



CULTURAL SERVICES
FRENCH EMBASSY
IN THE UNITED STATES

Steven J. Green School of International & Public Affairs

FIU FLORIDA
INTERNATIONAL
UNIVERSITY

MEET EU

an initiative of
ERIC College and
University of Phoenix
Florida International University

European and Eurasian Studies Program

MIAMI-FLORIDA JEAN MONNET CENTER OF EXCELLENCE



EUROPEAN UNION

EUROPEAN EXPERT CAREER PANELS

The Role of Lifelong Learning and Languages in a Transatlantic Work Context

Thursday, April 8, 2021
2:00pm EST | GTKE Webinar

[▶ Register here](#)

PANELISTS

- **Lisa Arias Rodriguez**
Education Advisor

Who we are

- Embassy of France and 9 Consulates. Cultural services.
- 10 representing offices nationwide: (Embassy in Washington DC + consulates in Atlanta, Boston, Chicago, Houston, Miami, New York, New Orleans, Los Angeles, and San Francisco)
- 1 person in charge of “cooperative education” in each region

Our missions

- Promotion of the teaching and learning of French around the country, as well as continued professional development for French teachers
- Support to bilingual and immersion schools
- Support to develop course offerings in “Professional French” at the university level
- Central administration for language teaching assistant programs in France and in the United States

Languages in the United States: A few figures

- Learning foreign languages is not currently a priority in American education
- Only 20% of K12 American students have at least one class of language education, **compared to 80% of students in Europe.**

**Source: The National K-16 Foreign Language Enrollment Survey Report, American Councils for International Education, 2017*

