

Why learn German?

A Summit on the Future of German

AATG- MD DC Metro Chapter

ACTFL / AATG Conference Presentation

November 18, 2011 Denver, Colorado

Claudia Bornholdt, Catholic University, Current President

Katrina Griffin, North County High School,

Past President July 2009-2011

Deborah McGee Mifflin, Johns Hopkins University,

Past President July 2003-2009

Deutsche Welle Report

Sprache | 01.03.2011

Mehr Deutschunterricht in den USA



["Why German is 4U!" erklärt ein Flyer des Goethe-Instituts](#)

50 Millionen Amerikaner haben deutsche Vorfahren – aber nur gut eine Million von ihnen spricht die Sprache noch im Alltag. Deutschkurse fallen oft dem Rotstift zum Opfer. Deutschlehrer wollen diesem Trend entgegenwirken.

Es ist ein Widerspruch, den keiner so recht erklären kann: Während Deutsch als Unterrichtsfach an der Schule weiterhin beliebt bleibt, nimmt die Zahl der Studenten, die Deutsch als Fach wählen, kontinuierlich ab. Aber sowohl für High Schools als auch für Universitäten gilt: In Zeiten knapper Kassen wird zuerst der Sprachunterricht gestrichen. Am vergangenen Wochenende trafen sich in der US-Hauptstadt Washington DC Deutschlehrerinnen und -lehrer der Region, um Maßnahmen gegen die Krise zu entwickeln. Ihr Motto: Deutsch ist cool.

Und es ist allgegenwärtig. "Gesundheit" heißt es auch hier, wenn jemand niest, für "Weltschmerz" und "Kindergarten" gibt es keine englische Übersetzung. Und wenn bei amerikanischen Sportveranstaltungen die Emotionen hochschlagen, dann wissen die Veranstalter, welches Lied sie spielen müssen, damit die ganze Arena einstimmt: den Kernkraft-400-Sport-Hymnen-Remix von Zombie Nation. Doch kaum jemand in den Football- und Eishockey-Stadien oder den Basketballarenen ist sich bewusst, dass dieser Sport-Klassiker aus Deutschland kommt.

Modern, nicht deutschümelnd



[Daniel Hamilton](#)

Dass so vieles in den USA einen deutschen Ursprung hat, müsse man ausnutzen, erklärt Daniel Hamilton von der John-Hopkins-Universität. Denn der Blick müsse sich in die Zukunft richten, nicht in die Vergangenheit. Deutschümelei habe ausgedient. Jüngere Leute wollten wissen, warum Deutschland und die deutsche Sprache relevant für sie seien. Ihm fällt als erstes der Energiebereich ein. Deutschland ist führend bei der Technik der alternativen Energien, von der viel in die USA importiert wird.

Doch nicht nur in Wirtschaft und Wissenschaft hat Deutschland viel zu bieten, natürlich auch auf kulturellem Gebiet, zum Beispiel der Musik. Und das gilt eben nicht nur für die Klassiker – siehe Zombie Nation. Deutschen Rockmusikern rät Daniel Hamilton: "Diese Leute sollten in die USA kommen, die würden ein Publikum erreichen." Und nebenbei die Popularität des Deutschunterrichts steigern. Denn emotionale Bindungen zu Menschen oder der Kultur eines Landes sind die wichtigste Motivation, eine Sprache zu lernen.

Engagierte Lehrer und kleine Klassen



[Engagiert sich für die deutsche Sprache:](#)
[Lehrin Katrina Griffin](#)

Dennoch wurde in den Diskussionen der mehr als 100 Deutsch-Experten von Schulen, Universitäten und Stiftungen sowie dem Goethe-Institut und der deutschen Botschaft deutlich, dass der Erfolg und die Existenz von Deutschkursen in den USA derzeit vor allem vom persönlichen Engagement der Lehrerinnen und Lehrer abhängt. Die 16-jährige Sharon lernt seit vier Jahren an ihrer High School in Anne Arundel County in Maryland Deutsch und erklärt: "Deutsch gefällt mir, weil es sehr interessant ist - und meine Lehrerin ist ausgezeichnet."

