



About the AATF

How a Professional Organization Can Help You

- **Promote Your French Program**
- **Recruit and Retain Students**
- **Advocate for the Study of French**

Mission of the AATF: to promote the study of French in North America

The AATF...

- Provides promotional ideas and materials.
- Provides pedagogical ideas and materials that also serve to promote French.
- Organizes local activities that help teachers promote French.
- Provides an organizational structure for teachers to collaborate and support each other.

The Promotion of French



- The study of French is relevant and useful in today's global marketplace.
- French is the second most commonly taught foreign language in the U.S. and in the world, the only language other than English taught in every country.
- There are many career opportunities in the U.S. and abroad for students who know French.

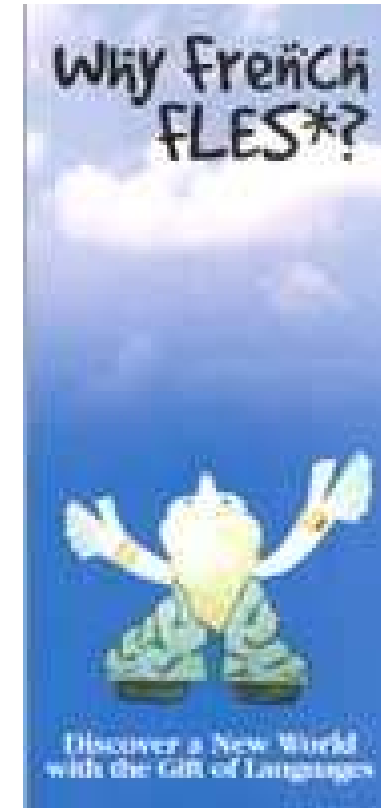
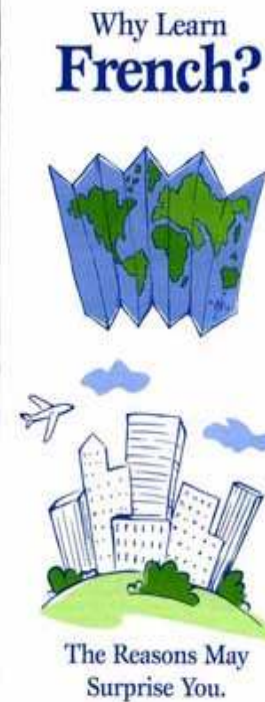




Promotional Strategies

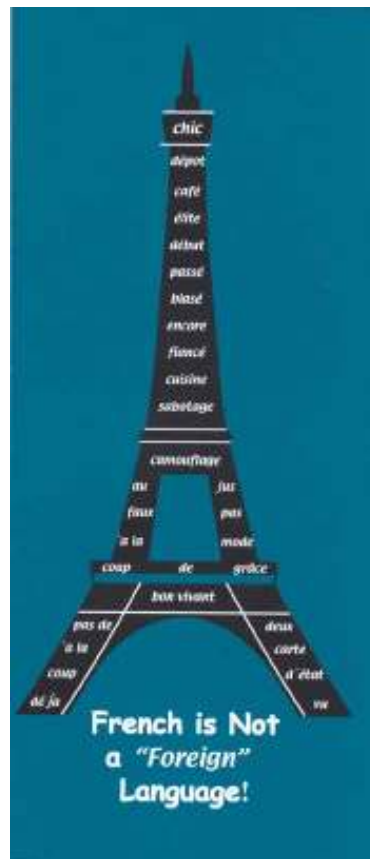
- Promotional materials: flyers, videos, posters...
- Support network
- National PR Campaign
- National French Week
- National French Contest
- Grants
- Contests and prizes for students
- Professional experiences for AATF teachers: scholarships, annual convention, awards and honors

Strategy: Make use of AATF Promotional Materials





Strategy: Make use of AATF Promotional Materials



HELP WANTED

Encourage Students to Learn French

Produce technical reports, conduct surveys, manage in French required. Must have excellent customer service a seek. Previous call center experience and familiarity with video game equipment a plus.

