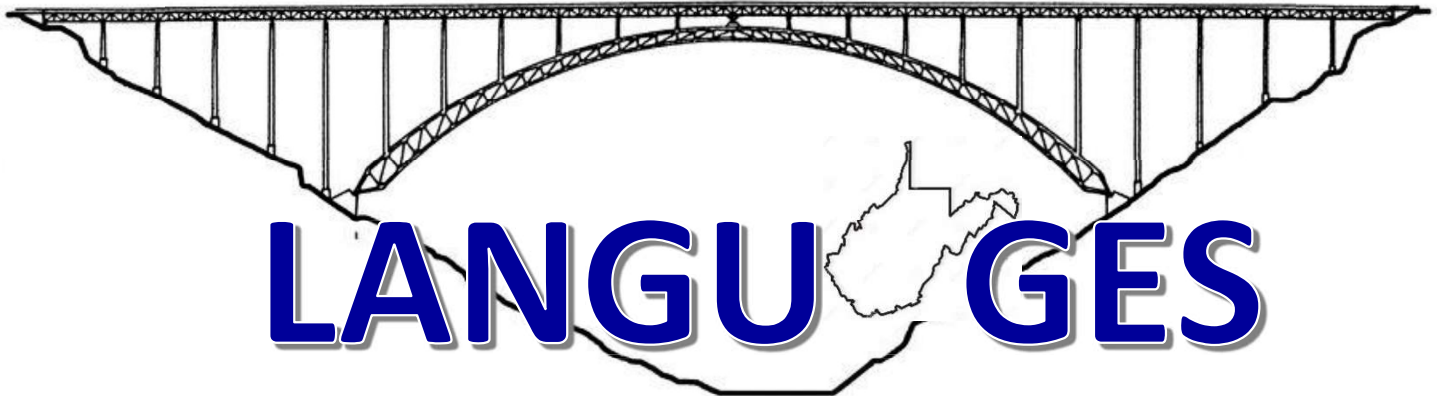


West Virginia NEEDS



To Attract Global Investment

JOBS Employers report a language skills “gap” (not having language competent employees to meet the needs of their company) that has led to a loss of business and other opportunities.

According to SelectUSA, a U.S. government program that promotes and facilitates business investment in the U.S., Foreign Direct Investment (FDI) contributes to productivity growth, generates U.S. exports, and creates high paying jobs for American workers.

for WV Having access to a technically skilled workforce with communicative language ability and cultural sensitivity is appealing to foreign investors and international trading partners.

Our increasingly global business community requires global thinking!

To prepare our youth for an increasingly Global Society

Extensive research has proven that studying a second language has life-long benefits. In the 21st century, life will be filled with more opportunities for multicultural interaction in every arena – educational, occupational and social.

Bilinguals have a stronger and healthier brain. (greater focusing, logic, decision-making and cognitive skills plus resistance to dementia).

As students learn about different ways of living, they become more appreciative of diversity and develop a more **global perspective**.

Bilinguals are more marketable and often **earn higher salaries**. Employers value their language/culture skill-set - a signal of a well-rounded employee.

To Connect with our Global Neighbors

Learning the language of another country gives insight into the cultural perspectives of that society and gives us a clearer picture of our own beliefs and values.

COMMUNICATION 80% of the world population does NOT speak English! (That is 6,000,000,000 interesting people with unique stories to share!)

Through language study, learners develop a better understanding of how other people think. The result is greater opportunity to interact peacefully and productively with fellow **global citizens**.

RESPECT is a keystone of successful cultural interaction. The effort to speak another person’s language is an endearing demonstration of that virtue.

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