AATSP
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American Association of Teachers of Spanish & Portuguese
Est. 1917

# OPERATIONS ANNUAL REPORT

Compiled by Vaughn Petty, Operations Coordinator
Report filed: June 15, 2021
Reporting Period: July 2020 - June 2021

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# AATSP STAFF

**Directors**

Executive Director
Sheri Spaine Long

Financial Services Director
John Blackwood

National Spanish Examinations Director
Lisa Greenman

**Coordinators**

Programs Coordinator (SHA, SHH, & Chapters)
Roberto Chavira

Conferences & Exhibits Coordinator
Dalila González

Communications Coordinator
Patrick Hauth

Public Relations & Liaison for Student Services (NSE)
Lesli Mikenas

Operations Coordinator
Vaughn Petty

Membership Coordinator
Lauren Ridley

**Interns** (Spring Semester 2021)

Silvia Renault de Castro, UAB

Magdalena Villanueva, UAB

# AATSP ASSOCIATED COORDINATORS, DIRECTORS, AND EDITORS

**Publications**

*Albricias*
Faith Blackhurst, Editor

*Conference Wrap-up*
Mary-Anne Vetterling, Editor

*Hispania*
Benjamin Fraser, Editor
Jennifer Brady, Managing Editor
Conxita Domènech, Associate Editor
Domnita Dumitrescu, Book Review Editor

*Spanish and Portuguese Review (SPR)*
Stacey Margarita Johnson, Editor

*The Portuguese Newsletter*
Luci Moreira, Editor

**AATSP Programs**

Phi Lambda Beta
Mércia Santana Flannery, Director

Poster Contest
Crystal Vicente, Coordinator

Sociedad Hispánica de Amistad
Beth Gaunce, Director

Sociedad Honoraria Hispánica
Kelly Scheetz, Director

Teaching and Learning Resources
Mary Risner, Coordinator

# AATSP ANNUAL CONFERENCES

## San Diego, CA 2019

Town & Country, San Diego

Room rate: $149/night

July 8-11, 2019

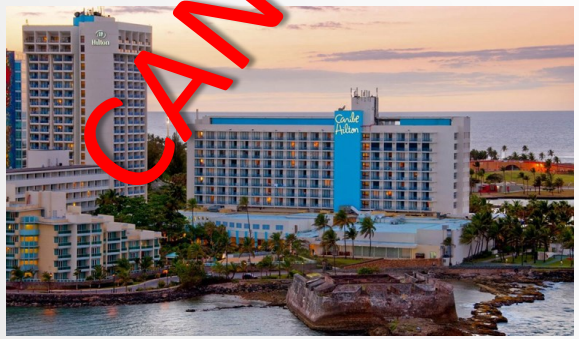
## San Juan, PR 2020

Caribe Hilton, San Juan

Room rate: $199/night

July 9-12, 2020

CANCELED



## Atlanta, GA 2021

Atlanta Marriott Marquis

Room rate: $184/night

July 8-11, 2021

## San Juan, PR 2022

Caribe Hilton, San Juan

Room rate: $199/night

July 9-12, 2022

AATSP

## AATSP Conference Proposals Received

| | 2013 San Antonio | 2014 Panama City | 2015 Denver | 2016 Miami | 2017 Chicago | 2018 Salamanca | 2019 San Diego | **2021 Atlanta** |
|---|---|---|---|---|---|---|---|---|
| Total | 315 | 316 | 320 | 335 | 329 | 571 | 345 | **353** |

## AATSP Conference Registrations

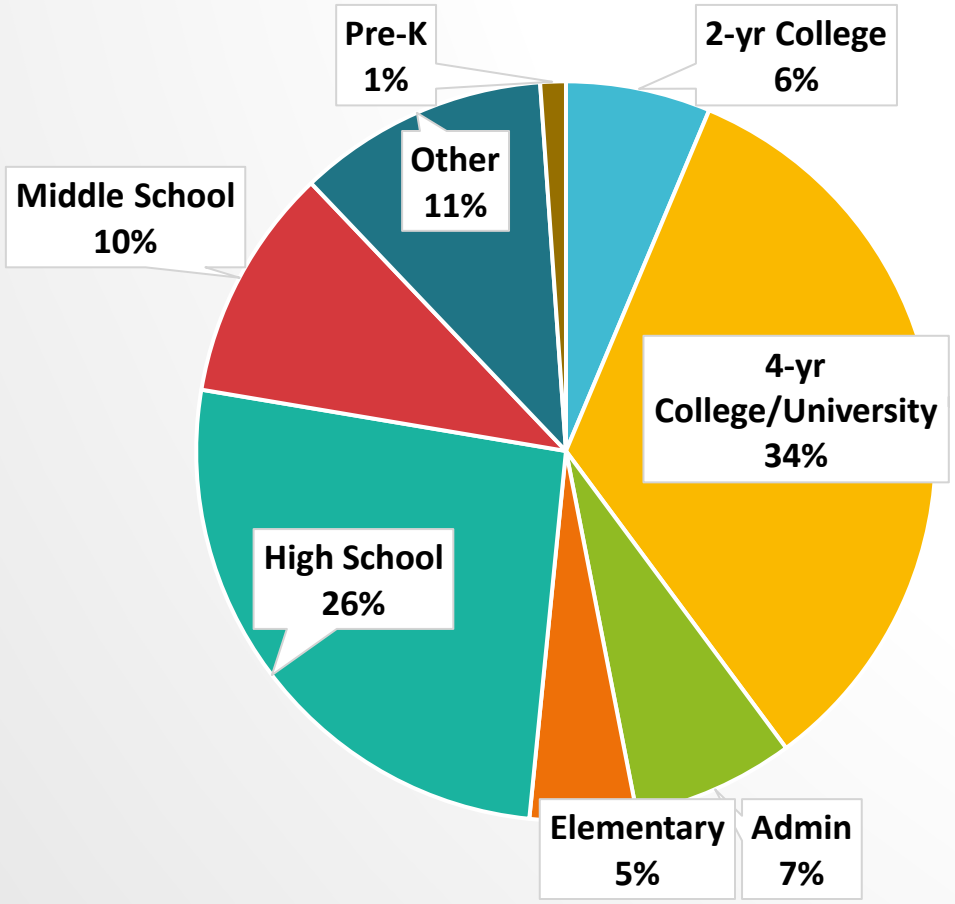
| | 2013 San Antonio | 2014 Panama City | 2015 Denver | 2016 Miami | 2017 Chicago | 2018 Salamanca | 2019 San Diego | **2021 Atlanta** |
|---|---|---|---|---|---|---|---|---|
| Total | 473 | 484 | 365 | 472 | 468 | 754 | 512 | **452** |

← As of 6/15/21

## AATSP Conference Events Scheduled

| | 2013 San Antonio | 2014 Panama City | 2015 Denver | 2016 Miami | 2017 Chicago | 2018 Salamanca | 2019 San Diego | **2021 Atlanta** |
|---|---|---|---|---|---|---|---|---|
| Total | 259 | 289 | 255 | 261 | 270 | 347 | 250 | **277** |

# BREAKDOWN OF ATLANTA CONFERENCE ATTENDEES



# 2021 SPONSORS

| Sponsorship Event | Sponsor | Value (2021) |
|---|---|---|
| Conference Program (Printing) and Name Badges | Vista Higher Learning | $2,500 |
| President's Welcome Reception | Embassy of Spain | $3,000 |
| Awards Ceremony | Difusión | $2,500 |
| Conference Tote Bags | New Mexico State University | $1,500 (In-kind estimate) |
| Exhibitors Booths | 21 Exhibitors | $10,300 |
| **TOTAL** | | **$21,000** |

# 2021 AATSP AWARDS

- **Lifetime Achievement Award**
  Frank Nuessel, University of Louisville
- **Distinguished Leadership Award**
  Anne Fountain, Emerita, San José State University
- **Lawrence Wilkins Founder's Award**
  Gladys Wisnefski, Oshkosh Area School District
- **Outstanding Service Award**
  Mark Del Mastro, College of Charleston

# 2021 AATSP AWARDS

- **Outstanding Teacher of the Year Award**
  Jessica Burns, Elementary K-8 Category, The Weiss School
  Lisa Stone, Secondary 9-12 Category, Sevier County High School
  Stacy Amling, Community College Category, Des Moines Area Community College
  John Maddox, University Category, University of Alabama at Birmingham

- **Outstanding Scholarly Article Award**
  "Recepción de la literatura de Roberto Bolaño en Corea"
  *Hispania*, Volume 102, Number 2, June 2019, pp. 179-190
  Kyeong-Min Lee, Chosun University, Republic of Korea

- **Outstanding Scholarly Article Award (Honorable Mention)**
  "Visualizing Blackness in Contemporary Spain: Race and Representation in Juan Valbuena's *Saltire*"
  *Hispania*, Volume 103, Number 3, September 2020, pp. 357-372
  Catalina Iannone, SUNY Oswego

# CAREER CENTER 2021

jobs.aatsp.org

(May 2020 - May 2021)

| | |
|---|---|
| Total Job Views on AATSP Career Center | 62,500 |
| Job Seeker Signups | 104 |
| Resume Postings | 40 |
| Job Agents Created | 232 |
| Job Notifications Sent to Users | 8,667 |
| Employer Signups | 83 |
| New Job Postings | 47 |
| **Total AATSP Earnings** | **$6,229.55** |

$1,802.81 increase in total AATSP earnings from the previous year.

