Dear Colleagues:

Over the past four decades, the Joint National Committee for Languages / National Council for Languages and International Studies (JNCL-NCLIS) has engaged in public advocacy on behalf of languages and international education. The Board of Directors and Staff of JNCL-NCLIS are dedicated to the work of promoting and implementing public policy in support of the improvement and enhancement of languages and international studies. JNCL-NCLIS’ goal is to create global citizens through the studying, learning, teaching of languages, linguistics, cultures, and their practical application; and the advancement of that purpose, by joint action among the members and through appropriate relationships with other individuals and organizations in the public and private sectors of the nation.

In 2017, the board determined four strategic planning priorities that guide our work:

1. Identifying legislative and regulatory priorities, balancing education with industry needs, and identifying the specific actions for which we will advocate.

2. Defining and implementing recruitment strategies for new members, and retention strategies for existing members.

3. Ensuring that the program for Language Advocacy Days is designed to educate attendees and support the JNCL-NCLIS agenda.

4. Building and maintaining a strong organizational structure.

As you will find in our 2018 Annual Report, we continue to make progress to raise awareness of the importance of languages and international studies. On behalf of the JNCL-NCLIS Board of Directors and Staff, I would like to welcome you to Washington DC and Language Advocacy Day 2019. As we walk the halls of Capitol Hill this week, I want to thank you for your dedication and commitment to advocating for languages.

Sincerely,

Rita A. Oleksak
President, JNCL-NCLIS
LETTER FROM THE EXECUTIVE DIRECTOR

Dear Colleagues:

On behalf of the Executive Committee, Board of Directors, and staff of the Joint National Committee for Languages and the National Council for Languages and International Studies, it is my pleasure to present to you our annual report for 2018, and to welcome you to Washington, DC for the 2019 Language Advocacy Days.

Every February, the Language Enterprise gathers on Capitol Hill to tell our story to the Congress and the Executive Branch of the Federal Government, and to strengthen our alliances with key partners. When you come to DC to ask your elected representatives to act, you exercise your First Amendment right to “petition the Government for a redress of grievances.” And in telling our story - of language education for all, language access for all, the crucial role the language industry plays in the 21st century economy - we advance our own enterprise and the greater good.

After two years of the Trump Administration, our ability to promote our interests and our programs has ensured that all of the research, development, and educational programs for languages in the US remain funded, at or above their pre-2017 levels. This has been an enormously complex task, and each and every one of you who has participated on the Hill, or who has sent a message to your elected representatives, has been absolutely essential to this work.

Looking forward, we continue our collective work as a member of the National English Learners Roundtable, as JNCL-NCLIS and several of our member organizations engage with the U.S. Department of Education to plan the May 6th Symposium on Biliteracy, the second of its kind, following up from the 2016 Symposium. We are also proud to support the United Nations Educational, Scientific, and Cultural Organization in promoting 2019 as the United Nations’ International Year of Indigenous Languages. Finally, we are proud to participate, along with representatives of several member organizations of JNCL-NCLIS, in the America’s Languages Working Group of the American Academy of Arts and Sciences, established by the Academy to carry forward the mission of the Commission on Language Learning, and to seek implementation of its recommendations. You’ll continue to hear about these efforts throughout the coming months.

This report starts with a look forward for 2019 and beyond. We then review our achievements in 2018, our financial position and internal growth. It is our hope that this report provides an in-depth accounting of the work that we collectively do to advance the Language Enterprise, and to serve the national interest.

With Best Wishes,

William P. Rivers, Ph.D.
Executive Director
In reviewing the work of our organizations in 2018, we start with the framework of the strategic plan established by the Board of Directors in 2017. In that plan, the board determined four strategic planning priorities which guide our work:

1. Identifying legislative and regulatory priorities, balancing education with industry needs, and identifying the specific actions for which we will advocate.
2. Defining and implementing recruitment strategies for new members, and retention strategies for existing members.
3. Ensuring that the program for Language Advocacy Days is designed to educate attendees and support the JNCL-NCLIS agenda.
4. Building and maintaining a strong organizational structure.

This brief report will address each area in turn.

1) **Identifying legislative and regulatory priorities, balancing education with industry needs, and identifying the specific actions for which we will advocate.**

In 2018, JNCL-NCLIS identified the following priorities:

**LEGISLATION FOR LANGUAGE EDUCATION:**

- **The Biliteracy Education Seal and Teaching Act - H.R. 3716.** The bill was introduced in the House on September 7, 2017 and would award grants to States to establish a Seal of Biliteracy program to recognize high-level student proficiency in speaking, reading, and writing in both English and a second language. The bill was referred to the House Education and Workforce Committee. Rep. Julia Brownley (D-CA-26) plans on reintroducing it in the next Congress in 2019.

