

January 28, 2004

Ms. Perla Tabares Hantman, Member

**SUBJECT:           REQUEST THAT THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, DIRECT THE SUPERINTENDENT TO DEVELOP A PLAN FOR A PUBLIC AWARENESS CAMPAIGN TO EDUCATE STUDENTS AND PARENTS ON THE ADVANTAGES OF BEING BILINGUAL AND BILITERATE**

**COMMITTEE:       LEGISLATIVE RELATIONS, PUBLIC RELATIONS AND PERSONNEL SERVICES**

South Florida is appropriately considered the "Gateway to the Americas." Miami-Dade is recognized worldwide as a place where millions come every year to play, to study, to work, and to live. The local business community continues to grow, attracting more international companies.

In order for the community to maintain its status and a competitive edge in international trade, we must prepare a highly educated workforce. The skills must include the capacity to conduct business in the language of the client. For that reason, it is necessary for our community to foster opportunities that help both students and parents better understand the multilingual demands of such a business community.

This item requests that The School Board of Miami-Dade County, Florida, direct the Superintendent to develop a plan to increase awareness of the need for a bilingual and biliterate workforce among our students and parents. The plan should also include a public relations campaign to promote participation in Miami-Dade County Public Schools dual language programs.

Representatives from the local chambers of commerce should be included in the development of the plan. The plan should include the cost estimates for the proposed activities. Staff should also explore funding sources from the local business community.

A report on the plan and a proposed budget should be presented to Board Members no later than the Board meeting of May 19, 2004.

**ACTION PROPOSED BY  
MS. PERLA TABARES HANTMAN:**

Request that The School Board of Miami-Dade County, Florida, direct the Superintendent to:

1. devise a plan to increase public awareness of the necessity to educate students, parents, and the community at large of the advantages of being bilingual and biliterate;
2. develop a public relations campaign to promote participation in Miami-Dade County Public Schools dual language programs; and
3. submit plans with proposed budget no later than the Board meeting of May 19, 2004.