



STRATEGIC PLAN FOR ENGLISH AND OTHER LANGUAGES

Alan Ginsburg
Lead Shepherd
Human Resources
Development Working Group




APEC MINISTERS DIRECTED HRDWG TO:

 "Coordinate the strategic action plan on English and other languages, (and other initiatives related to the innovative use of new communication technology)."



MANDATE BIGGER THAN EDUCATION AND HUMAN RESOURCES DEVELOPMENT

- 
- 📖 Need to coordinate with other APEC working groups (e.g., tourism, trade)
 - 📖 Need to coordinate with the private sector, especially universities and foundations

The Many APEC Languages

Most Common Language	Economy	Population (in millions)	Population Sum ¹
Chinese	China	1,322	1,350
	Chinese Taipei	23	
	Hong Kong	7	
	Singapore	5	
English	United States	301	358
	Canada	33	
	Australia	20	
	New Zealand	4	
Bahasa Indonesia	Indonesia	234	234
Spanish	Mexico	108	152
	Peru	28	
	Chile	16	
Russian	Russia	141	141
Japanese	Japan	127	127
Filipino	Philippines	91	91
Vietnamese	Vietnam	85	85
Thai	Thailand	65	65
Korean	Korea	49	49
Malay	Malaysia	24	24
	Brunei Darussalam	*	
Melanesian Pidgin	Papua New Guinea	6	6



Source: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/index.html>)

1. Note: This is the sum of populations with a similar language most common to the economy. It is not a sum of the number of speakers of that language

* Less than 1 million




USE OF ENGLISH IN THE ASIA PACIFIC REGION IS VAST

-  There are more fluent users of English in Asia (estimated at **350** million) than on any other continent
-  More people are studying English in Asia than in any other part of the world. China alone has more than **200** million.



Language Learning Is Not A Priority Of Many Multi-lateral Organizations

 WORLD BANK, OECD, OAS, AND UNESCO do not actively support language learning.






 English is the official language of ASEAN.

 SEAMEO supports a regional language center and projects.





RECENT APEC PROJECTS

-  Seminar on Language Standards and Assessment (Chinese Taipei and Chile)
 -  Workforce Retraining through Digital English (Thailand)
 -  Feasibility Studies of On-line Learning of Chinese and English (China and USA)
 -  APEC Strategic Plan for English and Other Languages (USA)
- 

Systemic Framework for Proposed Projects for APEC Strategic Plan for Foreign Language Learning

Activities	Standards	Assessment	Instruction	Teachers	Current Policies
Knowledge Syntheses					
Online Tools					
Research					
Policy Collaboration					



Regional and Economy Needs Reflected in Projects for the Strategic Plan

- 📖 Member foreign language standards and assessments need validation against accepted international criteria for language proficiency.
- 📖 Shortages of teachers who know and can speak certain critical languages



📖 Uncertainty over best methods to strengthen students' language skills, especially in the communicative competencies.

📖 Concerns over cultural sensitivity and an opportunity for cultural understanding.

📖 Need for specialized language instruction in the business sectors.

In today's APEC trade environment, maybe I would have gone farther than Lead Shepherd of HRD WG if I'd learned a second language with the online language tool, Chinese CHENGO!

学一学 练一练 试一试 玩一玩 ? 用户菜单



洋洋，给你菜单。
yáng yang gěi nǐ cài dān

好，我看看。大伟，你是客人，你点菜吧。
hǎo wǒ kàn kan dà wěi nǐ shì kè rén nǐ diǎn cài ba

点菜？点菜是什么意思？
diǎn cài diǎn cài shì shén me yì si

故事欣赏
故事朗读
场景探索
文化注释
语言注释
自评

1 2 3 4 5

