



Why Your Board Needs an Advocacy Chair

The Future of Language Learning



An Advocacy Chair

- ***plays an essential role in promoting second-language learning by building connections*** between national, state, and local organizations.
- ensures your organization is part of a collective effort to champion the benefits of multilingualism, foster cultural understanding, and open doors to global opportunities.

Advocacy Chairs collaborate with others to provide input, share feedback, and gather information to drive initiatives in support of second-language education.

Their work inspires action and empowers organizations, stakeholders, and educators to shape a brighter future for second-language learners.

Responsibilities of the Advocacy Chair

A strong Advocacy Chair ensures language advocacy remains a core focus. Responsibilities may include:

- Participate in Language Advocacy Days (or ensure a representative attends).
- Attend Legislative Updates to stay informed about critical policies.
- Disseminate advocacy information to members and stakeholders.
- Integrate advocacy into organizational activities, such as:
 - Hosting a dedicated block of time during the general assembly to share updates, resources, and strategies
 - Leading conference sessions on advocacy-related topics.
 - Providing an exhibitor table with advocacy materials and resources.
 - Creating an advocacy newsletter or contributing a regular column in the organization's newsletter.

TAKE ACTION!

Appoint an Advocacy Chair to ensure that critical advocacy activities are planned, organized, and communicated effectively.

Strengthen the voices of educators, students, and others who advocate for the value and benefits of second-language learning by appointing a leader to champion our collective efforts