

## **Annual Report 2014-15, Advocacy and Public Relations**

(Respectfully submitted by Sarah K.Shackelford, April 2, 2015)

Committee Members: Diane Birkbichler, Debbie Robinson, Judy Fowlkes  
Jane Rauschenberg, Debbie Varga. Jessica Kunz

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: 1,146 (up from 726 in April 2014)
  - Number of Twitter followers: 811 (up from 482 in April 2014)
- 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 until delegating this task to a committee member, Debbie Varga, in mid year
- 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: <https://www.pinterest.com/csctfl/languages-and-language-advocacy/>) as well as my Advocacy wiki page (which is also linked to the OFLA web site): (<http://madameshackelford.wikispaces.com/Advocacy%20for%20World%20Languages>)
- Currently serving as Program Chair for CSCTFL/OFLA 2016 in Columbus, Ohio and working in collaboration with Martha Castaneda (2016 OFLA President) on conference planning
- Participated in ACTFL sponsored State Advocacy Conference Calls
- Followed up on highly expected approval of a Seal of Biliteracy for Ohio, the proposal for which had been originally initiated in testimony by Richard Emch and myself at the August 13, 2013 meeting of the State Board of Education's High School Graduation Requirements Committee. Although our clear understanding had been that this was to be approved and we continued to advocate for it in follow up letters, by late Fall of 2014 we received word from our World Language Consultants at ODE that they had been informed that the whole matter had been officially dropped, and that we would have to start from scratch to bring it up again. As my term on OFLA Board will soon expire at the

end of this school year, I am leaving it up to my successor to continue advocating for a State Seal of Biliteracy.

- Answered numerous conference and advocacy related questions from OFLA members via email
- Wrote several letters to school boards and other local stakeholders on behalf of OFLA members whose programs were in jeopardy and also put these members in contact with other advocates at the state and national levels
- Attended OFLA Board meetings
- Helped with conference planning for 2015 (raffle, hospitality desk)
- Began promoting CSCTFL/OFLA 2016 to OFLA members and will continue to serve on OFLA PR Committee next year in order to continue promotion for this conference