

# TODAY'S WORLD LANGUAGE TEACHERS TOMORROW'S GLOBAL ENTREPRENEURS



**Ken Stewart**

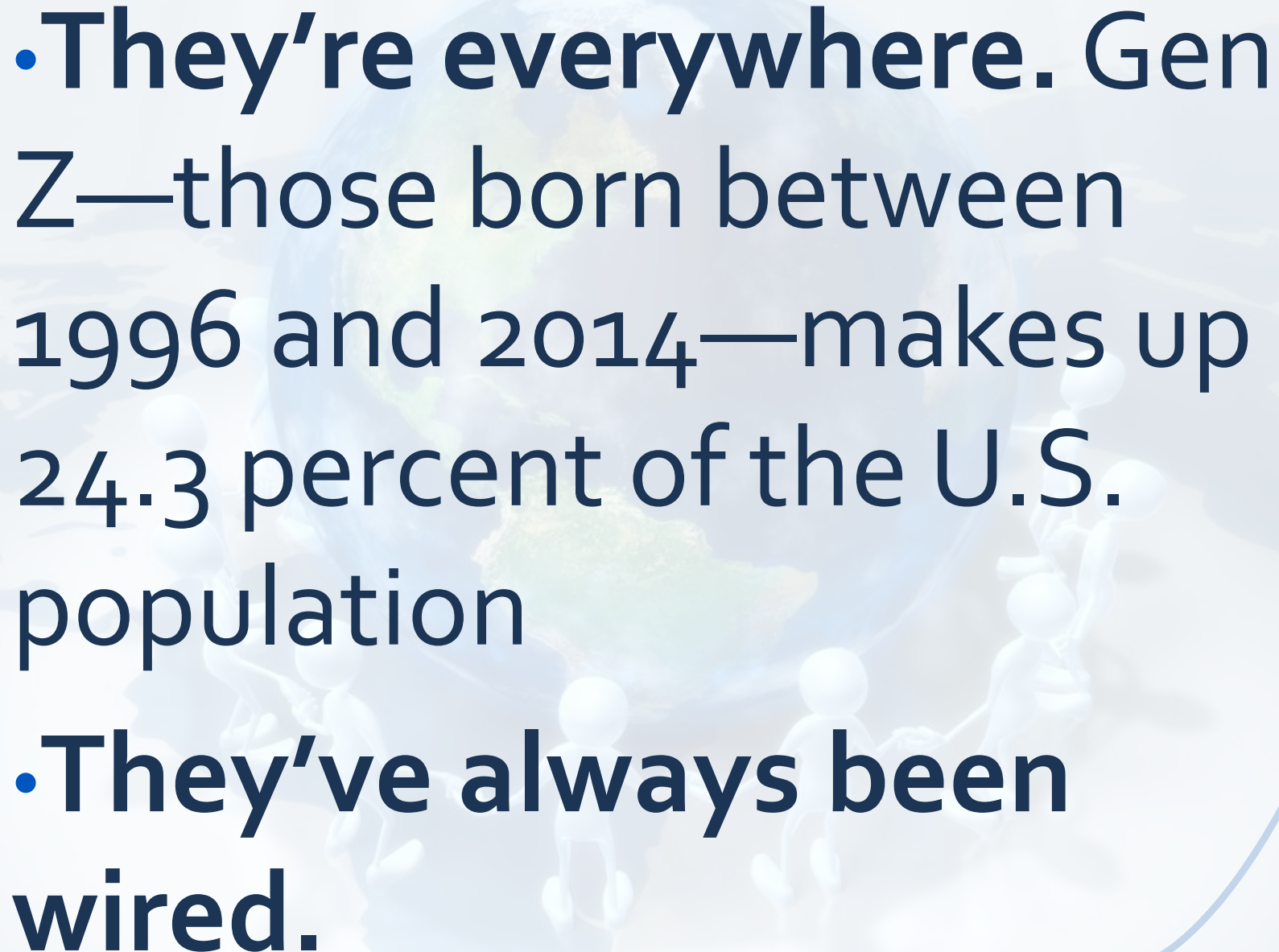
World Languages Consultant  
Duke University & UNC-Chapel Hill  
Chapel Hill, North Carolina

 @APSenor



# Meet Generation Z



- 
- **They're everywhere.** Gen Z—those born between 1996 and 2014—makes up 24.3 percent of the U.S. population
  - **They've always been wired.**

**Millennials : the first “global” generation with the development of the internet, but as more of the world comes online — Generation Z will become more global in their thinking, interactions, and relatability.**



- Larger cohort than the Baby Boomers or Millennials
- Gen Z are 14-23 years old
- Millennials are 24-40 years old
- Gen Zers are the least likely to believe in the "American Dream"
- Alcohol, smoking, teen pregnancies are 40% down, seat-belt use is up

- By 2020, they'll make up 20% of the total workforce and 40% of consumers.

