

From the President-Elect Read Giligen University of Wisconsin—Madison



"In the words of a certain lizard, if we make faculty aware of what we have to offer, 'We could be huge!'"

As language learning technology professionals, we often get caught up in the day-to-day grind of making sure there are enough tapes for students, keeping the network running, or preparing the student payroll. A recent experience reminded me again of the importance of doing a little "horn tooting" (self promotion). The faculty we work with sometimes doesn't realize what kind of background and preparation we have. As a result, they sometimes look to us to duplicate tapes, but don't think to involve us in discussions related to curriculum planning and implementation. This can be particularly true if we've been in the job a long time.

Here at Wisconsin the faculty has strengthened the language requirement, and is also looking for ways to make sure that expected competencies are being met. In their general discussions they decided they needed to extend and strengthen their offerings by means of technology. That's when they asked me to join them. I think many were surprised to learn that I have a degree in Spanish and linguistics, that I've co-authored two self-instructional books and multimedia programs for first-year Spanish, and that I really do know what goes on in a foreign language classroom.

Part of the problem is that here we also provide other kinds of technology support, and we simply hadn't talked as much about our language expertise. That's my fault and I'm determined once again to get out there and do the kind of promotion that's required to be able to work effectively with our language faculty. The bottom line is that we have to add marketing to the skills required to be successful in our profession. In the words of a certain lizard, if we make faculty aware of what we have to offer, "We could be huge!" ♦

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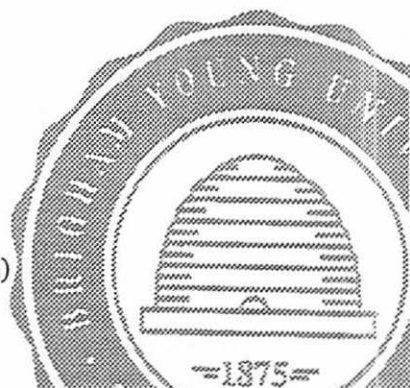
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