet for their support, and Associate Dean Magdalena Hauner for her insight and guidance. The work of Dianna Murphy, Associate Director; Catherine Reiland, Outreach Coordinator; and Paula Garrett, PA, have been invaluable.
Goal 1: To create a presence for the Language Institute on campus and recognition in the community.

Programs and events for the university community and the public

Lecture series Voices of America: Language, Power and Community
(regular audience of 50+ at each lecture; over 100 at the lecture by Jim Crawford)

September 14  Marcia Farr, Ohio State University
Language and Race in Transnational Space: Shifting Identities
Comments by Jorge Porcel, Department of Spanish and Portuguese

October 27  Barry Jean Ancelet, University of Louisiana Lafayette
Negotiating the Mainstream: Living in French in America
Comments by Deborah Jenson, Department of French and Italian

November 11  Rosalie Pedalino Porter, READ Institute
From Bilingual Education to English Immersion: Evolution of Theory, Laws and Practices 1968-200
Comments by Janna Heiligenstein, Elmbrook, WI School District

February 8  Jim Crawford, Executive Director, National Association for Bilingual Education.
At War With Diversity: U.S. Language Policy in an Age of Anxiety
Welcome by Wisconsin Lt. Governor Barbara Lawton
Comments by Gareth Diaz Zehrbach, Director and Principal, Nuestro Mundo Community School, Madison

March 8  Nancy Hornberger, University of Pennsylvania
Nichols to No Child Left Behind: Local and Global Perspectives on U.S. Language Education Policy
Comments by Jane Zuengler, Department of English

April 20  Aneta Pavlenko, Temple University
‘Pots and Pans’ English: The Americanization of Immigrant Women
Comments by Florencia Mallon, Department of History
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Professional development workshop for languages faculty, graduate students, and study abroad staff and administrators  (28 participants)

November 16  Andrew Cohen, Rachel Shively, Holly Emert, Univ. of Minnesota  
*Enhancing Students' Study Abroad Experiences Through Language and Culture Strategies.*

November 17  Follow-up discussion for workshop participants to consider implemented of ideas on our campus. Led by Joan Raducha  
(Director, International Academic Programs) and Sally Magnan

Voices of Wisconsin: Language and Community

Panel discussions held at the Madison Public Library on multilingualism and multiculturalism in our communities. (Co-sponsored with Cultural Linguistic Services, Office of Human Resource Development.) The series was accompanied by an art exhibit, organized by the Language Institute, on language and cultural identity from students in seven Madison-area schools. All of the artwork was on display for the month of March, 2005, in the central branch of the Madison Public Library. One piece will be featured in an exhibit in September, 2005 at the Madison Children’s Museum.

February 22  *Multilingualism in the Schools* (audience 60+)
Panelists represented perspectives of students and parents. Panelists also included a high school counselor, bilingual math teacher, and the program coordinator for bilingual education in the Madison Metropolitan School District.

March 15  *Multilingualism in Healthcare* (audience 35)
Panelists represented perspectives of patients and health care providers and medical interpreters. Panelists were from the University Hospitals, Madison Department of Public Health, the Center of Excellence in Cancer Communication Research, the Medical School Medical Spanish Elective, and the Medical School Health Sciences Learning Center.

April 26  *Multilingualism at the Workplace* (audience 24)
Panelists represented the perspectives of faculty teaching courses about language and business, employers, and workers’ rights advocates. Panelists were from the Department of East Asian Languages and Literature, the Department of French and Italian, the Dane County Job Center, Dane County Human Services, the Latino Chamber of Commerce, the Madison Equal Opportunity Commission, and the Interfaith Coalition for Worker Justice
Explore Your World
Brownbag presentations by UW-Madison faculty and staff on world languages and cultures.

February 16  *Hmong Yesterday, Today and Tomorrow* (audience 60+)
Choua Thao, Cultural Linguistic Services, Office of Human Resource Development

March 16  *Language and Cultural Identity: Dialects of American Regional English*  
(audience 12) Joan Houston Hall, Chief Editor, Dictionary of American Regional English (DARE)

Programs for UW-Madison Students

Language for Life
An opportunity for students to meet with alumni who studied a language at the University of Wisconsin-Madison and who are using that language in their professional or personal lives.

