

Annual Report 2014 – Advocacy and Public Relations

Respectfully submitted by Sarah K. Shackelford, March 2014

Activities this past year:

- Maintained social media accounts - did multiple daily Facebook and Twitter postings (reminders, announcements, professional development articles, etc.)
Number of Facebook followers: 726
Number of Twitter Followers: 482
- Publicized events and reminders via the OFLA listserv and FLTEACH
- Forwarded JNCL-NCLIS and ACTFL Advocacy information and Action Alerts to the OFLA membership via the OFLA listserv
- Continued to curate and disseminate advocacy articles and materials for OFLA members and others via social media and via the CSCTFL Pinterest Board I maintain (Languages and Language Advocacy: <http://www.pinterest.com/csctfl/languages-and-language-advocacy/>)
- Served as Local Chair for CSCTFL 2013 in Columbus, Ohio and worked with/between the CSCTFL and OFLA Boards to arrange to bring the Central States Conference on the Teaching of Foreign Languages back to Ohio in 2016. (It will be held March 10-12, 2016 at the Hilton Downtown Columbus.)
- Participated in quarterly ACTFL sponsored State Advocacy Conference Calls
- Attended JNCL-NCLIS Delegate Assembly (Washington D.C.) in May, 2013
- Attended the August 13 meeting of the State Board of Education's High School Graduation Requirements Committee to advocate for a Seal of Biliteracy and wrote follow up letters (action still pending final decision)
- Answered numerous conference and advocacy related questions for OFLA members via email
- Wrote several letters to school boards for OFLA members whose programs were under threat
- Attended all OFLA Board meetings
- Helped with conference planning for 2014 (signage and hospitality desk)