A client within the food processing industry is looking for a Human Resources generalist with a minimum of 1-2 years of experience. The right candidate will have had experience working with Employee Relations, Organizational Performance, Compensation, Benefits or Staffing and Recruiting. Must be able to write, read and speak French.

International bank has excellent opportunity for candidate with minimum 2-4 years experience in finance related customer service and/or private banking. Requirements include fluency in French, strong interpersonal communication skills, and a bachelor's degree.

International organization in Washington is seeking candidates with near native fluency in French for a Program Assistant. Candidates must have excellent writing, editing and proofreading skills in both English and French.

Full time Bookkeeper position for an International Company. 2-4 years experience in Bookkeeping. Proficient in understanding the company's financial statements, excellent written and verbal communication skills desired, both for English and French.

An international law firm is seeking attorneys for a long-term, temporary project. The successful candidates will have a JD or LL.M from an accredited institution, an undergraduate degree in chemistry, biology, or engineering, and excellent writing, speaking and listening skills. Fluency in French is required.

If you have both training and/or experience, you can be a Service Advisor. The position involves heavy phone contact with drivers and shops, diagnosing and authorizing service.

French language skills a must.

This is an egg for candidate experience in retail and write fluently. This position would be helpful and support relations with media.

The Lead Audit responsible for the Internal Risk Assess process and one of the internal plan under the of the Internal Manager. The Auditor will all responsible for executing our royal audit Requirements Undergraduate in Accounting Finance, 2-3 years experience. A French CIA, C desired. Euro foreign language fluency desired.

Leading Cash needs a true pro with solid sales experience in Marketing, travel arrange correspondence scheduling of and a lot of pl

Parlez-vous... Posters and Teacher's Guide



Other Publications

- *Cuisiner et apprendre le français*
- *Un Calendrier perpétuel*
- *La Vie des mots*

New in 2008

- Classroom Activities from the *National Bulletin*
- AATF Student Standards Commission learning scenarios



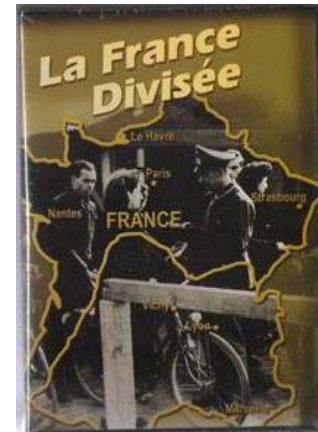
Teaching & Promotional Media

Videos (now on DVD):

- *Open Your World With French/Le français m'ouvre le monde* (10 min.)
- *Forward with French* (10 min.)
- *Why French FLES*?* (11 min.)
- *La France Divisée* and Study Guide
- *Tant qu'elle chante elle vit* (6 music videos by Carole Fredericks) & Teacher's Guide
- *Reflets français* (58 min.) with Teacher's Guide

New CD and Teachers Guide

- *Carole Frederick's Couleurs et parfums*





Promotional Articles

- Tee-shirts
- Medals
- Buttons
- Coloring Book
- Pens
- Bags

- Notepads
- Note cards
- Bumper Stickers
- Postcards (with guides)



FORWARD WITH FRENCH
American Association of Teachers of French



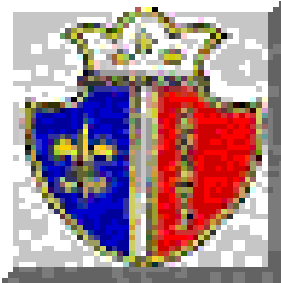
Strategy: Highlight Student Achievement



Students can participate in or be nominated for...