September 8  *Conversation with Anthony Shadid, Islamic Affairs Correspondent, Washington Post* (studied Arabic at UW-Madison) (audience 10)

February 10  *Conversation with Karina Shook, Aerospace Technologist, NASA*  
(studied Russian at UW-Madison) Co-sponsored with CREECA, with the help of the Department of Engineering Physics and Engineering Career Services (audience 65)

March 9  *Language in the Real World*  
Panelists from business, social work, government, and NGOs representing Danish, Persian, Russian, Spanish, Tajik, Turkish, and Uzbek. Co-sponsored with the L&S Honors Student Organization (audience 45)

World Languages Evenings
(100+ students for each event)
Language and culture booths to display UW language programs, study abroad opportunities and career options.

November 17  *World Languages Evening at Chadbourne Residential College*

March 9  *World Languages Evening at the Red Gym*
Interactive lecture on language learning strategies (audience 60+)

September 22  Benjamin Rifkin. Department of Slavic Languages and Literature
Learning Strategies for Foreign Language Students

World Lens (audience 100)
A new international cinema series featuring introductions by University of Wisconsin-Madison scholars and post-screening discussion

April 10  Hollow City (Angola; Portuguese). Post-screening discussion led by Ellen Sapega, Department of Spanish and Portuguese. Co-sponsored Global Studies, Grupo Iusofilme.

Programs for Wisconsin high school students and teachers

World Languages Day (700+ high school students and teachers)

April 14  World Languages Day 2005 brought over 700 students and teachers from 24 Wisconsin high schools to Madison for sessions on world languages, oral and literary traditions, history, geography, cinema, dance, cuisine, music, and clothing. This year, we offered more sessions than ever before – 50 sessions for students, and 3 sessions for teachers. Over 50 University faculty and students, as well as members of the community, and 40 volunteers, participated.

Language Connections is a new pilot program in 2005 funded through a small grant from the Wisconsin Association for Language Teachers (WAFLT) to pair teams of language and social science and humanities teachers to participate in special World Languages Day sessions, then to bring specially developed curricular materials back to their schools. Susan Brantly (Scandinavian Studies) and Harold Scheub (African Languages and Literature) worked with Language Institute staff to develop 50-page booklet of materials based on their popular World Languages Day sessions, Scandinavia for All Your Sessions and African Storytelling: The Music of Words. Participating teachers will present how they used the material at the November meeting of the Wisconsin Association for Language Teachers.
World Cinema Day
(500+ high school students and teachers)

April 1
World Cinema Day 2005. Over 500 high school students from 12 Wisconsin schools came to Madison for a screening of the North African film *Daughter of Keltoum* (Arabic and French). Students had the opportunity to meet and ask questions of the filmmaker, novelist Mehdi Charef, and the lead actress, Baya Belal, after the film. Sally Magnan and African Languages and Literature graduate student Reem Hilall spoke before the screening of the film. World Cinema Day was organized in collaboration with the Wisconsin Film Festival and is co-sponsored by the University of Wisconsin-Madison Arts Institute and the Global Film Initiative.

College for Kids
Summer, 2005
3 weeks of sessions on world languages and cultures for gifted 5th graders

Programs for UW-Madison language teachers

Language Teaching Workshops
(50+ new TAs at the fall orientation; 19-28 faculty and TAs at the other workshops)

August 28-29
*Fall orientation Workshop for new graduate TAs in the languages*
With faculty from African Languages and Literature, East Asian Languages and Literatures, French and Italian, Spanish and Portuguese, and Slavic Languages and Literature

November 17
Andrew Cohen, Rachel Shively, Holly Emert, University of Minnesota
Brownbag lecture *Maximizing Study Abroad Through Language and Culture Learning Strategies*

February 9
*Parameters of Lesson Plan Design: Intensity of Engagement*
Benjamin Rifkin, Department of Slavic Languages and Literature

March 10
*Working With Authentic Texts*
Monika Chavez, Department of German
Workshops on authoring software developed at the University of Wisconsin-Madison for language instructors. Co-sponsored with L&S Learning Support Services. (19 present for the 2/15 presentation; 12 faculty and TAs participated in both the 3/2 and 3/3 workshops)

February 15  
*Introduction to the Multimedia LessonBuilder and Multimedia Annotator*  
Dianna Murphy

March 2  
*Advanced Workshop: The Multimedia LessonBuilder*  
Doug Worsham, Dianna Murphy, Ron Cramer

March 3  
*Advanced Workshop: The Multimedia Annotator*  
Ron Cramer, Dianna Murphy, Doug Worsham

Other activities to raise the visibility of the Language Institute in the academic community

Semester long  
Sally Magnan Chair, ACE language subcommittee  
Dianna Murphy, planning committee for Wisconsin International Education Summit

October 30  
Presentation by Dianna Murphy at University of Wisconsin System conference on Best Practices in International Education

January 27  
Remarks by Sally Magnan and Dianna Murphy at the Wisconsin International Education Summit. Table in exhibit area of Summit.