- **The World Language Advancement and Readiness Act - H.R. 1239.** The bill was introduced in the House on February 28, 2017, to coincide with the release of America’s Languages, the report of the Commission on Language Learning of the American Academy of Arts and Sciences. The bill would establish a competitive grant program to support world language education in K-12 schools. The program would be administered by the Secretary of Defense in consultation with the Secretary of Education and the Director of National Intelligence, and would provide three-year grants to LEAs to establish, expand, or improve world language programs. The bill was jointly referred to the House Armed Services and House Education and Workforce Committees. It was offered as an amendment to the FY2019 National Defense Authorization Act, but was ruled out of order as the House Education and Workforce Committee did not waive its jurisdiction. The primary sponsors, Reps. David Price (D-NC-4) and Don Young (R-All Alaskans) will reintroduce the bill in 2019.
• *The Esther Martinez Native American Languages Preservation Act* - S. 254 / H.R. 1169. The bill would reauthorize through FY22 both Esther Martinez grant programs administered by the Administration for Native Americans at the Department of Health and Human Services (HHS) - the Native American Languages Preservation and Maintenance (P&M) grant program and the Esther Martinez Initiative (EMI) grant program. It also decreases the required minimum number of enrollees in Native American language nests funded by the grant program from 10 to 5 enrollees, and in the Native American language survival schools from 15 to 10 enrollees. Finally, the bill increases the maximum possible duration of all Esther Martinez grants from three years to five.

• *The Advancing International and Foreign Language Education Act* S. 2255 / H.R. 4491. This bill would reauthorize Title VI of the Higher Education Act by extending six currently funded Title VI programs: National Resource Centers, Foreign Language and Area Studies Fellowships, Language Resource Centers, Undergraduate International Studies and Foreign Language Programs, American Overseas Research Centers, and Centers for International Business Education and Research; and consolidate, streamline and update one funded and four unfunded programs into two reformed programs that are designed to better address 21st century needs through investment in language, culture, business and other areas for students, educators and employers. It will be reintroduced in 2019.

• *The Senator Paul Simon Study Abroad Program Act* – S. 601 / H.R. 4379. This bill would establish a competitive grant program in the Department of Education, for institutions of higher education to encourage the sustainable expansion of study abroad opportunities for undergraduate students in the US. It is named after the late Illinois Senator, Paul Simon, who encouraged Congress to come together to prepare the next generation of Americans with the global knowledge and skills needed for success in an increasingly interconnected world. It will be reintroduced in 2019.

**LEGISLATION FOR LANGUAGE INDUSTRY:**

• *The New GIG Act of 2017 (H.R. 4165 and S. 1549).* These bills would amend the Internal Revenue Code of 1986 to change the classification of employers and employees for services providers and provide a national “safe harbor” for determinations of worker classification, an issue of grave concern in an industry where 80% of the workforce are independent contractors. It is unclear if these bills will be reintroduced in 2019.

• *Portable Benefits for Independent Workers Pilot Program Act (H.R.2685 & S. 1251).* These bills would create a pilot program to separate traditional workplace benefits like health insurance and retirement from the employer. Portable benefits policies allow workers to keep their benefits despite changing jobs, and would benefit workers in both traditional and non-traditional work arrangements such as independent contractors.
STATE-LEVEL ADVOCACY:

As always, NCL-NCLIS stands ready to assist its members at the state level, with: consultations on organizing for advocacy; joint development of advocacy materials; virtual and on-site training of advocates; on-site advocacy; letters to the editor, and other services. In 2018, among other efforts, we:

- Helped the Association of Language Companies and several of our California-based language industry members organize to fight the Dynamex ruling, which imperils the entire language industry in California. Thus far, we have participated in several California Task Force Meetings, and helped the task force forge strong connections with the California Chamber of Commerce and the California chapter of the National Federation of Independent Businesses;
- Assisted our Virginia and Florida members in defeated or significantly weakening legislative efforts to replace language requirements for HS graduation with computer coding;
- Testified in Rhode Island and Washington, DC, on state-level bills to fund immersion and language roadmaps;
- Actively assisted Virginia organizations in planning for language immersions at the state level;
- Assisted Illinois, Michigan, and Wisconsin language industry members in organizing advocacy campaigns on employee classification

NATIONAL ADVOCACY:

NCL-NCLIS is an integral member of key national coalitions to advance languages in the United States. Among these are:

- The America’s Languages Working Group of the American Academy of Arts and Sciences. This activity is our primary non-lobbying activity, aimed at ensuring that the work of the Commission on Language Learning continues;
- The National English Learner Roundtable, comprising more than a dozen organizations involved in biliteracy, bilingual education, and dual language immersion. As a key member of the Round Table, and one of two active lobbying organizations in the group (along with the Hispanic Association of Colleges and Universities), we had a central role in defeating the proposed dissolution of the Office of English Language Acquisition at the US Department of Education.