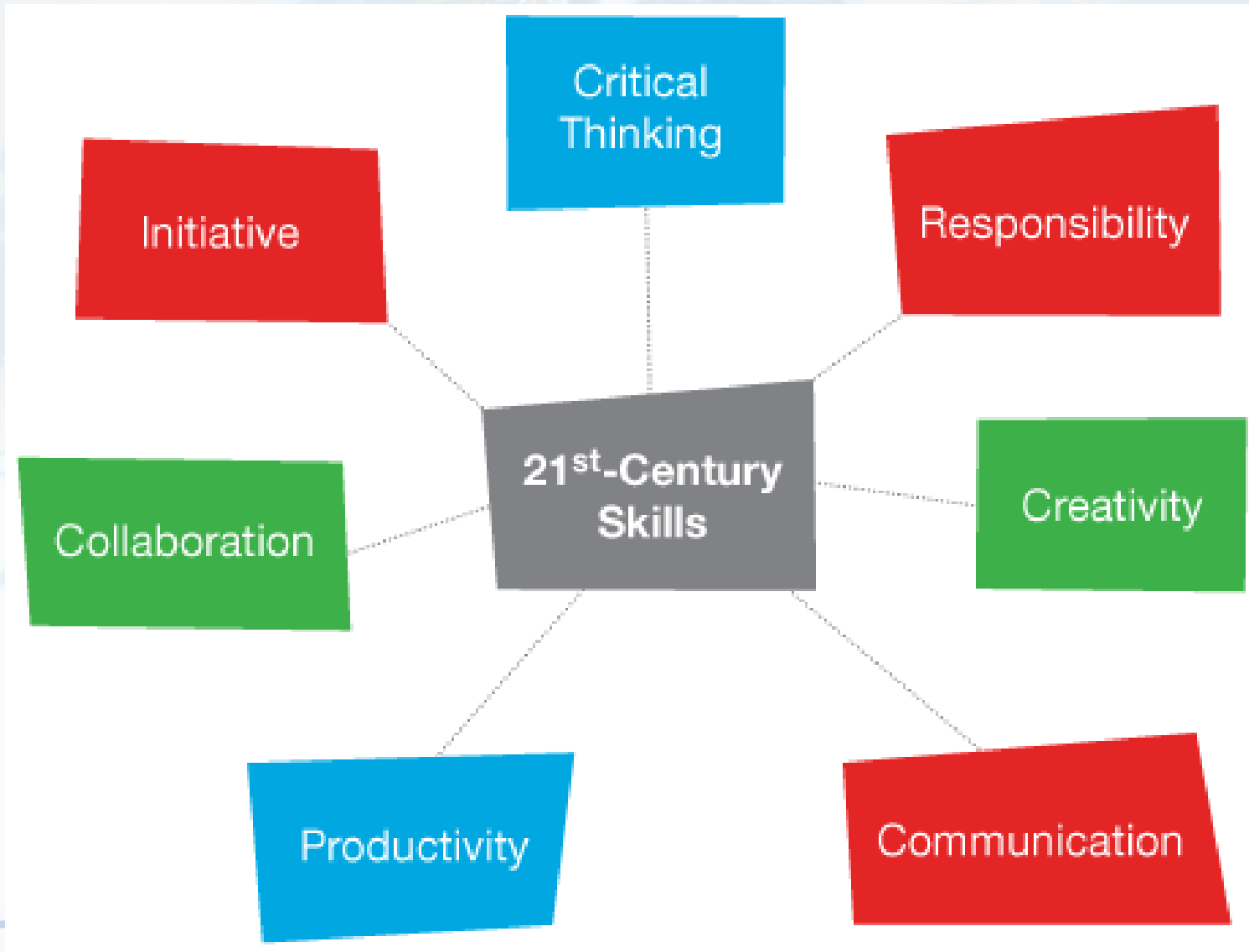
- The most diverse generation in American history: **55% Caucasian, 24% Hispanic, 14% African-American, 4% Asian**



**Gen Z is cynical.  
There is no  
generational memory  
of a time the US was  
not at war, facing  
global terrorism,  
school shootings or  
post 2008 recession  
economy.**



# 21<sup>st</sup> Century Skills ?





# How Generation Z Differs from Millennials

1. **Less Focused**
2. **Better Multi-Taskers**
3. **Bargain hunters**
4. **Gen Z is Full of Early Starters**
5. **Gen Z Is More Entrepreneurial**
6. **Gen Z Has Higher Expectations Than Millennials**
7. **Gen Z Is Big On Individuality**

# Their competition?

- CHINA has 1.4 billion people
- USA has 327 million people
- **Translation:** China has more honor students than we have students

In 1950...

...there were **17** American  
workers to support each retiree.

When millennials retire, there will  
be just **2**.

# We've been preparing a workforce to...

- **Work in straight rows**
- **Perform repetitive tasks**
- **Under close supervision**