# AATSP CHAPTERS

- Active Chapters: 50
- Inactive Chapters: 19
- Roberto Chavira is the new Program Coordinator for AATSP Chapters.
- Complete listing available at aatsp.org/page/aatspchapters.

## AATSP CHAPTER OFFICERS

**Updated June 7, 2021**

THE AATSP CHAPTER OFFICERS LIST IS TO BE USED SOLELY FOR CHAPTER-RELATED INFORMATION AND NEWS.

If interested in starting a new AATSP Chapter, please contact the AATSP National Office.

THE LIST CANNOT BE USED FOR ADVERTISING OR SOLICITATION PURPOSES.

**ALABAMA**

| Officer Name | Title | Email |
|---|---|---|
| Brandon Cole | President | bcole@hoover.k12.al.us |
| Currently being elected | President-Elect/NSE Coordinator | |
| Hannah Rae Joseph | Past President | hjoseph@hoover.k12.al.us |
| Dieter A. Waldvogel | Secretary | dwaldvog@samford.edu |
| Currently being elected | Treasurer | |
| Angela Ginder | Poster Contest Coordinator | aginder@bhm.k12.al.us |
| Ansley Godwin | Communications Coordinator<br>South Representative | ansgodwin@ozarkcityschools.net |

**ARIZONA**

| Officer Name | Title | Email |
|---|---|---|
| Carmen Ramsdell | President | carmen.ramsdell@gmail.com |
| Laura Zinke | President-Elect | lzinke@tuhsd.k12.az.us |
| Kelly Muchmore | Past President | kmuchmore@tuhsd.k12.az.us |
| Carla Whitehead | Treasurer | cwhitehead@tuhsd.k12.az.us |
| Abraham Dimas | Poster Contest Coordinator | adimas@tuhsd.k12.az.us |

**ARKANSAS/DE SOTO**

| Officer Name | Title | Email |
|---|---|---|
| Cecilia Franco | President | francoc@nlrsd.org |
| Melanie Morton | President-Elect | mmorto3@gmail.com |
| Guilherme Santos | Secretary | gsantos@cacmustangs.org |
| Debbie Pettibone | Treasurer | debbiepettibone@gmail.com |
| Lori Nielsen | NSE Coordinator | lnielsen@searcyschools.org |

**CALIFORNIA/NORTHERN-DON QUIJOTE**

| Officer Name | Title | Email |
|---|---|---|
| Alice Miano | President | alimiano@stanford.edu |
| Avizia Long | President-Elect | avizia.long@sjsu.edu |
| Sandra García Sanborn | Past President | garciasanborn@gmail.com |
| Christine Campbell | Treasurer | campbelllanguageconsultants@gmail.com |
| Anne Fountain | Communications Coordinator | anne.fountain@sjsu.edu |

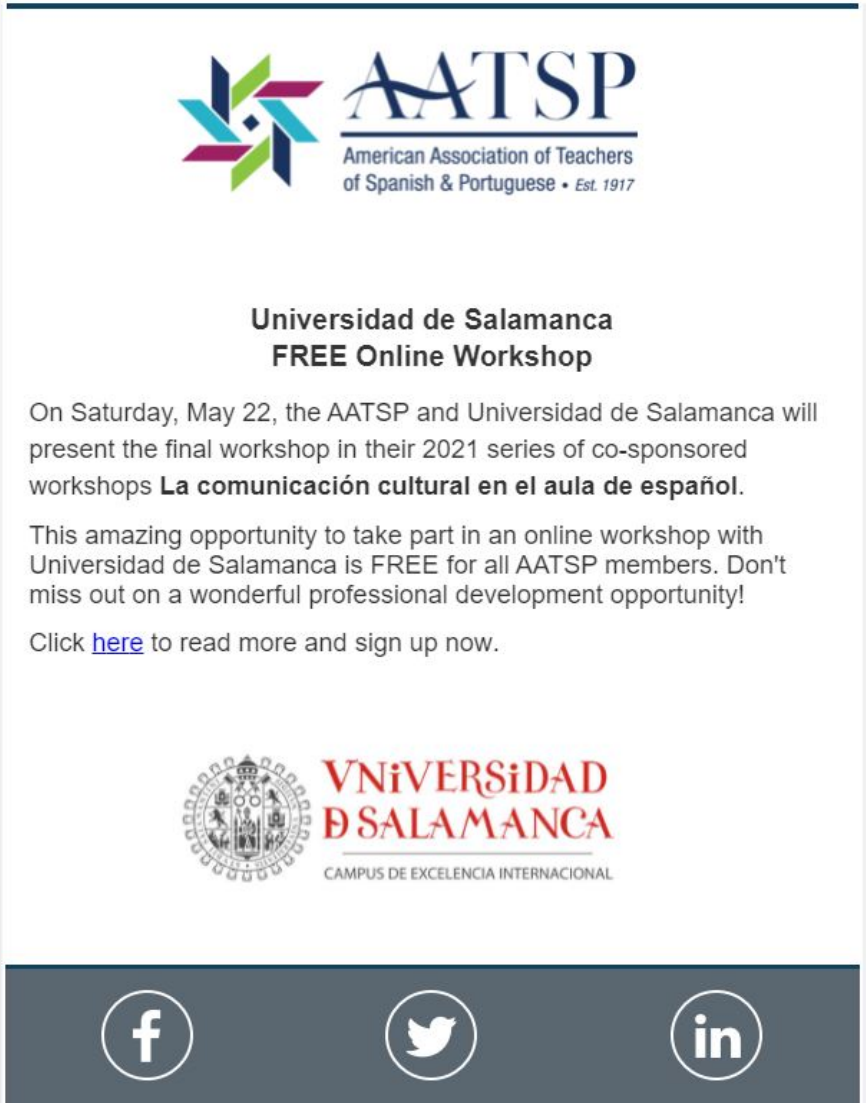
**CALIFORNIA/ROGER ANTON**

| Officer Name | Title | Email |
|---|---|---|
| Alma Olvera | President | jasive64@msn.com |
| Suria Ceja-Vazquez | Secretary/Communications Coordinator | suria_vazquez@redlands.edu |

# COMMUNICATIONS

Blast Emails

Announcements and Reminders (A&R)



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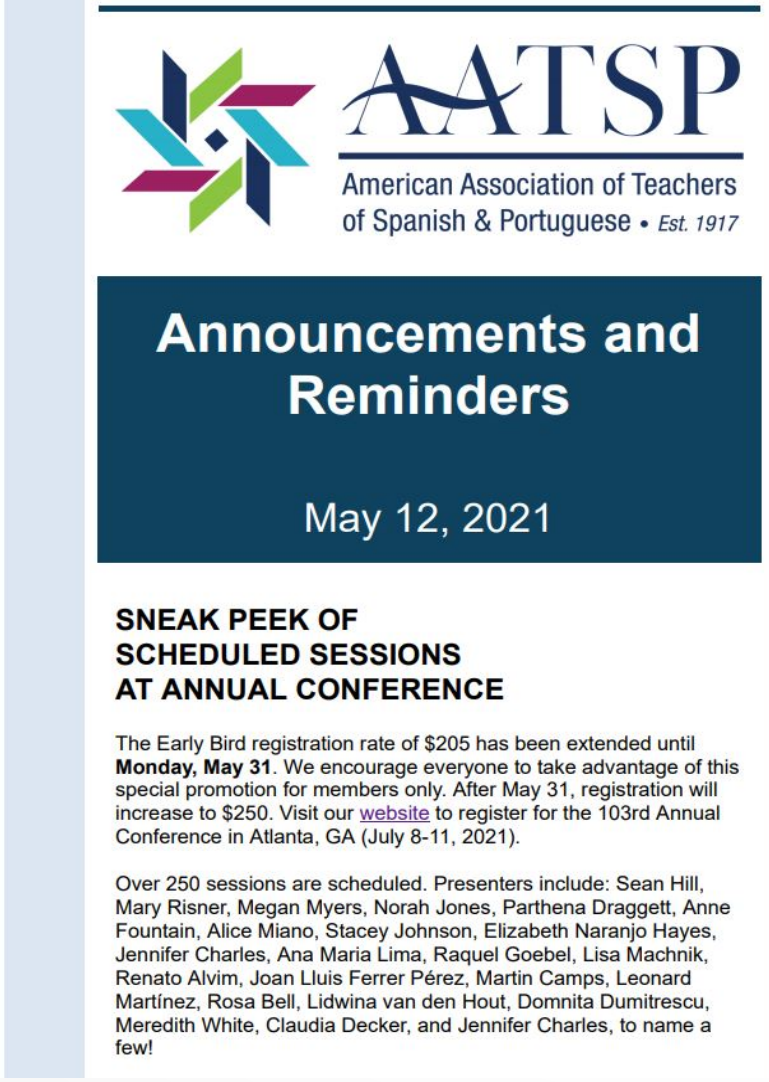
**Universidad de Salamanca**
**FREE Online Workshop**

On Saturday, May 22, the AATSP and Universidad de Salamanca will present the final workshop in their 2021 series of co-sponsored workshops **La comunicación cultural en el aula de español**.

