

7th ISLSP/CIBER BL Conference

*Languages for Specific Purposes
Making Connections Within and
Beyond the Classroom*



May 2-3, 2024

The George Washington University

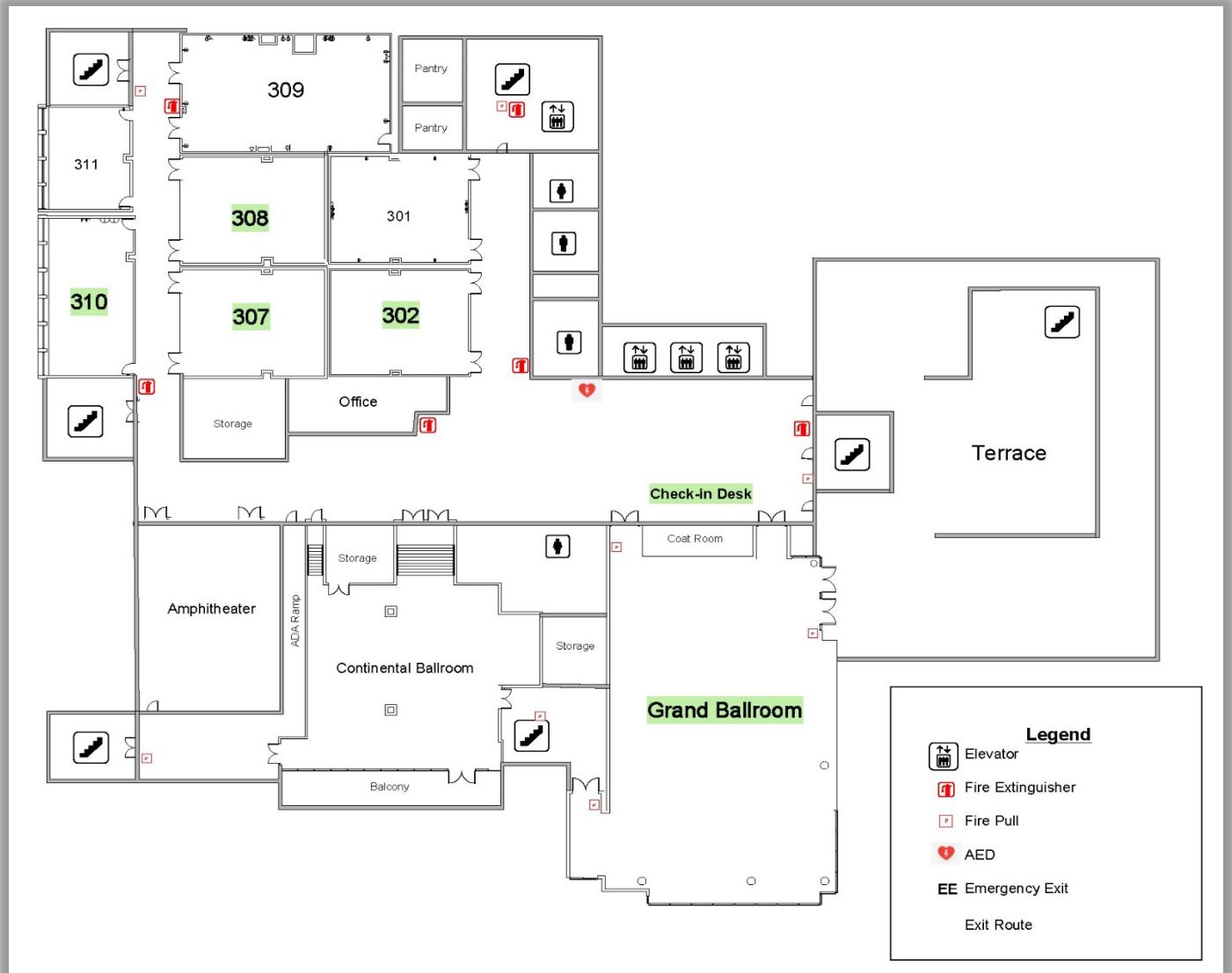
**7th International Symposium
on Languages for Specific Purposes**

&

**Centers for
International Business Education & Research
Business Language Conference**

Conference Venue

The George Washington University Student Center
800 21st St NW, Washington DC 20052
3rd Floor ▪ Grand Ballroom & Rooms 302, 307, 308, 310



May 2nd Reception

City View Room
Elliott School of International Affairs, 7th Floor
1957 E St NW, Washington, DC 20052

Campus Map



University Student Center
800 21st Street, NW, 3rd Floor
Enter on 21st or H streets
Venue for Sessions

Elliott Schol of International Affairs
1957 E Street, NW, 7th Floor
Enter on E street
Venue for Reception



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to experience our interactive
campus map.

**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

August 2022

Program Overview

Thursday, May 2nd

TIME	EVENT
8:00-8:45	Registration / Coffee and Light Breakfast
8:45-9:20	Welcome & Opening Remarks
9:30-9:55	Session Block 1
10:00-10:55	Session Block 2
11:00-11:55	Session Block 3
12:00-1:00	Lunch
1:00-1:55	Session Block 4
2:00-2:55	Exhibitor Prime Time
3:00-3:55	Session Block 5
4:00-5:00	ISLSP Keynote
5:30-7:00	Reception

Friday, May 3rd

TIME	EVENT
8:00-9:00	Coffee and Light Breakfast
9:00-9:50	CIBER Keynote
10:00-10:55	Session Block 6
11:00-11:55	Session Block 7
12:00-1:00	Lunch & Business Meeting
1:00-1:55	Session Block 8
2:00-2:55	Session Block 9
3:00-3:55	Session Block 10
4:00-5:00	Session Block 11

Welcome Notes

Welcome to the joint International Symposium on Languages for Specific Purposes and Centers for International Business Education and Research Business Language Conference, here at the George Washington University in the heart of the nation's capital, Washington, DC. At this seventh ISLSP/CIBER BL Conference, we are thrilled to bring together a diverse group of scholars, educators, and practitioners from around the globe, all dedicated to exploring the dynamic and evolving role of specialized language in various domains.

As we navigate through an era where communication necessarily – and increasingly urgently – transcends borders and disciplines, the need for field-specific linguistic skills and cultural knowledge continues to grow. The keynotes, panels, papers, and lightning round sessions at this year's conference aim to foster insightful discussions and showcase innovative research and teaching, allowing you opportunities to network with peers and industry experts, to exchange ideas, and to build collaborations.

The international flair of the nation's capital makes it the ideal setting to focus on ways that educators and scholars in Languages for Specific Purposes are *bringing the world into the classroom and the classroom into the world*. Washington, DC, a city with its own unique linguistic landscape, offers the perfect backdrop for our gathering and the theme of making connections within and beyond the classroom.

While here in DC, we hope you'll take a moment to explore GW's 'backyard': Walk to the majestic Lincoln Memorial and its famous reflecting pool or stroll by the White House and wave at our (current) neighbors Joe and Jill. If you've been to DC before, you probably already know other greats near campus, like the Smithsonian Air and Space Museum or the newer National Museum of African American History and Culture. Being regulars here, we can offer some insider tips for you: Consider delving into a whole new perspective on language at the nearby Planet Word Museum where you can experience innovative approaches to making languages accessible and exciting. Or visit the Textile Museum, just one block from the University Student Center, and learn about the ancient dyeing technique of *ikat* developed in communities across Asia, Africa and the Americas.

We extend deep gratitude to the many partnerships that made this conference possible, particularly the GW-CIBER team with faculty director Anna Helm, program manager Nevena Yakova, and associate director Alexis Gaul. We gratefully acknowledge other members of the Conference Organizing Committee, including Barbara Lafford, Meg Malone, Ikuko Turner, Mohssen Esseesy, Jonathon Wood, and Isabella Quartiere (our student assistant). We extend special thanks to Mary Risner and Darcy Lear, who generously shared advice and support based on their experience as past ISLSP/CIBER BL conference chairs. Finally, we want to thank our sponsors and exhibitors, listed on the back cover of this program. We hope all attendees take advantage of the chance to learn more about and *from* them during the featured 'Exhibitor Prime Time' session on Thursday afternoon.