- National French Contest (Grades 1-12)
- Outstanding Senior in French Award (high school or university)
- *Société honoraire de français* (high school)
- National French Week Poster & Essay Contests (Grades 3-16)
- FLES* Poster Contest (Grades K-8)
- Walter Jensen Scholarship for Study Abroad (undergraduate or graduate)
- Immersion experience at Concordia Language Villages for a student chosen by each year's AATF Outstanding Administrator

National French Contest



- ***Dates for the Elementary School Contest
February 18-27, 2008***
- ***Dates for Middle and High School Contest
March 1-23, 2008***

- Students in Grades 1-12
- One-hour multiple choice format
- Includes listening comprehension
- Includes speaking portion for FLES* students
- In 2007 more than 104,000 students participated
- 13,025 students received medals in 2006



AATF Outstanding Senior in French Award

- Any AATF member may nominate one senior each year for excellence in the study of French, an overall high scholastic record, and exceptional commitment to the study of French by participation in extracurricular activities related to French. One award per school per year can be made.
- Recipient gets a certificate, press release, and letter of congratulations for the principal/ dean, name on honor role on AATF Web site + optional gold medal





■ *Société honoraire de français*



- Recognizes students for scholarship in French
- Provides leadership opportunities
- Sponsors an annual writing contest and annual travel award competition
- *L'Elan*, the society's bulletin, is published in the fall and spring.



AATF/ Concordia Language Villages /
French Embassy

Outstanding Administrator Award

- **An annual award made to a school or district administrator who supports languages in general and French in particular**
- **Must be nominated by an AATF member**
- **Administrator receives:**
 - **A framed certificate**
 - **A stay at Concordia Language Villages to be awarded to a student in the school/district**



WALTER JENSEN SCHOLARSHIP FOR STUDY ABROAD

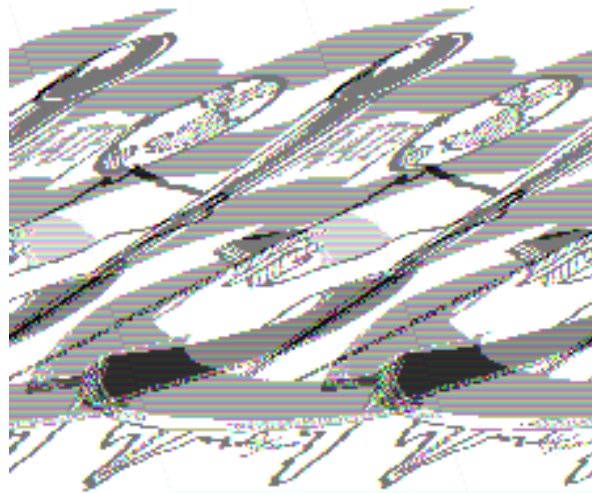
- \$1500 for a semester- or year-long study program in a French-speaking country
- Student must be in a program leading to language teacher certification (B.A., B.S., M.A.T.)
- Application deadline, March 15 each year



Strategy: Celebrate National French Week



November 5-11, 2007 & 2008





National French Week Poster & Essay Contests

Theme for 2007

La Francophonie: Des amis du
monde entier

Francophonie: Friends Around
the World

- Deadline –
October 15 each year
- Guidelines in Apr. &
Sept. *National Bulletin*
- Categories –
 1. Grades 3-5
 2. Grades 6-8
 3. Grades 9-12
 4. College/University

Strategy: Take advantage of professional development opportunities for AATF members



- Small Grant Awards (\$10,000 yearly in \$500 grants)
- Scholarships for study in France, Quebec, Belgium
- AATF Dorothy S. Ludwig Excellence in Teaching Awards
- ISE “Language Matters” Award
- Web teaching and promotional resources
- Publications
- Placement Bureau and dossier service



Small Grants Awards

Deadline: March 1 each year

Deadline: June 15 each year for NFW projects



Purpose:

To aid those members who need supplementary funds to carry out a worthy project

To support the study of French in the U.S. and be of potential benefit to other AATF members or their students

- Individuals and AATF chapters may apply.
- \$10,000 total in grants awarded
- \$500 maximum for a project

Funded projects include:

- Language festival, film festival
- National French Week activities
- African dance concert, theater performance
- Franco-American exchange
- Moliere workshop and performance
- Creole Symposium





AATF Summer Scholarships

Deadline: March 1 each year

- France
- Quebec — Université du Québec à Chicoutimi; Université de Montréal; Université Laval; McGill University
- Belgium — 2008 Pre-convention Summer Seminar in Liege



AATF Dorothy S. Ludwig Excellence in Teaching Awards

Deadline: February 1 each year



- Purpose: to recognize those teachers who have demonstrated excellence and commitment in the teaching of French language, culture, and literature.
- Four awards: elementary, middle school, high school, college/university
- Recognition at conference, certificate, cash award, complimentary one-year AATF membership, subscription to *Le Français dans le monde*

Robert Ludwig



Intercultural Student Experiences



“Language Matters” Award 2008

Recognizes a secondary school teacher:

“who has achieved outstanding success in getting his / her students to speak French through exemplary motivation and creative methods” and

“who has provided authentic immersion experiences outside the classroom for students to apply their speaking skill.”

