

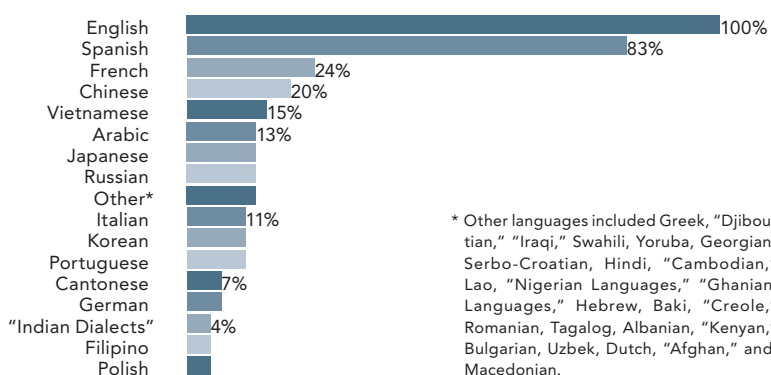
PRELIMINARY OBSERVATIONS

From interviews conducted with 46 Texas businesses, government agencies, and NGOs about language use in the workplace.

“IF I WERE A YOUNG PERSON in school and I had the opportunity to become bilingual, I would take that opportunity, knowing what I know now.”



Percentage of respondents who reported that the following languages were used in their workplace:

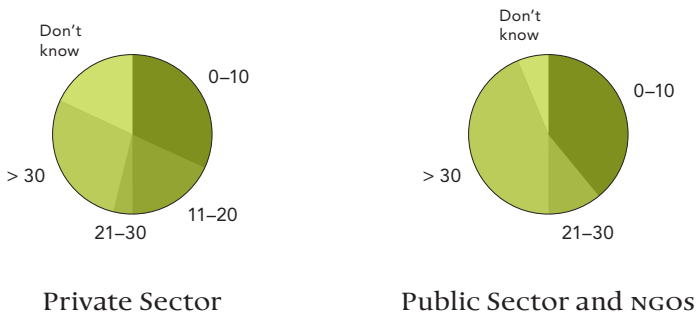


What languages are used in the workplace?

“I AM AMAZED at the number of students who come in to talk to me – graduating seniors who want to get into international – who do not have a second language. And every one of them I tell them, ‘Stop ... go get a foreign language.’ You cannot operate without some foreign language.”



Number of respondents' employees who speak a language in addition to English, by sector:

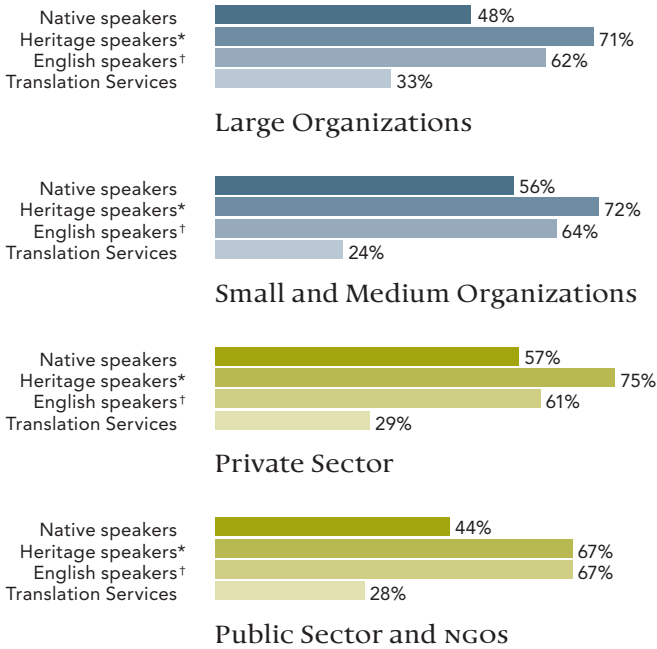


How many employees do you have who can speak a language in addition to English?

Which profile best describes the second language speakers you hire?

“IF TWO PEOPLE have equal skills and one person has proficiency in another language, logic tells me they would have a competitive edge.”

Percentage of respondents who reported the following profiles of employees with a second language, by size and by sector:



* Heritage speakers refers to speakers who learned the language in the home or from family.
 † English speakers refers to native English speakers with an acquired second language.

“IF WE CAN GET the kids coming through school now who are speaking Spanish, or whatever language at home – if we can get them truly bilingual – that would be a tremendous economic asset.”

“WE HIRE PEOPLE who already have the language skills. We don’t have time to wait!”

