

Title of Session: Benkyoukai-Japan Foundation's Advocacy Kit

Moderator: Mike Jaffe and Keiko Schneider

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KeikoS: Are you all familiar with the paper Mike has written for this presentation?

KeikoS: <http://www.jflalc.org/newsletter/AK/AKBKPaper.htm>

KeikoS: That is the paper

KeikoS: Great...

KeikoS looks around

KeikoS: I know we may get more people, but maybe we should start

CandaceJaG: familiar with freeman grants and programs

KeikoS: WELCOME TO BENKYOUKAI!

KeikoS: today's presenter is Mike Jeff of Japan Foundation LA

KeikoS: Hi, Mac

KeikoS: I want everybody to introduce themselves briefly

KeikoS: and once we get in the discussion, please use Personal Messaging to socialize or...

KeikoS: talk to me personally

KeikoS: I am Keiko Schneider, the organizer of benkyoukai

MadGst26: Maggi, Business English trainer in Germany

EmiA: I am Emi, teaching Japanese at a community college in Phoenix

BryanM: I teach and coach in Georgia and as a martial artist have always been interested in Japanese culture

CandaceJaG: Candace Gray. Mound Bayou Mississippi, history and economics

RenataS: Renata Suzuki, teaching high school and uni in Japan

PaddyG: Paddy in Portugal; EFL teacher

KeikoS: Is this everybody?

KeikoS looks around

MacC: My name is Mac Carlton. I am the Technology Director for a K-12 District in upstate NY.

GregGst38: My name is Greg. I edit an online foreign language magazine.

KeikoS: Today's session is based on the paper.

KeikoS: In case you don't know.

KeikoS: <http://www.jflalc.org/newsletter/AK/AKBKPaper.htm>

KeikoS: That will be a hyperlink

KeikoS: John sensei?

Jfahey7Gst23: Hai

KeikoS: intro, please

Jfahey7Gst23: This is John Fahey from UT EL Paso

KeikoS: I think I can ask Mike sensei to intro himself and

KeikoS: start the presentation.

KeikoS bows

MikeGst36: Hello everyone. For those of you who don't know who I am, my name is Mike Jaffe. I am the Academic Assistant at the Japan Foundation Los Angeles. I got my undergraduate degree in Japanese Studies from Trinity College (in Hartford CT), and spent two years teaching in Japan before returning to LA and joining the Japan Foundation.

MikeGst36: In the fall of 2003 I was assigned the task of putting together an advocacy kit for K-12 Japanese language programs in the US. I came to realize the importance of this when I started to do research for the project. Jessica Lee Haxhi wrote an article for our Fall 2003 Breeze Newsletter, which really sums it up. One of the main things I took for this article, which I decided to feature in the Teachers' Guide of the Advocacy Kit, is that a teacher, especially a Japanese teacher must think of advocacy as part of their job description. Through working with the Japan Foundation I have noticed that at the heart of EVERY successful Japanese language program is one or more people who are strong and cunning advocates for their program. These people make their program strong through getting others in the school interested, gathering support, and diversifying their program. Of course teaching in itself can be more than a full-time job, but fundamentally, it is not enough.

MikeGst36: The Advocacy Kit was created to help all those interested in starting, strengthening and/or maintaining a successful Japanese language program the tools to do it. Therefore, it includes a start-up kit, a teachers' guide to advocacy, a parent's guide to advocacy, an administrator's guide to advocacy, and a promotional video for Japanese language programs.

MikeGst36: Is there anyone that has any questions specific to the paper?

RenataS: well, if I am new to advocacy per se

RenataS: would it help me to learn how to advocate for something else?

Jfahey7Gst23: I am interested in advocacy in regards to University environment, if possible?

MikeGst36: The paper I don't think would necessarily help, but...

MikeGst36: The advocacy kit outlines some general principals that..

ShunkoGst40: I'm curious about how you run professional development seminar etc. for the kit.

BryanM: What reasons did you give for the benefits of Japanese language acquisition?

MikeGst36: are universal to advocacy, especially at the K-12 level.

KeikoS: Hold it everybody

KeikoS: One at a time.