Thank you for joining us at this pivotal conference. We look forward to your contributions to our discussions and to the broader field of Language for Specific Purposes. Here's to a productive and enriching experience at this year's conference!

Margaret Gonglewski & Sarah-Kay Hurst,
Conference Co-Chairs
The George Washington University

Dear Participants,

We would like to extend to you a warm welcome to the 7th ISLSP/CIBER Business Language Conference at the George Washington University (GW) on behalf of our university's Center for International Business Education & Research (GW-CIBER). It is with great excitement and anticipation that we gather you here in Washington, DC as scholars and educators in the fields of Business Language Studies and Language for Specific Purposes.

For GW-CIBER, hosting this conference marks many years of devoting resources and attention to expanding our course offerings in business languages, elevating the content and approaches in those classes, training faculty from our region and beyond, and ultimately deepening the research in the field of Business Language Studies. For example, since the inception of GW-CIBER in 2006, we have designed business language courses across most of the languages we offer at GW, developed innovative multimedia teaching materials, created our Business Language Case Clearinghouse, infused real-client consulting projects into our business language courses, and initiated short-term study abroad courses that bring together language students and international business students to work across disciplines. As these initiatives have evolved, our faculty have conducted research and published in academic journals. A pivotal milestone in elevating the intellectual stature of the field has been GW-CIBER's revival of the Global Business Languages Journal in 2020. We are especially indebted to Margaret Gonglewski, GW-CIBER's Business Languages Faculty Coordinator, for her outstanding leadership in driving these initiatives forward.

The majority of what we have accomplished would not have been possible without the support from the U.S. Department of Education which funds the 16 CIBERs* that exist nationwide. These CIBERs, which serve as National Resource Centers for International Business, all have similar initiatives on their campuses and are supporting this conference financially and through their presence. The work that all of you do is critical to the future success of U.S. firms in the global economy, and we are privileged to host such an esteemed lineup of conference presenters who will share their expertise, insights, and research findings. What you will hear over the next couple of days will undoubtedly contribute to the advancement of knowledge in Business Language Studies and Language for Specific Purposes.

GW-CIBER extends its sincere gratitude to all participants, speakers, sponsors, and especially our Conference Co-Chairs, Margaret Gonglewski and Sarah-Kay Hurst, as well as the organizing committee, for their dedication and contributions in making this conference a reality.

Anna Helm, GW-CIBER Faculty Director
Alexis Gaul, GW-CIBER Associate Director
Nevena Yakova, GW-CIBER Program Manager

** Brigham Young University, Florida International University, George Washington University, Georgia Institute of Technology, Georgia State University, Indiana University, Loyola Marymount University, Michigan State University, San Diego State University, Temple University, Texas A&M University, The Ohio State University, University of Colorado Denver, University of Maryland, University of South Carolina, University of Washington*

Keynote Speaker Bios



Frank Sesno

Frank Sesno serves as Director of the George Washington University Alliance for a Sustainable Future, which coordinates and amplifies the university's teaching, research, convening, and outreach around climate change and sustainability. The Alliance was launched in 2023 to increase the impact of the university's work addressing climate change and sustainability and educating the next generation of environmental leaders. An Emmy-award winning journalist, Sesno is a professor in GW's School of Media and Public Affairs, which he led as director from 2009 to 2020, and where he teaches classes on environmental reporting. He is the founding director of Planet Forward, a multi-media platform that publishes stories by college students around the world about ideas and innovation to "move the planet forward." Sesno is host of Maryland Public Television's annual Chesapeake Bay Summit and has hosted programs for New York Public Broadcasting on climate change and sea level rise. Author of *Ask More: The Power of Questions to Open Doors, Uncover Solutions, and Spark Change*, Sesno teaches the art of the interview, helping students learn how outcome-driven inquiry, purposeful questioning, and active listening can lead to better journalism through discovery, understanding, and empathy.

Sesno's diverse career spans more than four decades in journalism, including 21 years at CNN, where he served as White House correspondent, anchor, Sunday talk show host, and Washington Bureau Chief. In those roles, he covered presidential campaigns and political conventions, superpower summits and arms negotiations, wars in the Mideast and Latin America. He was at the Berlin Wall when President Reagan declared, "Mister Gorbachev, tear down this wall," and on the West Front of the Capitol when Barack Obama was sworn in as America's first Black president. He led CNN's DC coverage as Washington Bureau chief after the 9/11 attacks, and produced and reported a documentary about America's brittle energy supply lines after Hurricane Katrina. Sesno has interviewed five U.S. presidents and engaged with some of the world's leading figures in politics, business, science, and culture including Bill Gates, Hillary Clinton, Colin Powell, Walter Cronkite, Benjamin Netanyahu, Nancy Pelosi, and Anthony Fauci. He has moderated a wide range of conversations and worked with many influential organizations including the American Association for the Advancement of Science, the Kavli Foundation, The White House Historical Association, and the Hospice Foundation of America. Before joining CNN, Sesno worked as a radio correspondent for the Associated Press at the White House and in London. He has won several prestigious journalistic awards, including an Emmy, several cable ACE awards, and an Overseas Press Club Award.

Sesno serves on the board of directors of the Global Council for Science and the Environment and is a member of the Poynter Institute's National Advisory Board. He is a member of the Council on Foreign Relations and serves as an emeritus trustee of his alma mater, Middlebury College from which he holds a Bachelor of Arts degree in American History. He holds three honorary degrees in recognition of his work in journalism and civil discourse. In 2023, GW alumni Ted and Meredith Segal generously endowed The Sesno Series, which convenes high level conversations at the university about issues concerning American democracy and civil discourse.



Barbara Lafford

Barbara A. Lafford is an Emerita Professor of Spanish Linguistics at Arizona State University (ASU). Over the years, her research areas have included Spanish sociolinguistics, second language acquisition in domestic and study abroad contexts, Spanish applied linguistics, computer assisted language learning, and languages for specific purposes (LSP). Under her leadership, the College of Integrative Sciences and Arts at ASU created an undergraduate minor and certificate in Spanish for the Professions in 2010. She has rendered service to her profession at the national level by serving as associate editor of the Applied Linguistics section of *Hispania*, chair of the Board of the Computer-Assisted Language Instruction Consortium (CALICO), and as editor of the Monograph/Focus Issue Series of the *Modern Language Journal* from 2005-2014. She also co-hosted (with Carmen King Ramírez) the 2016 ISLSP/CIBER Business Language conference at ASU in Phoenix, AZ, and has served on the organizing committee for the 2024 ISLSP/CIBER BL conference in Washington, D.C.

Prof. Lafford has given numerous conference presentations and invited talks on LSP and has published various works in the field, which include several journal articles and book chapters, as well as a 2012 edited issue on Languages for Specific Purposes for the *Modern Language Journal* (s1), a 2018 co-edited volume, *Transferable Skills for the 21st Century: Preparing Students for the Workplace through World Languages for Specific Purposes* (King de Ramírez & Lafford, 2018), and a co-edited special issue of *Hispania* (106, 2) on Applied Translation (Muñoz-Basols et al., 2023). In 2021, she co-authored a book titled *Online Language Instruction: Training and Assessment* (King Ramírez, Lafford & Wermers, Georgetown University Press), which can be very useful in the formation of LSP online instructors.

In addition, Prof. Lafford is currently working with two other co-editors (Anita Ferreira Cabrera [Chile] and Elisabet Arnó-Macià [Spain]) and over 50 authors from Spain, Latin America and the United States to produce the forthcoming *Routledge Handbook on Spanish for Specific Purposes*.



Jessica E. Deckinger

Jessica Deckinger brings a fresh perspective as a strategic thinker, tactical marketer, and investing advisor who helps companies make decisions about growth and commercial long-term viability. Blending a deep understanding of data, business acumen, and a storytelling style of communication, Jessica navigates the challenges of scale and governance. Valued for her authenticity and gift for deep listening, she has earned the trust of stakeholders both inside and outside a company.