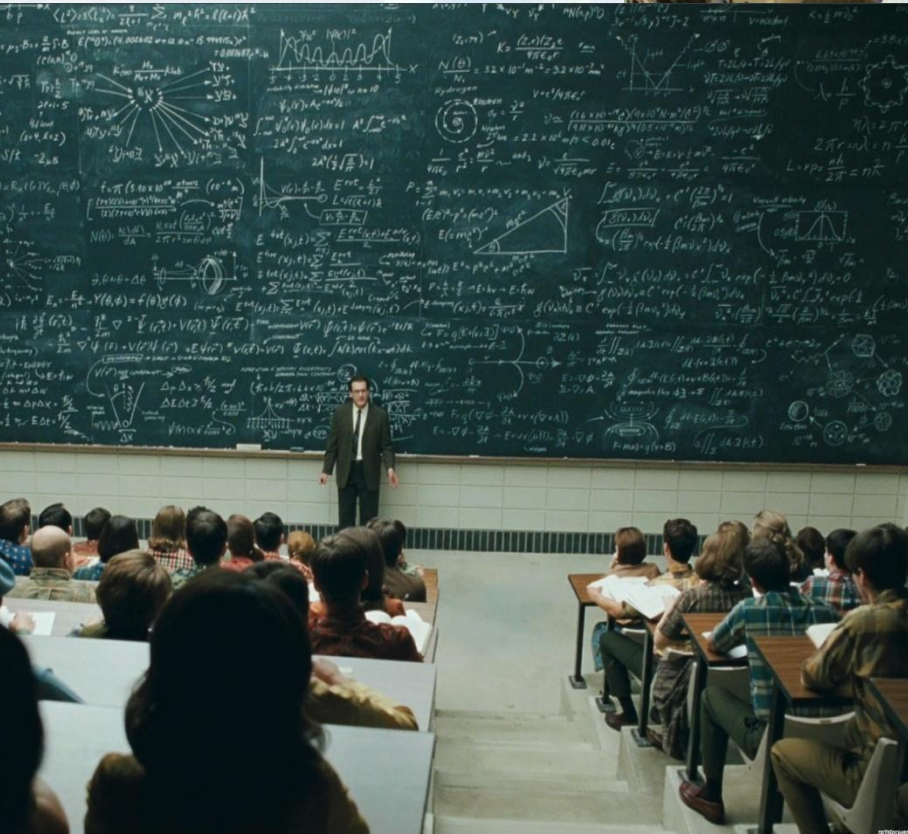
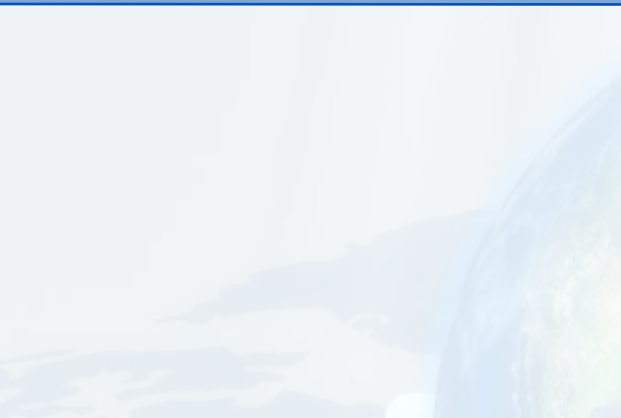
# Yesterday's classroom vs. Tomorrow's classroom



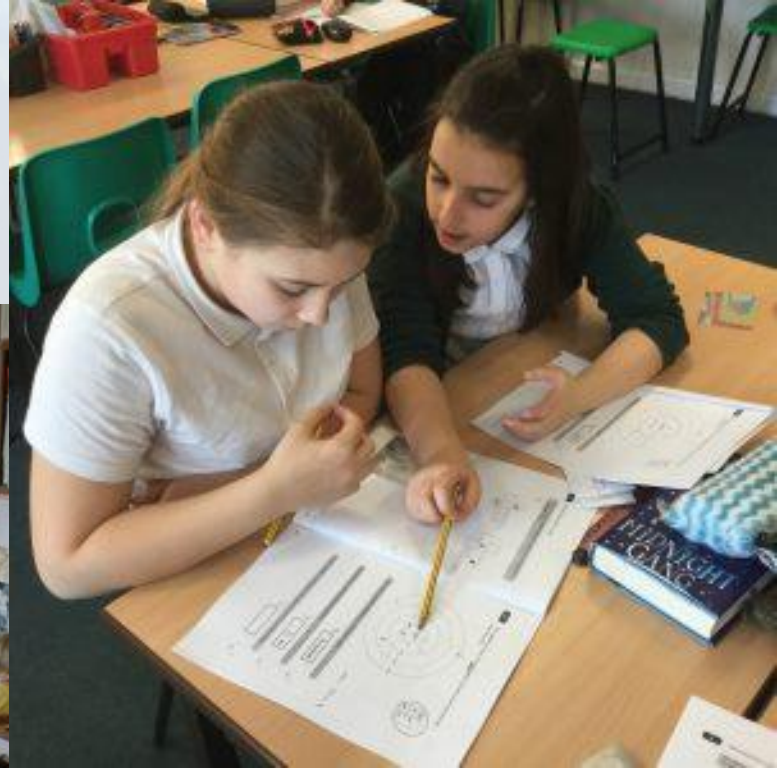
# Why do we use the same architecture?



# “Chalk & talk” vs. “Let me talk!”



# “Sit & get” vs. “Allow me!”





# What if...

We rearrange the rows...

Have them reinvent their own tasks...

In order to solve problems that we don't even know are problems yet?