February 19  
Keynote address by Sally Magnan at the Wisconsin Association for Language Teachers Winter Workshop

March 4  
Welcome by Sally Magnan to Latin Day

April 15  
Remarks by Sally Magnan at the annual meeting of the *National Council for Less Commonly Taught Languages*

April 22  
Welcome by Dianna Murphy to Chinese Language and Culture Symposium

April 29  
Keynote address by Sally Magnan "Increasing Foreign Language Capability in the U.S., sponsored by FIPSE meeting and the U.S. Department of Education
Website and listserves
The Language Institute established a significant web presence through the creation of a new websites, and by updating and maintaining existing sites:

- Language Institute website: www.languageinstitute.wisc.edu
- Website for 2005: The Year of Languages (featured on website for the American Council of Teachers of Russian): www.languageinstitute.wisc.edu/yearoflanguages
- Websites for K-12 outreach programs World Languages Day (www.languageinstitute.wisc.edu/wld), World Cinema Day (www.languageinstitute.wisc.edu/wcd)
- Website for the Doctoral Program in Second Language Acquisition (http://imp.lss.wisc.edu/sla)

The main Language Institute website achieved a Google ranking of 7 this year. This ranking is not held by any of the individual language departments or area studies programs on campus.

In addition to posting information about programs and events on our websites and through other units’ calendars and listserves, we also started a Language Institute email listserv announce Language Institute programs and events.

Office and staffing
In the summer, the Language Institute hired Catherine Reiland as the Language Institute outreach coordinator.

In the fall, we moved into temporary office space in 4226 Social Science Building. We are currently working on remodeling the library on the 13th floor of Van Hise and are planning to occupy that space in the summer or fall, 2005.

Media coverage of Language Institute programs and activities
We worked to establish relationships with staff writers in UW Communications and with local reporters who are interested in language- and culture-related issues and programs. These relationships, and several press releases which we wrote over the course of the year, led to write-ups in University publications, as well as the following:

- Article on the Language Institute in the Daily Cardinal (9/14/04)
- Article on Language Institute in UW Business News Wire (10/4/04)
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- Front-page article in the Wisconsin State Journal on the language offerings at UW-Madison (10/16/04)
- Article on the Year of Languages in Core Weekly (12/23/04)
- Article on the Year of Languages at UW-Madison in the Capital Times (1/6/05)
- Mention of Languages for Life program in a Boston Globe article on the Year of Languages (3/6/05)
- Article on technology projects in the Wisconsin Technology Network newsletter (3/30/05)
- Wisconsin Public Radio, Here on Earth with Jean Feraca. Show on World Languages Day
- Wisconsin Public Radio, Here on Earth with Jean Feraca. Show on World Cinema Day

Goal 2: To connect with other campus units and help them support language-related efforts, especially efforts with the potential of increasing language enrollments.

Efforts to increase enrollments in language programs
As the Language Institute has become more established, it has become a first-stop for students and community members when enquiring about the language programs at UW-Madison. We received many enquiries in 2004-05 about the language programs and were successful in helping to make connections and facilitate communication.

As part of our efforts in this regard, we updated previous materials, and created new documents, with comprehensive information on language courses, majors and certificates.

We are currently working on tracking enrollments in language courses for the current and previous five years.

Student Orientation and Registration (SOAR)
- Coordinated daily presentations on language programs at Letters and Science and Cross College Advising sessions at SOAR 2005. Documented increases in enrollment in a particular language when that language was presented at SOAR.
- Wrote a section on the language programs to include in a new SOAR booklet published by Cross College Advising Services
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Other collaborative efforts to stimulate interest in the language programs. 
Participated in the following:

September 9  International Students Services Desserts Around the World event 
October 26  Letters and Science Major’s Fair 
February 7  Office of Admissions pilot program for admitted out-of-state students 
February 10  World of Opportunities fair (sponsored by International Studies) 
March 7  Office of Admissions pilot program for admitted out-of-state students 
April 4  Office of Admissions pilot program for admitted out-of-state students 
September 28  Morgridge Center for Public Service Volunteer Fair