Currently, Jessica is an Operating Partner with the Corporate office of Clearhaven Partners, a global private equity firm that invests in mid-market software and technology companies. In this role, she provides diligence and insight on potential new investments, supports M&A transactions within the portfolio, and guides portfolio companies. She also serves as Interim CMO for various portfolio companies as they establish mature executive teams. Among her early accomplishments, Jessica led the launch of generative AI integration into the software platform of one of the portfolio companies.

Concurrently, as CEO & Founder of Mint Marketing, Jessica supplies fractional CMO services to organizations such as the AON M&A Group and Reclaim Health. She also consults with startup companies on their strategic directions and educates them on advanced marketing methodologies including Season Health, Big Dipper Company, Eden Collective and Apartment IQ. Additionally, Jessica leverages her experience to help incubators and venture capital firms in deploying effective marketing programs.

Previously, Jessica served as the Chief Communications, Brand & Marketing Officer for Everbridge, a public company in the security technology space as B2B and B2C leadership roles for brands including Humana, Keds sneakers, and Welch's fruit snacks. She also led strategic Board sessions related ESG, DEI, and go-to-market. Notably, her career includes three full life cycle startup leadership experiences - built, funded, grew, and exit.

Jessica's board experience includes serving as Board Director of SundaySky, a B2B SaaS company and on the Advisory Board of Fertu, a health technology company. She also serves as a Board Member for Trustees Council of the University of Pennsylvania Women and as an Advisory Board Member for the Tufts Friedman School & Gordon Institute. She has an MBA from the Harvard Business School, holds a BA from the University of Pennsylvania in Urban Studies, and is fluent in Spanish. Recently, Jessica received a Stevie Gold Award for a global technology thought leadership event.

Detailed Program

Thursday, May 2nd

TIME	EVENT	LOCATION
8:00-8:45am	REGISTRATION / COFFEE AND LIGHT BREAKFAST	Grand Ballroom
8:45-9:20am	WELCOME AND OPENING REMARKS ▪ Margaret Gonglewski & Sarah-Kay Hurst, Conference Chairs ▪ Anna Helm, Director of the GW Center for International Business Education & Research (GW-CIBER) ▪ Vanessa G. Perry, Interim Dean of the GW School of Business ▪ Sarah Beaton, Director of Advanced Training and Research Division, International Foreign Language Education Division, U.S. Department of Education	Grand Ballroom
9:30-9:55am	SESSION BLOCK 1	
	Bridging Interaction Gaps in LSP Hybrid Learning with AR/VR Presenters: Euan Bonner, Ryan Lege, Jennie Roloff-Rothman <i>Exploring the challenges of social interaction in hybrid LSP courses, our research, backed by a Japanese government grant, focuses on the creation of a social presence AR/VR application. This app allows off-campus students to join physical on-campus classrooms through 3D avatars that reflect natural facial expressions, encouraging engagement and lessening distance education barriers. Our pilot in a CLIL environment provides early insights into the app's potential to enhance social interaction and diminish psychological separation.</i>	Grand Ballroom
	The Start-up Scene in Austria, Switzerland, and Germany: An Instructional Unit Presenters: Astrid Weigert, Anja Banchoff <i>Austria, Switzerland, and Germany have vibrant start-up scenes that include men and women entrepreneurs. The presentation highlights three case studies from the food, toy, and luxury watch industry. In addition to the case studies themselves, issues of material selection and sequencing, genre considerations, language foci, and assessment will be addressed. All materials will be made available to audience members.</i>	Room 302

TIME	EVENT	LOCATION
9:30-9:55am	An Analysis of Exploring Students' Views on Medical Spanish Education at the Undergraduate Level: Challenges and Innovations on Assessment Presenters: Diana Galarreta-Aima , Alyssia Miller De Rutté <i>Medical Spanish assessment at the undergraduate level needs more evidence-based studies and collaboration in order to develop standardized evaluation tools to assess students' linguistic and cultural skills. This presentation will discuss the implications of using rubrics and types of assessment in undergraduate Medical Spanish courses based on surveys completed by Medical Spanish undergraduate students.</i>	Room 307
	Using High-Immersion Virtual Reality for Formative Assessment in Spanish for Small Animal Veterinary Care Presenter: Edward Sarasty <i>A high immersion virtual reality (HiVR) simulation following task-based principles and language needs analysis findings was designed and tested to learn about student perceptions. The test findings revealed that self-assessment, language captioning with grammatical and lexical support, formative reflection, and goal setting were perceived as elements that seemed to foster participants' self-regulation in task performance. Results suggested that incorporating HiVR can be valuable to enhance formative assessment in Spanish for Small-Animal Veterinary Care.</i>	Room 308
	Connect with Exhibitors	Room 310
10:00-10:55am	SESSION BLOCK 2	
	PANEL - Perspectives on Languages for Specific Purposes (LSP) Needs in the U.S. and Europe Presenters: Mary Risner , Nick Gossett , Violeta Jurković <i>Panelists will share the primary results of recent studies focusing on the profile of LSP educators at the K-12 and higher education levels. The first study to be presented was conducted through a European Union (EU) funded initiative examining LSP in higher education. The second study was conducted in the U.S. and aligned with the EU project survey model in order to compare LSP needs and challenges across regions. The final study gathered data similar to that collected for higher education, but at the K-12 level. Findings from all three studies will be used to discuss possible solutions to the growing need for LSP materials and professional development.</i>	Grand Ballroom

TIME	EVENT	LOCATION
10:00-10:55am	Research as Part of Reverse Design of LSP Courses: Making it Replicable and Scalable Through Collaboration (10:00-10:25am) Presenter: Darcy Lear <i>The domain analysis research framework is a good way to reverse design evidence-centered LSP courses. It allows educator-researchers to define a construct and ultimately make claims about students' proficiency. But undertaking an entire research project to design one course is a lot of work. By forming collaborative cohorts across language groups and campuses who are interested in the same specific-purpose area, this research is becoming replicable and scalable. Example cases will be provided.</i>	Room 302
	Design-Thinking and the Spanish for Healthcare Classroom: Assessing Students' Learning Outcomes a Year Later (10:30-10:55am) Presenters: Lucia Sanchez-Gilbert , Ann Abott <i>Design-thinking principles were implemented in a Spanish for Healthcare course to promote students' engagement with the U.S. Latinx Community. A year later, interviews were conducted to assess the learning outcomes of students who were studying in post-graduate healthcare-related programs or considering a career in healthcare. This presentation will discuss the knowledge that they transferred from the course to new contexts, in particular, to their academic careers in medical school, nursing school, and public health.</i>	
	Career Competitiveness Initiatives: The Intercultural Nuances of Resumes and Cover Letters (10:00-10:25am) Presenters: Sarah-Kay Hurst , Hadia Anaye <i>In an ever-evolving job market, languages play a critical role as students transition to the professional world. Specific 'career competitiveness' initiatives guide students to craft resumes and cover letters for different cultural audiences, allowing for intercultural exploration and career readiness. Showcasing recent workshops from a university context tailored to French students, various engaging activities will be presented, including hands-on case studies, digital games, interactive surveys, and group-based reflection.</i>	Room 307

TIME	EVENT	LOCATION
10:00-10:55am	Canceled by Presenter - From Student Job to Career Building Skill: Perception of Career-Readiness in Undergraduate Peer Instructors (10:30-10:55am) Presenter: Roberto Rey Agudo <i>How do TAs, already using their language skills in a professional context, see their peer-teaching as relevant to their future careers? This paper will report on a survey among current and recent Spanish and Portuguese TAs on their perception of career-readiness, designed with the purpose of increasing retention of TAs and recruitment to the language program. Interventions to improve training and mentoring of TAs as well as curricular integration will be discussed.</i>	Room 307
	The Language Student Becomes the Language Professional: A Translation Institute for the Community Staffed by Students (10:00-10:25am) Presenters: Patricia Moore-Martinez , Heather Lewis-Weber <i>The need for accurate, culturally competent translators continually grows notwithstanding AI. This session introduces participants to the establishment of a Spanish Translation Institute at Temple University staffed by students which offers free professionally vetted translations and interpretations to community organizations. This session presents the nuts and bolts of the operation (financing, structure, student professional development, capacity building (Chinese)) and presents evidence of the transformation of students into professional language specialists.</i>	Room 308
	Differentiation in the LSP Classroom: Student Profiles, Professional Goals, and Programmatic Needs (10:30-10:55am) Presenter: Christopher Mellinger <i>This paper presents a research-based proposal for differentiated instruction in the LSP classroom at the linguistic, professional, and curricular levels. This multi-pronged approach to differentiation enables LSP courses to meet varying student needs while also meeting programmatic requirements in language programs.</i>	
	Connect with Exhibitors	Room 310