This amazing opportunity to take part in an online workshop with Universidad de Salamanca is FREE for all AATSP members. Don't miss out on a wonderful professional development opportunity!

Click here to read more and sign up now.

VNiVERSiDAD D SALAMANCA
CAMPUS DE EXCELENCIA INTERNACIONAL



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American Association of Teachers of Spanish & Portuguese • Est. 1917

**Announcements and Reminders**

May 12, 2021

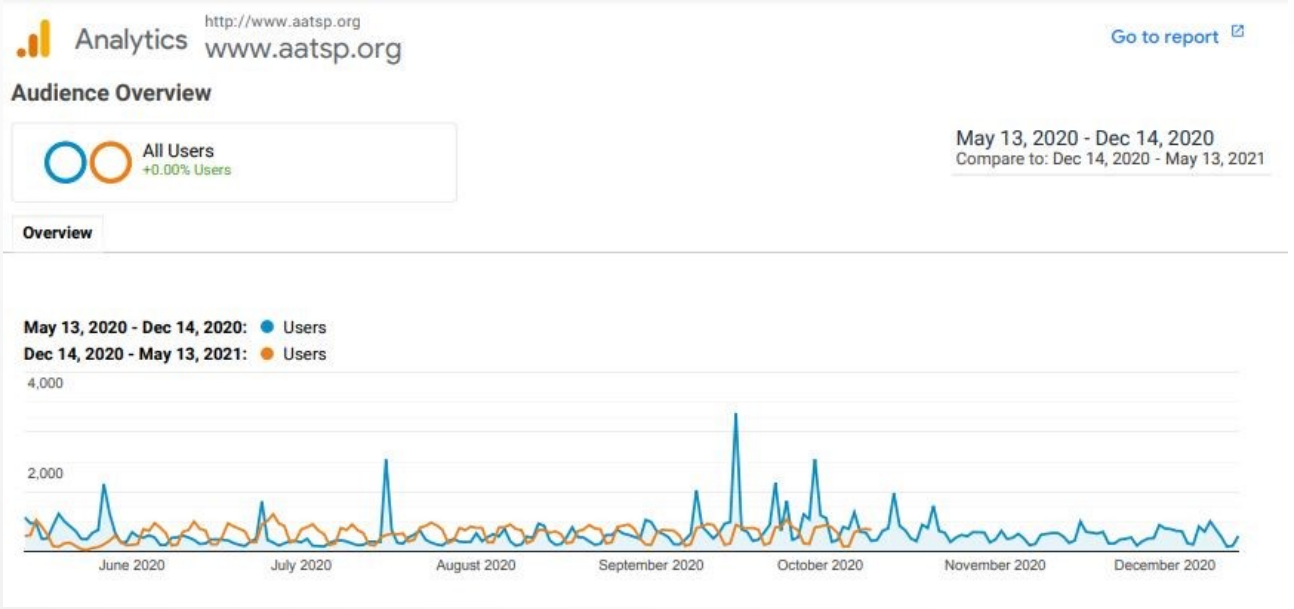
**SNEAK PEEK OF SCHEDULED SESSIONS AT ANNUAL CONFERENCE**

The Early Bird registration rate of $205 has been extended until **Monday, May 31**. We encourage everyone to take advantage of this special promotion for members only. After May 31, registration will increase to $250. Visit our website to register for the 103rd Annual Conference in Atlanta, GA (July 8-11, 2021).

Over 250 sessions are scheduled. Presenters include: Sean Hill, Mary Risner, Megan Myers, Norah Jones, Parthena Draggett, Anne Fountain, Alice Miano, Stacey Johnson, Elizabeth Naranjo Hayes, Jennifer Charles, Ana Maria Lima, Raquel Goebel, Lisa Machnik, Renato Alvim, Joan Lluis Ferrer Pérez, Martin Camps, Leonard Martínez, Rosa Bell, Lidwina van den Hout, Domnita Dumitrescu, Meredith White, Claudia Decker, and Jennifer Charles, to name a few!

# AATSP WEBSITE ANALYTICS

- Spike in website visitors around National Teach Spanish Day (September 30)
- 7% increase in returning visitors during the six months after the new website design went live in December 2020 compared to the six months before
- 56% increase in duration of visits



# NSE & SHH WEBSITES

AATSP ¡TODOS A UNA! • TODOS POR UM!

National Spanish Examinations

NEWS | ABOUT US | EXAM OPTIONS | NSE REGISTRATION | EXAM PREPARATION | EXAM ADMINISTRATION | RESULTS

## What is the NSE?

### What are the National Spanish Examinations?

The **National Spanish Examinations** are a motivational contest to recognize student achievement in the study of Spanish and to stimulate further interest in the teaching and learning of Spanish.

The **National Spanish Examinations** are online, standardized assessment tools for Grades 7 -12, given voluntarily by about 4000 middle and high school teachers throughout the United States to measure performance (interpretive communication) and achievement of students who are studying Spanish as a second language.

From 1957 until 2005, the National Spanish Examinations were administered in a paper and pencil format. Since 2006, the National Spanish Examinations have been administered in an online format through the Quia Corporation and was the first national world language exam administered online.

The National Spanish Examinations are the most widely used tests of Spanish in the United States. In the spring of 2020, a total of 140,000 students registered for the National Spanish Examinations.

The National Spanish Examinations are recognized by many administrative and teaching associations and organizations at the local, state and national levels. The National Association of Secondary School Principals has placed this program on the NASSP National Advisory List of Contests and Activities for 2020-2021.

### What is the purpose of the National Spanish Examinations?

The **purpose** of the National Spanish Examinations is

1. to recognize achievement in the study of the Spanish language
2. to promote proficiency in interpretive communication in the Spanish language
3. to assess the national standards as they pertain to learning Spanish
4. to stimulate further interest in the teaching and learning of Spanish

SUB MENU

- Meet Our Staff
- What is the NSE?
- Contact Us
- Chapters and Coordinators
- Scholarships for Students
- Stipend for Teachers
- Policies

NATIONAL SPANISH EXAMS

160 Rail Road - Suite 3
Chesterton, IN 46304
Phone: 219-465-2100
Fax: 219-465-2116

The NSE is a program of the AATSP.

AATSP Contact Information

## ¡Bienvenidos! Bem-vindos!

Welcome to the official SHH website!

The Sociedad Honoraria Hispánica is an honor society for high school students enrolled in Spanish and/or Portuguese, sponsored by the American Association of Teachers of Spanish and Portuguese (AATSP).

SHH Sponsors:

Planning a virtual induction ceremony? Click here to view some sample virtual ceremonies from spring 2020.

It is not necessary to create an account on this website.
An account will allow you to participate in the "Swap Shop" forum.

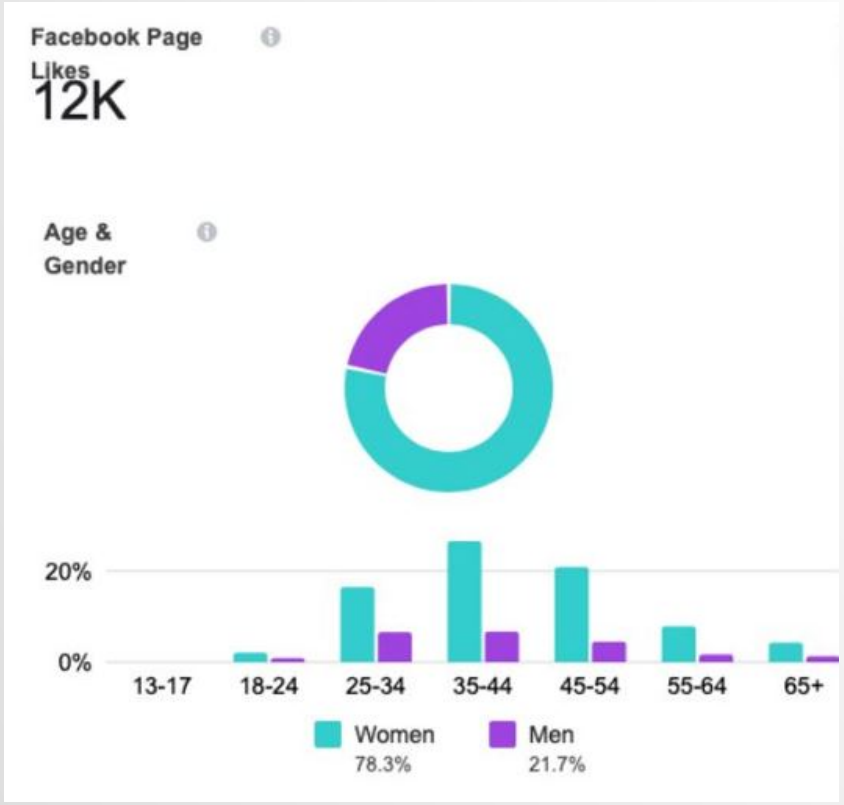
Please log in to the SHH School's Chapter account on www.aatsp.org at the top right where it says "sign in" before submitting any Reactivation or Student Induction Forms on the SHH Website.