Research

Interdisciplinary interest circles
The Language Institute sponsored a new small grants program for faculty to organize interdisciplinary interest circles. Four proposals were received. Two circles were funded, for $2,000 each:

- Language and Cultural Hybridity in Madison 
  Led by Jane Zuengler, Department of English
- Cosmopolitan Cultures 
  Led by Vinay Dharwadker, Department of Languages and Cultures of Asia

Survey on reasons for enrollment
At the request of the College and the suggestion of the Language Institute Advisory Committee, we conducted a large-scale survey in all first-semester language courses in the fall, 2004. The survey was designed to assess the impact on enrollments of current outreach activities and to investigate the reason students are enrolling in language courses. To complete this project, we:

- piloted the survey in two sections of French in the summer, 2004
- administered the survey in 116 sections of 39 languages in the fall, 2004 (113 sections of 36 languages returned surveys)
- prepared and delivered a report of the results of the survey for each department offering language instruction
- shared the results with individual language faculty upon request
- presented select results at the annual conference of the National Conference of Less Commonly Taught Languages 
- submitted a successful abstract to present results of the survey at the 2005 meeting of the American Council on the Teaching of Foreign Languages.
- are currently writing up the study for submission for publication
Connections with other campus units

On November 30, we held a “town meeting” with representatives from all of the language departments and area studies programs identify needs and prioritize activities. We submitted notes from this meeting to all participants and with our Advisory Committee. The most compelling issue that came out of the meeting was the need for improved teacher training.

In many of our activities, we worked closely with the language departments (including English) and the area studies programs.

In addition to the language departments and area studies programs, in organizing campus programming, we collaborated with:

- Cultural Linguistic Services, Office of Human Resource Development
- International Academic Programs
- International student organizations
- Department of Engineering Physics, College of Engineering
- Engineering Career Services
- Letters and Science Honors Student Organization
- Department of Anthropology
- Department of Philosophy
- Department of Psychology
- Department of History
- School of Journalism
- International Student Services
- Medical School
- Office of Admissions
- Chadbourne Residential College
- Letters and Science/Human Ecology Career Services
- Cross College Advising
- L&S Advising
- L&S Learning Support Services
- Center for the Humanities
- Department of Curriculum and Instruction, School of Education

In addition to the language departments and area studies programs, in organizing K-12 outreach programs, we worked with:

- UW Arts Institute
- Wisconsin Film Festival
- Global Film Initiative
- School of Education College for Kids
To expand our connections among K-12 language teachers, we worked with:
- The Wisconsin Association for Language Teachers (WAFLT)
- The Wisconsin Department of Public Instruction (DPI)

In organizing community programs, we worked with:
- Cultural Linguistic Services, Office of Human Resource Development
- Madison Metropolitan School District
- Nuestro Mundo Community School
- Madison Public Library
- Centro Hispano
- Madison Children’s Museum
- LASUP, a Latino community organization
- United Way of Dane County

In exploring the feasibility of launching a translation service, we met or spoke with:
- Center for International Business Education and Research, School of Business
- Weinert Center for Entrepreneurship, School of Business
- University Office of Corporate Relations
- Four Lakes Colorgraphics (local company looking for translation services)
- SAJAN (translation services company considering move to Research Park)

In starting fund-raising efforts, we worked with:
- UW Foundation

We assisted other units on campus with their efforts, including:
- Purchasing simultaneous interpreting equipment. Worked with Florencia Mallon (History), Don Schutt (Office of Human Resource Development) and Read Gilgen (Learning Support Services) to raise funds to purchase equipment to use at multilingual meetings and events such as the April 2005 Narrating Native Histories Conference, and ongoing training and professional development programs through Cultural Linguistic Services.
- Assisting with grant writing. Assisted the National Council of Less Commonly Taught Languages in preparing their proposal for the 2005 conference to the Anonymous Fund.
Funding given to other departments and programs

Through a gift from the Schoenleber Foundation, Language Institute has funded the activities of many other units on campus, including:

- $2,500 AILA: the 14th World Congress of Applied Linguistics
- $1,000 National Council of Less Commonly Taught Languages
- $500 Contribution for purchase of simultaneous interpreting equipment
- $100 Department of English: talk by Professor Numa Markee
- $500 Department of Languages and Cultures of Asia: LCA Culture Night
- $500 Department of East Asian Languages: Chinese Pedagogy Workshop
- $500 Contribution to NCOLCTL for talk by U.S. Congressman Rush Holt
- $250 Contribution to Center for the Humanities for the Don Quixote in Wisconsin program
Goal 3: To provide a home for the Doctoral program in Second Language Acquisition, nurture its students, and formalize procedures needed to monitor the growth and development of the program, which is in its third year.