TIME	EVENT	LOCATION
11:00-11:55am	SESSION BLOCK 3	
	PANEL - Spanish for Specific Purposes in Latin America Presenters: Carmen King Ramírez , Sonia Toledo , Nolvia Cortez <i>Academic research in the field of Spanish for Specific Purposes (SSP) has been published in Latin America for more than 20 years. However, the field of SSP is much less developed in this region than in North America and Europe (Parodi, 2007). This panel will provide an overview of SSP research that has been conducted as well as current trends and considerations for shaping the field in this region. The panelists are a select group of Latin American authors who contributed their research to the forthcoming volume "El español para fines específicos en Latinoamérica".</i>	Grand Ballroom
	PANEL - Language Needs Analysis for Research and Curriculum Design in Spanish for Specific Purposes in the U.S. Presenters: Alyssia Miller De Rutté , Paula Izquierdo Garcia , Maura Velazquez-Castillo , Nyssa Knarvik , Edward Sarasty , Andrea Purdy <i>This panel sets forth the research-based approach for conducting a Language Needs Analysis (LNA) in the field of Spanish for Specific Purposes (SSP) in the U.S. These LNAs focus on Spanish for Criminal Justice, Small Animal Veterinary Care, and the Medical Field. The presentations discuss results found in these areas after extensive data collection with different stakeholders, and outlines the key language tasks and functions necessary for effective communication in these fields.</i>	Room 302
	Chinese for Professional Purposes: Innovations in Specialized Language Teaching (11:00-11:25am) Presenter: Yan Zhu <i>The presentation offers insights into a "Chinese for Professional Purposes" course. We will explore a three-unit framework combining classroom teaching, multimedia engagement, and real-world interaction. The focus will be on innovative pedagogy, curriculum development, and technology integration within specialized language education.</i>	Room 307

TIME	EVENT	LOCATION
11:00-11:55am	LSP Rubric-Referenced Assessment as a Complex Dynamic System (11:30-11:55am) Presenter: Qiaona Yu (BLRT Winner) <i>Student-generated rubrics have been found effective in raising students' awareness of expectations, sense of ownership, and overall performance. Rather than viewing rubric generating as merely a tool for higher test efficiency or learner performance, this study longitudinally investigates how incorporating the voice of different LSP stakeholders (e.g., domain experts, language instructors, students) in assessment may affect students' agency and identity, situated in the dynamic process of a semester-long business Chinese course.</i>	Room 307
	Business Practices for Sustainability and Conservation in Spain (11:00-11:25am) Presenter: Yuriko Ikeda (BLRT winner) <i>There has been widespread international interest in promoting green economies, those that are "low carbon, resource efficient and socially inclusive." Both private and public entities see the future in finding alternative ways to restructure capital investments to protect natural resources, increase jobs, and promote social equity. During this session, I will present several business cases that can be used to study the actions taken by companies in Spain to promote sustainability and conservation.</i> Canceled by Presenter - Practicing Professionalism: The Creation, Alignment, and Assessment of Communicative Activities in the Spanish for Specific Purposes Classroom (11:30-11:55am) Presenter: Megan Jeanette Myers <i>"Practicing Professionalism" brings ACTFL's communication standards into the Languages for Specific Purposes classroom. We begin by defining ACTFL communication modes and then move to an analysis of Spanish for Specific Purposes (SSP) syllabi that charts the alignment of communicative activities and course objectives. The final component of the presentation consists of the presenters' recommendations for professional communication practice in the SSP classroom.</i>	Room 308
	Connect with Exhibitors	Room 310
12:00-1:00pm	LUNCH	Grand Ballroom

TIME	EVENT	LOCATION
1:00-1:55pm	SESSION BLOCK 4	
	PANEL - Technically Speaking: Developing Content Courses for All Language Learners Using LSP Principles - Insights from The New School Presenters: Daisy Bow, Raúl Rubio, Lei Ping, Jin Gong <i>This panel aims to demonstrate how LSP principles can be successfully incorporated into advanced language and language studies courses to expand their appeal beyond learners with specific needs related to particular disciplines through four examples of courses taught at The New School in New York City.</i>	Grand Ballroom
	PANEL - LSP Textbook Design: French for Global Health and Humanitarian Purposes Presenters: Heather McCoy, Lars Erikson <i>This panel features two co-authors who are in the final stages of developing a French for Global Health and Humanitarian purposes textbook that prepares students to engage with topics in health and humanitarian work. The presentations will provide insights about the needs analysis phase, the development of the project, approaches to using authentic materials, the challenges and strengths of co-authoring LSP materials as well as practical advice about developing similar projects. Attendees will come away with an understanding of the multiple considerations that go into developing such projects and tips on how to bring their own LSP projects to fruition.</i>	Room 302
	An LFP Approach to Bring the World into the Language Classroom and German and Japanese Learning into the World (1:00-1:25pm) Presenters: Sigrid Berka, Hae Ree Jun <i>The presentation will showcase two Internship Courses offered online at a university in the Eastern United States to enhance students' linguistic knowledge in a specialized field and intercultural understanding during their one-year study and technical internships in a target language country as part of an interdisciplinary, dual-major program: a 300-level German course, Language Study and Internship Abroad Practicum, and a 400-level Japanese course, Study Abroad Internship.</i>	Room 307

TIME	EVENT	LOCATION
1:00-1:55pm	Using Language for Experiences Abroad: A Domain Analysis (1:30-1:55pm) Presenters: Shiva Rahmani , Maeve Hooper <i>Using thematic analysis as a qualitative research method, this study hopes to share its cohort model to demonstrate how to streamline and scale up the research process through collaborative research. A description of the collaborative research process will be provided, which will include defining parameters, examining various domain components, analyzing institutional and non-institutional resources, developing data collection tools, and, finally, collecting and analyzing the data.</i>	Room 307
	Medical Spanish in Central Texas: A Needs Analysis of Language Use Among Healthcare Professionals and Latinx Patients and Its Implications for Curriculum Design (1:00-1:25pm) Presenter: Mackenzie Bailey <i>This study aims to define the specific language needs of healthcare professionals in central Texas and how Medical Spanish curricula might be adjusted as a result. Crucially, healthcare professionals and Latino patients were surveyed, interviewed, and observed to include both perspectives. LSP courses are vital for learners at all stages of their career. There is a need for integration across programs and institutional levels to provide professionals with ongoing opportunities for language practice and use.</i>	Room 308
	Effective Service-Learning Strategies for Teaching Medical Spanish and Helping Type 1 Diabetes Patients (1:30-1:55pm) Presenter: Yolanda Pineda-Vargas <i>This presentation will be based on sharing information about students and community background motivations, main objectives pursued, pedagogical methodology used to develop all projects, description and projects details, and analysis of results and experiences.</i>	
	Connect with Exhibitors	Room 310
2:00-3:00pm	EXHIBITOR PRIME TIME <i>Featured session with industry experts to interact, ask questions, and discover materials while enjoying gourmet coffee break</i>	Room 310