# Today's students...

- Will have **10-14** careers
- by age **38**



# The Top 10 job demands in 2018...

## Did not exist in 2010



# ORAL PROFICIENCY LEVELS IN THE WORKPLACE

ACTFL Level	ILR	Language Functions	Corresponding Professions/Positions*	Examples of Who Is Likely to Function at This Level?
Distinguished	5	<i>Ability to tailor language to specific audience, persuade, negotiate. Deal with nuance and subtlety.</i>	Foreign Service: Diplomat, Contract Negotiator, International Specialist, Intelligence Specialist	<ul style="list-style-type: none"> <li>Highly articulate, professionally specialized native speakers</li> <li>Language learners with extended (17 years) current professional and/or educational experience in the target culture</li> </ul>
	4			
Superior	3	<i>Discuss topics extensively, support opinions, hypothesize. Deal with linguistically unfamiliar situation</i>	University Language Professor, Financial Services Marketing Consultant, Foreign Area Officer, Lawyer, Judge, Court Interpreter	<ul style="list-style-type: none"> <li>Well-educated native speakers</li> <li>Educated language learners with extended professional and/or educational experience in the target language environment</li> </ul>
Advanced High	2+	<i>Narrate and describe in past, present and future and deal effectively with an unanticipated complication</i>	Physician, Human Resources Communications Consultant, Financial Services Senior Consultant, Quality Assurance Specialist, Marketing Manager, Financial Advisor, Broker, Military Linguist, Translation Officer	<ul style="list-style-type: none"> <li>Language learners with graduate degrees in language or a related area and extended educational experience in target environment</li> </ul>
Advanced Mid			Banking and Investment Services Customer Service Representative, Fraud Specialist, Account Executive, Medical Interpreter, Patient Advocate, Court Stenographer, Court Interpreter, Human Resources Benefits Specialist, Technical Service Agent, Collection Representative, Estimating Coordinator	<ul style="list-style-type: none"> <li>Heritage speakers, informal learners, non-academic learners who have significant contact with language</li> <li>Undergraduate majors with year-long study in the target language culture</li> </ul>
Advanced Low			K-12 Language Teacher, Nurse, Social Worker, Claims Processor, Police Officer, Maintenance Administrator, Billing Clerk, Legal Secretary, Legal Receptionist, 911 Dispatcher, Consumer Products Customer Services Representative, Retail Services Personnel	<ul style="list-style-type: none"> <li>Undergraduate language majors</li> </ul>
Intermediate High	1+	<i>Create with language, initiate, maintain and bring to a close simple conversations by asking and responding to simple questions</i>	Policeman, Fireman, Utilities Installer, Auto Inspector, Aviation Personnel, Missionary, Tour guide	<ul style="list-style-type: none"> <li>Language learners following 6-8 year sequences of study (AP, etc.) or 4-6 semester college sequences</li> </ul>
Intermediate Mid			Cashier, Sales clerk (highly predictable contexts), Receptionist	
Intermediate Low			1	
Novice High	0+	<i>Communicate minimally with formulaic and rote utterances, lists and phrases</i>		<ul style="list-style-type: none"> <li>Language learners following content-based language program in grades K-6</li> </ul>
Novice Mid	0			<ul style="list-style-type: none"> <li>Language learners following 2 years of high school language study</li> </ul>
Novice Low				

**77% expect to work harder  
than previous generations**



**American children and teens spend around 7 ½ hours a week more at school than kids did in 1998.**

# Tomorrow's Entrepreneurs

About 72% of current high-schoolers want to own their own businesses, and 76% hope they can turn their hobbies into full-time jobs.



# They are Entrepreneurial pioneers

**They don't plan on becoming billionaires before they're 30, but they do dream of inventing an app that lets them graduate without debt.**





**IT'S NOT AN  
ATTENTION PROBLEM,  
IT'S AN 8-SECOND  
FILTER**



<http://www.worldometers.info/>



Today's students have instant access to...

- **information**
- **communication**
- **entertainment**



# Wikipedia started with...

- **2 million articles in English**
- **Half-million in French**
- **That's 20 times more than Encyclopedia Britannica**



**In 2001...**

- **it had grown to 12 languages**
- **In 2002                    23 languages**
- **In 2018                    292 languages**