The Language Institute took over administration of the SLA program in 2004-05. Language Institute Associate Director Dianna Murphy now serves as graduate coordinator for the program.

Current students in the program: 15
Funding for current students in 2004-05:
- TA, Department of French and Italian (2 students)
- TA, Department of East Asian Languages and Literature (1)
- TA, Department of English (2)
- PA, Language Institute (1)
- PA, Wisconsin Center for Education Research (1)
- PA, Learning Support Services (1)
- PA, Modern Language Journal (1)
- PA, National African Language Association (1)
- Graduate Fellow, FLAS (1)
- Unfunded students (2 on campus; 1 at Notre Dame after completion of course work, 1 working in Chicago after completion of course work)

Incoming students in 2005-06: 4
Funding for incoming students in 2005-06:
- Graduate School Fellowship
- TA, English as a Second Language
- PA, Modern Language Journal
- TA, Department of Spanish and Portuguese

Second Language Acquisition Talk Series
The talk series provides an important forum for students and faculty in the SLA program to come together to share ideas. These kinds of community-building activities are especially important for an interdisciplinary program such as this one. Other Language Institute programming such as the Voices of America lecture series has also become a “place” for the SLA community to gather.

November 8  The Melody of Speech: How, Why, and What to Teach
Dorothy Chun, University of California-Santa Barbara

February 21  Second Language Acquisition Poster Session and Reception
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(10 SLA students presented posters for this session)

March 7
Classroom Talks: Potentials and Limitations of Conversation Analysis
Numa Markee, University of Illinois at Urbana-Champaign; with Junko Mori, Elizabeth Miller and Sally Magnan

April 26
Cultural Models and Worldviews: Implications for Schooling Learners
Julie Minikel-Lacocque, Department of Curriculum and Instruction

May 2
Who’s Got the Power?: Resistance to Language Learning Beyond Linguistic Imperialism
Robin Worth, Second Language Acquisition

Presentations by SLA students at conferences supported by a new grant program
The following SLA doctoral students received $500 each through a new travel grant program in the Language Institute. Funding for the program is through a gift from the Schoenleber Foundation. Chris Glueck with the UW Foundation approved the use of the gift monies for this purpose.

- Daniel Audaz, De l'acquisition du français vers l'éveil culturel : réflexions sur les enjeux des séjours d'études à l'étranger. American Association of Teachers of French (AATF).
- Michele Back, El Vocabulario de Diego González Holguín y la estandarización del quechua en el Perú [Diego González Holguín's dictionary and the standardization of Quechua in Peru]. 7th Annual Graduate Conference on Lusophone and Hispanic Literature and Culture.

Efforts to standardize programs practices and procedures
- Reviewed and revised program procedures (ongoing)
- Started to collect program materials, with the goal of drafting program guidelines in the summer, 2005
- Researched other programs’ academic guidelines
- Updated the preliminary examinations reading list
- Revised structure of preliminary examinations, based on feedback from students
• Created password-protected sections on SLA website for faculty for postings of meeting minutes, new procedures, and documents to review
• Created password-protected section on the SLA website for students for postings of previous preliminary examination questions, SLA course listings, etc.

Efforts to recruit new students
• Booth at AILA 2005
• SLA program brochures at Language Institute events

Goal 4: To maintain technology development grant projects

RAILS: Russian Advanced Interactive Listening Series (funded by the U.S. Department of Education)
• Benjamin Rifkin, Department of Slavic Languages and Literature, principal investigator
• Dianna Murphy, Language Institute Associate Director, project manager
• Shannon Spasova and Vika Thorstensson, Department of Slavic Languages and Literature, graduate project assistants
The project made significant progress in 2004-05 to develop 12 interactive, online video-based lessons for intermediate-advanced students of Russian. Project staff presented on the RAILS project at the annual meetings of the American Council on the Teaching of Foreign Languages (ACTFL), the National Council of Less Commonly Taught Languages (NCOLCTL), and the American Association of Teachers of Slavic and East European Languages and Literature (AATSEEL). Successful proposals to present on the project in the spring-summer 2005 were submitted to the annual meeting of the Computer Assisted Language Instruction Consortium (CALICO) and the bi-annual meeting of Foreign Language Education and Technology (FLEAT).