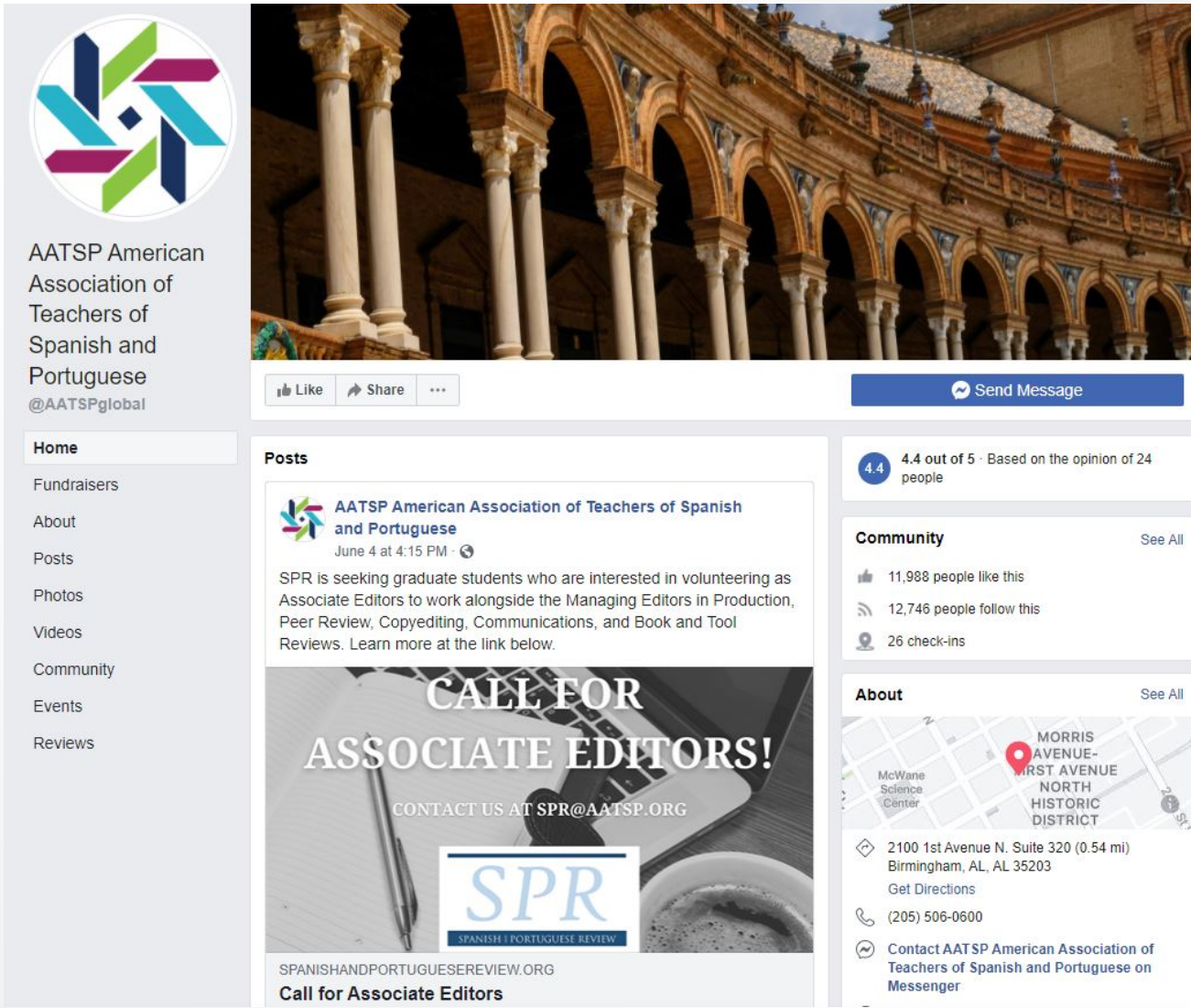
**HOW TO START A CHAPTER OF THE SHH**

# SOCIAL MEDIA

# FACEBOOK

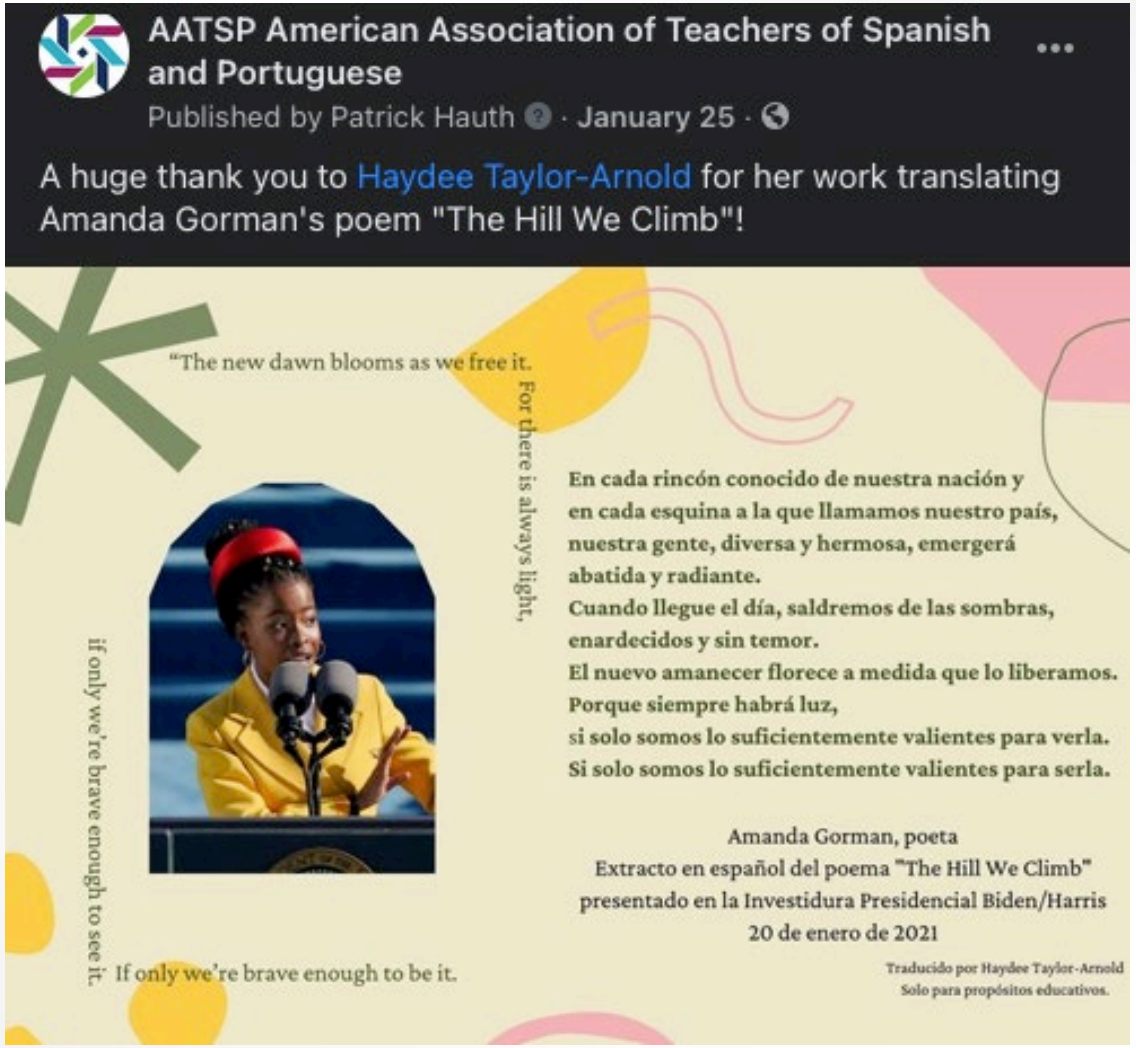
12,746 Facebook followers
(**4%** increase from last year)