Sharons Lob gilt Katrina Griffin, der Vorsitzenden des Deutschlehrerverbandes der Region in und um Washington. Man merkt ihr an, dass sie sich für ihr Fach engagiert, dass sie mit immer neuen Ideen ihre Schüler begeistern kann. Dabei macht sie aus der Not eine Tugend. Kleine Klassen von nur 20 bis 30 Schülern seien ein Vorteil, so die Deutschlehrerin: "Wir können viele Projekte machen, die in anderen Sprachen nicht gehen, weil die Klassen zu groß sind und der Lehrplan strikt. Außerdem machen wir Dinge, die Spaß machen." Griffin lädt ihre Schüler zum Beispiel zu einem deutschen Frühstück mit Brot und Käse ein, lässt die Berliner Mauer nachbauen oder einen deutschen Friedhof.

Amerikaner lernen keine Fremdsprachen

Es sei schwer, Amerikaner überhaupt zum Erlernen einer fremden Sprache zu motivieren, erklärt Andrea Christ, stellvertretende Leiterin der Kulturabteilung der deutschen Botschaft. Nur 30 Prozent

Context

- Mohamed Esa, Member of the Netzwerk Sprachvergnügen
- Strategiepapier “Deutsch als Fremdsprache in den USA in der Krise?”
- MLA Enrollment Report
- Local Situation



Goals – Immediate & Long term

- Taking stock of the local situation for German & react to the recommendations of the *Strategiepapier*
- To create and/or strengthen relationships across constituencies (teachers, institutions, cultural organizations)
- To begin dialogue with outside actors – district administrators, principals, deans
- To showcase successful programs
- To leave with concrete plans for the immediate future

Local Partners

- Motivated by the success of the leadership conference “Future of German Language Instruction in Maryland, Washington, DC, and Northern Virginia”, 1998
- AATG – Maryland / DC Metro Chapter Board
- Goethe Institute, Washington
- German Embassy



The Summit Day

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Botschaft
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GOETHE-INSTITUT
WASHINGTON



Building Bridges for Future Partnerships

American Association of Teachers of German



Summit on the Future of German in Maryland and the DC Metro Region

The Catholic University of America, Washington, DC

Saturday, February 26, 2011

8:00 am - 5:30 pm.


This summit is made possible through the generous support of:

The School of Arts & Sciences, Catholic University of America,
Embassy of the Federal Republic of Germany, Washington
Goethe-Institut Washington, German Society of Maryland,
Baltimore Kickers, Maryland/ DC Metro Chapter of the
American Association of Teachers of German (AATG)

Format

- Morning Panels & Invited Speakers
 - All constituencies included
 - Embassy and National Organization Perspectives
 - Business Experiences
 - Administrator Perspectives
 - Teacher Success Stories
 - Different levels included
 - High School
 - Higher Ed
 - Private Schools
 - Public Schools





Program

(Pryzbla Center)

8-9:00 - Registration / Coffee & Breakfast

9-9:30 - Welcoming Remarks

Ms. Katrina Griffin, AATG Maryland/DC Metro
Ms. Andrea Christ, Embassy of Federal Republic of Germany
Mr. Ulrich Braess, Goethe-Institut Washington
Dr. Claudia Bornholdt, Catholic University



9:30-12:30 - Discussion Panels (consecutive)

Panel 1: Why learn German? Perspectives from the Business and Government World (Moderator: Dr. Mohamed Esa, McDaniel College)

Dr. Daniel Hamilton, Center for Transatlantic Relations, SAIS
Mr. Dennis Burnett, EADS North America, Inc.
Mr. Peter J. Esser, Representative of German Industry & Trade
Mr. Tyson Barker, Bertelsmann Foundation, Washington DC

Coffee Break

Plenary Address: The State of German Education in the US
Ms. Helene Zimmer-Loew, Executive Director of AATG



Panel 2: Current Challenges to Offering German – Facts on the Ground (Moderator: Ms. Amy Peterschmidt, Bryn Mawr School)

Ms. Susan Spinnato, Maryland Department of Education
Ms. Claudia Bezaka, Washington, DC Public Schools
Ms. Helen Small, Virginia Department of Education
Ms. Leslie Grahn/ Ms. Debbie Espitia, Howard County Public Schools

Panel 3: Success Stories / Direct & Local (Moderator: Ms. Deborah McGee Miffilin, Johns Hopkins University)

