



## STRATEGIC PLAN

*To meet the mission of the AATG, the Executive Council working in collaboration with the membership has developed this strategic plan to guide the organization into the future.*

### **Mission Statement**

The American Association of Teachers of German supports the teaching of the German language and German-speaking cultures in elementary, secondary and post-secondary education in the United States. The AATG promotes the study of the German-speaking world in all its linguistic, cultural and ethnic diversity, and endeavors to prepare students as transnational, transcultural learners and active, multilingual participants in a globalized world.

### **Goal 1. To increase awareness of the value of teaching and learning of German amongst all stakeholders**

- Advocate with various stakeholders (school board, principals, deans, provosts, career and guidance counselors, academic advisors, parents, communities)
- Find funding and resources to support after school programs, summer school, language camps, etc.
- Develop 21<sup>st</sup> century materials (AATG apps, brochures, videos, posters) to target various stakeholders
- Promote German across the curriculum (STEM/MINT, STEAM)
- Create community service, experiential learning, and internship opportunities for students
- Create a data base/speakers bureau of professionals who use German in their work
- Create a series of short videos about the value of teaching German
- Create campaigns with recognizable people from sports, television, etc. who speak German
- Create various contests (poster, t-shirt, video) promoting German
- Collaborate with other organizations who promote language education

### **Goal 2. To assure the highest quality of German instruction on all levels in the United States**

- Recruit, retain, support a diverse group of German teachers
- Enhance recognition of outstanding German/teacher education programs
- Promote articulation from K-16
- Foster partnerships between HS and university level instructors
- Promote graduate programs in German at U.S. institutions
- Strengthen German jobs listing programs

- Educate membership on the critical value of professional development in the language and subject area
- Provide quality professional development opportunities
- Search out opportunities for American teachers to participate in summer programs in German-speaking Europe
- Promote opportunities for American teachers to participate in summer programs in the United States
- Promote the value of an advanced degree in the discipline rather than in education
- Promote and advertise professional development consultant services
- Recruit new professional development consultants
- Increase awareness of existing professional development programs
- Evaluate current professional development offerings
- Survey membership to determine future professional development needs
- Create a professional development officer position in each chapter
- Disseminate information on local, regional, and national professional development opportunities
- Give priority to chapter projects with professional development emphasis
- Offer webinars for professional development
- Explore new venues of professional development offerings
- Record conference presentations and make them available as webinars
- Promote AATG assessment program
- Expand AATG assessment program to include post-secondary levels
- Approach universities to grant credit for NGE or summer study program
- Create an award for German educators new to the profession

**Goal 3. To increase outreach to underrepresented students and teachers**

- Create video and print promotional materials for underrepresented students
- Create informational materials explaining the value of German for specially targeted audiences
- Compile resources and create a webinar on building relationships within communities
- Build connections to heritage speaker communities to promote study of German as a third language
- Create materials showing images of multicultural German society
- Develop biographies of underrepresented German-speakers for classroom use
- Support participation of underrepresented students in exchange programs
- Organize panels at professional conferences to share strategies on integrating underrepresented student groups in German

**Goal 4. To promote lifelong learning of German language and culture**

- Evaluate promotional materials to see if they address life-long learning
- Collect data and create evidence-based arguments on the continuing value of German in education, family, and career
- Create promotional videos of people who continued their life-long journey with German
- Develop a "how-to" handbook for articulation
- Create an awareness campaign

**Goal 5. To assure that AATG is recognized as the professional organization for educators of German language, literature, and culture studies**

- Continue and increase visibility through panels, workshops, booths, etc. at events hosted by other professional organizations
- Nominate AATG members as candidates to serve on the boards of other organizations
- Create a journal dedicated to the scholarship and practice of German film and media studies
- Evaluate membership policy for contributors to AATG's journals
- Promote AATG to state licensure/certification units as a provider for professional development services for K-12 German teachers
- Publicize quality alternative licensure/certification tracks for future German teachers
- Create awards to recognize excellence in professional development and teacher education

**Goal 6. To recruit, retain and increase the number of students learning German**

- Educate counselors, advisors, and school boards on value of learning German
- Explore further opportunities to advertise German learning
- Employ social network marketing practices
- Target non-native English speakers as students of German
- Create targeted advertising for different age groups
- Establish work-study/internship programs
- Provide training on how to develop work-study/internship programs
- Make advocacy for German a component of teacher training programs
- Promote learning German at NASSP, NASB, ASCA, and other conferences
- Strengthen communications between pre-collegiate and post-secondary German educators

**Goal 7. To support inclusion of the diversity of the German-speaking world in instruction**

- Provide instructional units available through AATG
- Organize conference panels focused on FL-A-CH
- Create an award for an instructor supporting the teaching of FL-A-CH
- Establish summer professional development opportunities in Switzerland
- Develop student exchanges in Austria and Switzerland

- Create materials showcasing linguistic/cultural differences between German-speaking countries
- Collaborate with Swiss and Austrian organizations to create calendars/materials featuring linguistic and cultural elements
- Develop a “Tweet” of the day in High German/Austrian/Swiss for students
- Provide updated images and information via social media

**Goal 8. To assure that the organization and organizational structure meet the needs of the membership**

- Conduct regular member surveys
- Evaluate the effectiveness of the current governance structures, policies, and procedures
- Review committee charges and structures
- Expand efforts to retain members
- Increase membership
- Develop new revenue streams
- Explore grant funding for special projects
- Increase participation in student programs
- Expand corporate and private fundraising
- Support local chapter officers and activities
- Develop a cadre of future leaders

**Goal 9. To foster relationships with agencies, organizations, and corporations interested in supporting the learning and teaching of German in the US**

- Work cooperatively with Goethe-Institut, Zentralstelle für Auslandsschulwesen, Deutscher Akademischer Austauschdienst, Pädagogischer Austauschdienst, etc.
- Continue collaborations with GSA, MLA, IDV, JNCL/NCLIS, ACTFL, etc.
- Develop partnerships to promote German with German businesses in the US
- Proactively search out opportunities for new partnerships