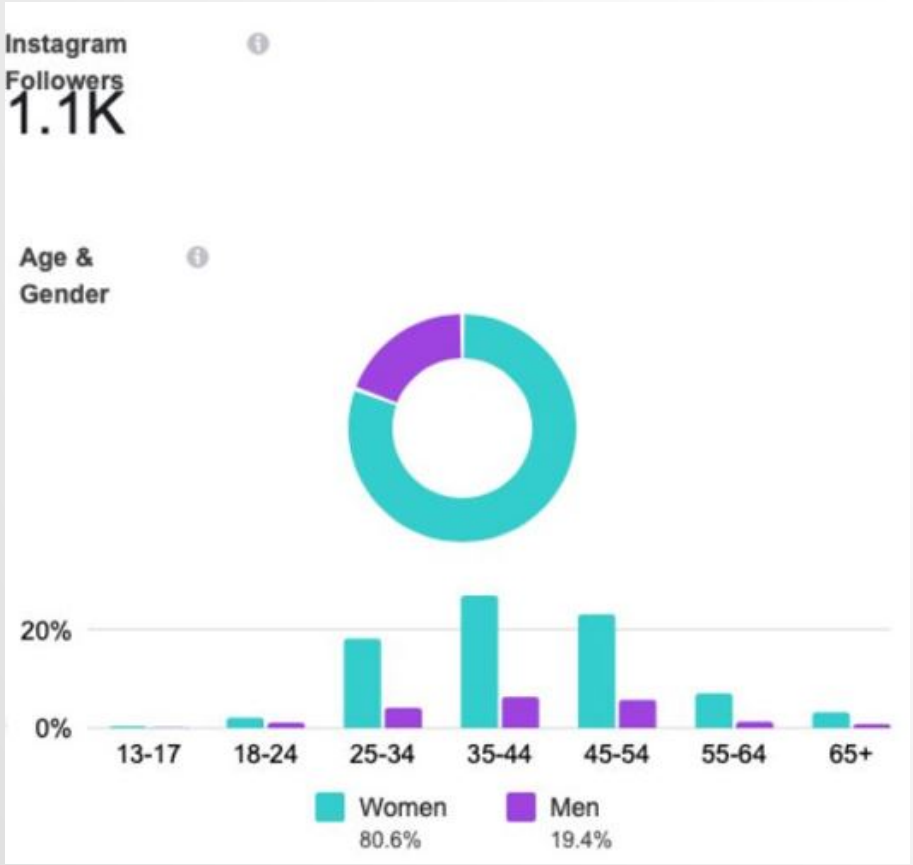
# MOST LIKED POST

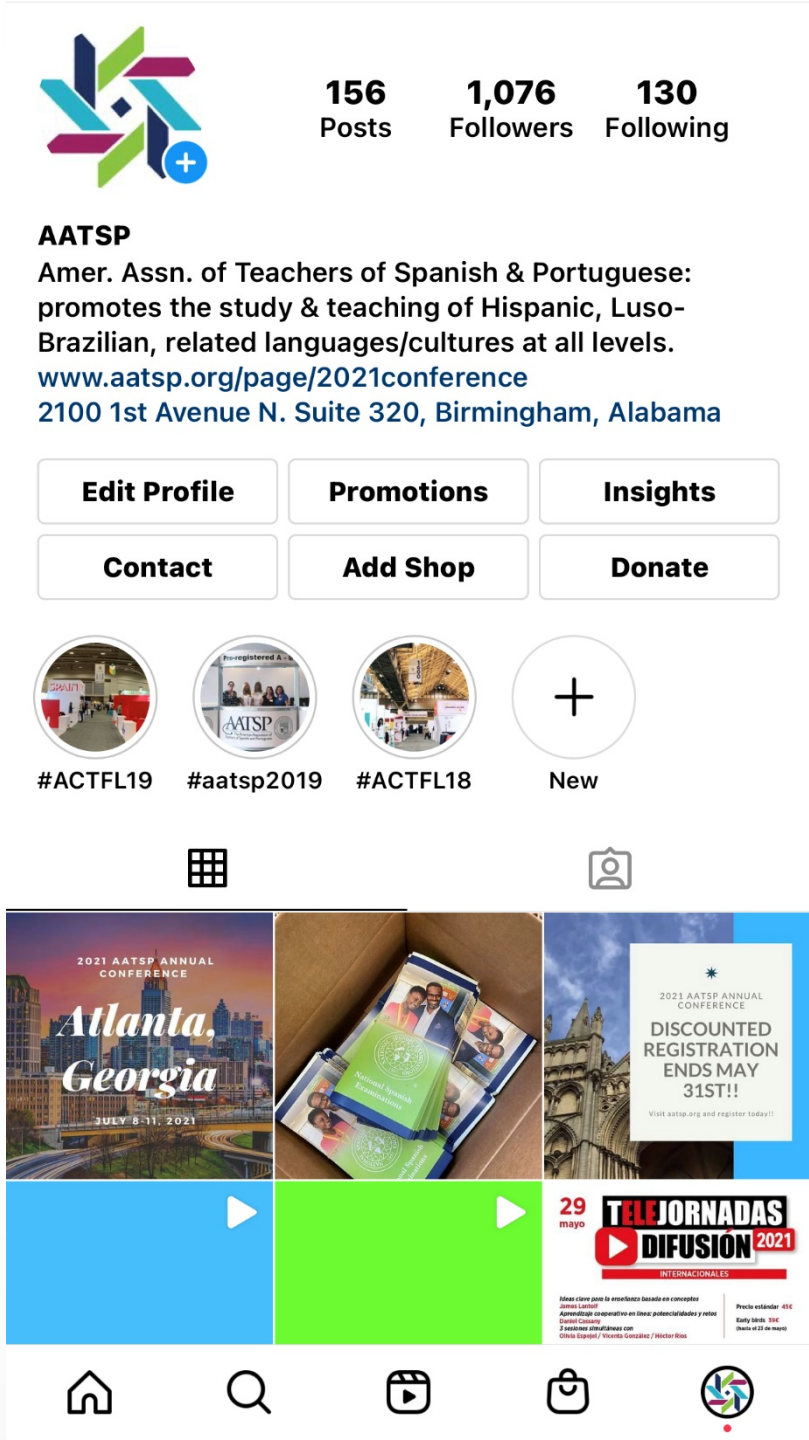
- English to Spanish translation of Amanda Gorman's poem "The Hill We Climb", recited during the presidential inauguration in January 2021
- 207 engagements



# INSTAGRAM

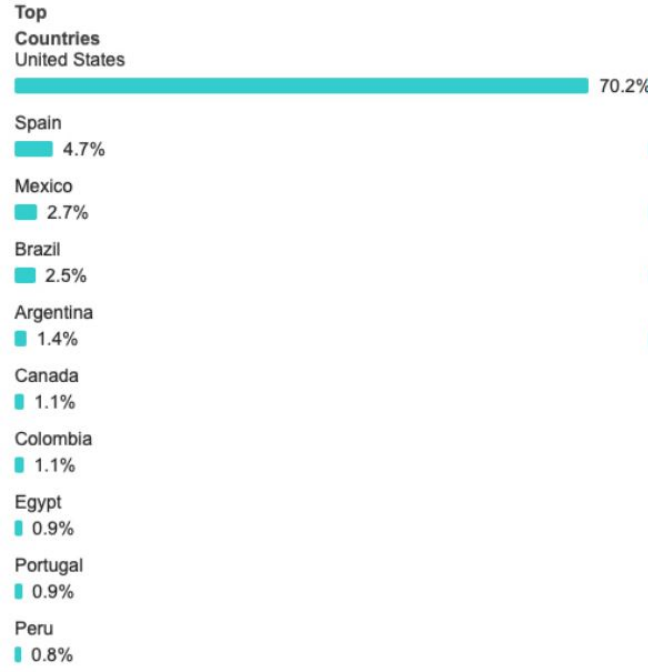
1,076 Instagram followers
(**26%** increase from last year)