Dr. Bill Heiser, Mr. George Lindley, and Ms. Katrina Griffin, Anne Arundel County Public Schools
Ms. Jennifer Kraeer & Attilie Kilmon, Dorchester County Public Schools
Dean Lawrence Poos, Dr. Claudia Bornholdt, Catholic University

12:30 - Lunch

1:30 – 3:00 - Breakout for 'Working Groups' (concurrent)


Group 1: Creating partnerships with the business community
Group 2: Creating new promotional materials – Why learn German?
Group 3: Creating educational partnerships across school levels
Group 4: Improving the pool of qualified German teachers
Group 5: Connecting / Outreach to the community

3:00 – 3:30 - Coffee Break

3:30 – 4:15 - Group Reports

4:15 - Future Planning: "Sustaining the Momentum" & What's Next?

4:30 - Cocktail Reception



Reception and Breakfast



Greetings



Greetings



Andrea Christ- Embassy of the Federal Republic of Germany

Bringing Constituencies Together



Board Member & President of German
Society of Maryland



Dean Poos, Catholic University

Panel 1 Perspectives from the Business and Government World



Plenary Address- Helene Zimmer-Loew



Panel 2- Current Challenges to Offering German





Panel 3- Success Stories- Direct/Local



5 Discussion Groups

1. Business Partnerships
2. Why Learn German? New Promotional Materials
3. Educational Partnerships
4. Improving Teacher Quality
5. Community Outreach



Action Plan: Business Partnerships

1. Set clear goals
2. Consider the business perspective
3. Create a list of local companies
4. Invite businesses to an event at your school

1: Business Partnerships

Results of Subgroups

Group 1: Amanda Sheffer (Protocols) Click to enlarge

Group 2 Results (Protocols Deborah Wiffen)

1. Each initiative to create a business partnership should first set the goals. It is to get funding, to set up an internship program, to set up a scholarship for study abroad, to promote community interaction with local businesses.
2. Consider the perspective of the Business Partner in order to target your message. What's in it for them? Perhaps they would like to highlight their business or fulfill a business plan for their employees for community outreach & volunteerism.
3. Create a local listing of companies. a. German & European companies doing business in the area, and b. US companies with German ties. Find out about language needs & policies of the business.
4. Ideas to establish a local business partnership. a. Invite the business to an event at the school - Career Day Panel, Campus Visits, Alumni Panel, etc. b. Coordinate goals of the partnership with the curriculum, if possible.
5. CONCRETE ACTION PLAN. We will create localized business contact lists for:
Washington, DC: Vanessa White-Jackson (Howard University), Van Sabiridis (Catharine)
Loudoun County, VA: Karen Plummer
Winchester, VA: Karlene Sacks (John Handley H&I)
Baltimore: Brigitte Day (UMBC) & Deborah Wiffen (Johns Hopkins)

We will begin to have conversations at institutional level to identify specific needs and interests.
We will create localized information for distribution (brochures, websites) like a 'Did you know...'

Pages

none

Participants

1. Business Partnerships

2. Why Learn German?

3. Educational Partnerships

4. Improving Teacher Quality

5. Community Outreach

AATG Maryland / DC Metro

Resources

Summit II Initiative to Success

Summit Planning Map

Summit Planning Map

Initiative to Success with 500+ Links

College German Programs in Maryland / DC / North

Private School German Programs

SpokenGerman: Start in the USA in one step!

Strategy Paper Summary

Welsh Summit on Future of German in America

Interesting Links

Delaware from February Summit

Notes of February 28 Summit

Why Learn German? Video from Vanessa

US & German Business & Education

NY Times Article on German Culture

Germany - Where the Jobs Are! (Karlheinz Ditz)

Followers

John Handley H&I

John Handley H&I

Members (2)

Elog Archive

2011-08

October (1)

August (2)

July (2)

June (1)

April (2)

March (2)

Follow Us Publicly

Message From

Action Plan: Promotion

1. Centralize distribution of marketing materials (AATG Webshop)
2. One Goethe-Institut website to download materials with links to AATG Webshop
3. Brochure: “German Means Business”
4. Use social network sites better
5. Create newsletter for young readers

2. Why Learn German


Results of working group 2: **Creating new marketing / promotional materials – Why learn German?** (Protokoll by Craig Childers)