TIME	EVENT	LOCATION
3:00-3:55pm	SESSION BLOCK 5	
	PANEL - Sustainable Development as a Specific Purpose in Language and Culture Education Presenters: Hyoun-A Joo, Sophie Landrieux-Kartochian, Britta Kallin, Stuart Minson, Brigitte Stepanov <i>This panel conceptualizes sustainable development as a specific purpose by introducing initiatives at the institutional and curricular level in research and teaching. The contributions include presentations on a research project funded by the Atlanta Global Studies Center that focuses on the aspect of equity in dual language education and on new course offerings, "Sustainable Development in Germany," "Energy Humanities," and "French for Global Sustainability Professionals", designed to educate the next generation of interculturally competent leaders. We further reflect on the role and place of the human in the age of sustainability through experiential study abroad and service learning.</i>	Grand Ballroom
	Evaluation of Authentic Business Spanish Tasks: A Cross-Institutional Study (3:00-3:25pm) Presenters: Sergio Adrada-Rafael, Gabriela DeRobles <i>The study seeks to evaluate a series of tasks (finding a job, writing a CV and cover letter, and doing a job interview) that were implemented in Spanish for Business courses at two very different institutions: 1) a small private university on the East coast and 2) a large public university on the West coast. Findings shed light on the importance of developing, implementing, and adapting tasks to cater to diverse student populations.</i>	Room 302
	Internationalizing the Finance Curriculum with Language and Translation (3:30-3:55pm) Presenter: Thomas Hanson <i>This study presents an overview of hidden translation in global financial markets using the paradigm of information asymmetry in mitigating or maintaining information differences regarding communication with internal and external stakeholders. Data are presented about foreign language requirements in the curriculum of AACSB-accredited business schools, demonstrating a mismatch between the curriculum and market demands. Finally, three strategies are suggested to incorporate language study in the finance classroom.</i>	

TIME	EVENT	LOCATION
3:00-3:55pm	Chinese Language Learning Through Online International Collaboration: Case Study (3:00-3:25pm) Presenter: Yi Zhou <i>This paper demonstrates a collaborative online international learning (COLL) initiative with a Chinese university to enrich an advanced business Chinese language curriculum. The initiative promotes language proficiency, cultural understanding, and real-world language application through interactions with native Mandarin speakers. The paper addresses learning objectives, curriculum design, and performance-based assessments. Challenges, student feedback, and recommendations for business language curriculum development, teaching practices, and assessments are discussed for advancing business language education and fostering cultural competence.</i>	Room 307
	Developing Web-Based Instructional Materials for Gift Offering and Acceptance in L2 Chinese (3:30-3:55pm) Presenters: Yunwen Su, Yingling Bao (BLRT Winners) <i>Web-based self-access materials are a sustainable alternative to classroom instruction of second language (L2) pragmatics, which the curricula of world language education often cannot afford time for. Adopting Tomlinson and Masuhara's (2018) data-driven and task-based discovery-learning framework, which highlights the importance of noticing and exposure to authentic materials, the project develops a self-access online module for instruction of gift giving and acceptance (GOA) in Mandarin Chinese and tests its effectiveness with a pre-/post-test design.</i>	
	A Task-Based Road-Map: Harnessing Word Combinations in a Business Course (3:00-3:25pm) Presenter: Anna Alsina Naudi <i>It is not always straightforward to determine how or what to include when designing a Spanish program for specific purposes. For example: Shall we include word combinations in a course for the professions, and if so, how and which combinations? Or how many? Will students remember them all? This paper describes a business course divided into task sequences, culminating in a business plan, showcasing the effectiveness of teaching word combinations for vocabulary development and retention.</i>	Room 308

TIME	EVENT	LOCATION
3:00-3:55pm	Enhancing Vocabulary Acquisition in Content-Based Language Courses (3:30-3:55pm) Presenter: Maria Laura Mecias <i>This session presents a study design for a doctoral dissertation for a "Spanish for Healthcare Professionals" course. The approach, based on Meaning Oriented Instruction (Barcroft 2012), focuses on comprehensive vocabulary planning. The study includes vocabulary data collection instruments, methods for assessing vocabulary growth, and language production activity samples. This doctoral dissertation study aims to improve specialized vocabulary acquisition in LSP courses, contributing to tailored language instruction in various professional contexts.</i>	Room 308
	Connect with Exhibitors	Room 310
4:00-5:00pm	ISLSP KEYNOTE SPEECH - Linguistic and Cultural Fluency for Journalism and Sustainability ▪ Frank Sesno, Professor and Director of Strategic Initiatives; Executive Director, GW Alliance for a Sustainable Future ○ with Barbara Lafford, Professor Emerita of Spanish Linguistics - Arizona State University	Grand Ballroom
5:30-7:00pm	RECEPTION <i>Walk to 1957 E St, NW, 7th Floor</i>	City View Room

Friday, May 3rd

TIME	EVENT	LOCATION
8:00-9:00am	COFFEE AND LIGHT BREAKFAST	Grand Ballroom
9:00-9:50am	OPENING REMARKS ▪ Anna Helm, Director of the GW Center for International Business Education & Research (GW-CIBER) ▪ Tim Duvall, Senior Program Officer, International and Foreign Language Education Office, U.S. Department of Education CIBER KEYNOTE SPEECH - Cultural and Linguistic IQ in Global Business: The Path to Success ▪ Jessica Deckinger, Founder & CEO of Mint Marketing	Grand Ballroom
10:00-10:55am	SESSION BLOCK 6	
	PANEL - LSP Teacher Training from a Global Perspective: Trends, Challenges, Solutions, and Future Directions Presenters: Ana Bocanegra-Valle , Elisabet Arnó-Macià , Barbara Lafford <i>The panel focuses on trends, challenges, solutions and future directions in LSP teacher training around the globe. After a brief introduction to the topic, Dr. Ana Bocanegra-Valle will speak about LSP teacher training projects (TRAILS, LSP-TEOC.Pro) that have been created and applied in a European context. Dr. Arnó Macià will explore how technology can broaden the scope of LSP teacher training around the globe. Dr. Lafford will discuss the state of U.S. LSP teacher training along with implications from the first two talks for the future formation of LSP educators in the U.S.</i>	Grand Ballroom
	PANEL - Challenges and Successes with Implementing Languages for Specific Purposes: A Tale of Two Community Colleges Presenters: Erika Stevens , Stacy Amling <i>This panel outlines the challenges and successes associated with offering LSP opportunities at two community colleges. As one panelist will share, the solution has been to infuse LSP practices into general language courses, as the creation of standalone ones has been stymied. In contrast, the second panelist will highlight a successful certificate program including options for LSP coursework as part of the program of study. Both demonstrate that offering more LSP options at community colleges is necessary to promote language learning, support students' goals, and address community needs for more bilingual professionals.</i>	Room 310

TIME	EVENT	LOCATION
10:00-10:55am	From Abstract to Concrete: AI's Role in Elevating and Diversifying EAP Learning Experiences (10:00-10:25am) Presenter: Joshua M. Paiz <i>In this session, we examine the integration of AI within English for Academic Purposes (EAP) pedagogy. Addressing the transition from abstract to tangible concepts, the talk delves into AI's role in broadening academic perspectives. Beyond established canons of pedagogy, learning, and disciplinary knowledge, it considers the inclusion of diverse global voices through AI. Join the discourse on the implications and intersections of traditional pedagogy and AI-driven innovation in EAP and how this connects to other language teaching and learning contexts.</i> Artificial Intelligence, Virtual Reality and Technology in Languages for Specific Purposes: Opportunities, Challenges, and Pedagogical Implications (10:30-10:55am) Presenter: Alyssia Miller De Rutté <i>The rapid expansion of artificial intelligence (AI) has introduced transformative opportunities in the field of Languages for Specific Purposes (LSP). This presentation delves into the integration of AI in LSP, discussing its benefits (individualized learning, content generation, realistic conversation simulations) and challenges (high-quality training datasets, ethical considerations).</i>	Room 302
	Experiential Learning in Italian Language Classrooms (10:00-10:25am) Presenter: Donatella Melucci <i>This presentation will showcase two courses, (1) Italian Translation and (2) Business Italian where experiential learning is the main component. Indeed, students in these two courses complete hands-on projects that not only make their learning meaningful but also lead to tangible outcomes that can shape their future. With this presentation, the author would like to share her experience hoping to inspire other faculty.</i> Business Italian and Made in Italy (10:30-10:55am) Presenter: Federica Franzè <i>This presentation shares ideas and reflections on the author's Advanced Italian language course, Business Italian and Made in Italy. The goal of the course is to give students a basic knowledge of Italian terminology within a context of commerce and trade, and an understanding of the Italian business environment and culture. Class content includes authentic materials, intense language practice through oral and written assignments, and interviews with professionals that work in businesses in/with Italy.</i>	Room 307

