




WHY WORLD LANGUAGES AND CULTURES?

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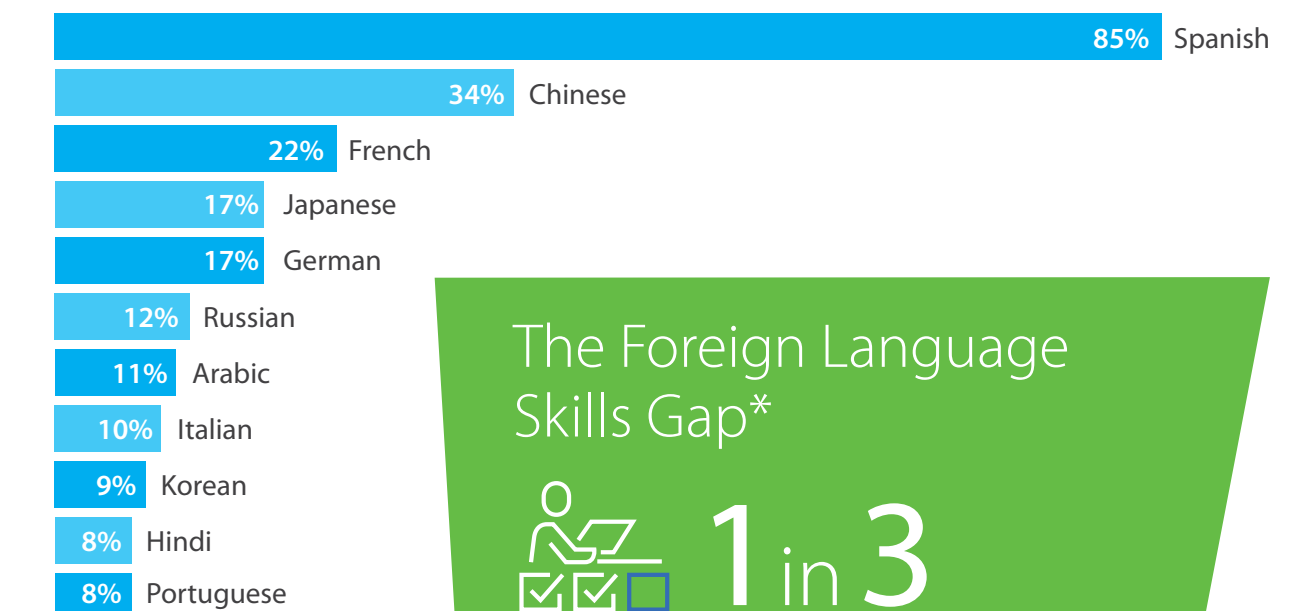
- Enhances one's understanding of and appreciation for other cultures
- Increases job opportunities
- Supports mental development
- Improves communication and critical thinking skills
- Improves one's understanding of English