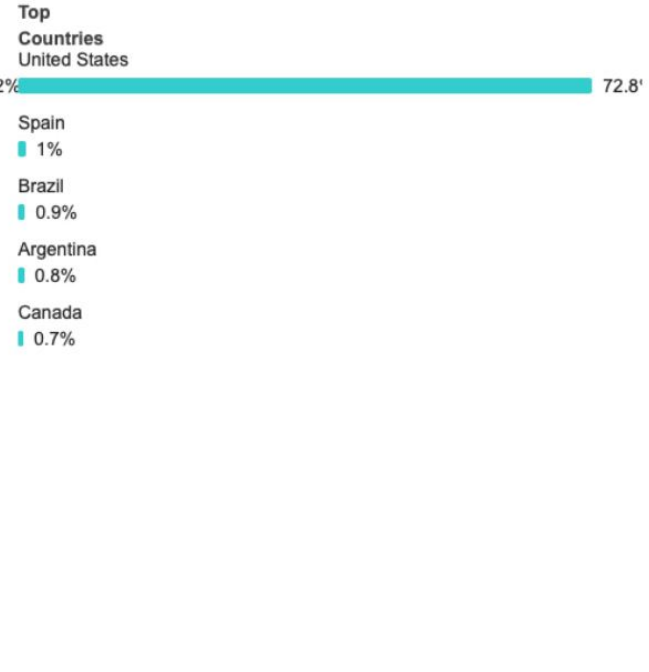


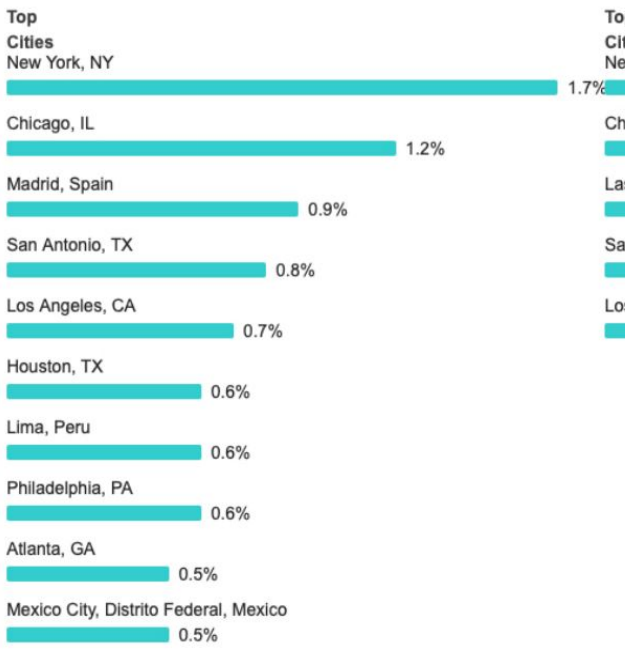
# WHERE ARE OUR FOLLOWERS LOCATED?

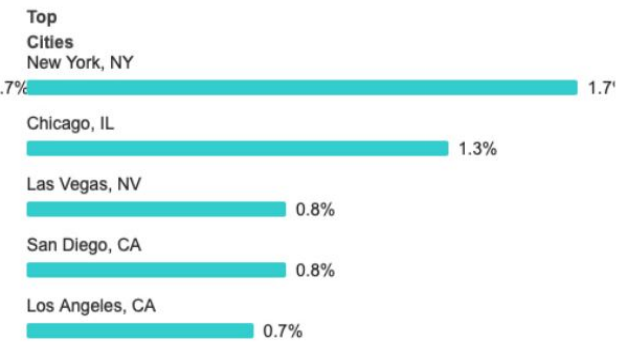
## FACEBOOK



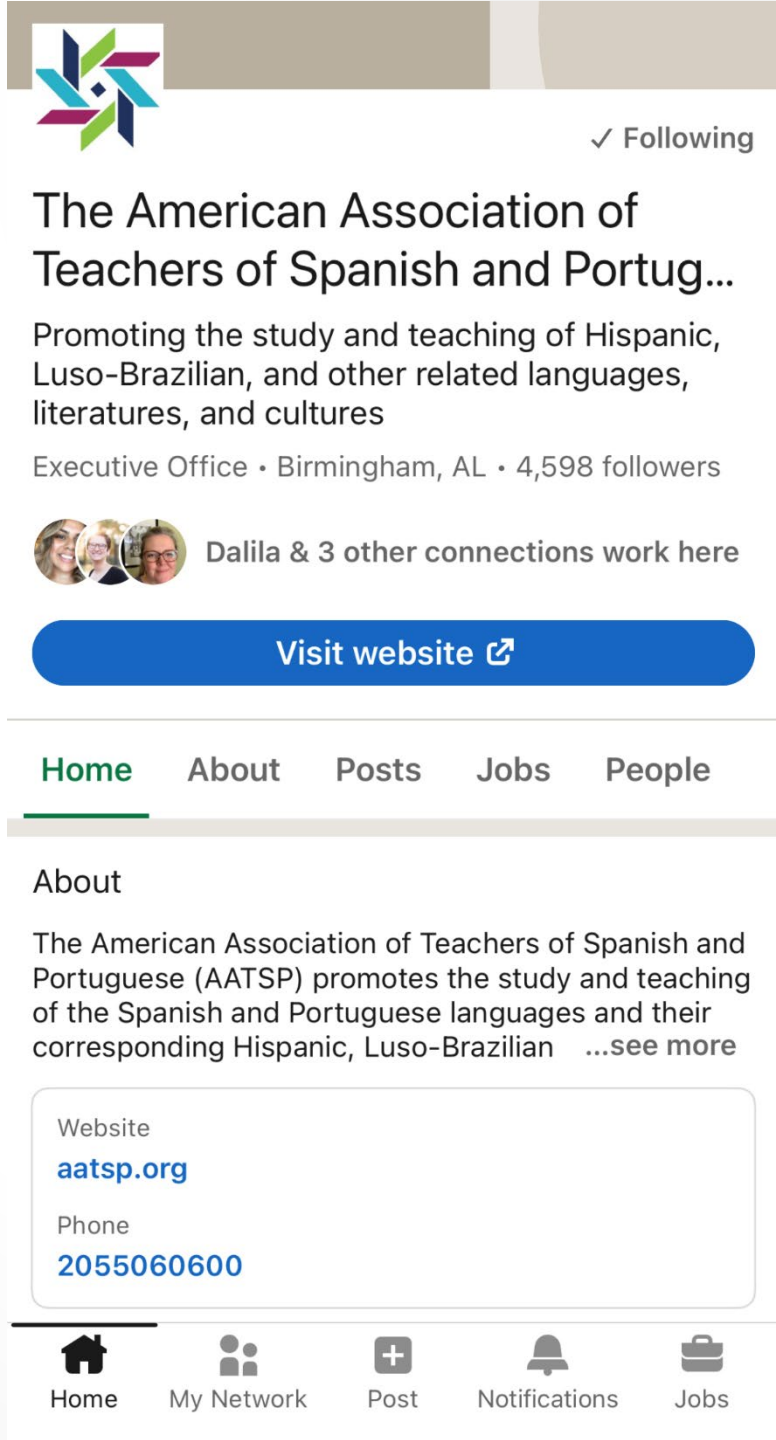

## INSTAGRAM



# LINKEDIN

4,598 LinkedIn followers
(**11%** increase from last year)



# TWITTER

7,540 Twitter followers
(**8%** increase from last year)

# ELECTIONS

| 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|
| 387 votes cast | 690 votes cast | 760 votes cast | 844 votes cast |
| 4.6% of membership | 8% of membership | 8.5% of membership | 9.5% of membership |

**2021** Goal: 10% of membership

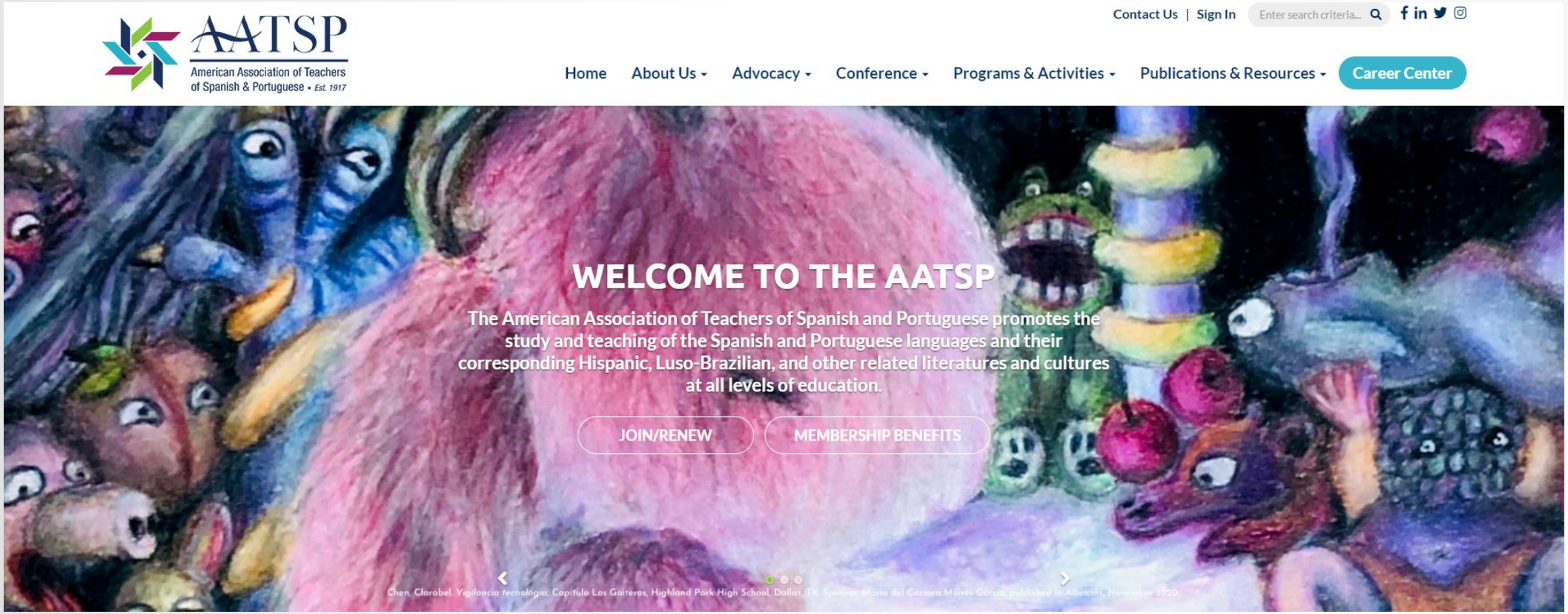
# NEW AATSP LOGO DESIGN

AATSP
The American Association of Teachers of Spanish and Portuguese

AATSP
¡TODOS A UNA! • TODOS POR UM!
American Association of Teachers of Spanish & Portuguese
Est. 1917

