

CASLT Strategic Directions 2008–2011

Background — Context

Established by volunteers in 1970, the Canadian Association of Second Language Teachers (CASLT) has grown into a multi-level organization. Our mission, vision, and values reflect the multilingual nature of the Canadian society of the new millennium. The association respects that many students arrive at school with the benefit of existing knowledge of home/community languages. Within the work of the association, “second” languages encompass both official and international languages. CASLT aims to support teachers who work with:

- students learning French or English as a second official language
- students learning international languages, and
- K-12 newcomers to Canada learning French and English

CASLT’s Board of Directors sets the organization’s policy and is responsible for establishing its strategic direction, overseeing member services, meeting its financial goals, and relating with the public. The pan-Canadian Board represents a diversity of perspectives from across the second- and additional-language education communities and the country. CASLT also encourages and welcomes volunteer support to complement the daily operations of the small national office staff.

Our Mission — Our Raison d’être

Within our financial and organizational capacity, CASLT fosters and advances excellence in second- and additional-language teaching in Canada by promoting language learning, creating professional development opportunities, encouraging research, facilitating information sharing and exchange of best practices, building strong partnerships, nurturing a supportive professional community, and providing direct support to members through programs, products, and services.

Our Vision — What We Aspire To

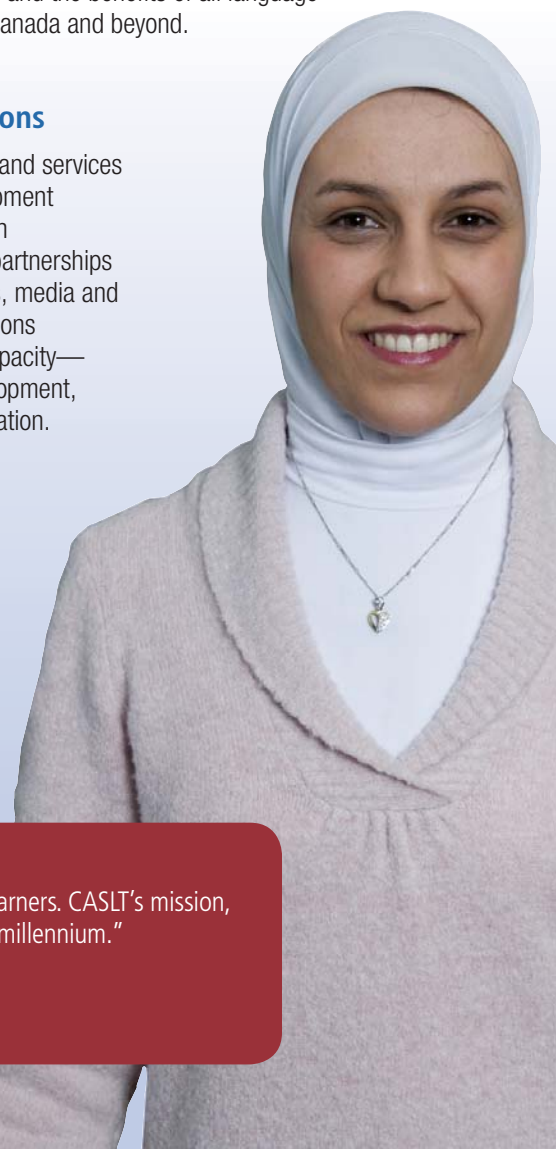
CASLT is committed to enhancing awareness, appreciation, and understanding of the importance of second- and additional-language learning and teaching throughout Canada and beyond.

Our Key Messages — What Defines and Drives Us

- CASLT values the importance of Canada’s cultural, linguistic, and ethnic diversity.
- CASLT values the best possible educational opportunities for second- and additional-language learners.
- CASLT values the members at the core of its mandate and works to advocate on their behalf.
- CASLT provides a network for professional second- and additional-language teachers and values networking among second-language communities.
- CASLT provides pan-Canadian and global views of current second- and additional-language-education issues to its members.
- CASLT plays an important leadership role in promoting Canada’s official languages and the benefits of all language learning across Canada and beyond.

Our Major Strategic Directions

- Member support and services
- Research development and dissemination
- Networking and partnerships
- Public awareness, media and government relations
- Organizational capacity—
Leadership development, funding diversification.



“CASLT recognizes how crucial it is to clearly articulate the context of language educators and learners. CASLT’s mission, values, and vision have evolved to reflect the multilingual nature of Canadian society in the new millennium.”

John Erskine, CASLT President (2007-2009)



The Canadian Association of Second Language Teachers
Promoting the advancement of second language teaching and learning.

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Member support and services

Enhance the value of membership by

- developing membership communications and strategies to support and retain members;
- encouraging and promoting volunteer leadership opportunities;
- supporting, interacting with, and maintaining members through an increased organizational technical ability;
- delivering research-driven professional development opportunities;
- reviewing, developing, and expanding teacher support resources (promotional, incentive, and classroom materials);
- increasing the number of relevant resources on the Web site for members only.

Research development and dissemination

Further the knowledge base about the benefits of second- and additional-language learning by

- developing and disseminating research-driven position papers;
- disseminating research findings in various formats for multiple audiences;
- conducting and disseminating an annual research project (in collaboration where feasible);
- identifying emerging issues of concern and research priorities from member and partner needs research.

Networking and partnerships

Broaden support for second- and additional-language teaching and education by

- developing a partnership strategy;
- enhancing and strengthening regular communications with existing partners
- exploring and formalizing new partnerships;
- coordinating regular networking events and meetings related to specific projects;
- participating in sharing opportunities (e.g., FSL Partner Network, linguistic consultations).

Public awareness, media and government relations

Increase awareness of and promote the benefits of language learning by

- developing targeted communication kits for various audiences;
- identifying language champions and sharing key contacts and strategies with partners;
- developing a communication/advocacy strategy that uses a variety of communication tools;
- increasing the capacity for media and public relations through training.

Organizational capacity

Enhance volunteer and staff capacity to conduct CASLT activities across Canada by

- developing and offering targeted training, leadership, and networking opportunities;
- developing risk management and succession plans;
- developing a marketing strategy to increase advertising and sponsorship revenues, product and publication sales, membership, and registration in events;
- solidifying and diversifying expanded funding sources.

