

Making the most of the European Day of Languages

Audiences

- Local community (identified groups)
- Existing learners
- Management and staff within the institution

Objectives

- Recruit for existing courses
- Target new learners/new types of learner
 - Raise awareness of your institution and its work with languages
 - Gauge interest in new languages/new models of course provision
 - Raise awareness of the value of language learning
- Stimulate use of learning centre/ICT facilities
- Encourage autonomous learning
- Create better conditions for learning
- Raise awareness of the work of the languages department
- Raise awareness of the value of language learning
- Raise awareness of the diversity of language learners and their needs
- Improve standing of languages within the institution
- Raise status/awareness of community languages
- Raise awareness of different ways of learning languages
- Motivate and encourage learners
- Develop group solidarity

Activities

- Free taster sessions
- Open days
- Advertisements, marketing (involve the marketing department)
- Leafleting
- Press releases
- Items in newsletters
- Letter to local paper
- Activities with local radio
- Performances/cultural events (film, poetry, drama, music)
- Celebrations of diversity
- Foreign food and drink
- Treasure hunt/web quest
- Quiz nights
- Classroom-based activities
- 'Homework'
- Presentations of new materials
- Challenges
- Internal marketing
- Surveys
- Sponsored activities for charity
- Create links with other departments/vocational areas
- Create links with other sectors (school, business, university)
- European linking/twinning

How the day can be used to support longer-standing objectives in AE and FE