Utamaduni Online: An Advanced Level Course in Swahili Language and Culture (funded by a grant from the National Endowment for the Humanities)
• Magdalena Hauner, Department of African Languages and Literature, principal investigator
• Dianna Murphy, Language Institute Associate Director, project manager
• Katrina Daly Thompson, Department of African Languages and Literature, faculty associate
The project continues to make progress in 2004-05 in developing 3 interactive, online video-based Swahili language and culture lessons for advanced-level students of Swahili. A fourth lesson is close to completion. Project staff presented on the Utamaduni Online project at the annual meetings of the African Language Teachers Association (ALTA), the American Council on the Teaching of Foreign Languages (ACTFL), and the National Council of Less Commonly Taught Languages (NCOLCTL).
Authoring software for language teachers: the Multimedia LessonBuilder and Multimedia Annotator

Staff on the RAILS and Utamaduni Online project assisted in the design, testing, and development of version 1.0 of the LessonBuilder. Staff from both projects, the Language Institute, and L&S Learning Support Services worked together to make the software available to others on campus, and to provide training opportunities for language's faculty and graduate students interested in using the tools to create lessons for use in their courses. Staff also worked with the new L&S Licensing Service to make the tools available for use by individuals and institutions outside of the UW System.

Dianna Murphy gave presentations on the software at ACTFL, NCOLCTL, and at the UW System Symposium, Best Practices in International Education. She will give additional presentations this year on the tools at CALICO and FLEAT.

Goal 5: Continue to investigate the feasibility of starting a for-fee translation service.

We drafted an initial outline of a business plan for the service outlining core services, describing University resources, and proposing a fee structure. We researched existing practices within the University and through private companies and freelance translators throughout the State. We found that there are several private translation companies currently operating in the local area and that some University faculty and students work directly for them. We were cautioned by many colleagues that existing services, many of which are very small businesses, might consider the entrance of the University into the market as being unfair competition.

We explored two basic business models for the service:

1) the Language Institute provides direct translation and interpreting services to customers (businesses/organizations and individuals). The Language Institute recruits translators, validates their skills, and validates their work before it is sent to the customer. The Language Institute actively solicits new business.

2) The Language Institute serves as a sub-contractor for other private translation and interpreting services when they can’t find expertise in a given language or discipline area.

We devoted considerable effort to investigating partners on campus who might be able to assist with a feasibility study to compare these two models and to prepare a more substantial business plan. We connected with colleagues in the Business School to try to conduct such a study as project in one of their courses. This idea did not appeal to faculty teaching courses in which the project might have been assigned, primarily because the focus in these courses is on for-profit businesses outside of the context of
public institutions such as the University. Larry Cox, Director of the Weinert Center for Entrepreneurship, was very helpful in making contacts with course instructors. Cox also recommended several graduate students who might conduct a feasibility study.

We interviewed two Business School MBA students recommended by Professor Cox to conduct the feasibility study for us; we paid one student to submit a proposal for the study and a cost estimate for conducting the study. The cost estimate to conduct the study was $9,600 (for two Business School students to work on the project at the rate of $12/hour).

On the recommendation of L&S Deputy Dean Maryanne Fitzpatrick, we met with Rudie Fleitner with the UW Foundation to explore potential funding sources for launching the service. The Foundation’s efforts on our behalf did not yield results. They did not find foundations or businesses that were interested in helping the University to launch a for-fee service.

To explore business needs in this area, we have started to talk to local companies that have approached the University with questions about translation. One, Four Lake Colorographics, might be looking for individuals to work on large projects translating mining equipment manuals from English into Spanish. They approached the University because they were hoping to obtain a better rate for translation services than what they would pay through a private translation company. We have been asked by University Corporate Relations to contact a second company, Sajan, that itself provides translation services. The company is considering expanding into the Madison area (possibly to Research Park) and is interested to learn about what kinds of language-related resources the University might be able to offer.

Over the course of the year, we received several requests from individuals and organizations (such as the Community Gardens) looking for translation services. We made referrals, based on the recommendations of colleagues from the language departments.

