



## Toward useful program evaluation in college foreign language education

Norris, John M., Davis, John McE., Sinicrope, Castle, & Watanabe, Yukiko (Eds.)

This volume reports on innovative, useful evaluation work conducted within U.S. college foreign language programs. Each case is reported by program-internal educators, who walk readers through critical steps, from identifying evaluation uses, users, and questions, to designing methods, interpreting findings, and taking actions.

ISBN 978-0-9800459-3-2 (2009)

### Contents

- Introduction to the Volume • *John M. Norris*  
Identifying and Responding to Evaluation Needs in College Foreign Language Programs  
• *Yukiko Watanabe, John M. Norris, & Marta González-Lloret*  
The Role of Evaluation in Curriculum Development and Growth of the UNM Portuguese Program • *Margo Milleret & Agripino S. Silveira*  
Coming to Our Senses: The Realities of Program Evaluation • *Alessandro Zannirato & Loreto Sánchez-Serrano*  
Using Evaluation to Design Foreign Language Teacher Training in a Literature Program  
• *Lauren Rosen*  
Developing and Implementing an Evaluation of the Foreign Language Requirement at Duke University • *Ingeborg C. Walther*  
Improving Educational Effectiveness and Promoting Internal and External Information-Sharing Through Student Learning Outcomes Assessment • *Antonio Grau Sempere, M. Chris Mohn, & Roger Pieroni*  
Study Abroad and Evaluation: Critical Changes to Enhance Linguistic and Cultural Growth • *Violeta Ramsay*  
Curriculum, Learning, and the Identity of Majors: A Case Study of Program Outcomes Evaluation • *Peter C. Pfeiffer & Heidi Byrnes*  
College Foreign Language Program Evaluation: Current Practice, Future Directions  
• *John McE. Davis, Castle Sinicrope, & Yukiko Watanabe*



stay current with free online journals

Language Documentation & Conservation  
[nflrc.hawaii.edu/ldc](http://nflrc.hawaii.edu/ldc)



Language Learning & Technology  
[llt.msu.edu](http://llt.msu.edu)



Reading in a Foreign Language  
[nflrc.hawaii.edu/rfl](http://nflrc.hawaii.edu/rfl)



# SECOND CULTURA CONFERENCE

October 10 & 11, 2009

Keoni Auditorium  
Imin Center  
University of Hawai'i at Mānoa



NATIONAL FOREIGN LANGUAGE RESOURCE CENTER  
*University of Hawai'i at Mānoa*

**SECOND CULTURA CONFERENCE**  
on Web-based Intercultural Exchanges  
NATIONAL FOREIGN LANGUAGE RESOURCE CENTER  
The University of Hawai'i at Mānoa  
October 10 and 11, 2009

Aloha and welcome to the second *Cultura* Conference. The first one took place at MIT in October 2007 and brought together 35 language educators from different areas of the country and abroad.

Started in 1997 by three members of the French Department at MIT - Gilberte Furstenberg, Sabine Levet and Shoggy Waryn (now at Brown University) - thanks to a grant from the National Endowment for the Humanities, *Cultura* (see <http://cultura.mit.edu>) is a web-based intercultural exchange designed to help language students in the US and abroad understand the values, attitudes, beliefs and concepts inherent in each other's culture.

Originally created for use by students at MIT and students at a French university, *Cultura* has now been adopted by about 20 institutions and adapted to several other languages and cultures, with web-based exchanges taking place between the US and such countries as China, Germany, Italy, Japan, Mexico, the Philippines, Russia, Samoa and Spain.

You may have just heard about this project and want to find out more, or you may already be involved in a similar one. Either way, we hope that the series of panels we have organized this year will help all of you get a deeper understanding of the issues involved when designing an intercultural exchange.

The Conference will start with an overall presentation of the *Cultura* project by its original creators that will include goals, approach, content, design and methodology, as well as a demonstration of the *Cultura* Tool.

Different panelists - each focusing on a specific topic - will then present their own version and adaptation of *Cultura* to other languages and cultures. They will share their experience - some dating back a few years, some started just last year, such as the University of Hawai'i "on line café projects."

