TODAY’S WORLD LANGUAGE TEACHERS
TOMORROW’S GLOBAL ENTREPRENEURS

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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.
Gen Z is more global

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.
Meet Generation Z

WHO ARE THEY?

• 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
Meet Generation Z  WHO ARE THEY?

• 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
Meet Generation Z

WHO ARE THEY?

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.
21st 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

- Isolated
- Disconnected
- Bored
- Disengaged
- Asleep
- Daydreamers
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
<table>
<thead>
<tr>
<th>ACTFL Level</th>
<th>ILR</th>
<th>Language Functions</th>
<th>Corresponding Professions/Positions*</th>
<th>Examples of Who Is Likely to Function at This Level?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distinguished</td>
<td>5</td>
<td>Ability to tailor language to specific audience, persuade, negotiate. Deal with nuance and subtlety.</td>
<td>Foreign Service: Diplomat, Contract Negotiator, International Specialist, Intelligence Specialist</td>
<td>Highly articulate, professionally specialized native speakers&lt;br&gt;Language learners with extended (17 years) current professional and/or educational experience in the target culture</td>
</tr>
<tr>
<td>Superior</td>
<td>3</td>
<td>Discuss topics extensively, support opinions, hypothesize. Deal with linguistically unfamiliar situation</td>
<td>University Language Professor, Financial Services Marketing Consultant, Foreign Area Officer, Lawyer, Judge, Court Interpreter</td>
<td>Well-educated native speakers&lt;br&gt;Educated language learners with extended professional and/or educational experience in the target language environment</td>
</tr>
<tr>
<td>Advanced High</td>
<td>2+</td>
<td>Narrate and describe in past, present and future and deal effectively with an unanticipated complication</td>
<td>Physician, Human Resources Communications Consultant, Financial Services Senior Consultant, Quality Assurance Specialist, Marketing Manager, Financial Advisor, Broker, Military Linguist, Translation Officer</td>
<td>Language learners with graduate degrees in language or a related area and extended educational experience in target environment</td>
</tr>
<tr>
<td>Advanced Mid</td>
<td>2</td>
<td></td>
<td>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</td>
<td>Heritage speakers, informal learners, non-academic learners who have significant contact with language&lt;br&gt;Undergraduate majors with year-long study in the target language culture</td>
</tr>
<tr>
<td>Advanced Low</td>
<td>1</td>
<td></td>
<td>K-12 Language Teacher, Nurse, Social Worker, Claims Processor, Police Officer, Maintenance Administrator, Billing Clerk, Legal Secretary, Legal Receptionist, 911 Dispatcher, Consumer Products Customer Service Representative, Retail Services Personnel</td>
<td>Undergraduate language majors</td>
</tr>
<tr>
<td>Intermediate High</td>
<td>1+</td>
<td>Create with language, initiate, maintain and bring to a close simple conversations by asking and responding to simple questions</td>
<td>Policeman, Fireman, Utilities Installer, Auto Inspector, Aviation Personnel, Missionary, Tour guide</td>
<td>Language learners following 6-8 year sequence study (AP, etc.) or 4-6 semester college sequence</td>
</tr>
<tr>
<td>Intermediate Mid</td>
<td>1</td>
<td></td>
<td>Cashier, Sales clerk (highly predictable contexts), Receptionist</td>
<td>Language learners following 4 year high school sequence or 2 semester college sequence</td>
</tr>
<tr>
<td>Intermediate Low</td>
<td>0</td>
<td></td>
<td></td>
<td>Language learners following an immersion language program in grades K-6</td>
</tr>
<tr>
<td>Novice High</td>
<td>0+</td>
<td>Communicate minimally with formulaic and rote utterances, lists and phrases</td>
<td></td>
<td>Language learners following content-based language program in grades K-6</td>
</tr>
<tr>
<td>Novice Mid</td>
<td>0</td>
<td></td>
<td></td>
<td>Language learners following 2 years of high school language study</td>
</tr>
<tr>
<td>Novice Low</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
77% expect to work harder than previous generations
American children and teens spend around $7 \frac{1}{2}$ hours a week more at school than kids did in 1998.
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
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  \quad \text{Greatest of all time}

“Lit” \quad \text{Cool, great}

Extra \quad \text{Over the top/ overly dramatic}

Woke \quad \text{Enlightened about social issues}

Dead @$@$ \quad \text{Seriously}

Thirsty \quad \text{Craving attention}

Throw Shade \quad \text{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.
• 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&
What pronouns do you prefer?

The Genderbread Person

*Gender Identity*
- Woman
- Genderqueer
- Man

Gender identity is how you, in your head, think about yourself. It’s the chemistry that composes you (e.g., hormonal levels) and how you interpret what that means.

*Gender Expression*
- Feminine
- Androgynous
- Masculine

Gender expression is how you demonstrate your gender (based on traditional gender roles) through the ways you act, dress, behave, and interact.

*Biological Sex*
- Female
- Intersex
- Male

Biological sex refers to the objectively measurable organs, hormones, and chromosomes.
Female = vagina, ovaries, XX chromosomes; male = penis, testes, XY chromosomes; intersex = a combination of the two.

*Sexual Orientation*
- Heterosexual
- Bisexual
- Homosexual

Sexual orientation is who you are physically, spiritually, and emotionally attracted to, based on their sex/gender in relation to your own.
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
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 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
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 6th C
“You can change the world when you can change your mind”

- Lola (Kinky Boots)
THANK YOU, AFLA

kenstewartconsulting@gmail.com

APSenor
Animated or **Static**?

This slide uses the static title layout
An alternate content page with a printable background color.
Useful Clipart Items