Our efforts in exploring the idea lead us to conclude that the effort to start a for-fee translation and interpreting service will not be tenable without additional personnel and a substantial financial commitment from the College for start-up costs.
Goal 6: To begin to identify projects for external funding, with the goal of making proposals during the academic year 2005-06.

We are currently working on a plan that lists the specific grants that will apply to in 2005-06. To prepare for this, we have worked to identify potential projects, identify possible sources of funding, and make contacts.

We have worked with colleagues to develop a number of ideas for grant projects:

- Develop an online methods course with language-specific modules
- Improve language teacher training and professional development opportunities
- Expand the International Reach program (a program that brings international UW-Madison students into classrooms on campus and in Madison-area K-12 schools)
- Conduct research on language use and language acquisition in international living communities
- Develop new technology-enabled instructional materials, similar to the current RAILS and Utamaduni Online projects

After consulting with several campus administrators, we are researching grant opportunities through:

- The U.S. Department of Education
  - International Research and Studies Program
  - Undergraduate International Studies and Foreign Language Program
  - Fund for the Improvement of Post-secondary Education
- The Mellon Foundation
- The National Endowment for the Humanities
- UW System grants for technology and curriculum development
- Private foundations

We are also starting to work with the UW Foundation to look for corporate sponsors for some of our outreach programs.

We have brought to the attention of colleagues new programs such as:

- National Flagship Language Initiative
- Chinese K-16 Pipeline Project

We submitted successful proposals to the following University programs:

- Anonymous Fund
- Brittingham Fund
- University Lectures Committee
We submitted a proposal for 104 funding to develop an online methods course. The main audience for the course was initially to be graduate TAs in the less-commonly taught languages. We shifted the focus of the course to focus more on K-12 Wisconsin language teachers, so that the course will draw more students who will pay fees.

In November, Dianna Murphy traveled to Washington, D.C. to attend a meeting of the federal Interagency Language Roundtable and to read through successful proposals to the U.S. Department of Education for the National Language Resource Center program. We investigated the possibility of the Language Institute applying to this program, but were discouraged from doing so in part because Madison is already home to the National African Language Resource Center.

In April, Sally Magnan met with Ralph Hines, Department of Education, and Leonard Haynes, Director, FIPSE, to learn more about possible grant submissions to their units. She also visited Yale University to learn about the structure of their Language Center (the closest to ours nationally) and to discuss possible collaboration in developing instructional materials in the less-commonly taught languages.

We received a small grant from the Wisconsin Association for Language Teachers (WAFLT) for the new Language Connections program.

We applied to the Wisconsin Humanities Council to provide support for the Voices of America lecture series Voices of America. The WHC expressed great interest in the Language Institute and its mission, but did not think that the series would draw a diverse public audience.
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Funding secured in 2004-05

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<td>$35,000</td>
</tr>
<tr>
<td>Schoenleber Foundation (FY 2005)</td>
<td>$35,000</td>
</tr>
<tr>
<td>Anonymous Fund</td>
<td>$11,000</td>
</tr>
<tr>
<td>Brittingham Trust</td>
<td>$8,685.00</td>
</tr>
<tr>
<td>University Lectures Committee ($1,025 awarded for lecture by New Mexico Governor Bill Richardson; declined when the Governor’s schedule did not permit a visit to Madison)</td>
<td>n/a</td>
</tr>
<tr>
<td>Contributions from Title VI Center toward World Languages Day</td>
<td>$7,750</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$97,935</strong></td>
</tr>
</tbody>
</table>

A final accounting of expenditures will be made at the end of the fiscal year.

A running account of the Schoenleber Foundation gift is attached. The Language Institute is very grateful for this gift. It provides us needed flexibility in making plans as we seek additional grant funds for specific projects. It also allows us administrative funds for the Doctoral Program in Second Language Acquisition, which is housed in the Language Institute, and has no other support, including no other S&E, for routine matters.