- Cash Award

Presentation during the Awards Banquet at the Annual AATF Convention

- Application deadline: February 1, 2008
- Information in *National Bulletin*.



Placement Bureau

- Monthly Job List of positions at the post-secondary level in the U.S. and abroad
- \$20 per year for AATF members
- K-12 Job postings on the AATF Web site *Babillard*
- Dossier service for all members, secure and professional (\$15 for 12 mailings)



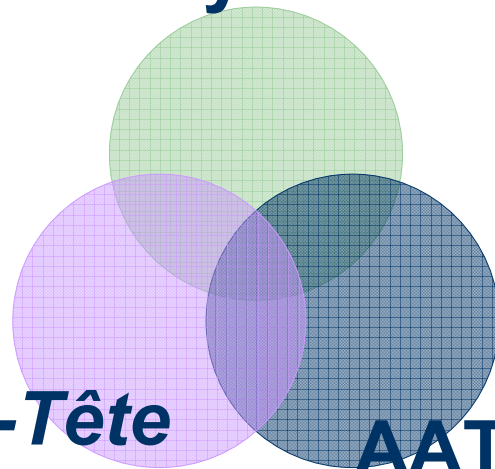


New AATF Initiatives

Advocacy for French

AATF Tête-à-Tête
Mentoring

AATF Book Club





AATF Book Club in 2008



- **Theme - Belgium**
- Led by Thérèse Saint-Paul, Murray State University (KY)
- Selections announced in the September *National Bulletin*

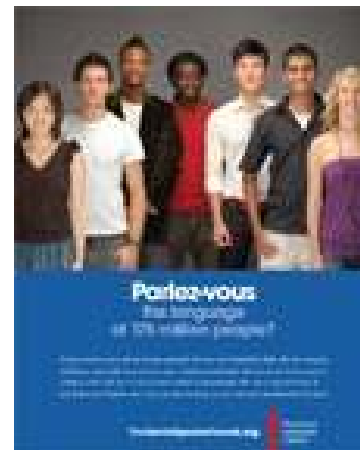
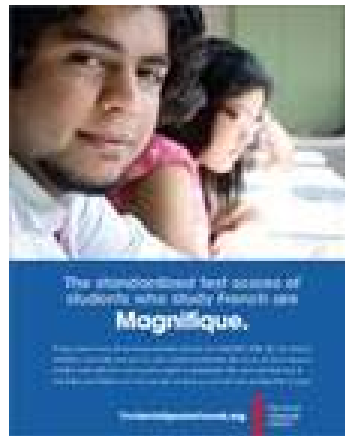
National PR Campaign for French

- In 2007 the AATF, in collaboration with the French Embassy, has launched a national PR campaign for French:

**The World Speaks French and So
Should You!**

www.TheWorldSpeaksFrench.org

- Web site
- Posters
- Print ads
- Flyers
- Postcards
- Other materials to follow





13 AATF Commissions

- Advocacy
- Articulation
- Cultural Competence
- Promotion of French
- Professional Teacher Standards
- Student Standards
- Telematics and New Technologies
- FLES*
- Middle Schools
- High Schools
- Community Colleges
- Universities
- French for Business and Economic Purposes

Travel, learn, network

AATF Annual convention
Each year in July





Call for Proposals 2008

- **81st AATF Annual Convention**
- **Theme: *La Belgique au coeur de l'Europe***
- **Liege, Belgium
Convention Center
July 16-19, 2008**

- **Deadline for receipt of proposals: December 1, 2007**
- **Proposal form on the AATF Web site**