2) Defining and implementing recruitment strategies for new members, and retention strategies for existing members.

NCL-NCLIS has actively presented at language education and language industry conferences, using these fora to demonstrate the value of NCL-NCLIS to existing and potential members. These fora include the Association of Language Companies UnConference and Annual Conference, the Globalization and Localization Association, the American Translators Association Annual Conference, and the Convention of the American Council on the Teaching of Foreign Languages. All of these are partners and/or members of NCL-NCLIS, whose meetings draw together hundreds of other organizations, eligible for NCL-NCLIS membership. In each case, we work transparently with the hosting organization, to ensure that our presence adds value to the conference through active participation and networking, and to make clear our intent to recruit. Finally, in 2018, the Board of Directors of NCL-NCLIS established an ad-hoc recruitment committee to advise and assist in recruiting.
3) Ensuring that the Delegate Assembly program is designed to educate attendees and support the JNCL-NCLIS agenda.

The Executive Committee, Board, and Staff have developed what we hope you find to be an engaging and lively program for Language Advocacy Days. We strive to balance the need to prepare members to advocate on Capitol Hill with the educational content on the current state of language policy in the US.

4) Building and maintaining a strong organizational structure.

In 2018, JNCL-NCLIS implemented the final stages of our cost control plan, securing more cost-effective services for accounting, financial services, benefits, and communications. Our overhead continues to be less than 10% of our expenses, and we have increased our revenues and our reserve. Preliminary financial data for 2018 are found in the program at

We continue to revise the JNCL-NCLIS web page, and are exploring more impactful and cost-effective advocacy platforms, in close consultation with the American Council on the Teaching of Foreign Languages, which has generously donated the use of its advocacy platform for the past six years.

In conclusion, this brief report provides detail on our advocacy, recruiting, programs, and operations. JNCL-NCLIS is a robust, active, and vital organization, whose six years of work across the entire Language Enterprise is reflected in strong support on Capitol Hill, and in constructive and trusted relationships with the Executive Branch and with coalition partners.

**SOCIAL MEDIA METRICS, 2018-2019**

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**Advocacy Alerts**

Reach: +40,000  Alerts Sent: 22  Response Rate: 44%
Our preliminary 2018 financial data are below. From this, you will see that our dues revenue has steadily increased, as has our reserve.

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
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<th>2018</th>
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<td><strong>REVENUE</strong></td>
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*APEC consulting project = $35,750

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*As of Feb 1, this has been further reduced to $10K
STAFF PROFILES

WILLIAM P. RIVERS, PHD.
EXECUTIVE DIRECTOR

Dr. Rivers has more than 25 years’ experience in culture and language for economic development and national security, with publications in second and third language acquisition research, proficiency assessment, program evaluation, and language policy development and advocacy. He is the immediate past and founding Chair of ASTM Technical Committee F43, Language Services and Products and chairs the U.S. Technical Advisory Group to ISO Technical Committee 232, Education and Learning Services. He serves as a member of the America’s Languages Working Group of the American Academy of Arts and Sciences, and is an honorary member of the Association of Language Companies.

Before joining JNCL-NCLIS, he served as Chief Scientist at Integrated Training Solutions, Inc., a small business in Arlington, Virginia, where he focused on strategic planning, management, and advanced technologies for language and culture programs in the public sector. While at ITS, he served in a contractor role as the Chief Linguist of the National Language Service Corps. Prior to working at ITS, he was a founding member of the Center for Advanced Study of Language (CASL) at the University of Maryland, and was a staff member of the National Foreign Language Center at the University of Maryland from 1994 to 2003, leaving NFLC as Assistant Director.

During his career, Dr. Rivers has also taught Russian (beginning through advanced), language policy, and second language acquisition at the University of Maryland, worked as a freelance interpreter and translator, and conducted field work in Kazakhstan, where he regularly returns to teach at several universities. He received his PhD in Russian from Bryn Mawr College and his MA, BA, and BS (Aerospace Engineering) from the University of Maryland. He speaks Russian and French. He can be reached at wrivers@languagepolicy.org

TREY J. CALVIN
MANAGING POLICY ANALYST

Trey Calvin is the Managing Policy Analyst at JNCL-NCLIS, where he conducts federal and state policy analysis for a myriad of non-profit organizations and corporate clients throughout the language enterprise. Trey previously worked at the American Council on the Teaching of Foreign Languages (ACTFL) as the Program Coordinator for the Department of Education. At ACTFL, he led grassroots advocacy and public policy initiatives to oppose defining computer coding as a “foreign language,” to ameliorate the national language teacher shortage, and to establish Seal of Biliteracy programs nationwide.