I have intentionally set aside much of the Schoenleber gift in anticipation of a need to equip a new office in Van Hise (e.g., furniture, copier, phone installations, letterhead and brochures) once the Institute finds a permanent home, as well as for future projects. If the Schoenleber gift can be continued in future years, I believe that it would benefit the Language Institute greatly: in its ongoing projects, in the support that it can pass along to language-related efforts from Departments, and in more extensive work that it expects to undertake next year (e.g., TA training).
Gift from the Schoenleber Foundation in FY 2004 to the Language Institute $35,000
FY 2004-05 (through 5/1/05)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interdisciplinary interest circles</strong></td>
<td></td>
</tr>
<tr>
<td>Interdisciplinary Interest Circles for faculty and graduate students (2 circles funded at $2,500 each)</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Doctoral Program in Second Language Acquisition</strong></td>
<td></td>
</tr>
<tr>
<td>Booth at the World Congress of Applied Linguistics</td>
<td>$700.00</td>
</tr>
<tr>
<td>Travel grants for SLA students to present at academic conferences (4 at $500 each)</td>
<td>$2,000.00</td>
</tr>
<tr>
<td><strong>Language Institute programming</strong></td>
<td></td>
</tr>
<tr>
<td>Explore Your World! (promotional materials)</td>
<td>$182.50</td>
</tr>
<tr>
<td>Language for Life (travel for speaker; promotional materials, refreshments)</td>
<td>$562.58</td>
</tr>
<tr>
<td>Voices of Wisconsin (honoraria for panelists)</td>
<td>$935.00</td>
</tr>
<tr>
<td><strong>Language Institute promotional materials</strong></td>
<td></td>
</tr>
<tr>
<td>T-shirts</td>
<td>$799.00</td>
</tr>
<tr>
<td>Graphic design: logo, Language Institute signs, Year of Languages signs, Year of Languages proclamation</td>
<td>$397.40</td>
</tr>
<tr>
<td><strong>Personnel</strong></td>
<td></td>
</tr>
<tr>
<td>Student hourly employees</td>
<td>$1,145.59</td>
</tr>
<tr>
<td>Webmaster</td>
<td>$1,540.69</td>
</tr>
<tr>
<td><strong>Support of academic conferences and lectures</strong></td>
<td></td>
</tr>
<tr>
<td>Contribution to the Wisconsin International Education Summit ($500); $75 registration for Sally Magnan to attend the Summit</td>
<td>$575.00</td>
</tr>
<tr>
<td>Contribution to 2005 annual conference of the National Council of Less Commonly Taught Languages</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Contribution to the 2005 World Congress of Applied Linguistics to support scholar to attend</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Support of keynote speech by U.S. Congressman Rush Holt on the Year of Languages</td>
<td>$500.00</td>
</tr>
<tr>
<td>Contribution to Department of English for talk by Professor Numa Markee</td>
<td>$100.00</td>
</tr>
<tr>
<td>Support of other campus programs</td>
<td>Amount</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Contribution toward purchase of simultaneous interpreting equipment</td>
<td>$500.00</td>
</tr>
<tr>
<td>Support of Languages and Cultures of Asia Culture Night</td>
<td>$500.00</td>
</tr>
<tr>
<td>Support for Chinese Pedagogy Workshop</td>
<td>$500.00</td>
</tr>
<tr>
<td>Support for Center for Humanities Don Quixote in Wisconsin program</td>
<td>$250</td>
</tr>
<tr>
<td><strong>Travel</strong></td>
<td></td>
</tr>
<tr>
<td>Sally Magnan trip to Yale University in 4/05; Dianna Murphy trip to Washington, D.C. in 11/04</td>
<td>$510.00</td>
</tr>
<tr>
<td><strong>TOTAL spent and accounted for as of May 1, 2005</strong></td>
<td>$20,197.76</td>
</tr>
<tr>
<td><strong>TOTAL remaining of 2004 gift</strong></td>
<td>$14,802.24</td>
</tr>
</tbody>
</table>
Language Institute staff in 2004-05

Director
Sally Sieloff Magnan

Associate Director
Dianna Murphy

Outreach Coordinator
Catherine Reiland

Project Assistant
Paula Garrett (SLA doctoral student)

Student hourly employees
Kinga Litwiniuk, Sarah Nehrling

Web developer
Christopher Poser

Language Institute Advisory Committee in 2004-05

Alda Blanco
Department of Spanish and Portuguese

James Delehanty
African Studies Program

Read Gilgen
Letters and Science Learning Support Services

Gilead Morahg
Department of Hebrew and Semitic Studies

Ellen Rafferty
Department of Languages and Cultures of Asia

Benjamin Rifkin
Department of Slavic Languages and Literature

Jane Zuengler
Department of English
Annual Report of the Language Institute
2004-05 Academic Year
Submitted April 30, 2005
Sally Magnan, Director

Ex Officio

Magdalena Hauner
College of Letters and Science, Department of African Languages and Literature

Catherine Meschievitz
Division of International Studies

Joan Raducha
Division of International Studies