What Foreign Languages Mean for U.S. Employers

9 out of 10 
rely on employees with
language skills other than English

56% 
say their foreign language demand
will increase in the next five years

Most In-Demand Foreign Languages Reported by U.S. Employers



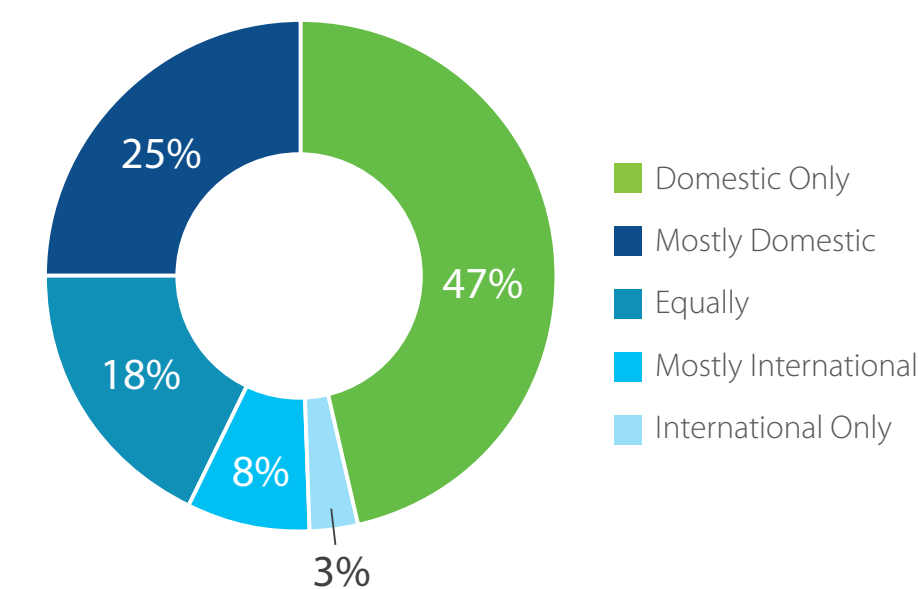
The Foreign Language Skills Gap*

1 in 3
foreign language-dependent U.S.
employers reports **a language skills gap**

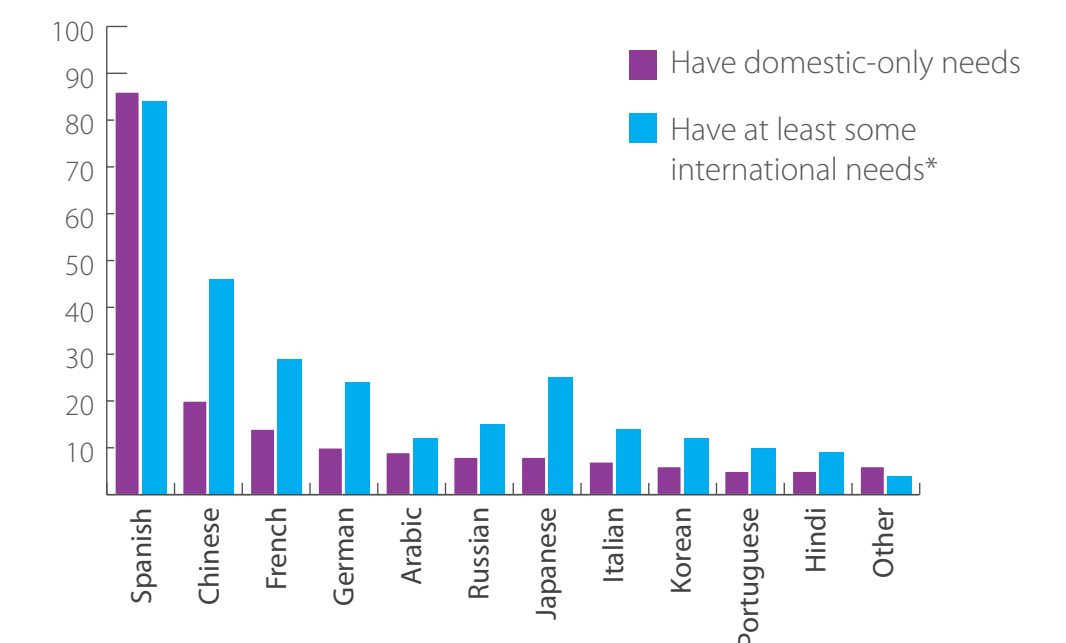
1 in 4
U.S. employers lost business due to
a lack of foreign language skills

*A foreign language skills gap occurs when an employer has foreign language needs that are not currently met by its employees.

U.S. Employers' Domestic and International Foreign Language Needs



Demand for Specific Foreign Languages, by U.S. Employers with Domestic-Only vs. International Foreign Language Needs



*Because employers with at least some international foreign language needs may also have some domestic needs, it cannot be assumed that a given language is necessarily used for the international market.

WHY STUDY SPANISH?

- The US has the second highest population of Spanish-speakers (more than Spain!)
- Spanish is the second-most commonly spoken native language in the world (after Chinese)
- Communicate with 41 million people in the US
- Communicate with 572 million people in the world



COLLEGE

- Saves you \$\$\$\$\$
 - Students who continue through AP can receive up to 20 hours in college and save up to \$10,000 depending on the college they attend
- Many colleges have their own language requirements for graduation. Your student may be able to place out if they take enough language in high school.
- Colleges believe language study is a sign of rigor and they look for it on transcripts.
- Colleges prefer to see an extended study of one language rather than two years of two.
- Honors Diploma - students need three years of one language (or two years of two languages)

SEAL OF BILITERACY

- Seal on transcript demonstrating proficiency in English and another language
- Need to achieve proficiency level of Intermediate High (typically after Level 4) on a standardized test
- Satisfies some of the graduation requirements for the Class of 2023 and beyond