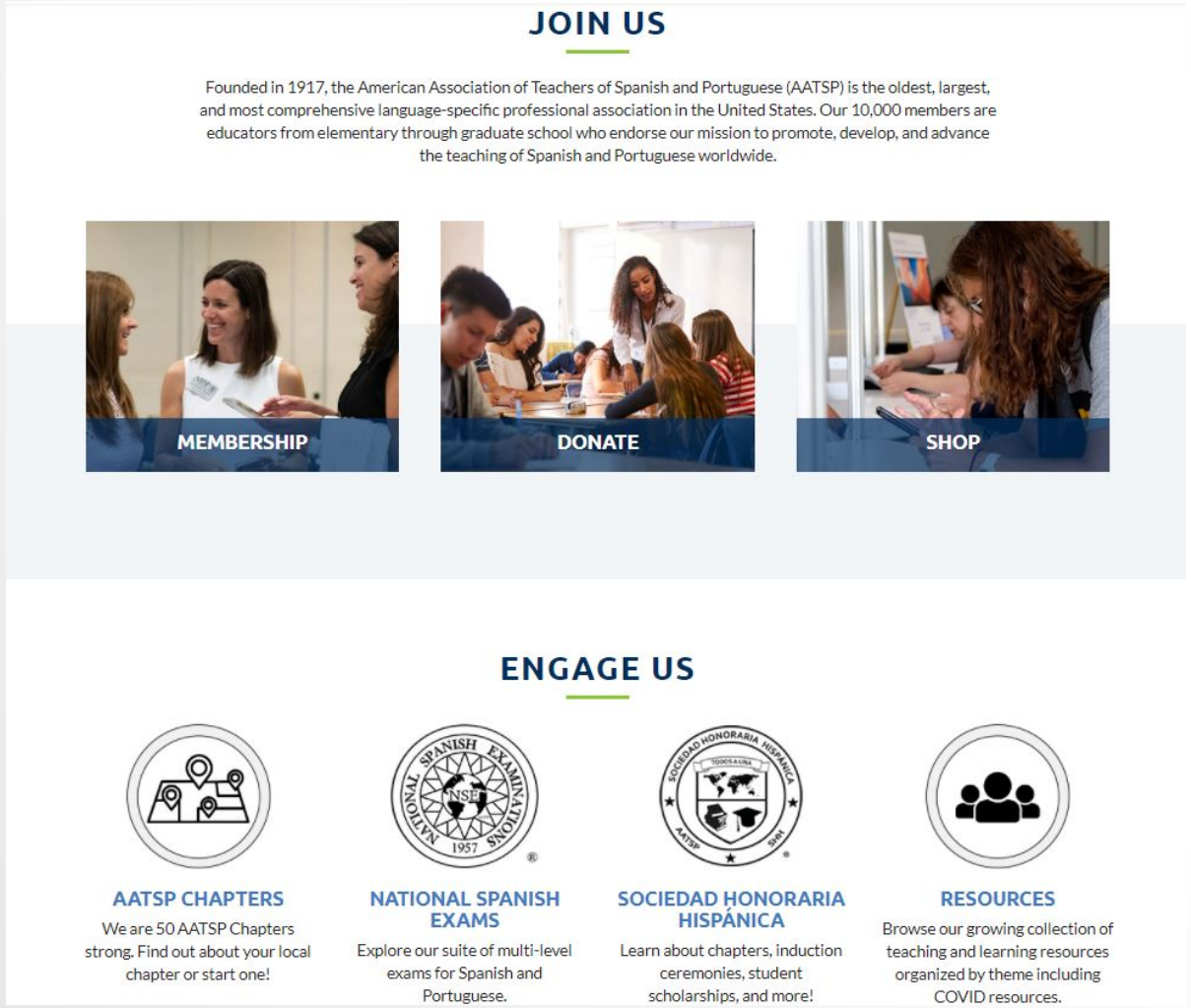
This past year, the AATSP redesigned its logo to represent **all** members.

# NEW WEBSITE DESIGN




AATSP received grant support for this project from the Alabama Humanities Foundation.

# NEW WEBSITE DESIGN



# NEW WEBSITE DESIGN

- Easier to navigate
- Features pictures of AATSP members
- Showcases student artwork featured in *Albricias* and the Poster Contest as well as teachers' classrooms
- Interns Silvia Renault de Castro and Magdalena Villanueva, University of Alabama at Birmingham, provided translations for parts of our website in Spanish and Portuguese. (Coming soon)

# AATSP MEMBERSHIP

| Date | Regular | First | Student | Joint | Emeritus | Life | Grad Depts | Total | Hispania Print | Pre-K | Elem | Middle Junior High | HS | 2-Yr College | College Univ | Admin. | Other | Spanish | Port | Both Spanish & Port |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| June 15, 2019 | 6599 | 1263 | 249 | 40 | 564 | 307 | 7 | 9029 | 705 | 3 | 93 | 943 | 6071 | 137 | 1182 | 43 | 477 | 8768 | 62 | 183 |
| June 15, 2020 | 6336 | 1513 | 241 | 43 | 568 | 312 | 9 | 9022 | 638 | 10 | 150 | 977 | 5818 | 139 | 1244 | 40 | 526 | 8577 | 73 | 184 |
| June 14, 2021 | 5307 | 1271 | 252 | 37 | 549 | 294 | 11 | 7721 | 309 | 6 | 149 | 757 | 4811 | 153 | 1188 | 39 | 436 | 7383 | 84 | 186 |