**If Wikipedia were made into a book...**

**it would be 2.5 million  
pages long,**

**and would take you over  
123 years to read**

# DO YOU SPEAK GEN Z?

**GOAT**

**Greatest of all time**

**“Lit”**

**Cool, great**

**Extra**

**Over the top/ overly dramatic**

**Woke**

**Enlightened about social issues**

**Dead @\$\$**

**Seriously**

**Thirsty**

**Craving attention**

**Throw Shade**

**Talking badly about a person or thing**



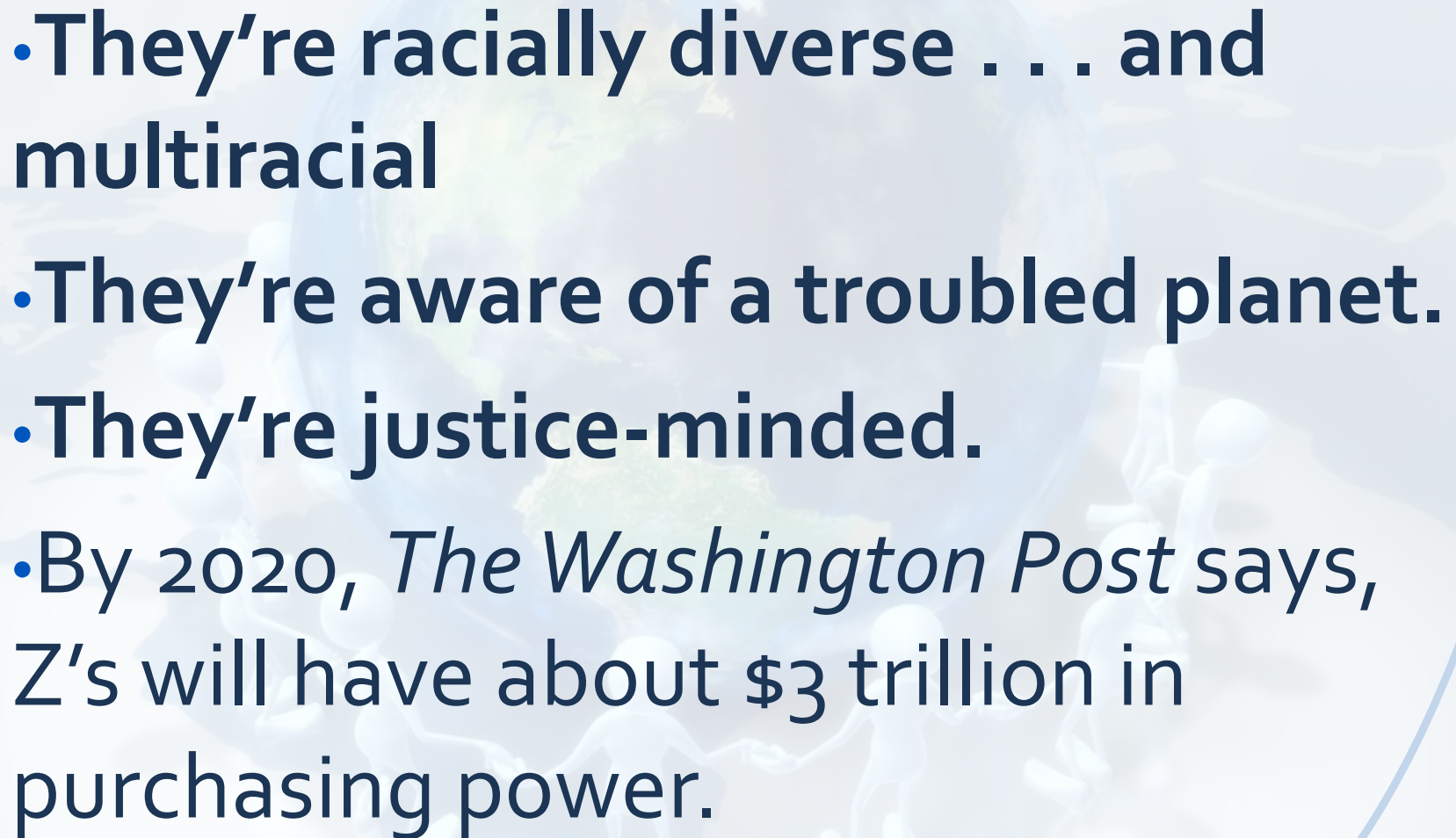
**74% of young Americans  
think English is the most  
widely spoken language  
in the world**



**58% of adults worldwide ages 35+ agree that “kids today have more in common with their global peers than they do with adults in their own country.”**

**Diversity is an expectation of Generation Z.**



- 
- The background of the slide features a semi-transparent globe of the Earth. In the foreground, there are several stylized, white, 3D human figures of various sizes, some appearing to hold hands or stand together, symbolizing global unity or community. The overall color scheme is light blue and white.
- They're racially diverse . . . and multiracial
  - They're aware of a troubled planet.
  - They're justice-minded.
  - By 2020, *The Washington Post* says, Z's will have about \$3 trillion in purchasing power.

**They're more accepting of sexual fluidity.--48 % of those 13 to 20 years old described themselves as "completely heterosexual," compared to 65 % of those 21 to 34.**



# Why does this matter? I am a language teacher.

- Pronouns
- Gender
- Are you Latinx?
- Latin@

<https://www.nbcnews.com/video/to-latinx-or-not-to-latinx-1090371139897?v=railb&>

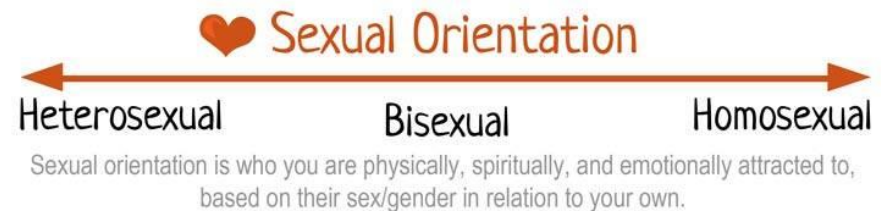
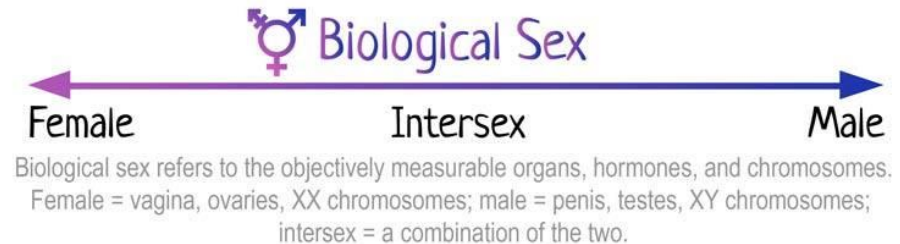
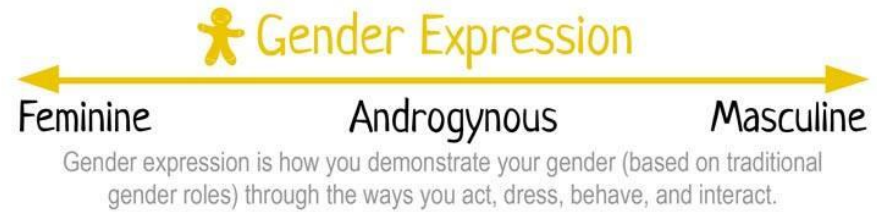
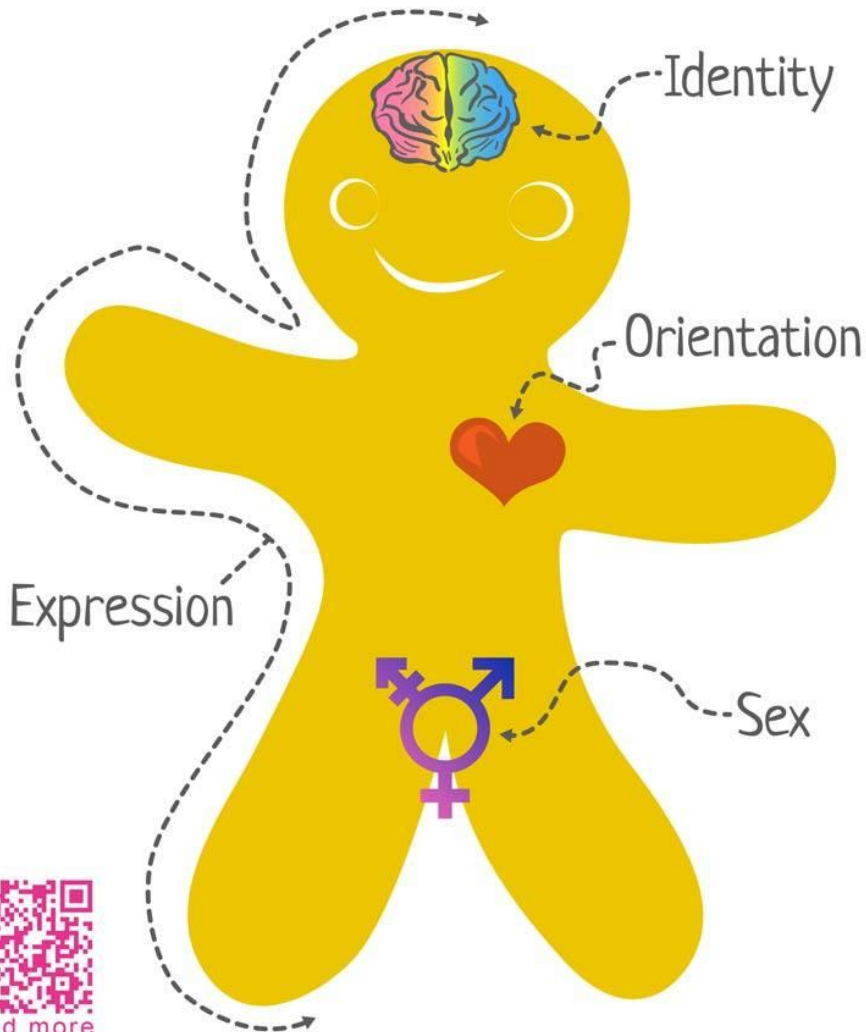


