

Speaking to the Future

Meeting the future language needs of
the UK

Mike Kelly
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The Case for Languages

The value of languages

- Economic – access to external markets
- Social – encourage social cohesion
- Political – understanding the world
- Cultural – personal development

The penalties for monolingualism

- Economic – opening up internal market
- Social – inhibiting social relationships
- Political – not understanding the world
- Cultural – limited perspectives

Getting the message across

A complex message

- Many issues
- Many solutions
- Many audiences
- Many stakeholders
- “We don’t know what you want. You don’t know what you want.”

Getting the act together

- KISS
- A small number of simple messages
- High level objectives
- Broad consensus
- Wide involvement

Speak to the future

www.speaktothefuture.org



**THE CAMPAIGN
FOR LANGUAGES**

UK's language needs

Every language valued as an asset

- encourage policy makers and citizens to recognise that the many languages used in the homes of UK citizens are a valuable resource for social cohesion and economic success.

A coherent experience of languages for all children in primary school

- introduce the learning of other languages and cultures as well as developing a better understanding of how the child's own languages work.

A basic working knowledge of at least two languages including English for every child leaving secondary school

- equip every school leaver to live and work in a global society where confidence in learning and using other languages is a major advantage.

UK's language needs

Every graduate qualified in a second language

- prepare future leaders in business, the professions, voluntary organisations, education and research to thrive and communicate confidently in complex global societies.

More specialist linguists

- fulfil the growing need, in the UK and internationally, for English-speaking language professionals including interpreters, translators, teachers and researchers.

Member organisations

- ALL, Association for Language Learning
- AULC, Association of University Language Centres
- ASCL, Association of School and College Leaders
- British Academy
- British Council
- CILT, the National Centre for Languages
- Chartered Institute of Linguists
- Consejería de Educación

Member organisations

- English PEN
- European Commission in the UK
- French Embassy / Institut Français
- Goethe-Institut
- IGRS, Institute of Germanic and Romance Studies
- ISMLA, Independent Schools' Modern Languages Association
- ITI, Institute of Translation and Interpreting
- Language Alliance

Member organisations

- LLAS, Centre for Languages, Linguistics and Area Studies
- NALA, National Association of Language Advisors
- NALDIC, National Association for Language Development in the Curriculum
- SSAT, Specialist Schools and Academies Trust
- The Languages Company
- The Language Show
- UCML, University Council of Modern Languages

What can you do?

Membership

Members endorse the objectives

Members make whatever contribution they can, in kind or in cash

- Bring in an organisation as full member (association, agency, business, institution)
- Become an associate member as an individual

Join a working group

- Working groups for the five objectives
 - All languages (Terry Lamb)
 - Primary (Nikki Perry)
 - Secondary (Bernadette Holmes)
 - Higher education (Pam Moores)
 - Specialists (Tim Connell)

Contribute to organisation

- Project management
- Events management
- Communications
- Marketing
- Fundraising

Be a campaign advocate

- Spread the word to your network - colleagues, friends, family, students
- Bring in your contacts, especially if they can contribute valuable expertise
- Think of ideas, e.g. for activities
- Join the LinkedIn group and contribute to discussion

Executive committee

- Chairperson, Lid King
- Hon. Secretary, Mike Kelly
- Hon. Treasurer, Amy Thompson
- Fundraising, Nick Mair
- Minutes/Membership, Pamela Mayorcas
- British Academy, Vivienne Hurley
- WG 1, Terry Lamb
- WG 2, Nikki Perry
- WG 3, Bernadette Holmes
- WG 4, Pam Moores
- WG 5, Tim Connell
- WG Communications, Judith Masters

Contact

- **Speak to the Future**
- Chartered Institute of Linguists,
- Saxon House,
- 48 Southwark Street, SE1 1UN
- or
- **Hon. Secretary**
- M.H.Kelly@soton.ac.uk