

Embracing Language Diversity in Your Classroom



promotion package

Thank you for supporting the new online course “Embracing Language Diversity in Your Classroom”, which will be launched on the School Education Gateway Teacher Academy on **24 September 2018**. The course is free, online and open to teachers and other school stakeholders from any country.

In this document, you will find information on how to promote the course in communications with your networks and audiences. Please feel free to adapt this for your own purposes and style as you need.

Should you have any questions, please contact the Teacher Academy team at teacher-academy@schooleducationgateway.eu. The School Education Gateway is funded by Erasmus+, the European programme for Education, Training, Youth and Sport. It is operated by European Schoolnet for the Directorate General for Education and Culture of the European Commission.

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KEY INFORMATION ABOUT THE MOOC

Title	Embracing Language Diversity in Your Classroom
Provider	School Education Gateway
Objectives	The course aims to help you better understand and utilise the linguistic diversity in classrooms, schools and international projects. It encourages you to think about the importance of language awareness and provides you with different tools and resources you can easily integrate in your lessons. The course will introduce you to innovative pedagogical approaches such as Content and Language Integrated Learning (CLIL) and translanguageing. You will also explore how European projects and different European initiatives such as the European Language Label and the EOL-Matrix can support language learning of students.
Dates	Monday 24 September – Wednesday 31 October 2018
Target audience	Teachers and other educational professionals of all levels working in multilingual environments, regardless of the subject they usually teach. The course may be especially valuable to teachers who are new to working in bilingual and CLIL projects or have little experience with these.
Language	English
URL	http://bit.ly/LanguageMOOC_eac

1 PROMOTING THE MOOC

1.1 HOW YOU CAN HELP

We would like your help in promoting registration to the MOOC with immediate effect up until the end of the first module on Monday 1 October.

You can do this in various ways, including:

- Use the suggested Facebook posts, Tweets and visuals for dissemination of course and registration information on your social media channels.
- Use the information provided in this document to promote the MOOC via any other dissemination channels you may have available to you (for example, newsletters, bulletins, digests, blog articles).
- Circulate information (including this document) to relevant contacts: members of your network, organisations you know are active in on the topic as well as individual contacts.

If you would like to promote the MOOC in ways not outlined above, or require any specific information or assets, please contact the Teacher Academy team at teacher-academy@schooleducationgateway.eu.

1.2 KEY INFORMATION ON THE PROMOTION OF THE MOOC

Promotion dates	From now until Monday 1 October
Hashtag	#LanguageMOOC
Short URL	http://bit.ly/LanguageMOOC_eac
Promo pack URL	http://academy.schooleducationgateway.eu/web/embracing-language-diversity-in-your-classroom/promotion?utm_medium=partner&utm_source=promo+pack&utm_campaign=Language_MOOC&utm_content=dg+eac
Promo video URL	https://www.youtube.com/watch?v=vFVMfiR1kys

The course is developed and provided by the School Education Gateway Teacher Academy:

Provider hashtag	#EdGateway
Service hashtag	#TeacherAcademy

2 SUGGESTED MESSAGES AND VISUALS

We have prepared a couple of messages that you can use to promote the course. Please feel free to take and adapt them to your liking!

2.1 NEWSLETTER ITEM

Free movement within Europe and migration into the continent have made its language situation increasingly diverse. Integrating students who don't speak the main classroom language isn't self-evident. And while teachers often already are language-aware, linguistic diversity isn't always recognised as a valuable pedagogical resource.

The new Teacher Academy course 'Embracing Language Diversity in Your Classroom' helps teachers of all levels and subjects to embrace linguistic diversity and use talents present in the classroom. The course provides tools and resources that can easily be integrated in lessons, introduces innovative pedagogical approaches, and sheds light on different European initiatives that support your students' language learning.

This free online course will start 24 September on the School Education Gateway. Register now via bit.ly/LanguageMOOC_nleac!

2.2 FACEBOOK

Do you have multilingual students, and you wonder how to better deal with foreign languages being spoken in the classroom? Are you keen to try a CLIL lesson but don't know where to start? The new School Education Gateway Teacher Academy course 'Embracing Language Diversity in Your Classroom' covers these and other language-related questions, and provides you with practical tools and innovative pedagogical approaches that can easily be integrated in the classroom. Find out more and register via the link below!
bit.ly/LanguageMOOC_fbeac

Movement within and into Europe as well as international school projects made our continent more language diverse. But dealing with multilingual classrooms isn't self-evident. The new Teacher Academy course 'Embracing Language Diversity in Your Classroom' helps you to utilise the different language skills in the classroom, and provides you with practical tools and resources. The course also introduces innovative pedagogical approaches and sheds light on different European initiatives supporting language learning. Register before the course launches on 24 September!
bit.ly/LanguageMOOC_fbeac

2.3 TWITTER

Having multilingual students in the classroom can be a barrier, but it can also be a very valuable resource. Learn why by joining the #LanguageMOOC course on the #TeacherAcademy, starting 24 Sept. bit.ly/LanguageMOOC_tweac

Learn how to deal with linguistic diversity and use it as an asset for your teaching. Join the latest free online #TeacherAcademy course that starts on 24 Sep. You can already enrol! bit.ly/LanguageMOOC_tweac #LanguageMOOC