LATINO? ?  
LATINA?  
LATIN@?  
LATINX? ?

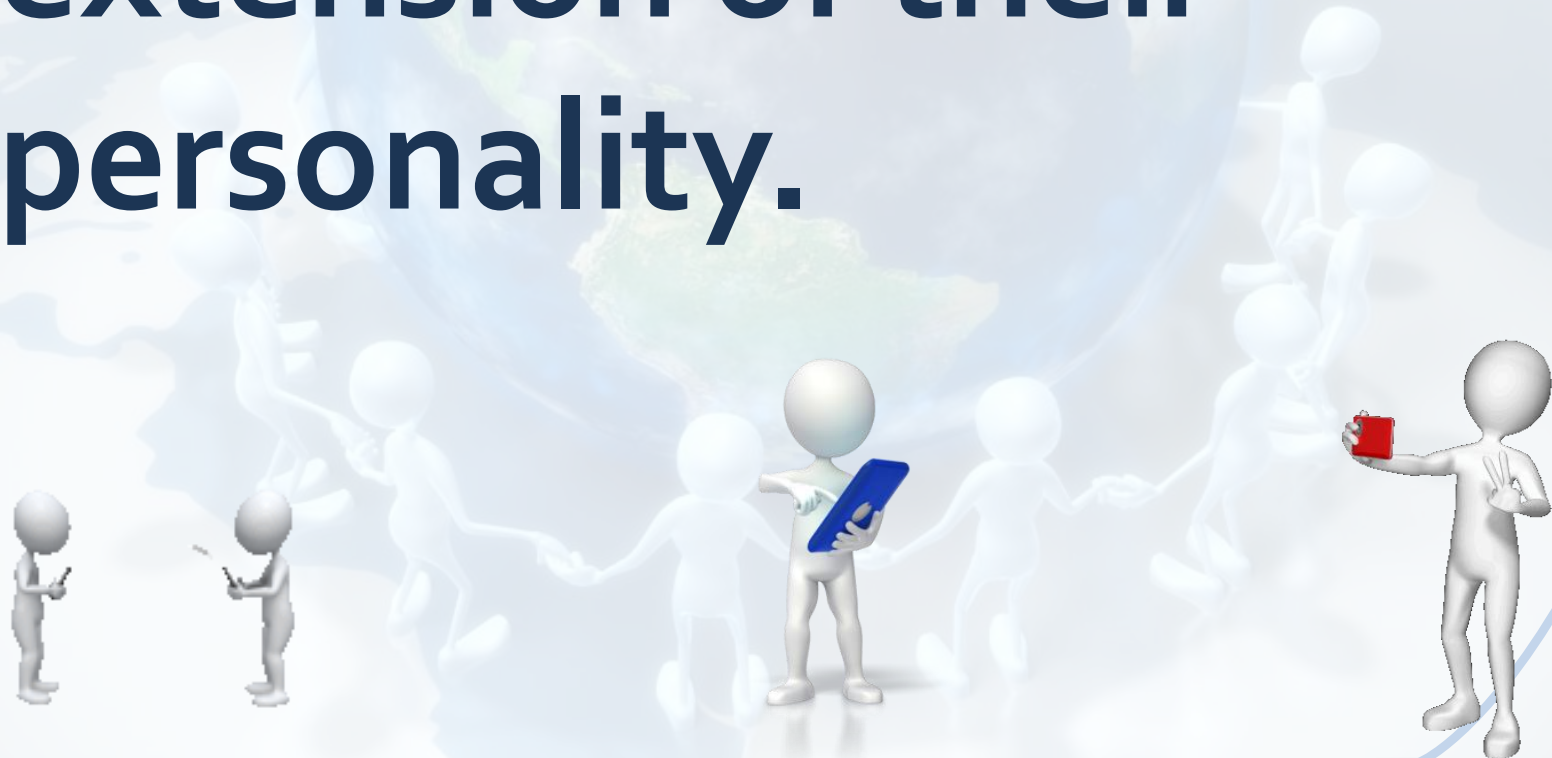
# What pronouns do you prefer?