TIME	EVENT	LOCATION
10:00-10:55am	Beginning from the End: Backward Design in Medical Spanish (10:00-10:25am) Presenter: Carmen Pérez-Muñoz <i>This presentation offers a model for application of the three stages of backward design (identifying results, determining acceptable evidence, planning methods and assessment) to undergraduate Medical Spanish courses. It includes a rough blueprint that can be adapted by instructors to fit their own program/institution, and a sample to apply it to post-graduate programs based on the presenter's professional experience.</i> Decodificando la Salud Mental: Effective Spanish Communication for Mental Health (10:30-10:55am) Presenter: Catalina García Faúndez <i>A language needs analysis made by observations, surveys, and interviews that determines the linguistic and cultural aspects of the Hispanic community in the United States to successfully conduct a therapy session in Spanish.</i>	Room 308
11:00-11:55am	SESSION BLOCK 7 PANEL - Using Technology to Improve the Interaction Between Spanish Speaking Patients and Health Care Workers Presenters: Matias Volonte, Paloma Moscardó-Vallés, Alyssia Miller De Rutté <i>This panel showcases tools for enhancing Medical Spanish practice, addressing the impact of language-concordant physician scarcity on the Latinx population's healthcare access. The panel explores technological solutions that aim to improve doctor-patient interactions. Examples of educational tools for specialized training in Medical Spanish through immersive VR experiences and realistic video simulations will be explored. A different technology (Embodied conversational agents) can empower healthcare providers to enhance communication, breaking language and cultural barriers and fostering a patient-centered approach. Overall, this panel delves into strategies and innovations bridging language gaps and enriching medical education, fostering inclusivity and patient-centered care.</i>	Grand Ballroom

TIME	EVENT	LOCATION
11:00-11:55am	PANEL - Infusing Social Justice and Cultural Humility in LSP Courses Presenters: Isabel Kentengian, Ann Warner-Ault, Regina Morin <i>In response to community needs and student interest, our department created professionally focused language classes and certificate programs for second and heritage language students. They equip students with language and intercultural competence for careers in business, counseling, education, interpreting, law and justice, healthcare, etc. Our college's Latino/Hispanic enrollment has increased, reflecting state and national trends, and these courses respond to a nationwide need for interculturally and linguistically competent bilingual speakers in these professions. Our panel explores how creating new classes focused on language proficiency, cultural competence, and understanding of social justice issues has helped to address the shortage of proficient Spanish speakers across various high-need sectors. This panel focuses on LSP courses offered in three of our certificates: Spanish for Law and Justice Practitioners, Healthcare, and Counseling and Human Services. We describe the topics and activities that anchor these courses, and authentic materials used throughout.</i>	Room 310
	LSP as Part of an 'Integrated Curriculum': A Transformative Project of Professional Paths in the UC Berkeley French Department (11:00-11:25am) Presenter: Claire Tourmen <i>To address the global downward trend in humanities, the French Department of UC Berkeley is implementing a transformative and ambitious program. Instead of offering isolated classes in LSP, the Department has built professional paths as part of an "integrated curriculum" (Geisler et al., 2007). Students will be able to receive a certificate after taking a class in French for Professions, completing an internship in French (locally or internationally), and following a few other classes.</i> Best Practices to Connect the Language for Business Classroom to the Real World (11:30-11:55am) Presenter: Sophie Landrieux Kartochian <i>We discuss best practices to connect the language for business classroom to the real world, from making connections beyond the classroom to designing assessments. Specific innovative approaches to teach French for Business will be showcased, including creative and collaborative projects anchored in the business world with samples of student work. These projects drive a higher engagement in the classroom and are valuable tools to develop the writing, speaking and teamwork skills of students.</i>	Room 302

TIME	EVENT	LOCATION
11:00-11:55am	Beyond Language Proficiency: Nurturing Global Professionals Through Business Japanese Education (11:00-11:25am) Presenter: Tomoko Takami <i>This presentation explores the transformative potential of business Japanese language education in nurturing globally adept professionals. It underscores the importance of transcending linguistic proficiency to cultivate cultural sensitivity, critical thinking, and the capacity to navigate global business interactions. The presentation features instructive examples illustrating the process of acquiring business Japanese interpersonal communications, encouraging them to identify and overcome the challenges that often surface in cross-cultural communication.</i> Canceled by Presenter - Fostering Education for Sustainability in a Spoken Japanese Business Course (11:30-11:55am) Presenter: Enika Banarjee <i>The Spoken Japanese Business Course is part of a Business Certificate Program the author's institution has offered since 2021. This Program is independent of the major or minor program but requires higher-level language fluency. The program requires obtaining 15 credits (with a grade of B and above) containing two highest Japanese courses, two business language, and one business culture course.</i>	Room 307
	Podcasts and Podcasting in LSP Classrooms (11:00-11:25am) Presenter: Emmy Herland <i>Explore podcasts as an important tool of public scholarship and a creative medium for student knowledge sharing. We look at assigning podcasts as linguistically and culturally relevant source texts in LSP classrooms, as well as assigning podcasting projects that ask students to engage with their scholarship in atypical ways and present their work in an audio format intended for public, non-academic consumption.</i> Gamification and Teaching Language for Specific Purposes (11:30-11:55am) Presenter: Mahmoud Amer <i>The presentation will demonstrate how effective and practical gamification can be in supporting the teaching of LSPs. Using a new and modern vocabulary game-based learning platform, teachers and learners benefit from the power of high-impact learning experiences that involve game-based learning. The audience will play an actual game where participants compete as they learn field-specific vocabulary. Implications and case-studies will be shared and discussed.</i>	Room 308

TIME	EVENT	LOCATION
12:00-1:00pm	LUNCH & BUSINESS MEETING	Grand Ballroom
1:00-1:55pm	SESSION BLOCK 8	
	PANEL - Making Connections Within and Beyond the Classroom by Adapting Languages for Business to the Humanities and Creating Workshops for Local Teachers Presenters: Maida Watson, Mary Long, Ann Abbott, Luciana Kube <i>This panel will consist of three presentations which explore innovative ways of teaching languages for business using art-based research methods, autoethnography and the use of music. The fourth presentation describes a series of workshops for K-12 Spanish teachers which used innovative topics.</i>	Grand Ballroom
	PANEL - A Graduate Teacher-Training Workshop in ESP: Challenges and Lessons Learned from Curriculum Development Projects Presenters: Tatiana Nekrasova-Beker, Elizabeth Pedrotti, Lauren Mangus, Kiley Dickerson <i>The presenters describe a workshop designed for graduate students who are training to become ESL/EFL teachers. The workshop provides an overview of important aspects of the ESP curriculum and syllabus design process and culminates in a course project targeting a specific target language use domain. To illustrate course outcomes, the panelists discuss a series of case studies, each featuring an authentic pedagogical context, ranging from K-12 to post-secondary to graduate-level education, both in the U.S. and abroad. The presenters reflect on lessons learned from engaging in ESP projects and offer a set of recommendations to consider in future ESP work.</i>	Room 310
	Winning the Critics - Growing Intercultural Understanding and Effective Communication Strategies Through a Case Study on Tesla's Gigafactory in Grünheide, Germany (1:00-1:25pm) Presenter: Hyouun-A Joo <i>This paper presents the design and student outcome of communicative assignments that were created for a Business German course to help students grapple with the conflicting perspectives around the construction of the Tesla Gigafactory in Germany. Students were tasked to develop convincing communication strategies informed by nuanced understanding of the different views of the involved stakeholders such as politicians, environmental activists, or labor unions, with the goal to grow in intercultural communicative competence.</i>	Room 302