1. Centralize the distribution of physical marketing and promotional materials: one webshop for all items.
 - The best way is to expand the already existing AATG webshop. For this purpose, the search function and the navigation must be improved so that materials can easily be found.
 - Subsequently, the AATG webshop must be actively promoted by AATG chapters and the Goethe-Institut
 - The prices of the materials must be kept affordable
 - Ideas for new promotional material:
 - A button making starter kit with which the kids can make their own buttons
 - An APP for the iPhone???
2. Coordinate with Goethe-Institutes in region to centralize all promo/advocacy brochures, PPTs/PDFs, videos, etc.
 - One website where all materials and brochures can be downloaded with links to the AATG webshop where printed brochures, etc. can be ordered: www.goethe.de/usa
 - This will ensure that only the most up-to-date versions are available online
3. Develop a business German brochure: “German Means Business”
 - Trying to lure more people into learning German by highlighting that German is an important language in the business field
4. Use social network media more effectively to promote the German language and also in order to establish a community of German learners
 - Creating a Facebook page with the latest news about German music and news in general.
 - Integrate a YouTube channel into the website with music videos and maybe also short films and scenes
5. Create a version of the German Information Center email newsletter This Week in Germany for younger audiences with a focus on youth culture, music, etc.
 - Similar to Facebook Page with the latest information that interest young people
 - Clear and brief
 - In German and English
6. Guidance counselors should be better informed about why learning German is useful.
 - Special brochures and extra materials for this specific target group should be developed

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- 2: Why Learn German
- 3: Educational Partnerships
- 4: Improving Teacher Quality
- 5: Community Outreach

AATG Maryland / DC Metro



Resources

- Summit II invitation to Businesses
- Summit Parking Map pdf
- Summit Parking Map
- Invitation to Summit with RSVP Link
- College German Programs in Maryland / DC / NoVa
- Private School German Programs
- Strategiepapier: DAF in den USA in der Krise?
- Strategy Paper Summary
- Waldsee Summit on Future of German in America

Interesting Links

- Pictures from February Summit
- Video of February 26 Summit
- Why learn German? Video from Waldsee
- NY Times Article on Recent Cuts
- Germany - Where the Jobs Are! Marketplace Story