Growth

Growth

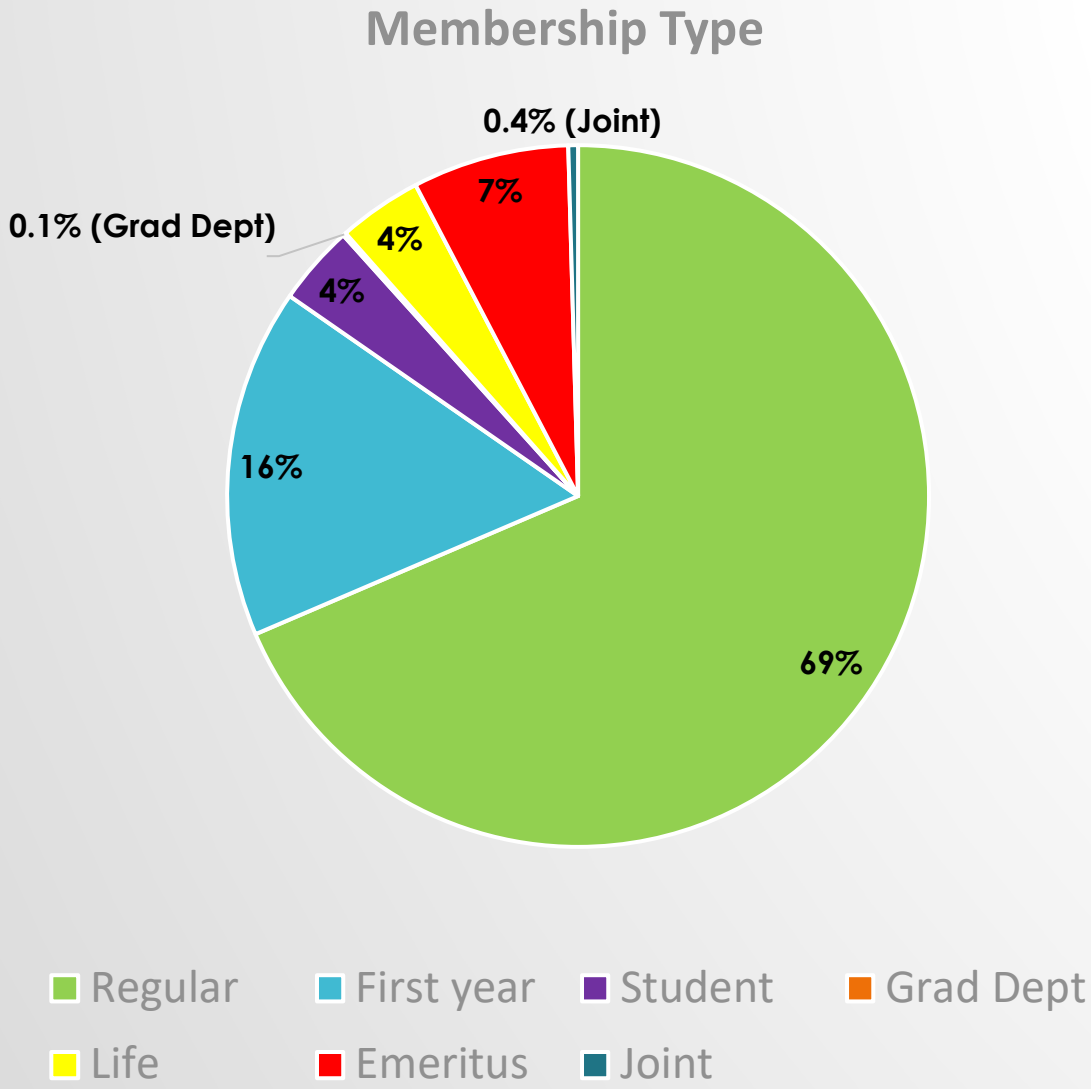
Growth

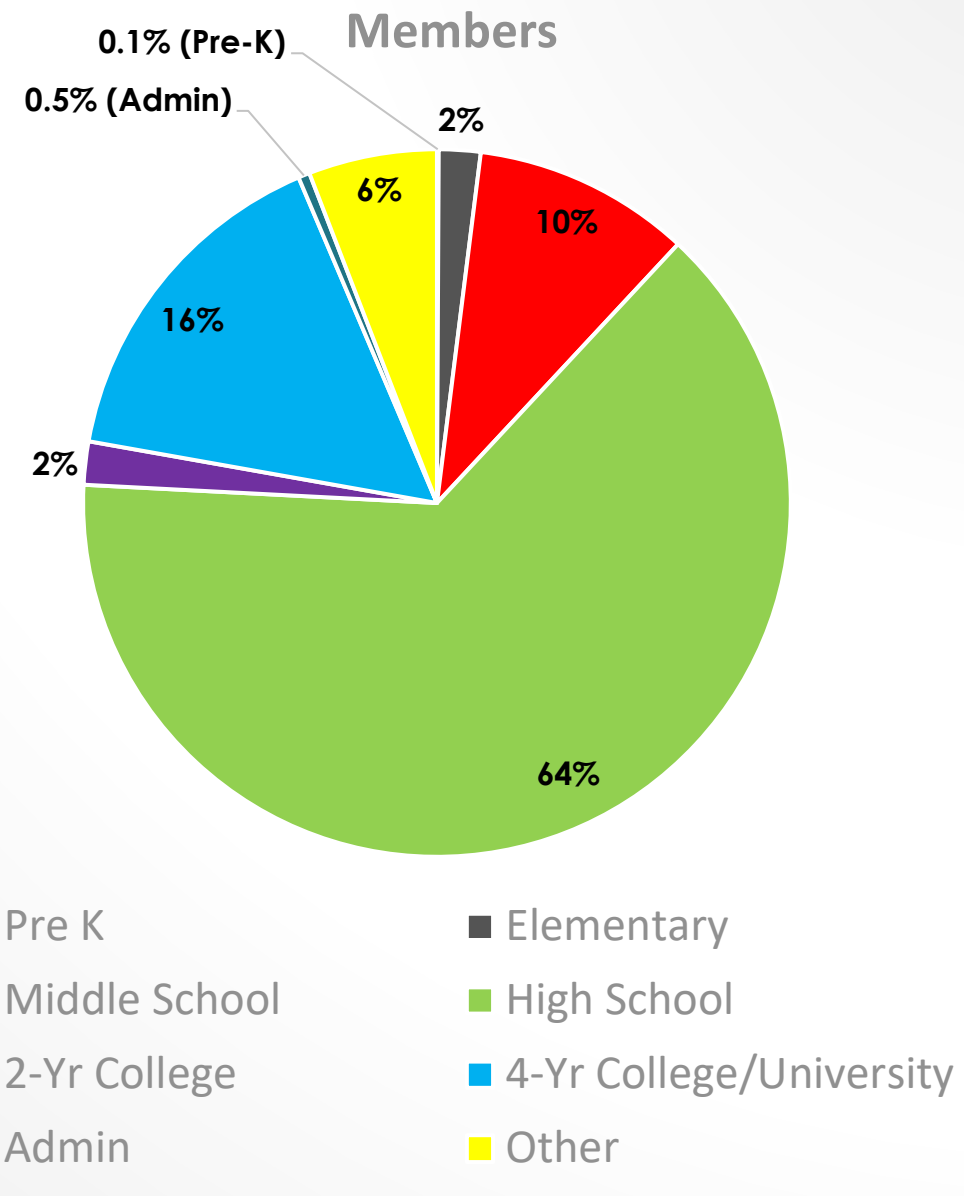
Growth

Fewer members choosing print version of *Hispania*

Overall Decline

# MEMBERSHIP SNAPSHOT 5/28/21



# MILESTONES

- First in-person language-specific conference since the pandemic began
- Increase in followers on all AATSP social media platforms
- New logo that represents AATSP’s diversity and inclusivity
- New website design that is more visually appealing and easier to navigate
- Record number of votes cast in the 2020 BOD election
- Record number of webinars and live streams

# OUTREACH AND ADVOCACY

- AATSP's new website features a tab on its banner specifically for **Advocacy** with many resources for all members.
- Also featured is the new **Teaching and Learning Resources** webpage that provides relevant and innovative materials that supports Portuguese and Spanish language educators.

## Advocacy Tools and Partners

### JNCL-NCLIS

The AATSP is a founding member of the Joint National Committee for Languages and the National Council for Language and International Studies. Learn about how JNCL-NCLIS lobbies for languages at the national level and how to participate in their signature event: Language Advocacy Day.

READ MORE

### America's Languages

Explore *The Guide to Exemplary Programs & Practices in U.S. Language Education*, a register of exemplary, replicable, adaptable programs, and practices that are showing the way forward for language education in the United States.

READ MORE

### Seal of Biliteracy

The Seal of Biliteracy is an award given by a school, district, or state in recognition of students who have studied and attained proficiency in two or more languages by high school graduation, and encourages students to pursue biliteracy, honors the skills our students attain, and can be evidence of skills that are attractive to future employers and college admissions offices.

READ MORE

### Instituto Cervantes

El Instituto Cervantes, creada por España en 1991, promueve universalmente la enseñanza, el estudio, y el uso del español y la difusión de las culturas hispánicas en exterior. En sus actividades, el Instituto Cervantes atiende fundamentalmente al patrimonio lingüístico y cultural que es común a los países y pueblos de la comunidad hispanohablante.

READ MORE

### FIAPE

La Federación Internacional de Asociaciones de Profesores de Español (FIAPE) reúne actualmente a cerca de 14,000 profesionales de la enseñanza del español organizados en sus respectivas asociaciones nacionales. La AATSP pertenece a la FIAPE.

### ACTFL

The American Council on the Teaching of Foreign Languages (ACTFL) works to advocate for all languages. ACTFL's public awareness campaign, Lead with Languages, offers information on the benefits of language learning and many other resources. AATSP is an organizational member of ACTFL.

### AATSP & Sigma Delta Pi

In 2019, the AATSP and Sigma Delta Pi (National Collegiate Hispanic Honor Society) signed a memorandum of understanding to join forces and advocate for Spanish language study in its broadest definition at all levels. Here you will find a growing collection of advocacy materials.

### Portuguese Advocacy

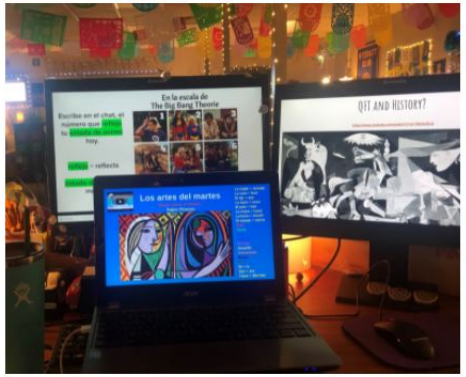
Click below to download a PDF featuring resources for Portuguese advocacy.

# PROFESSIONAL DEVELOPMENT

- **Webinars and live streams**

  2020-21 was a record year for AATSP collaboration with 15 webinars and live streams.

  Please see Executive Director's Annual Report for a full list of co-sponsored webinars.




## RECENTLY FEATURED

On January 12, 2021, John T. Maddox presented a webinar titled"La afrodescendencia en tu salón de clase" that will discuss ways in which instructors can incorporate the rich and diverse heritage of afro-descendant cultures in the Spanish speaking world and will offer activities and strategies.

READ MORE

## ARCHIVE

Browse our collection of past sponsored webinars since 2019. This archive includes links to the full presentation and a description of the presentation. They include presentations by Ken Stewart, Kim Potowski, Megan Budke, Diana Ruggiero, Rebecca Aubrey, T.J. Troche, Martha Vásquez, among others.

READ MORE

# THANK YOU! ¡GRACIAS! OBRIGADO!

It is an honor to serve the AATSP, and we look forward to continue serving the Association in 2021-22.