Upcoming conventions



- **2008** Liege, Belgium
- **2009** San Jose, California
- **2010** Philadelphia
- **2011** Montreal, Quebec



Publications



- *The French Review*
- *AATF National Bulletin*



FROM THE PRESIDENT



Atlanta, Meet the Transatlantic World
We were 1100 participants with speakers representing 110 nations, united in our passion for the French language in its diverse literary, pedagogical, and cultural contexts. As the AATF and the PAF (Professionals Internationales des Professeurs de Français) met in Atlanta to host the 2004 Congress, we met the professors of French in their own countries. We may have talked different, dressed differently, and spoken with different accents, but we all came together with enthusiasm for our profession, a desire to learn and to share, and a sense of the value of French in the common world that all of us live in around the world, visible in every continent.

The challenges of this conference were tremendous and required focus, negotiation, listening, and much cooperation to bring it to a very successful conclusion. The results were achieved largely through the perseverance and commitment of our Executive Director, Jeffrey Atkale, whose capacity for work seems infinite, and whose sense of doing a job well were evident at every turn. This success was supported by the work of the staff in our national office April Walsh, Rosetta Corley, and Amy Hanson. Acknowledgment is also due to the French consular staff in Washington, DC and in Atlanta and the Ministry of Foreign Affairs in Paris, the PAF, and others in AATF, such as Barbara Bruns, President of the Organizing Committee, and Christine First, Co-chair, with Anne Brunet of the Program Committee. Those who served as panel speakers and session presenters are to be commended for their contribution in making this an exemplary conference. Whether you were in attendance physically or virtually, you can be proud of how our association represented all of us and presented American teachers of French as supporting those to a world of French teachers.

Advocacy, Recruitment, and Leadership Development

Before the inaugural session of the conference took center stage, AATF Executive Council members met to discuss future initiatives of our organization as we strive to respond effectively to the challenges facing our profession. We recognize that as teachers, we must be as resourceful outside of the classroom as we are in the classroom. We want our students to become more proficient in the use of French and more confident about the Transatlantic world. We seek new experiences to reinforce our own competencies in teaching, in research, and in great awareness. We want to ensure that the study of French is valued by our local and national public, who are the supporters in extending programs, in mentoring them in, unfortunately, or stimulating them. As an association, we are not trying to do it all, and we are asking the public for our efforts to support the study of French and the work of French teachers across the country. To that end, we are directing our energy simultaneously in three directions, which are not necessarily separate but are equally intertwined. The First of these three initiatives is toward advocacy, recruitment, and leadership development. Our vice-presidents and our commissions are seeking new initiatives into the work that is at least in progress or will be migrating them into new projects.

At least on an anecdotal level, we are aware of the efforts to eliminate or to marginalize French programs at elementary, secondary, and post-secondary levels. French-teaching has encountered some communities and institutions to claim the responsibility of citizen expertise in many national languages for reasons of national security. To provide our members with both a response to the charge of ineptness in in-

ability, Vice President Robert "Tommy" French has begun to receive a call in response to 2005 calls this spring and summer from members in New York state, and these serve as models for our national campaign to reach every state. To Bob a asking each chapter to identify to the Regional Representative an advisory resource person to work on this project (see page 5, since every French program is supported or not at the local level (see pages 5 and 7)).

A second initiative, recruitment of new members, is linked to a mentoring program to provide support for French teachers, new teachers, virtual teachers, or teachers looking for collaboration. It has been recognized that mentoring is essential if teachers are to feel successful and remain in the profession. The sorting of foreign language teachers in sufficient numbers to replace those who are retiring is not keeping pace and sometimes causes French programs to disappear when the French teacher retires. We have seen examples of the new French teacher not being supported or mentored and rapidly leaving the profession as well as stories of French programs just being absorbed in order not to lose the staff when the challenge surfaced.

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American Association of Teachers of French

Mailcode 4510

Southern Illinois University

Carbondale, IL 62901

aatf@frenchteachers.org

**Information on all the abovementioned
items can be found at:**

www.frenchteachers.org