

From Classroom to Capitol: Advocating for World Languages at Every Level

Why It Matters: Advocacy doesn't start with a press release—it starts with students speaking the language, showing what they can do, and telling their stories. Whether you're just getting started or ready to amplify your impact, these ideas grow from your classroom out to the world.

Classroom-Level

- **Student Spotlights:** Feature one student a week on your board, newsletter, or digital platform with a quote or sample in the target language.
- **Performance Walls:** Display student work showing growth in language proficiency with “I can” statements.
- **Mini Showcases:** Record or invite others to see students use the language—debates, skits, podcasts, etc.
- **Language Use Logs:** Students track and share where/how they've used the language in real life or online.
- **Celebrate Success:** Celebrate and share when students reach their targets! Post about them, and share their success with their families and the community.

School-Level

- **World Language Week:** Collaborate across departments for a cultural celebration or multilingual announcements. Be sure to involve teachers and organizations in your school outside of the WL's department!
- **Hallway Takeovers:** Use bulletin boards to showcase student projects, infographics, or proficiency data.
- **Admin Shoutouts:** Share student progress or class achievements in weekly announcements. Invite your admins to come and see what is happening in your classroom! Have students invite them to presentations and events!

District-Level

- **Family & Community Events:** Host a WL Night, food fair, or student-led presentations with local partners.
- **Board of Education Highlights:** Send student videos or testimonials to be shared at board meetings. Invite board members to participate in events or come visit your class so they feel connected to your program and your learners!
- **Share Proficiency Data:** Provide snapshots of learner growth using ACTFL benchmarks in easy-to-read visuals. Celebrate learners who reach their proficiency goals or the Seal of Biliteracy! Reach out to the local media to share your learners' success!

State-Level

- **State Advocacy Days:** Prepare student messages, letters, or videos to send with colleagues attending Capitol visits.
- **Submit for Recognition:** Nominate students or your program for awards through your state WL association.
- **Partner with JNCL-NCLIS:** Get involved and join your state's team! Use their advocacy tools and messaging to support language education policy and funding.

Regional & National-Level

- **Social Media Hashtags:** Post with tags like #LangChat, #LeadWithLanguages, or your state org's tag. Celebrate student work! Create a hashtag for your program or school!
- **Conference Submissions:** Co-present with your colleagues, admins and/or students to share your classroom successes, strategies and events with a broader audience.
- **Outreach to Advocacy Groups:** Share success stories with ACTFL, JNCL-NCLIS, and others that support multilingualism. Get involved and bring others with you!

5 Easy Wins for Teachers

1. Share one student quote or photo a week.
2. Print one chart showing class proficiency growth for your door.
3. Send a short student video to your principal or WL coordinator.
4. Involve a local business or speaker for culture or language use.
5. Tag your work in posts using advocacy hashtags monthly.

Big Idea

You don't need to wait for a policy change to be an advocate—your classroom is already changing lives. Let's show the world.