## The Genderbread Person

by [www.ItsPronouncedMetrosexual.com](http://www.ItsPronouncedMetrosexual.com)



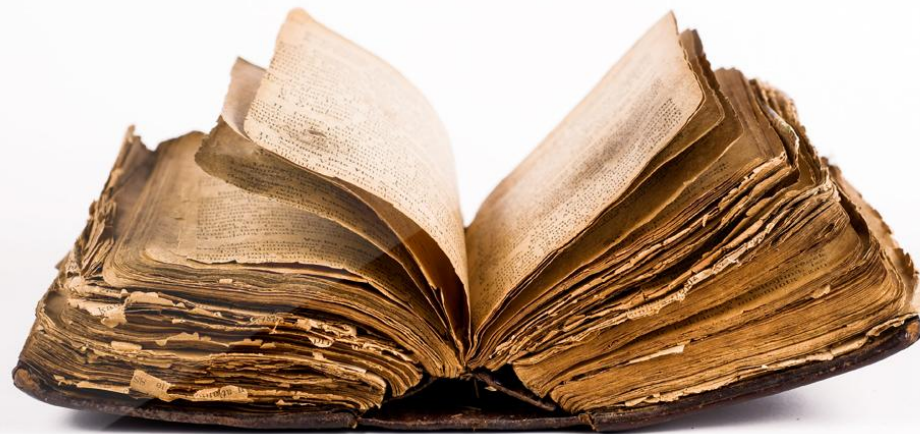
**Social media is a natural extension of their personality.**



**“Generation Z takes in information instantaneously...and loses interest just as fast.”**



**“Books feel  
old to me.”**





**1 in 8 of your students today...**

**Will meet their life partner online**



# From Education Week (Sept., 2018)

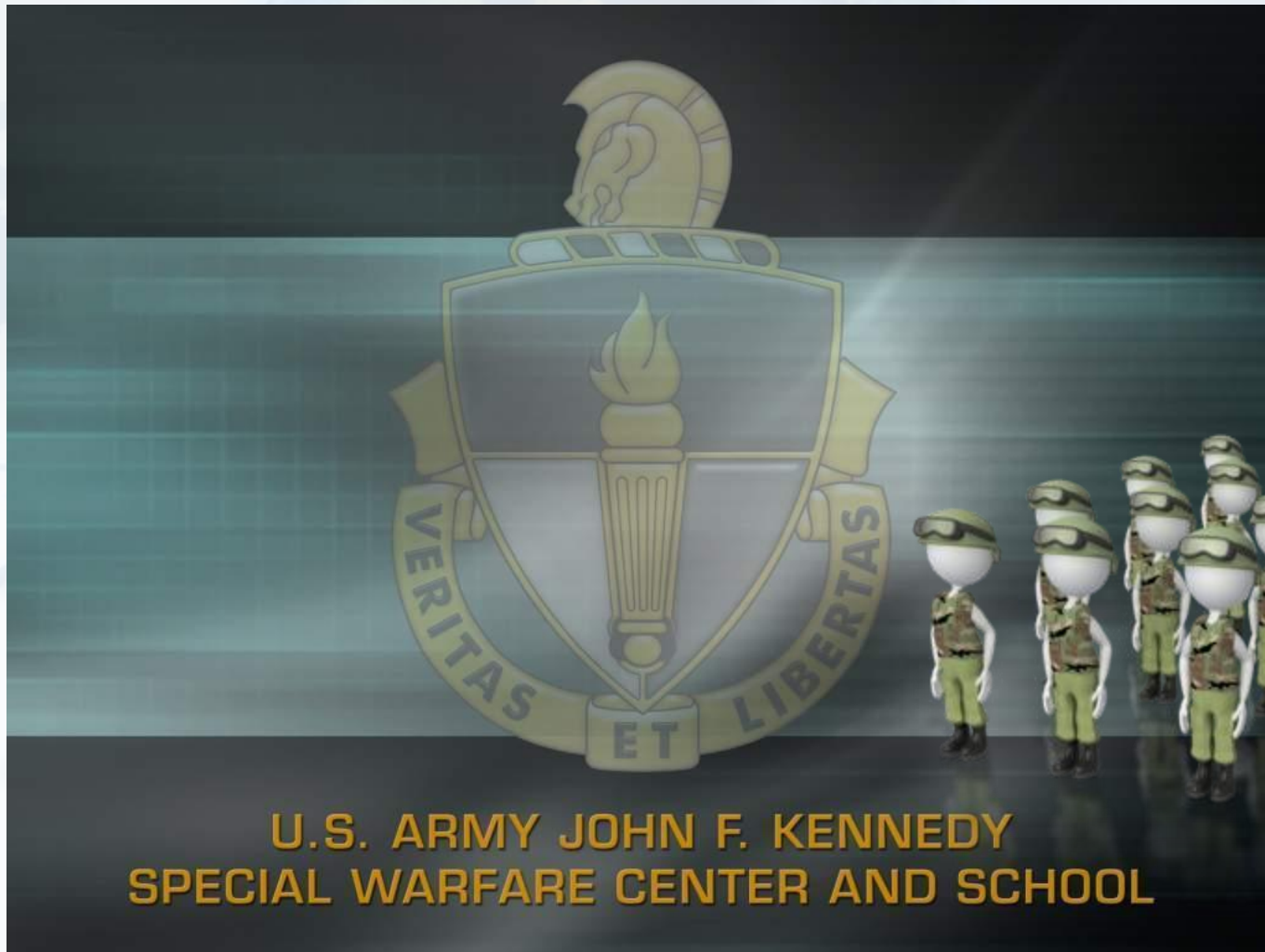
**YouTube ranked the highest as a preferred learning tool.**