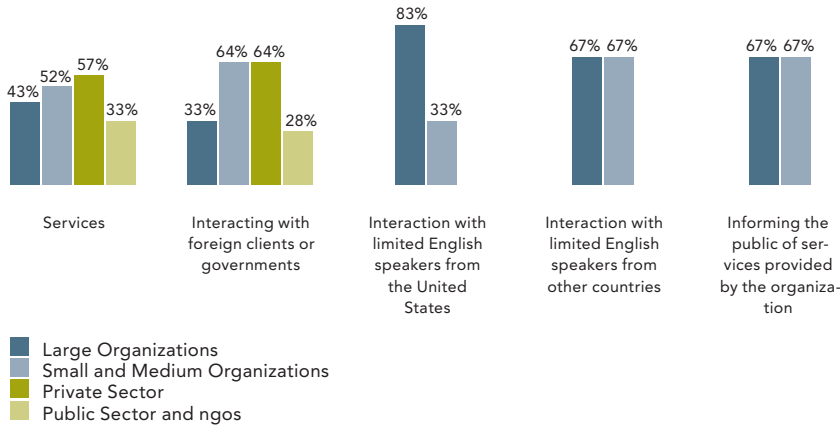
“I DON’T UNDERSTAND how we can possibly compete in a global economy if we don’t open up to starting language education earlier.”

“IF YOU REALLY WANT to be able to grow your business and communicate on some level, you have to be able to communicate in another language.”



For what purposes do employees use a language other than English?

Percentage of respondents who reported the following reasons for second language use in their workplace, by size and by sector:

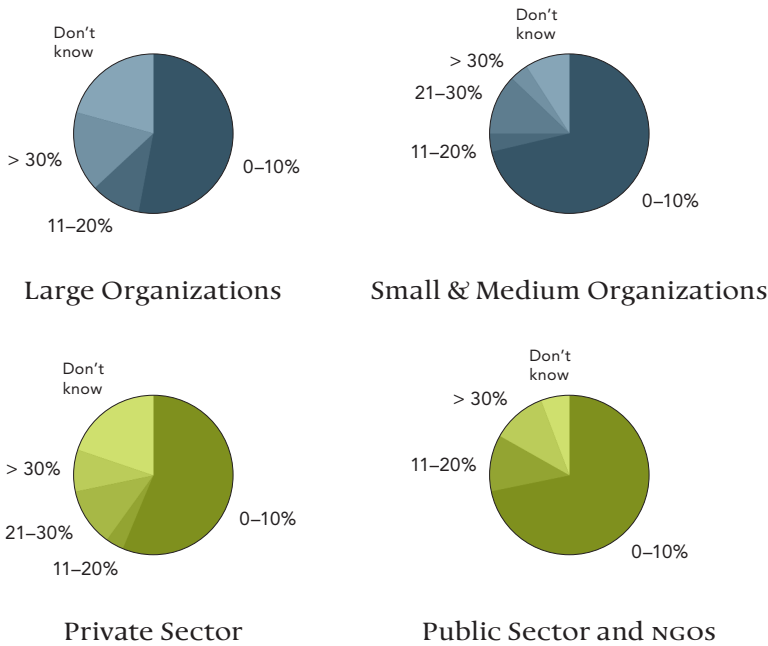


“ALL OF OUR CLIENTS can speak English. However about 30-40% of our clients’ clients can’t speak English.”



What percent of your clientele does not speak English?

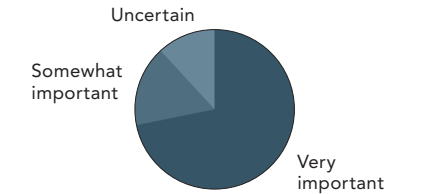
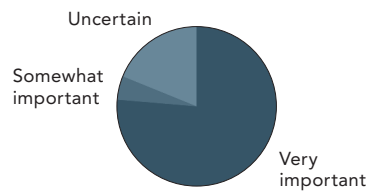
Percentage of respondents’ clients who do not speak English, by size and by sector:



How important is it for employees to understand cultural differences when interacting with clients?

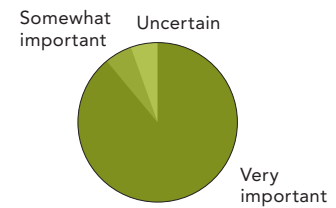
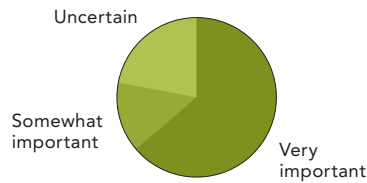
“WE’VE TALKED about focusing on cultural awareness. It has to be bigger than just the language.”

Respondents’ assessments of the importance of cultural understanding to the conduct of their business, by size and by sector:



Large Organizations

Small & Medium Organizations



Private Sector

Public Sector and NGOs

“WE THINK it is very important to understand cultural differences when working with our customers. Our city is one of the most diverse cities in the United States, and it is likely that many of the people we each interact with during any given day will have different life experiences and cultural backgrounds than us. Being sensitive to these differences is important to understanding what customers need and want from our public workforce system.”

* THE DATA ARE DRAWN FROM 46 INTERVIEWS CONDUCTED in Austin, San Antonio, Houston, and Dallas/Fort Worth with 21 large and 25 small-to medium-sized organizations. Among those were 9 government agencies, 9 NGOs, and the remainder private enterprises. The surveys are intended for qualitative rather than scientific analysis.