TIME	EVENT	LOCATION
1:00-1:55pm	Canceled by Presenter - Going Outdoors with a Purpose: Greening the German Curriculum and Integrating LSP (1:30-1:55pm) Presenter: Cornelius Partsch <i>This presentation showcases an innovative teaching unit at the intermediate-high level of proficiency of German, which brings the classroom into the world by going outdoors to experience forest bathing and explore its meanings, practical applications, and cultural significance. At the intersection of the business and medical fields and languages, students communicate about German companies offering instruction and guidance in the practice of mindfulness in natural settings.</i>	Room 302
	Surveying Practitioners in U.S. Legal Contexts to Identify Needs and Patterns for the Better Training of Bilingual Professionals (1:00-1:25pm) Presenter: Lisa Huempfer <i>Despite a growing immigrant population, and along with it, a demand for professionals able to address their needs, there is a scarcity of pedagogical materials that are appropriate for undergraduate Spanish learners interested in exploring legal careers and developing basic linguistic and cultural competence to aid immigrants in U.S. legal contexts. This presentation shares the preliminary results of surveys and interviews of professionals working with Spanish-speakers in legal contexts toward the development of such materials.</i>	Room 307
	A Spanish Language Needs Analysis for the DUI Lawyer-Client Interaction (1:30-1:55pm) Presenter: Elisa Ponce <i>The participants will learn about the use of a Needs Analysis to find linguistic information that students or professionals will need to perform their professional tasks in the target language. This session informs about the tasks that future lawyers will need to perform in Spanish when working with DUI (Driving Under the Influence) cases. This program will discuss new recommendations to develop a Legal Spanish course.</i>	

TIME	EVENT	LOCATION
1:00-1:55pm	Role-Taking and Interpreter Education as an Opportunity for Heritage Language Learners in the LSP Mixed Classroom (1:00-1:25pm) Presenter: Alberto Morán Vallejo <i>This individual paper is a proposal for an empirically-based pedagogy that aims for the inclusion of interpreting, role-taking activities to foster empathy in the LSP classroom. Through a review of recent studies that explore the use of interpreting activities in different learning contexts, this presentation aims to provide empirical implications for the implementation of role-taking activities at the intersection of LSP, heritage language learning, and translation and interpreting pedagogy.</i> Improving Health Equity in a Community Health Center: Leveraging Dual-Role Interpreter Skills Through a Replicable Training and Assessment Program (1:30-1:55pm) Presenters: Karol Hardin, Mike Hardin <i>We investigated the efficacy and replicability of training bilingual healthcare interpreters at a Community Health Center through a testing and training intervention. Results for dual-role interpreters indicated a disconnect between their self-assessment and actual proficiency, with many scoring below the desired medical interpretation standard. Post-training results, however, demonstrated significant improvement in clinical interpretation skills. Since most of these interpreters are heritage language speakers, our findings underscore their potential as invaluable assets.</i>	Room 308
2:00-2:40pm	SESSION BLOCK 9 LIGHTNING ROUNDS ▪ Connecting the Real World to the Classroom, by Christian Rubio ▪ Implementation of Virtual Reality in a Spanish for Health Profession Course, by Julio César Aguilar ▪ Nuestra Huerta Orgánica: Spanish for Specific Purposes and Students as Active Citizens in the World, by Luana Lamberti ▪ Intercultural Communicative Competence Outside the Medical Spanish Classroom: Reaching Local Communities, by Juan Pablo Cominguez	Grand Ballroom

TIME	EVENT	LOCATION
2:00-2:40pm	LIGHTNING ROUNDS ▪ When a Cultural Ambassador Becomes a Best Salesperson in a Lower-Level Critical Language Case, by Miaochun Wei ▪ Zooming In: Enhancing LSP with Virtual Expert Interviews, by Yan Zhu	Room 310
	How Should Higher Education Teachers be Trained in the Theory and Praxis of LSP? Perspectives from the Field (2:00-2:25pm) Presenter: Audrey Chery <i>University instructors in the United States from a variety of languages and specializations within LSP completed a questionnaire and follow-up interviews on Zoom to address the way they were trained on the theory and praxis of Languages for Specific Purposes (LSP) prior to teaching a class. The main goal is to have a deeper understanding of how to meet instructors' needs in the field.</i>	Room 302
	The L2 Motivational Self-Systems of STEM Students in a Task-Based Academic English Course (2:00-2:25pm) Presenter: Lindsay Helms <i>This presentation will examine the role of affective factors such as motivation on learners' experience taking an LSP course by reporting the findings of a qualitative study on the L2 motivational self-systems of five foreign exchange students in a STEM exchange program.</i>	Room 307
	Bridging the Classroom-Workplace Gap: Enhancing Business Chinese Interview Preparation Through Mock Interviews (2:00-2:25pm) Presenter: Shuai Li <i>This study examines the use of mock interviews in business Chinese courses to prepare students for real job interviews in China. Findings show a need to rebalance linguistic and content-focused instruction when conducting mock interviews. The research offers insights into better aligning classroom training with workplace realities in order to enhance the effectiveness of language instruction for specific professional settings.</i>	Room 308
2:40-3:00pm	BREAK Coffee and sweet treats will be available from 2:30-5:00pm	Grand Ballroom

TIME	EVENT	LOCATION
3:00-3:55pm	SESSION BLOCK 10	
	PANEL - Developing a Career-Focused Program in Regional Universities: Opportunities and Challenges of Ferris State University's Spanish for the Professions Presenters: Lucero Flores-Páez , Eric Warner <i>This panel will present an overview of the experience our Spanish Program had in creating a Spanish for the Professions major in a regional university with proximity to migrant communities and an urban area with a growing Spanish-speaking population. It will explain how the program was designed and implemented based on local community need and broader considerations for Spanish-speaking communities in the United States and abroad. Furthermore, changes and challenges will be discussed in order to highlight our program demands to remain responsive and relevant in evolving student, community, and industry expectations.</i>	Grand Ballroom
	PANEL - Professional Communication in Spanish for Architects, Engineers, & Construction Managers: A Collaborative and Pioneer Course at Fresno State Presenters: Maria Calahorra-Jimenez , Elsa Castillo <i>The construction industry employs more than 55% Spanish-speaking workers, and at California State University, Fresno (Fresno State), more than 50% of the students enrolled in these Architecture, Engineering, and Construction Management majors have a Hispanic background. To bridge the gap, we have created the course Professional Communication in Spanish for Architects, Engineers and Construction Managers. The focus of this panel is to share the experience of creating and developing this course.</i>	Room 310
	(Un)specific Languages for Specific Purposes? Boosting Enrollment Through a World Language Internship and Course Focused on Professional Development (3:00-3:25pm) Presenters: Paola Buckley , Aria Cabot <i>How can small language programs, often with limited full-time faculty, grow their curricula to include LSP offerings, such as internships and courses with experiential learning or community engagement components? This presentation will share a model for transitioning away from language-specific internships and towards a shared "World Language" internship course model whereby, each semester, rotating faculty members with the help of an internship coordinator, oversee a cohort of interns majoring and minoring in diverse languages.</i>	Room 302

TIME	EVENT	LOCATION
3:00-3:55pm	Conceptualizing One's Own Self and Cultural Identity in Virtual Exchange (3:30-3:55pm) Presenters: Maria Speggiorin , Joe Cunningham <i>This presentation focuses on a virtual exchange project, wherein learners of German in the USA connected digitally with learners of English in Germany to discuss topics related to culture and (inter)cultural identity. Through Discourse Analysis of Zoom-based conversations, interviews, and personal reflections, the study investigates how U.S.-based students construct their own cultural identity, navigate intersectional spaces, and affirm or question their belonging to an American culture of their own and others' understanding.</i>	Room 302
	Shark Tank: Teaching Business Portuguese Through Entrepreneurial Projects (3:00-3:25pm) Presenter: Anna Murta Hodgson <i>This presentation focuses on the design and structure of a Business Portuguese course in which students collaboratively generate small business ideas, craft business plans following the SEBRAE (Brazilian Small Business Support Service) model, and pitch their projects in a simulated investor's meeting as their final exam.</i>	Room 307
	French for Global Development: Connecting the Liberal Arts Classroom to the World Through Language for Professional Purposes (3:30-3:55pm) Presenters: Karen James , Meghan O'Donoghue <i>This French course expands students' linguistic and cultural competencies through engagement with concepts and practices in development and humanitarian aid. Students build communication skills in case studies with activities using authentic materials and exchanges with French-speaking professionals. The introductory unit simulates components of training and experience in the Peace Corps and prepares students for understanding the demands and challenges of other development initiatives, as well as for meaningful interactions in French in those professional contexts.</i>	