KeikoS: Let Mike sensei digest and let him answer

MikeGst36: First, for those who aren't aware...

MikeGst36: the kit is available online for a free download

MikeGst36: <http://www.jflalc.org/newsletter/advocacy%20kit.htm> is the URL

MikeGst36: OK Bryan first,...

MikeGst36: The benefits are too long to list,...

MikeGst36: most of the benefits are that of any foreign language...

MikeGst36: but there are several that are unique to Japanese.

MikeGst36: I would suggest checking out the Administrators Guide and Parents' guide for good arguments for benefits of Japanese

CandaceJaG: I would like to introduce my colleagues and the students with Manga.

MikeGst36: Does that answer your question more or less?

BryanM: thank you, Mike sensei, yes

MikeGst36: Shunko,

MikeGst36: You asked about how I run a professional development seminar for the kit...

ShunkoGst40: Yes

MikeGst36: Really I just explain how someone can use the kit.....

MikeGst36: what the different elements are for....

MikeGst36: I designed the kit to be...

MikeGst36: as straight forward as possible, so that anyone could use it

MikeGst36: On that note...

MikeGst36: I just want to mention to those who have the kit, the video has been quite successful already in...

KeikoS: I watched it. Well done

MikeGst36: getting kids to enroll in Japanese, a function that it wasn't really intended for.

MikeGst36: thanks.

ShunkoGst40: Do you run seminars separately for primary and secondary?

MikeGst36: Really I have only run two short seminars/presentations so far....

MikeGst36: I would say that the big difference I noticed in the ...

MikeGst36: difference between advocacy in K-6 and 6-12 is the importance of parent involvement.

MikeGst36: It is much more crucial and acceptable at the lower levels...

MikeGst36: therefore, keeping a good relationship with the parents, keeping them well-informed, etc is very important in K-6

RenataS: Jfahey7 had a uni question

MikeGst36: I think student enrollment and admin. support is a bit more crucial ...

MikeGst36: at the middle/high school range, which makes peripheral programs very important.

MikeGst36: OK what's the UNI question?

ShunkoGst40: Thanks, Mike san

MikeGst36: sure

Jfahey7Gst23: We are in an isolated location with very little Japanese language teaching available. Although many students are very interested.

MikeGst36: how is the admin support?

Jfahey7Gst23: ? for me?

MikeGst36: yes

MikeGst36: Is your question about building the program or advocating it?

Jfahey7Gst23: At the University level, we generally offer only Spanish, French, and German.

Jfahey7Gst23: Japanese is offered every few years when there is a graduate student available

Jfahey7Gst23: and then only the basic levels

Jfahey7Gst23: This would require both advocacy and building.

RenataS: why not get a virtual lecturer in?

Jfahey7Gst23: Good Idea

MikeGst36: It sounds like the program has a strong base of candidate students....

Jfahey7Gst23: There are many interested students

MikeGst36: but not enough infrastructure.

Jfahey7Gst23: There are many students here from Mexico who are interested in Japanese

Jfahey7Gst23: Some are Anime fans.

MikeGst36: good idea with the virtual lecturer/distance learning.....

Jfahey7Gst23: Some have Japanese Relatives in Mexico.

MikeGst36: it would be important to get support from the administration for giving students the proper credit for distance learning/transfer credit, etc.....

RenataS: the kind of Japanese used in anime is not always the most polite....

Jfahey7Gst23: Yes

MikeGst36: Another possibility is to get a grant for a full time professor.....

Jfahey7Gst23: Yes

MikeGst36: this too requires admin support, so prove to your dean that it is necessary in strengthening the school as a whole, diversifying it, etc.

MikeGst36: also demonstrate the continues student interest

MikeGst36: Was there a question about Manga?

BryanM: yes

BryanM: Candace said that she wanted to use it

MikeGst36: use it how?

ShunkoGst40: yes

MikeGst36: Candice, please ask your question again.

MikeGst36: OK shall we move on to someone else? Any more questions?

BryanM: well, I'll ask

MikeGst36: yes,

BryanM: I know that the language in a lot of anime films and manga books may not be too polite

BryanM: to put it bluntly

BryanM: but the genre has caught on and gains popularity all the time

BryanM: would this be a good tool?