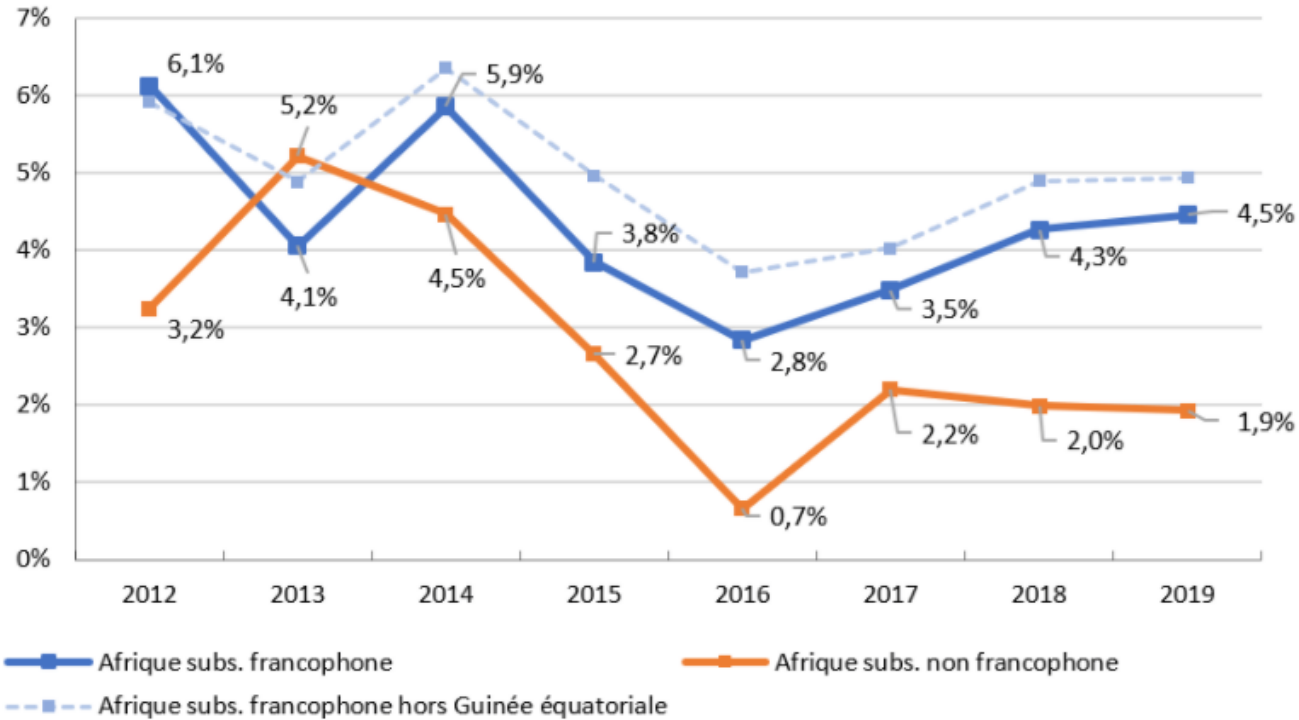
Learning French in the United States

- 1.3 million of French speakers in the US, heritage speakers in Louisiana, Maine but also immigrant communities scattered across the country
- Estimated number of students enrolled in French-language classes in K-12: more than 1.2 million
- Second most learned foreign language in the US after Spanish
- Number of French language programs in US high schools : around 4,000. Stable over the last 10 years.
- Number of DLI programs 165 programs (30 000 students). +50% over the last ten years.

**Source: The National K-16 Foreign Language Enrollment Survey Report, American Councils for International Education, 2017*



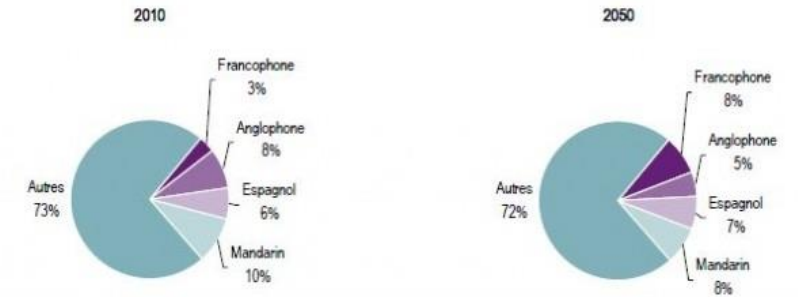
Évolution de la croissance économique sur la période 2012-2019 (8 années)



PIB aux prix du marché (USD constants 2010)

Le CERMF (à partir des données de la Banque mondiale, au 15/02/2020)

Graphique 1 : Répartition des locuteurs par langue



Sources : OIF, divers rapports, Natixis

289 millions of French speakers today
700 millions expected in 2050

According to the World Bank, over the same period, the world economy averaged 3% of growth and 2% in advanced economies.



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**FRANCE AND
THE UNITED
STATES**

2020 ECONOMIC REPORT

A relationship driving job
creation, growth and innovation
from sea to shining sea

Trésor
DIRECTION GÉNÉRALE

AMBASSADE
DE FRANCE
AUX ÉTATS-UNIS
Londres
Paris
Washington



KEY 2019 FIGURES *in the* **FRENCH-AMERICAN TRADE RELATIONSHIP**



\$139 billion

TRADED BETWEEN FRANCE &
THE UNITED STATES IN 2019
+7.7% over 2018



+36%
Trade increase
over ten years
2010-2019

780,000

Jobs created
by French
companies



45%

Share of industrial
jobs as part of total
French investment



\$5.4 billion

INVESTED BY FRENCH
COMPANIES IN U.S. R&D



#1

The United
States is the
main source
of French FDI



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REPORT MARCH 2017



Not Lost in Translation

The Growing Importance of Foreign Language Skills in the U.S. Job Market



Not Lost in Translation: U.S. Jobs Market Needs Foreign Language Skills

Date: March 1, 2017

The **research** looks at online job posting data acquired by Burning Glass Technologies, a leading labor market analytics firm that searches 40,000 job boards daily