TIME	EVENT	LOCATION
3:00-3:55pm	Using a Pedagogical Mini-Series to Teach Specialized Liaison Interpretation (3:00-3:25pm) Presenter: Evgueniya Lyu <i>The paper describes the design of an innovative approach to materials development to teach specialized liaison interpretation. The lack of existing materials to practice liaison interpretation in accordance with the course objectives encouraged us to conceive a mini-series, the design of which relied on the idea that each episode should correspond to a particular specialized setting and aim to help students develop interpretation-related skills, acquire technical vocabulary of various specialized domains, and gain specialized knowledge. This paper will provide details concerning different stages of the design process, including collaboration with specialists, instructional considerations, and course evaluation.</i> Students as Trusted Stakeholders: Lessons from the U.S. Air Force Academy (3:30-3:55pm) Presenter: Florina Matu <i>In this presentation, the author shares aspects of designing an inclusive LSP course based on students' needs and wants at the U.S. Air Force Academy. It includes a description of a senior's teaching four class periods based on his research at Airbus in Toulouse, France, and how the instructor used four anonymous questionnaires to shape and modify activities and assessments based on the input of her students who became equal partners in the course design and implementation.</i>	Room 308
4:00-5:00pm	SESSION BLOCK 11 PANEL - Evidence-Based Curriculum Design in Spanish for Specific Purposes in the U.S. Presenters: Nyssa Knarvik, Alyssia Miller de Rutté, Maura Velazquez Castillo, Andrea Purdy, Edward Sarasty, Paula Izquierdo <i>The panel describes curricular efforts in three fields based on LNA findings at varying stages of development. Presenters on Medical Spanish outline curricular implications of an ongoing LNA centering on diversity, equity, and inclusion. In the Criminal Justice Field, presenters describe curriculum addressing a complex picture of linguistic needs that span a wide range of themes and linguistic registers. The Spanish for Small Animal Veterinary Care presentation outlines a program based on a completed LNA. It details the first course and describes an approach to performance-based assessment. The panel ends with challenges faced by each field and SSP curricular implications.</i>	Grand Ballroom

TIME	EVENT	LOCATION
4:00-5:00pm	PANEL - Language Services and Languages for Specific Purposes: A Vital Partnership Presenters: Steve Lank , Kathleen Diamond , Bill Rivers <i>Unlock the language industry's limitless potential! Join our expert panel as they unravel the vital partnership between Language Services and Languages for Specific Purposes. Discover a booming USD\$69 billion industry, often unseen but remarkably resilient, transcending global boundaries. In a world where communication reigns supreme, language services thrive. Learn how your students can creatively merge their passions with languages to forge dynamic careers. Dive into essential topics: the U.S. language learning landscape, the language industry's significance, and innovative collaborations between academia and industry to help prepare students for success as multilingual professionals in this dynamic industry.</i>	Room 310
	Culturally Competent Care: The Impact of a Scaffolded Tool Series in Medical Spanish Courses (4:00-4:25pm) Presenters: Kathleen Cunniffe Peña , Joshua Pongan <i>Medical Spanish courses have key needs in preparing students to engage in professional pathways in health care. Learners need strongly scaffolded support in developing, in tandem, general communicative proficiencies, intercultural competencies, and specialized knowledge. This presentation explores the implementation and results of using a newly developed, scaffolded series of tools designed to enhance students' practical skills in Spanish in health professions including cultural competence, digital chatbots, and task-based assessments.</i>	Room 302
	Revolutionizing LSP Instruction: Leveraging AI with the MeTabi Language Platform (4:30-4:55pm) Presenter: Scott Payne <i>World Language educators face challenges in providing specialized language instruction tailored to diverse career paths. Two primary issues are securing instructors with domain expertise and the coincidental discovery of bilingual faculty lacking language teaching experience. How can departments swiftly address the growing demand for Language for Specific Purposes (LSP) instruction? This presentation delves into the potential of MeTabi's AI-driven language learning platform as a solution to this pressing dilemma.</i>	

TIME	EVENT	LOCATION
4:00-5:00pm	International Business, Language, and Culture BS Program (4:00-4:25pm) Presenter: Donatella Melucci <i>The International Business, Language, and Culture (IBLC) degree is a new collaborative joint program that draws on the unique and complementary assets of the Georgetown University College of Arts & Sciences and the McDonough School of Business (MSB). By placing language and culture in conversation with business, IBLC students are invited to take up vital, global questions of inequality, labor and human dignity, technological, ethical, and environmental consequences.</i> Promoting Experiential Learning Through Community Engagement (4:30-4:55pm) Presenters: Young-mee Yu Cho, Hee Chung Chun <i>The Korean English Translation Program is part of college KFL education. The foundation course, Introduction to Practical Translation & Translation Theories, is augmented by two genre-specific Literary Translation and Media Translation courses and a skills-course, Computer-Aided Translation. The two capstone courses, Korean Interpreting and Korean Translation/Interpreting Internship, give students opportunities to engage in real world tasks as translators/interpreters by being "on duty" for three hours per week at an agency, online or offline.</i>	Room 307
	Using Literature, Art, and Culture in the Business Language Classroom: A Series of Innovative Workshops for K-12 Teachers of Spanish for Business (4:00-4:25pm) Presenter: Maida Watson <i>This presentation describes a series of innovative workshops developed during the past four years in order to make connections beyond the classroom by providing K-12 teachers of Second Language with enrichment materials related to business concepts. Since the Second Language Teachers in the local public schools follow a set curriculum it was considered important to provide them with materials which would teach business concepts without identifying them as such.</i> Canceled by Presenter - Talking Arab World Map (4:30-4:55pm) Presenter: Ghayda Al-Ali <i>The Talking Arab World Map will be a four-part language software that will offer students interactive learning tools such as cultural and historical resources for 22 Arabic speaking countries, e-quizzes, and audio/video narration, that will help them improve their pronunciation and listening comprehension.</i>	Room 308

Business Language Research and Teaching (BLRT) Grants

To encourage faculty, lecturers, and graduate students in foreign language departments to add a business-language dimension to their research and teaching, the 16 Centers for International Business Education and Research (CIBERs) have pledged a portion of their Title VI CIBER grant funding to support the Business Language Research and Teaching (BLRT) Awards. In 2025, two \$4,000 and one \$5,000 awards will be made to research or teaching projects in foreign languages (excluding ESL and ASL).

The 2025 BLRT recipients will present their research findings at the 2026 International Symposium on Language for Specific Purposes. Recipients will also receive a travel stipend of up to \$1,000 to cover costs associated with presenting at this conference. Recipients are also requested to contribute a write-up on their research to the Global Business Language Journal.

All proposals should be submitted via a soon to be announced web portal by **January 20, 2025**.

2023 BLRT Recipients

- **Yingling Bao** from Indiana University and **Yunwen Su** from University of Utah for "Web-Based Instruction of Second Language Chinese Pragmatics in Business Chinese"
- **Yuriko Ikeda** from Marian University for "Business Practices for Sustainability and Conservation in Spain"
- **Qiaona Yu** from Wake Forest University for "LSP Rubric-referenced Assessment as a Complex Dynamic System"

GBL Call for Papers

GLOBAL BUSINESS LANGUAGES JOURNAL

Call for Papers

Mission:

Global Business Languages (GBL) publishes original, peer-reviewed articles that make a significant contribution to the field of Business Language Studies.

Embracing a broad definition of business, we welcome submissions in a variety of related interdisciplinary subfields within Language for Specific Purposes (LSP), such as language for the arts, law, health sciences, engineering, etc.

The journal is published in English but articles may pertain to any language, including English for nonnative speakers.

GBL is currently accepting manuscripts for the upcoming volume (25). We particularly welcome articles that are theoretically framed or empirically driven, and that offer new perspectives, and/or refine or challenge current practices in LSP. We encourage submissions of manuscripts that integrate theory and practice in the realm of teaching and learning Language for Specific Purposes, including business, but also the arts, engineering, law, etc. Articles may pertain to any language, including English for non-natives. State-of-the-art reviews on relevant technological tools, (text)books, websites, are also welcomed. **Submission deadline: July 25, 2024.** For more information on the submission process, see the GBL website.

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The George Washington University