ShunkoGst40: why not

MikeGst36: This is a hot topic of debate.....

MikeGst36: I personally think that is can be a good tool.....

KeikoS nods solemnly

ShunkoGst40: But it's not easy to handle in the classroom

MikeGst36: as long as it is used properly, and proper Japanese is taught alongside it....

ShunkoGst40: that's the major problem, I think

Jfahey7Gst23: Perhaps with some selectivity in content.

RenataS: I learned a lot of Japanese from manga

MikeGst36: The ultimate goal is proficiency in the language....

RenataS: but sound like a trooper sometimes

MikeGst36: Which can not be learned solely from either source.....

EmiA: Do you all mean to make a separate course for anime or just use it as one of teaching materials.

BryanM: I was thinking as a teaching tool

MikeGst36: I think just one of the teaching materials, just to demonstrate nuances, and natural speech.

MikeGst36: Perhaps we should get back to the topic of advocacy.

EmiA: For advocacy of Japanese program?

MikeGst36: Fundamentally yes, but we can discuss advocacy in general.

EmiA: I think if you use anime, which may attract students, you should let public know that you are using it.

KeikoS nods to Emi sensei

BryanM: In Georgia it is legislated that we teach formal character education

MikeGst36: as in Kanji

BryanM: As a martial artist I have been wanting to teach character education through the martial arts

BryanM: there are many blocks to get over

MikeGst36: Oh character as in personal character

BryanM: correct

BryanM: my mistake

MikeGst36: I think Japanese can teach character too.....

BryanM: I guess my question or where I am going with this is advocacy for such a program

EmiA: In my school everything starts with the number of enrollment

MikeGst36: the discipline in learning it is demanding, and the culture taught through the language requires respectful interaction.

MikeGst36: If a school board wants a program bad enough it can make it happen....

MikeGst36: funds can be shifted, etc.....

MikeGst36: but you must plan in advance. Start gathering support now.....

MikeGst36: that is the most important thing. Demonstrate strong interest in the program....

ShunkoGst40: I think that exchange programs are a good way of starting to generate interest in a program

MikeGst36: the will and the resources to follow through, and support from outside sources.

MikeGst36: yes. everyone likes exchange programs, and they are vital for language and cultural programs....

BryanM: thank you

MikeGst36: perhaps you could start with a martial arts club, then find a school overseas that....

EmiA: I have a question.

MikeGst36: is specialized in martial arts and host some of their students, or vice versa.

MikeGst36: yes Emi?

RenataS: my school has a strong karate club

RenataS: all Japan middle school champion team

EmiA: What do you think about the relation between advocacy and offering distance learning courses?

MikeGst36: Personally, I think that distance learning....

MikeGst36: although a great alternative to nothing,....

MikeGst36: is not as strong or permanent, or effective as a regular program....

MikeGst36: I would consider it temporary....

MikeGst36: a tool to get from point A to point B

EmiA: Thank you.

KeikoS looks around

KeikoS: I am afraid...

KeikoS: our discussion time is run out.

KeikoS: One last comment from Mike sensei?

EmiA: Thank you very much.

RenataS: I'm new to the idea of advocacy, so this was a really interesting session for me, thank you so much

MikeGst36: Please take a look at the documents online on our site.....

KeikoS: Thank you Mike sensei.

KeikoS bows

MikeGst36 bows

ShunkoGst40: Thank you Mike

Jfahey7Gst23: Thank you Mike Sensei

ShunkoGst40: Thank you

BryanM: thank you very much, Mike sensei

MikeGst36: Thank you all very much!

KeikoS: Also all of you here...

KeikoS: are invited to join senseiOnline list and...

KeikoS: continue discussion there

ShunkoGst40: thank you again

RenataS: thanks very much, very interesting

KeikoS: If you are interested please visit

KeikoS: <http://www.sabotenweb.com/bookmarks/about/senseiOnline.html>

KeikoS: Thank you so much Mike sensei

KeikoS: and participants!

KeikoS claps loudly

Jfahey7Gst23: Thank you Mike and Keiko sensei.