The main goal of this Conference is to generate discussions among all of us, so that we can benefit from each other's experiences. We expect it to be very informal. We also hope that the conversations will go beyond this Conference and continue in the Faculty Forum that is provided in the *Cultura* Community Site:

<http://cultura.mit.edu/facultyforum>

Please feel free to explore the whole *Cultura* site, which - among other features - details the many key aspects of the project, provides a Teacher's Guide as well as access to the *Cultura* Tool and the Faculty Forum.

Mahalo nui loa!

- Gilberte Furstenberg ([gfursten@mit.edu](mailto:gfursten@mit.edu)) and Sabine Levet ([slevet@mit.edu](mailto:slevet@mit.edu))

## SPONSORS

The organizers of *Cultura: Web-based Intercultural Exchanges* would like to thank our generous sponsors:

The MIT Contemporary French Studies Fund  
UH National Foreign Language Resource Center (NFLRC)  
UH National Resource Center East Asia (NRCEA)  
UH Center for Southeast Asian Studies (CSEAS)  
UH Center for Pacific Island Studies (CPIS)  
UH Language Learning Center (LLC)

## HELPFUL INFORMATION

### Conference shuttle service

For the convenience of our conference attendees staying at the Ocean Resort (OR) and Queen Kapiolani (QK) Hotels, we will be providing shuttle service as follows:

SATURDAY (10/10)

11:30 am pick-up (OR-->QK-->Imin Center)

4:45 pm pick-up (Imin Center-->OR-->QK)

SUNDAY (10/11)

7:30 am pick-up (OR-->QK-->Imin Center)

6:30 pm pick-up (Moore Hall-->OR-->QK)

Look for the white Superstar Motorcoach (chartered by Royal Star Hawai'i).

### Wailana Room (downstairs – garden level)

Boxed lunches will be available for those who have pre-paid for the Sunday lunch option here between 12:30 and 1:30. Please present your ticket to receive your lunch. Outside of lunchtime, the Wailana Room will be used as a lounge room (Sun, 8:30-4:30) for those who wish to chat, relax, or check email on their laptops.

### Wireless

Wifi is available throughout the Imin Center during conference hours. Connect to EWC-Guest1 SSID. (NOTE: the EWC-Guest1 SSID is NOT encrypted. Communications on this WiFi network are open and as with any open network, can be eavesdropped upon by others in the physical vicinity.)  
Username – nflrc1010                      Password – 1010nflrc

### Restrooms

Restrooms are located on the 2<sup>nd</sup> floor near the corner presentation rooms and on the garden level (downstairs) near the staircase area. Pay phones are located near the men's bathroom in these areas.

### Before you leave . . .

Don't forget to drop off your completed evaluation form at the registration desk and please help us be green by returning and recycling your name badge.

**PROGRAM**  
**SECOND CULTURA CONFERENCE**  
on Web-based Intercultural Exchanges

-----  
**NATIONAL FOREIGN LANGUAGE RESOURCE CENTER**

The University of Hawai'i at Mānoa  
October 10 and 11, 2009

*All events are in the Keoni Auditorium unless otherwise indicated*

**SATURDAY, OCTOBER 10**

- 12:00-1:00      Registration check-in (Imin Center lanai)
- 1:00-1:30      **Introductory remarks**  
David Hipple, *NFLRC, U. of Hawai'i at Mānoa*
- 1:30-3:00      **A tour of Cultura and of the Cultura Community Site**  
Gilberte Furstenberg & Sabine Levet, *M.I.T., Cambridge*  
[USA-FRANCE]
- 3:00-3:15      Break / Afternoon refreshments (Imin Center lanai)
- 3:15-3:45      **Presentation of the Cultura Exchange Tool**  
Sabine Levet
- 3:45-4:30      **Panel 1: Designing a web-based intercultural exchange:  
challenges and pitfalls**  
Panelists:
  - Dorothy Chun, *U. of California, Santa Barbara* [USA  
GERMANY]
  - Yoichi Tsuji, *Tezukayama Gakuin Izumigaoka High School,  
Japan* & Cindy Wong, *Moanalua High School, Honolulu*  
[JAPAN-USA]Moderator: Stephen Tschudi, *NFLRC, U. of Hawai'i at Mānoa*