Prior to ACTFL, he taught Spanish, English Literature and creative writing at the middle school and high school level. He holds a bachelor’s degree from Hendrix College and a master’s degree in from Middlebury College. Outside of the classroom Trey is a seasoned campaign operative, working for two presidential races, gubernatorial campaigns, and volunteering for dozens of state and local elections. He can be reached at tcalvin@languagepolicy.org.

ALISSA RUTKOWSKI
COMMUNICATIONS & POLICY INTERN

Alissa Rutkowski is the Communications and Policy Intern at JNCL-NCLIS for Winter/Spring 2019. She assists the Managing Policy Analyst and Executive Director in planning and executing high-level Congressional meetings, as well as performs policy research on a range of topics, from current legislation regarding language education to federal appropriations.

Alissa Rutkowski is a recent graduate from Saginaw Valley State University in University Center, Michigan, where she earned her Bachelor of Arts in Psychology with supporting minors in Communication, French, and English. She can be reached at arutkowski@languagepolicy.org.
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Executive Director, National Association for Bilingual Education

EDWARD M. ZARROW, Ph.D.
Advocacy Coordinator, Massachusetts Foreign Language Association (MaFLA)

*Asterisk denotes a member of the Executive Committee.
MEMBERSHIP IN 2018

American Association for Applied Linguistics
American Association of Teachers of French
American Association of Teachers of German
American Association of Teachers of Italian
American Association of Teachers of Japanese
American Association of Teachers of Korean
American Association of Teachers of Spanish and Portuguese
American Council on the Teaching of Foreign Languages
American Council of Teachers of Russian/American Councils for International Education
AdAstra, Inc.
Arkansas Foreign Language Teachers Association
Ameredia
American Translators Association
Avant Assessment
Alabama World Languages Association
Arizona Language Association
Brigham Young University Center for Language Studies
Center for Applied Linguistics
California Association for Bilingual Education
Computer Assisted Language Instruction Consortium
Colorado Congress of Foreign Language Teachers
CETRA Language Solutions
Certified Languages International
California Language Teachers Association
Concordia Language Villages
Council of Directors of Language Resource Centers
Council on the Development of French in Louisiana
Central States Conference on the Teaching of Foreign Languages
Connecticut Council of Language Teachers
CulturaLink
DC Language Immersion Project
Don Fischer Consulting
Digital Learning Alliance
Dual Language Educators of New Mexico
DS-Interpretation
Dynamic Language
Florida Foreign Language Association
Foreign Language Association of Georgia
Foreign Language Association of Missouri
Foreign Language Association of North Carolina
Foreign Language Association of North Dakota
Foreign Language Association of Virginia
Foreign Language Educators of New Jersey
Globalization and Localization Association
Hawai'i Association of Language Teachers (HALT)
InterpretAmerica
Kent State University Institute for Applied Linguistics
International Association for Language Learning Technology
Illinois Council on the Teaching of Foreign Language
Indiana Foreign Language Teachers Association
Institute of International Education
International Language and Culture Foundation
Interpreters and Translators, Inc.
Iowa World Language Association
Japan Foundation, Los Angeles
Kathleen Diamond & Co.
Kansas World Language Association
Kentucky World Language Association
Louisiana Foreign Language Teachers Association
Language Line Solutions
Language Magazine
Linguistic Society of America
Language Testing International
McGinn Language Consultants, LLC
Massachusetts Foreign Language Association
MARACAS
McGinn Language Consulting, LLC
Maryland Foreign Language Association
Middlebury Institute of International Studies
Michigan World Language Association
Mirsky Law Group
Mississippi Foreign Language Association
Modern Language Association
National Association for Bilingual Education
National Association of District Supervisors of Foreign Languages
National Committee for Latin and Greek
National Council of State Supervisors of Foreign Languages
Northeast Conference on the Teaching of Foreign Languages
National Foreign Language Center
Modern Language Journal - National Federation of Modern Language Teachers Associations
New Hampshire Association of World Language Teachers
National Network for Early Language Learners
Network of Business Language Educators
New York State Association of Foreign Language Teachers
Ohio Foreign Language Association
Professional Language Association of Nevada
Partners for Language in the US
Pacific Northwest Council for Languages
Pennsylvania State Modern Language Association
Qatar Foundation International
Rosetta Stone
SCOLA
Southern Conference on Language Teaching
Southwest Conference on Language Teaching
Texas Foreign Language Association
Tennessee Foreign Language Institute
Tennessee Foreign Language Teachers Association
The Language Group
Transparent Languages, Inc.
Utah Foreign Language Association
University of Utah International Centers
Venga Global
Wisconsin Association for Language Teachers
WeSpeke
West Virginia Foreign Language Teachers Association