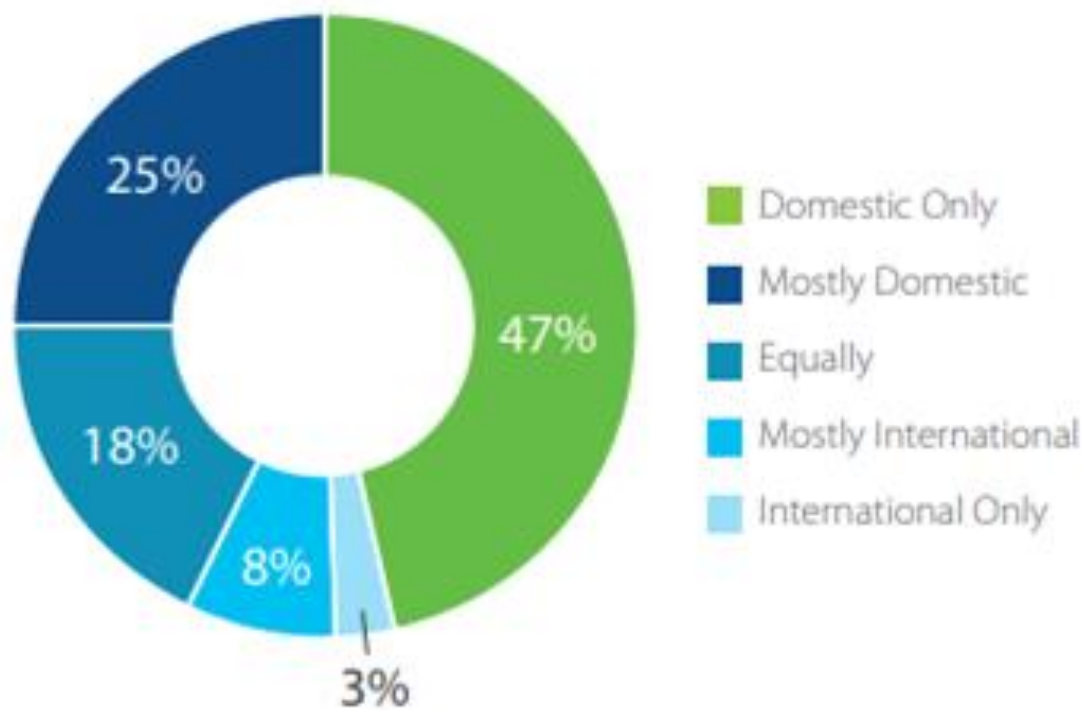
About the Report

Making Languages Our Business: Addressing Foreign Language Demand Among U.S. Employers is a 2019 report commissioned by the American Council on the Teaching of Foreign Languages (ACTFL) and its *Lead with Languages* campaign, with the support of Pearson LLC and Language Testing International, based on a survey of 1,200 U.S. employers conducted by Ipsos Public Affairs.





U.S. Employers' Domestic and International Foreign Language Needs



Demand for Specific Foreign Languages, by U.S. Employers with Domestic-Only vs. International Foreign Language Needs