**SUNDAY, OCTOBER 11**

- 8:30-9:00      Registration check-in / Coffee service (Imin Center lanai)
- 9:00-9:45      **Panel 2: What language to use for communication  
(native vs. target)?**  
Panelists:
  - David Hipple [HAWAI'I-FRANCE]
  - Imelda Gasmen & Lilibeth Robotham, *U. of Hawai'i at  
Mānoa*, Nenita Domingo, *U. of California at Los Angeles*  
[HAWAI'I-CALIFORNIA]

Moderator: Sabine Levet

9:45-10:30

**Panel 3: What makes for a “successful” intercultural forum?**

Panelists:

- Guy Kellogg, *Kapi'olani Community College, Honolulu* [HAWAI'I-FRANCE]
- Gilberte Furstenberg [USA-FRANCE]

Moderator: David Hiple

10:30-10:45

Break / Coffee service (Imin Center lanai)

10:45-11:15

**Panel 4: The tools: which seem most appropriate for intercultural exchanges? Do different tools lead to different types of interactions?**

Panelist:

- Sarah Guth, *U. of Padova, Italy* via Skype videoconference from Italy [ITALY-USA]

Moderators: Gilberte Furstenberg & Stephen Tschudi

11:15-12:30

**Panel 5: What happens in the classroom? = the roles of teachers and learners**

Panelists:

- Jim Crapotta, *Barnard College, New York City*, via Skype videoconference from New York [USA-SPAIN]
- Denise Ah Sue, *Farrington High School/UH Mānoa*, Toso Fo'ifua, *Farrington High School, Honolulu*, Chrissy Lam Yuen, *U. of Hawai'i at Mānoa*, & Evile Feleti, *American Samoa Community College, Pago Pago* [HAWAI'I-AMERICAN SAMOA]
- Evelyn Wade, *U. of California, Santa Barbara* [USA-GERMANY]

Moderator: Sabine Levet & Stephen Tschudi

12:30-1:30

Lunch (Wailana Room – garden level downstairs)

1:30-2:15

**Panel 6: Evaluating online intercultural understanding: the different modes**

Panelists:

- Stephen Tschudi & Song Jiang, *U. of Hawai'i at Mānoa* [HAWAI'I-CHINA]
- Sabine Levet [USA-FRANCE]

