

*Committee DIVE-SF for the promotion of the Italian Language*

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***A possible roadmap on how to increase the  
diffusion of the Italian language in the Bay Area.***

Proposal created and written by Valeria Barbero

This kind of project involves two aspects to be carried out at the same time. On the one hand we have to create the demand for the language and the AP tests, on the other hand we have to make sure that the necessary offer of support and information is provided in a timely manner. Quality and consistency of the information and the supply of the educational experience is very important.

This project envisions a long term organization that can support both Italian families that are looking for classes for their own children and American students who are looking for language classes for their professional/recreational needs.

- ◆ **STUDENTS OF ITALIAN DESCENT:** the immediate focus is on the families of Italian immigrants who want to transmit the Italian language and culture to their own kids. To this end it would be useful to create a 2 track program:
  1. A program aimed at preparing high school kids for the AP test: for kids who want to take advantage of the AP/Italian but do not want to dig deeper;
  2. A program aimed at preparing the students to take the AP test, but at the same time offering a study of Italian history, geography, literature, and culture in general. This is for kids whose families are considering a possible transfer back to Italy and want their kids to be familiar with more than just the language.
- ◆ **AMERICAN STUDENTS:** targets key disciplines where Italy has a lot to offer to potential students (art, music, cooking, wine expertise, design, fashion, etc); the number of students is probably limited so we have to offer a solution that is viable for each school. At the same time it is useful to gather data and information on what types of industries are more likely to need personnel that speak Italian (solar industry, automobile design, etc).

### **What do we need for the project?**

This type of project will require a physical organization that can first launch the project at the grass-root level and later, for maintenance purposes, an online organization with very limited ground presence should be sufficient. How can the project be set up?

- 1: define the universe of potentially interested people;
- 2: find out how the universe is networked;
- 3: start the information campaign with name recognition and minimal information;
- 4: put together an organization based on ambassadorship, for example using students who have been to Italy as exchange students and students who have taken the AP test, etc. They can be the best promoters of the project;
- 5: organize as much information as possible on opportunities and as many scenarios as possible to facilitate immediate responses to inquiries;
- 6: keep sending out information and answer promptly to any inquiry;
- 7: set up a teacher certification system for the teachers who would want to participate; this would ensure consistency and quality of instruction and would make sure that the teachers contribute to the project.