Followers

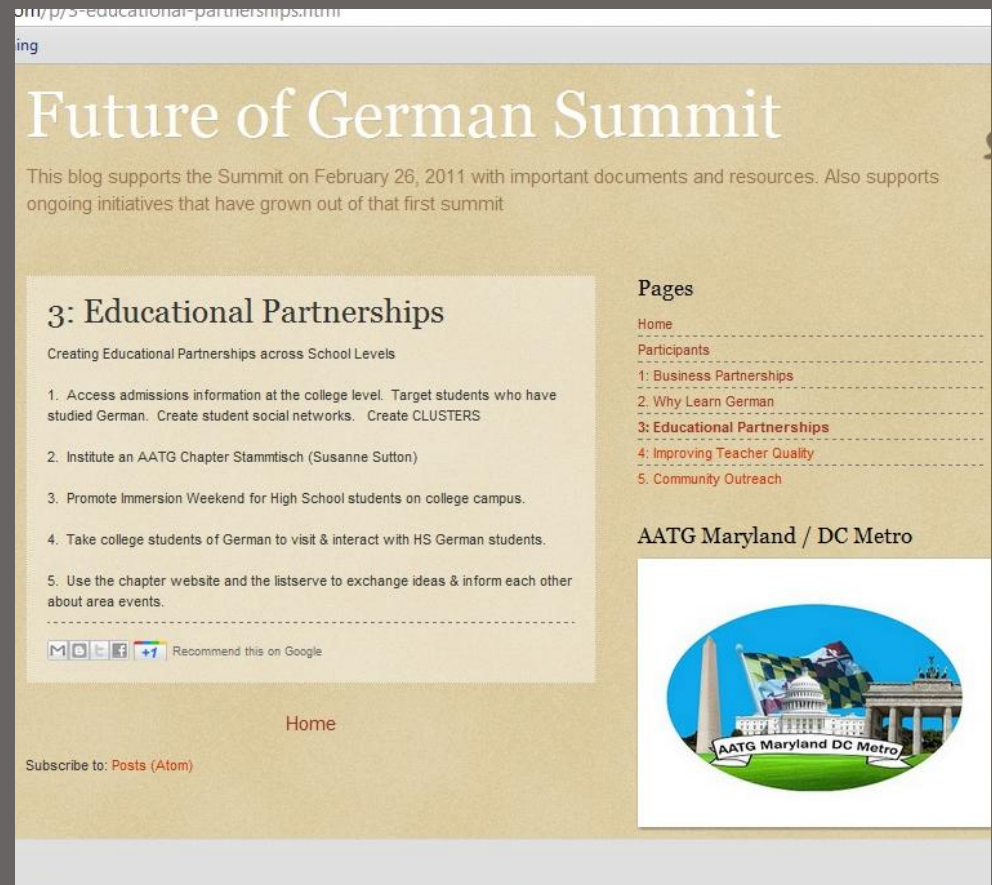
Join this site

Blog Archive

2011 (16)
October (1)

Action Plan: Educational Partnerships

1. Access admissions info at college level
2. Create social student networks
3. Institute an AATG Chapter Stammtisch
4. Joint immersion weekend HS-College
5. Advertise events on chapter website and listserv



Action Plan: Improving Teacher Quality

1. Identify Problems for Qualification & Certification
2. Support Prospective Teachers in Navigating System
3. AATG Outreach to Graduate Students to go into Teaching Field
4. Integrated Information

Share Report Abuse Next Blog

Future of German Summit

This blog supports the Summit on February 26, 2011 with important documents and resources. Also supports ongoing initiatives that have grown out of that first summit

4: Improving Teacher Quality

Group Facilitator Amy Peterschmidt

1. Identify Problems Prospective Teachers have in getting Qualification (i.e., excellent language skills) and Certification.
2. Support New and Prospective Teachers in navigating system, applying for scholarships, going on summer abroad programs, etc.
3. Plan an AATG Outreach to Graduate Students to consider the teaching field, not just academia.
4. Pool Information into an integrated data pool.

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Home

Subscribe to: [Posts](#) (Atom)

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- 4: Improving Teacher Quality**
- 5: Community Outreach

AATG Maryland / DC Metro



Internet | Protected Mode: On

Action Plan: Community Outreach

1. Hold another Summit soon
2. Support MD legislative initiative for “German Heritage Month”
3. Help develop a “super website”
4. Visit community with PPT or talk or hands-on activities

5. Community Outreach

Group 5 - Connecting / Outreach to the Community

Action Plans

1. Hold another “Summit on the Future of German in Maryland and the DC/ Metro Region within the next year. Reach out to other organizations and service groups as well as inviting all of the Feb. 26, 2011, participants to attend the follow-up summit.
2. Support the Maryland legislative Initiative to declare October as “German Heritage Month.” The German Society of Maryland can provide information and resource people for this action plan. No event needs to be organized. This is a matter of writing letters, lending support to this Initiative verbally, and attending hearings.
3. Help out with the development of the “Super Website” or “Wiki” that was determined to be needed by several other groups. Support whichever person takes on this action plan by compiling appropriate lists, such as a list of churches that conduct services in German.
4. Put together an Initiative that will strengthen our outreach to community centers, senior centers, libraries, youth groups, and possibly recreational centers. Create a list of AATG Maryland / DC Metro members and others interested in the same goals who would be willing to visit a specific location with a German-related power point presentation, an informative talk, or a “hands-on” activity.
5. Lend our support and encouragement to the two members of Group 5 who have concrete plans that they want to carry out.
 - A. Tabea Muenz, Pastor, The United Church (Die Vereinigte Kirche), Washington, DC, offered to organize an event at this church that will be attractive to children and their families in the vicinity of the church. She intends to plan a “Sankt Nikolaus” Abend or a similar culturally enriching event. We will help her with this new Initiative.
 - B. Dr. Ingrid Wagner, American Goethe Society, will coordinate the 2011 ceremony during which the American Goethe Society will give modest cash awards to selected high school students of German. According to Dr. Wagner, Rüdiger Lentz, Executive Director of the German-American Heritage Museum in Washington, DC, has offered to have the awards ceremony at the museum.