Moderator: Dorothy Chun

2:15-3:00

**Final discussions/wrap up**

Dorothy Chun, Gilberte Furstenberg, Sabine Levet, & Stephen Tschudi

**PARTICIPANT LIST (as of 10/5/09)**

Riana Helen Agnesia	<i>UH Mānoa</i>	ragnesia@hawaii.edu
Maria Aguirre	<i>Leilehua HS</i>	Maria_Aguirre@notes.k12.hi.us
Jesús Aguirre	<i>US Military Academy</i>	jesus.aguirre@usma.edu
Denise J. Ah Sue	<i>Farrington HS</i>	dsue@hawaii.edu
Hind Al Fadda	<i>King Saud U.</i>	halfadda@hotmail.com
Rociomarie Alano	<i>Leilehua HS</i>	alanor001@hawaii.rr.com
David Ashworth	<i>UH Mānoa</i>	ashworth@hawaii.edu
Lance Askildson	<i>U. of Notre Dame</i>	askildson.2@nd.edu
Ryan Bailey	<i>Academia Lang. School</i>	learn@academiaschool.com
Janet Banhidi	<i>Marquette U.</i>	janet.banhidi@mu.edu
Tan Bee Hoon	<i>U. Putra Malaysia</i>	tanbh99@yahoo.com
Carol Beresiwsky	<i>Kapi'olani CC</i>	beresiws@hawaii.edu
Robert Bickner	<i>U. of Wisconsin-Madison</i>	rbickner@wisc.edu
Stephane Charitos	<i>Columbia U.</i>	sc758@columbia.edu
Clayton Chee	<i>UH Mānoa</i>	clayton@hawaii.edu
Sang Yee Cheon	<i>UH Mānoa</i>	scheon@hawaii.edu
Kyung Hee Choi	<i>UH Mānoa</i>	choikyun@hawaii.edu
Na Young Choi	<i>UH Mānoa</i>	nychoi@hawaii.edu
Hsin-yi Chuang		jaschuang1221@hotmail.com
Dorothy Chun	<i>UC Santa Barbara</i>	dchun@education.ucsb.edu
Clifford Clarke	<i>UH Mānoa</i>	chclarke@mac.com
Andrew Concoran	<i>CAIS Institute</i>	lauke@pacbell.net
Elizabeth Deifell	<i>U. of Iowa</i>	elizabeth-deifell@uiowa.edu
Ly Dinh	<i>Hawai'i Pacific U.</i>	thienphu16_10@yahoo.com
Daniel Fan	<i>UH Mānoa</i>	fanyu@hawaii.edu
Evile F. Feleti	<i>American Samoa CC</i>	vile575@yahoo.com
Toso Fo'ifua	<i>Farrington HS</i>	toso@hawaii.edu
Nate Friberg	<i>UH Mānoa</i>	natefriberg@gmail.com
Gilberte Furstenberg	<i>M.I.T.</i>	gfursten@mit.edu
Imelda F. Gasmen	<i>UH Mānoa</i>	igasmen@hawaii.edu
Le Giang	<i>East-West Center</i>	giangle0304@yahoo.com
Adrienne Gonzales	<i>U. of New Mexico</i>	ajgonz@unm.edu
Melissa Green	<i>UH Mānoa</i>	mpgreen@hawaii.edu
Yue Guo	<i>UH Mānoa</i>	yueguo@hawaii.edu
Akiko Hagiwara	<i>U. of Iowa</i>	akiko-hagiwara@uiowa.edu
Meredith Hanson	<i>UH Mānoa</i>	hansonml@hawaii.edu
David Hiple	<i>UH Mānoa</i>	dhiple@hawaii.edu
Susan Hirate	<i>UH Mānoa</i>	hirate@hawaii.edu
Jill Hirohata-Au	<i>Leilehua HS</i>	Jill_Hirohata-Au@notes.k12.hi.us
Claire Hitosugi	<i>UH Mānoa</i>	hitosugi@hawaii.edu
Yuphaphann Hoonchamlong	<i>UH Mānoa</i>	yuphapha@hawaii.edu
Mong-His Hou	<i>Hawai'i Pacific U.</i>	ilovejoseph0619@yahoo.com.tw
Irene Hu	<i>UH Mānoa</i>	irenehu0128@gmail.com
Robert Huey	<i>UH Mānoa</i>	huey@hawaii.edu
Maiko Ikeda	<i>UH Mānoa</i>	maikoi@hawaii.edu
Kazuko Ioroi	<i>Leeward CC</i>	ioroi@hawaii.edu
Naho Ishiki	<i>UH Mānoa</i>	nahoi@hawaii.edu
Daniel Jackson	<i>UH Mānoa</i>	danielojackson@gmail.com
Song Jiang	<i>UH Mānoa</i>	sjiang@hawaii.edu
Emiko Kamimoto	<i>UH Mānoa</i>	kamimoto@hawaii.edu
Guy Kellogg	<i>Kapi'olani CC</i>	gkellogg@hawaii.edu
Booyeon Kim	<i>DLIFLC/HLC</i>	booyeon.kim@us.army.mil
Heejin Kim	<i>UH Mānoa</i>	heejin2@hawaii.edu
Chrissy Lam Yuen	<i>Farrington HS</i>	lamyuen@hawaii.edu
Teresa Lane	<i>Hawai'i Pacific U.</i>	tlane@hpu.edu