**59% chose YouTube as a learning preference...**

**...followed by in-person  
Group activities, learning apps  
or games...**



# We're looking for a few good ...linguists!



# September, 2001

**September 10, 2001** - The National Security Agency intercepts two communications from Afghanistan to Saudi Arabia. One says, "Tomorrow is zero hour," and the other says "The match begins tomorrow."

The messages were not translated until **September 12.**

Currently there are...

**277 job openings  
for Arabic in the  
DC metro area**

# Initial Acquisition Languages

- Arabic
- Chinese-Mandarin
- Korean
- Russian
- Persian-Farsi/Dari
- Pashto
- Turkish
- Thai
- Polish
- Tagalog
- Indonesian-Bahasa
- French
- Spanish
- Urdu
- Czech
- Hungarian



# Satoshi Watanabe

## SVP, Head of International Strategic Initiatives



## LTC Rusty Nance, USAJFKSWOC

# Sound Familiar?

- **The ARSOF Soldier is at work everyday around the globe**
- **Typically facing complex issues and situations**
- **Routinely interacting face to face with indigenous populations, to include senior leaders, in order to resolve those same complex issues and situations**





# DESIRED SKILL SET

It is critical that our ARSOF men and women be able to **communicate within the context of the customs, traditions, and mores of specific indigenous cultures** wherever they may be employed/deployed

ARSOF language & regional studies education focuses on socio-linguistic and cultural competency, and specifically:

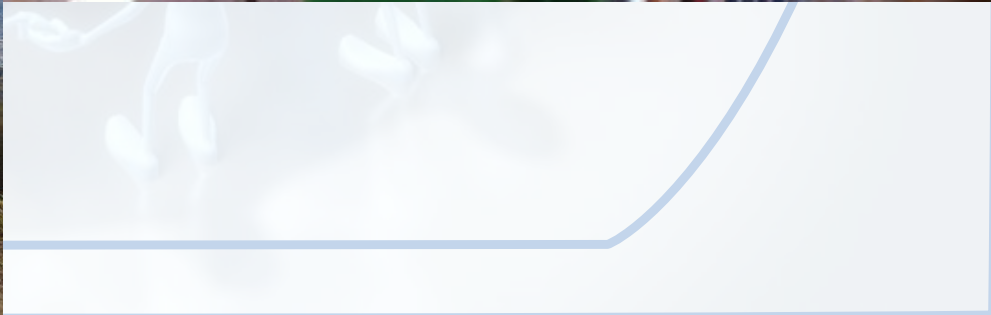
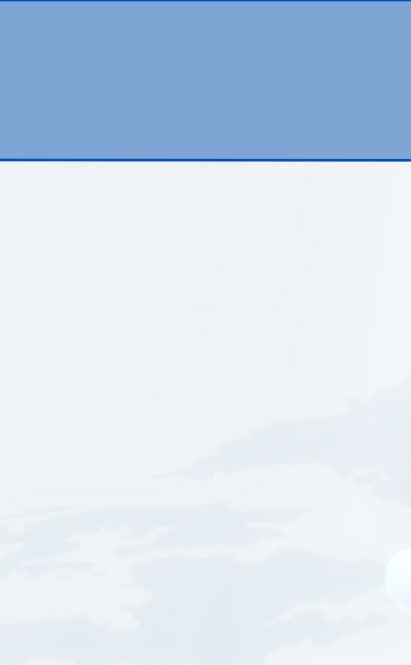
- **Face-to-face communication**
- Problem solving
- Rapport building
- Information exchange
- **Cultural mitigation**
- Control techniques for interpreters



# Advocacy in Action







**Why does this matter?  
I am a language teacher.**

**Who will take your place  
someday  
in the classroom?**

**Let's hear from Gen Z!**



# THE 6<sup>th</sup> C





A photograph of Lola from the musical Kinky Boots. She is wearing a vibrant, multi-colored sequined dress and has her hair styled in voluminous waves. She is looking directly at the camera with a determined expression, her right hand raised in a fist. The background is dark with out-of-focus lights in shades of blue and purple.

**"You can change the world when you can change your mind"**

**- Lola (Kinky Boots)**



# THANK YOU, AFLA

[kenstewartconsulting@gmail.com](mailto:kenstewartconsulting@gmail.com)

 APSenior





# Animated or **Static?**

This slide uses the static title layout

# Alternate Content Page

An alternate content page with a printable background color.



# Useful Clipart Items