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Blog Archive

Outcomes: Scholarships

At the summit, Dan Hamilton generously offered 2 scholarship for students to study at Concordia Language Villages in the summer



Outcomes: Scholarships

The German Society of Maryland implemented *The Gerhard Meinzer Student Scholarship* allowing a Maryland High School student to study in Germany in the summer of 2012



The German Society of Maryland

FOUNDED: 1783

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The German Society supports German Language Education in Maryland

Awards to High School students of German

New Program: The Gerhard Meinzer Student Scholarship. All German Society Members may nominate a Maryland high school German student, to study in Germany this summer! [Application](#) Deadline: February 10, 2012

The German Society of Maryland is beginning a new program this year to send a Maryland high school student to Germany during the summer. This summer, the program is made possible through the generous contribution of Gerhard Meinzer to the German Language and Heritage Fund. You must be a member of the German Society to nominate a high

High School Awards

2011: [Pictures of the event](#)
Article about the ceremony in [Amerika Woche](#).

2010: [Pictures of event](#)
Article about ceremony [amerwoche.pdf](#)

2009: [Pictures of event 2009](#)

[Article about awards ceremony, 2009](#)

2008: [Pictures from the awards ceremony, 2008](#)

Outcomes: Stammtisch

4 Chapter *Stammtische* have been held in DC and Maryland

Page 2

Info-Deutsch

Spring 2011

First AATG Chapter Stammtisch a Success

A mild spring evening, good beer and German food were the starting ingredients for a successful AATG Stammtisch: On May 19, ten educators of German from Maryland, Washington, and Northern Virginia met for the first AATG Stammtisch at Biergarten Haus in Washington D.C. At February's 'Summit on the Future of German in our Area,' participants had expressed an interest in meeting regularly but in an informal setting to bring together educators from middle and high schools, colleges, and other German language schools in the area.

The Stammtisch provides a forum to exchange ideas and information. It is also an opportunity to get to know



Outcomes: Publicity from DW

- 1 Article on the Summit
- 1 Article about teaching German at Gallaudet
- Article in *AmerikaWoche*

Deutsch für Gehörlose in Washington | Kultur & Leben | Deutsche Welle | 02.04.2011

DW-WORLD.DE
DEUTSCHE WELLE

BILDUNG | 02.04.2011

Deutsch für Gehörlose in Washington



Die weltweit führende Gallaudet-Universität in Washington D.C. für Gehörlose bietet auch Deutschseminare an. Für die Studenten ist das eine Herausforderung. Sie lernen die geschriebene Sprache und die Zeichensprache.

Jeder der sechs Studenten im Deutsch-Seminar an der Gallaudet Universität in Washington ist gehörlos oder schwerhörig. Trotzdem: Es ist mitnichten still in dem Seminarraum im zweiten Stock des Hall Memorial Buildings auf dem Campus der Uni. Mit Fingern, Händen und Armen diskutieren die Studenten, wie sie das deutsche Wort "Wohnung" übersetzen können. Einige von ihnen sind in der Lage, Worte zu formen. Manchmal entsteht dabei ein Wort, manche sprechen fast genauso deutlich wie Hörende.