Nina Langton	<i>U. of British Columbia</i>	nina.langton@ubc.ca
Pei-Ling Lee		bellaxz@hotmail.com
Daehoi Lee	<i>UH Mānoa</i>	daehoi.lee@gmail.com
Theresa Lee	<i>Nat'l Pingtung U. of Educ.</i>	lijiaqi5@yahoo.com
Sabine Levet	<i>M.I.T.</i>	slevet@mit.edu
Chin-His Lin	<i>UC Irvine</i>	chinhsil@uci.edu
Naomi Losch	<i>UH Mānoa</i>	nlosch@hawaii.edu
Jung Ying Lu-Chen	<i>UH Mānoa</i>	lu@hawaii.edu
Grit Matthias	<i>Cornell U.</i>	gm326@cornell.edu
John Mayer	<i>UH Mānoa</i>	jmayer@hawaii.edu
Merica McNeil	<i>UH Mānoa</i>	merica@hawaii.edu
Jan McNeil		jantmcneil@gmail.com
Richard Medina	<i>UH Mānoa</i>	rmedina@hawaii.edu
Akemi Morioka	<i>UC Irvine</i>	akemi@uci.edu
Hanh Nguyen	<i>Hawai'i Pacific U.</i>	hnguyen@hpu.edu
Dung Nguyen	<i>Hawai'i Pacific U.</i>	tienduung2000@yahoo.com
Steve O'Harrow	<i>UH Mānoa</i>	soh@hawaii.edu
Miki Ogasawara	<i>UH Mānoa</i>	mogasawa@hawaii.edu
Justin Ota	<i>UH Mānoa</i>	ota@hawaii.edu
Nenita Pambid Domingo	<i>UCLA</i>	domingo@humnet.ucla.edu
Kyaesung Park	<i>UH Mānoa</i>	kyaesung@hawaii.edu
Moonyoung Park	<i>UH Mānoa</i>	mp4@hawaii.edu
Jarinthorn Phaisarnsitthikarn	<i>UH Mānoa</i>	phaisarn@hawaii.edu
Paul Rausch	<i>UH Mānoa</i>	rausch@hawaii.edu
Lilibeth Robotham	<i>UH Mānoa</i>	robotham@hawaii.edu
Daniel Roggenkamp	<i>Nat'l Pingtung U. of Educ.</i>	danroggenkamp@yahoo.com
Michael Rollins	<i>UH Mānoa</i>	notlitotes@gmail.com
Troy Rubesch	<i>UH Mānoa</i>	rubesch@hawaii.edu
Catherine Sajna	<i>Hawai'i Pacific U.</i>	csajna@hpu.edu
Chhany Sak-Humphry	<i>UH Mānoa</i>	sak@hawaii.edu
Yuka Sano	<i>UH Mānoa</i>	yukasano_jp@yahoo.co.jp
Gay Satsuma	<i>UH Mānoa</i>	gay@hawaii.edu
Dick Schmidt	<i>UH Mānoa</i>	schmidt@hawaii.edu
Elena Sedova-Hotaling	<i>DLI</i>	elena.sedovahotaling@us.army.mil
Bal Krishna Sharma	<i>UH Mānoa</i>	bsharma@hawaii.edu
Frank J. Smith	<i>UC Berkeley</i>	fjsmith@berkeley.edu
Andrew Strack	<i>Miami U. (Ohio)</i>	strackaj@muohio.edu
Sakol Suethanapornkul	<i>UH Mānoa</i>	sakol@hawaii.edu
Tanny Tang	<i>UH Mānoa</i>	nit@hawaii.edu
Vita Tanielu	<i>UH Mānoa</i>	tanielu@hawaii.edu
Yumiko Tateyama	<i>UH Mānoa</i>	yumiko@hawaii.edu
Le Son Thach	<i>Hawai'i Pacific U.</i>	mountainpear1@yahoo.com.vn
Bac Hoai Tran	<i>UC Berkeley</i>	bact@berkeley.edu
Stephen Tschudi	<i>UH Mānoa</i>	sfleming@hawaii.edu
Yoichi Tsuji	<i>Tezukayama Gakuin Izumigaoka</i>	yoichit3sons@hotmail.com
Evelyn Wade	<i>UC Santa Barbara</i>	evelynwade@gss.ucsb.edu
Shalina Wallace	<i>Hawai'i Pacific U.</i>	shalina63@hotmail.com
Haidan Wang	<i>UH Mānoa</i>	haidan@hawaii.edu
Han-Lin Wang	<i>Hawai'i Pacific U.</i>	ab721228@yahoo.com.tw
Yukiko Watanabe	<i>UH Mānoa</i>	yukikow@hawaii.edu
Cindy S. Wong	<i>Moanalua HS</i>	Cindy_Wong/MOAHS/HIDOE@notes.k12.hi.us
Shu-Ling Wu	<i>UH Mānoa</i>	slwu@hawaii.edu
Dina Yoshimi	<i>UH Mānoa</i>	dinar@hawaii.edu
Jim Yoshioka	<i>UH Mānoa</i>	nflrc@hawaii.edu
Qiaona Yu	<i>UH Mānoa</i>	qiaona@hawaii.edu
Dongping Zheng	<i>UH Mānoa</i>	zhengd@hawaii.edu

## NOTES