



Canadian Languages Association

Grassroots Communications Strategy

Are Canadians approaching a crossroads with respect to Heritage / International languages education?

Is enough being done at the local, provincial and national levels to meet the needs of the Canadian economy in an increasingly interdependent world?

Speak UP: *Promoting a Multilingual Canada*

...is a national initiative by the Canadian Languages Association to provide a forum for local / regional organizations / individuals to get actively involved in raising the exposure of the benefits of languages education across Canada.

Vancouver, Calgary, Edmonton, Regina/Saskatoon, Winnipeg, Ottawa, and Montréal will all begin to engage interested individuals / organization representatives in ongoing '**Education and Action**' meetings to share ideas, strategies, and initiatives to promote and enhance understanding of language education in specific regions across Canada.

Provincial CLA Affiliate organizations, including the Saskatchewan Organization for Heritage Languages (SOHL) and the Multilingual Association of Regina (MLAR), will coordinate these regional meetings and act as primary organizers.

What will we talk about?

- funding: federal / provincial / local levels.
- curriculum development; resource identification; rent issues.
- starting a program; instructor training; fundraising; marketing your language program.

Objectives of Education and Action meetings:

- raise public awareness of the importance of languages education.
- network both locally as well as nationally; share strategies / success stories.
- advocacy, i.e. letters to the editor, MLA, MP on language education issues.
- network with other local language schools, decision-makers, etc.
- resource identification, curriculum development.

Let's make a difference!

Join us in this exciting and ground-breaking opportunity to have your voices heard.

We will be contacting you soon with more details.

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