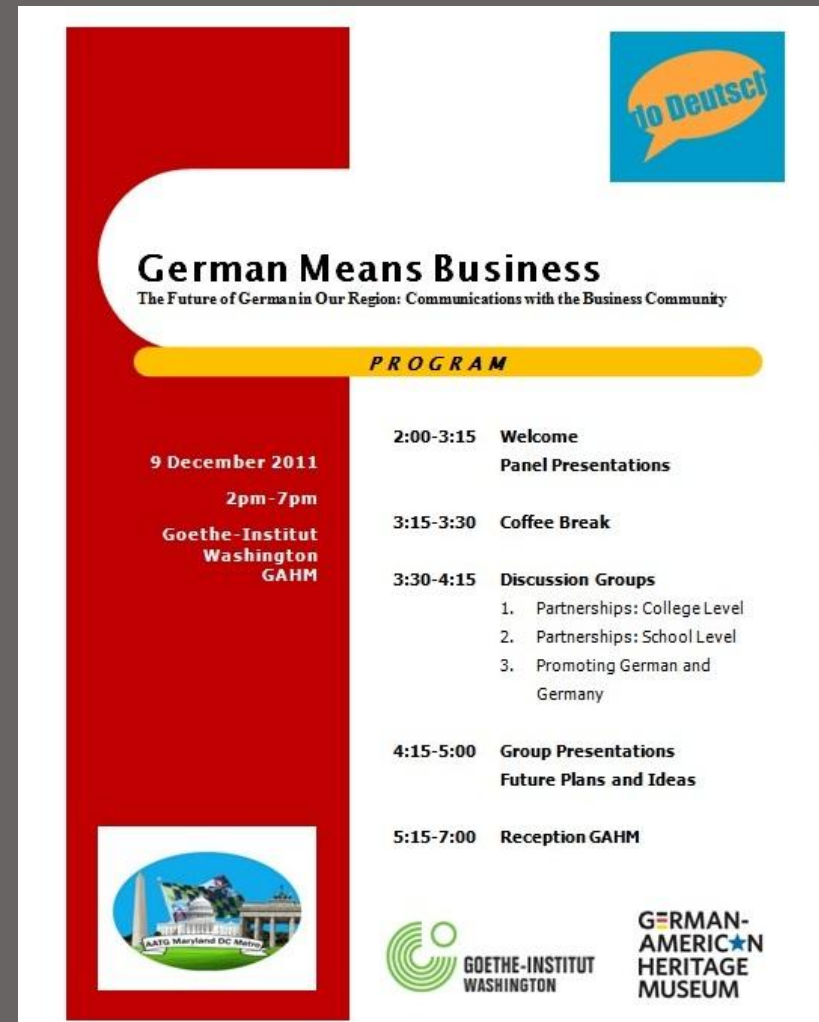


Michelle Morris will später bei den Vereinten Nationen arbeiten

Eine der Deutsch-Studentinnen ist die 19-jährige Michelle Morris aus Florida. Der schwerhörigen jungen Frau mit den geflochtenen Zöpfen fällt die deutsche Sprache leicht. Michelle möchte nach ihrem Studium am liebsten bei den Vereinten Nationen arbeiten. Deshalb belegt sie an der Gallaudet Universität das Fach "Internationale Studien". "Ich musste mir eine Fremdsprache aussuchen", sagt Michelle mit Hilfe ihrer Hände. Wegen der UNO habe sie sich dann für Deutsch entschieden. "Deutschland hat dort so eine starke Basis, dass ich das Gefühl hatte, diese Sprache könnte für mich sehr hilfreich sein – für die europäischen Länder aber auch für die afrikanischen", sagt die 19-Jährige. Ohne die Ausbildung an der Gallaudet Universität wäre es für sie nahezu unmöglich, dieses Ziel zu erreichen.

Outcomes: Summit II

- *German Means Business*
- December 9, 2011
- Goethe-Institut Washington
German American Heritage
Museum
- Goals:
 - Partnerships School and
Business Community
 - Internships for German
students
 - Business visits for High School
Students
 - Promoting German



The flyer is for the 'German Means Business' event, held on December 9, 2011, from 2pm to 7pm at the Goethe-Institut Washington (GAHM). The event is titled 'The Future of German in Our Region: Communications with the Business Community'. The program includes a welcome and panel presentations, a coffee break, discussion groups on partnerships at college and school levels and promoting German and Germany, group presentations on future plans and ideas, and a reception at GAHM. The flyer features the '10 Deutsch' logo, the Goethe-Institut Washington logo, and the German American Heritage Museum logo.

10 Deutsch

German Means Business
The Future of German in Our Region: Communications with the Business Community

PROGRAM

9 December 2011
2pm - 7pm
Goethe-Institut
Washington
GAHM

2:00-3:15 **Welcome**
Panel Presentations

3:15-3:30 **Coffee Break**

3:30-4:15 **Discussion Groups**
1. Partnerships: College Level
2. Partnerships: School Level
3. Promoting German and Germany

4:15-5:00 **Group Presentations**
Future Plans and Ideas

5:15-7:00 **Reception GAHM**

GOETHE-INSTITUT WASHINGTON

GERMAN-AMERICAN HERITAGE MUSEUM

Planning Checklist

- Create a smallish committee of workaholics 😊
- Set the goals & fundraise
- Find a host and set a date
- Write invitation letters
- Set the format — variety important!
- Keep up communication via blog, website, emails
- Follow up within 6 to 9 months

For more information...

- Visit <http://futureofgerman.blogspot.com>
- Full video of summit
<http://live.cua.edu/ACADEMICS/ModernLanguages/Symposium-110226.cfm>
- Contact:
 - Claudia Bornholdt: bornholdt@cua.edu
 - Katrina Griffin: katrina.griffin@gmail.com
 - Deborah Mifflin: mifflind@jhu.edu