Why is it beneficial to have multilingual students in the class? Join the #LanguageMOOC on 24/9 to find out. You will also discover different tools & resources to implement in your class bit.ly/LanguageMOOC_tweac

Do you have students who speak different languages, or don't speak the main classroom language? This free online #TeacherAcademy course helps you understand language diversity & turn it into an asset! Register now at bit.ly/LanguageMOOC_tweac #LanguageMOOC

Dealing with international or exchange students can be a challenge. Join the latest free online #TeacherAcademy course to get the language barrier out of the way & embrace linguistic diversity. Go to bit.ly/LanguageMOOC_tweac and sign up now! #LanguageMOOC

Are you (interested in) teaching in a bilingual school? Get the right tools, resources & pedagogical approaches to deliver any curricular subject in different languages. Join the #TeacherAcademy course, starting 24 September. bit.ly/LanguageMOOC_tweac

Are you a economics, arts or biology teacher, and interested in languages? The Teacher Academy #LanguageMOOC provides you w/ tools, resources & pedagogical approaches, and is open for teachers of all subjects! Register now at bit.ly/LanguageMOOC_tweac #CLIL

#CLIL (Content & Language Integrated Learning) is so much more than learning English by using international resources! Discover new pedagogical approaches, tools and resources: join the #TeacherAcademy course, starting 24 September. bit.ly/LanguageMOOC_tweac

Teachers of Europe! Are you new to international (& cross-curricular) projects? Discover how EU initiatives such as eTwinning can support language learning of your students! Join this free online #TeacherAcademy course: bit.ly/LanguageMOOC_tweac #LanguageMOOC

Multilingual classroom? International project? Become familiar with tools & resources that you can easily integrate in your lessons for more efficient & innovative teaching and learning. Join the #LanguageMOOC at the Teacher Academy [🌐 bit.ly/LanguageMOOC_tweac](https://bit.ly/LanguageMOOC_tweac)

2.4 VISUALS

Please note that due to copyright *it is not allowed to use the plain photo used in this document.*

We have images in different formats:

- Horizontal image to accompany a link that you post on Facebook
- Horizontal images that work well on Twitter
- More squared images that work well as a Facebook image

All files are available in the zip file of this promotion package.

3 DETAILED INFORMATION ON THE MOOC

3.1 WHY

Teachers often face a number of complex challenges linked to the increasing language diversity experienced in many classrooms across Europe. Free movement across intra-European borders as well as increasing migration into Europe has made the language situation in Europe increasingly diverse over the last decades, and many teachers are struggling to find the most suitable way of approaching this situation. The 'Embracing Language Diversity in Your Classroom' course aims to help teachers to see multilingualism in their classroom or projects not as a barrier but rather utilise and see it as a valuable asset.

3.2 WHAT

The course helps teachers make the most of multilingual classrooms and international projects, and enables them to empower language learning in different ways. Participants will discover how linguistic diversity can be an asset and learn about the importance of seeing it as such. Supporting their day to day work, teachers will be provided with useful resources, practical tools, and innovative pedagogical approaches (including Content and Language Integrated Learning and translanguaging) that can easily be integrated in the classroom. It also gives an introduction to multilingual classroom projects and different EU initiatives that support language learning.

Throughout the course, participants will also further develop key skills, including scaffolding language learning, checking learners' understanding, and designing tasks that support communication.

The course is organised around the principle of peer learning, with course content designed to stimulate reflection and discussion so that participants can learn from each other's experiences and ideas. In order to complete the course, participants are required to submit a final course product and review their peers' work. To facilitate peer learning, a closed Facebook group has been set up which is available here: <https://www.facebook.com/groups/languageMOOC/>.

3.3 WHO

The course is targeted at teachers, school heads and teacher trainers, but other educational professionals are welcome to join. The course is open to teachers of all subjects with an interest in multilingualism and language learning. It is especially valuable for teachers who are new to working in bilingual and CLIL projects or have little experience of these.

A basic level of digital literacy is required in order to navigate the course and engage in the course community. At the same time, interaction via social media is not a requirement,

although such exchanges are highly recommended, as they can substantially improve the course experience.

As **the course will be offered in English**, participants must be able to understand education-specific oral and written communication, and must be confident in expressing themselves and interacting in English writing.

3.4 WHEN

This course **starts on Monday 24 September but registering is already possible** through the course page. The course will run for 5,5 weeks – with modules opening one by one each week, followed by a 1,5 week grace period. The estimated workload is 4-5 hours per week.

3.5 WHERE

The course is offered on the School Education Gateway Teacher Academy and available through the following links:

- <http://academy.schooleducationgateway.eu/web/embracing-language-diversity-in-your-classroom>
- http://bit.ly/LanguageMOOC_eac

Participants need to create an account on the School Education Gateway if they do not have one already in order to take part in the course.

3.6 CERTIFICATION

Participants will receive digital module badges (open badges¹) for every completed module of the course, as well as a course badge and a course certificate upon completion of the full course. All badges can be exported to the Mozilla Badge Backpack.

¹ Open Badges are visual tokens of achievement, affiliation, authorisation, or other trust relationship sharable across the web. Find out more on the [Open Badges website](#).