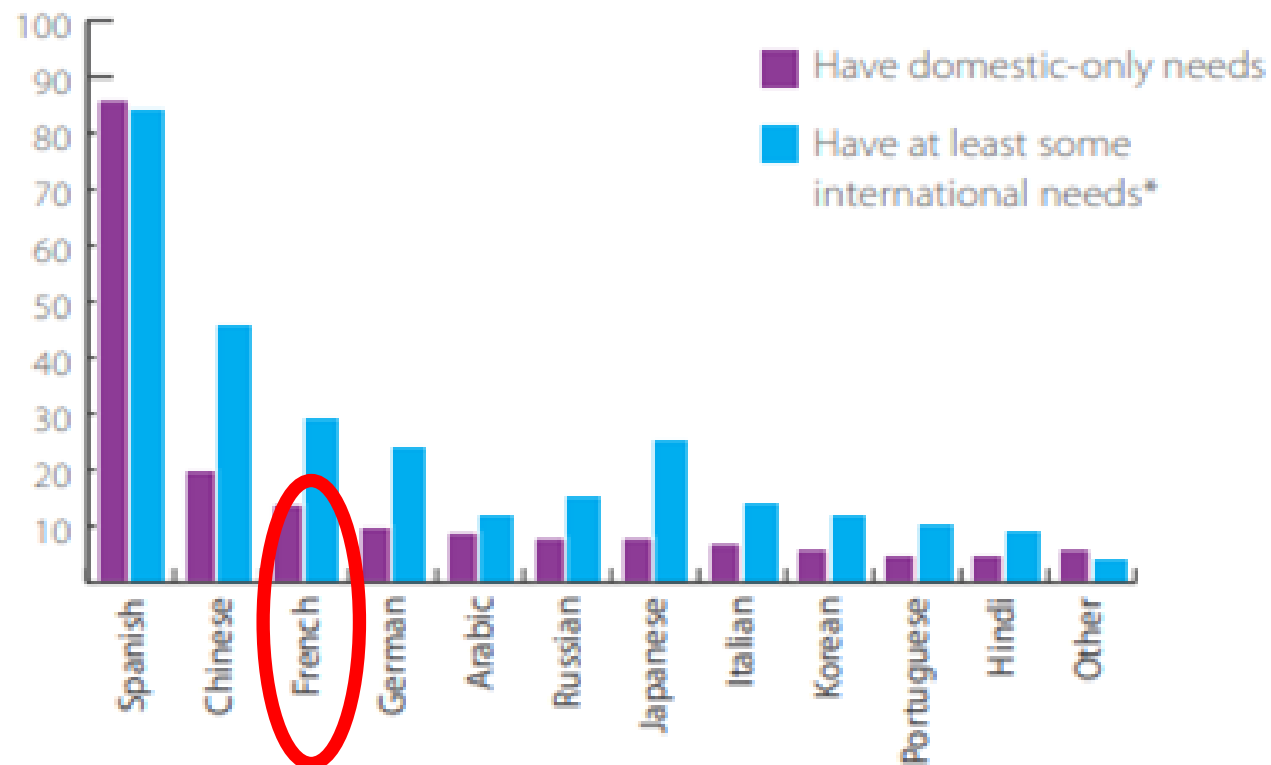
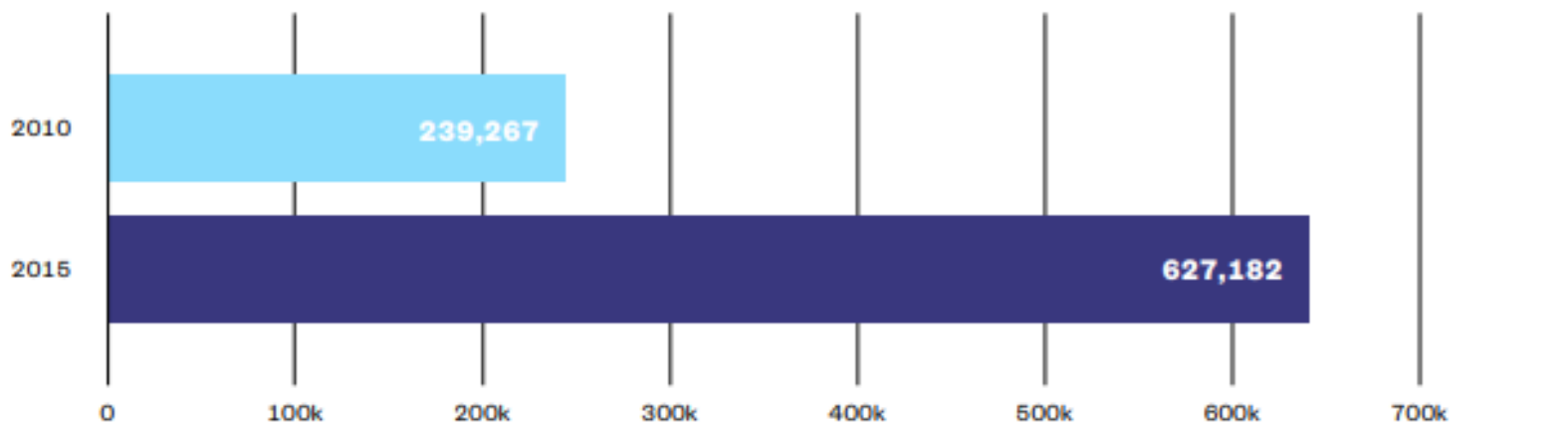




FIGURE 4: NUMBER OF ONLINE JOB LISTINGS FOR WORKERS WITH BILINGUAL SKILLS



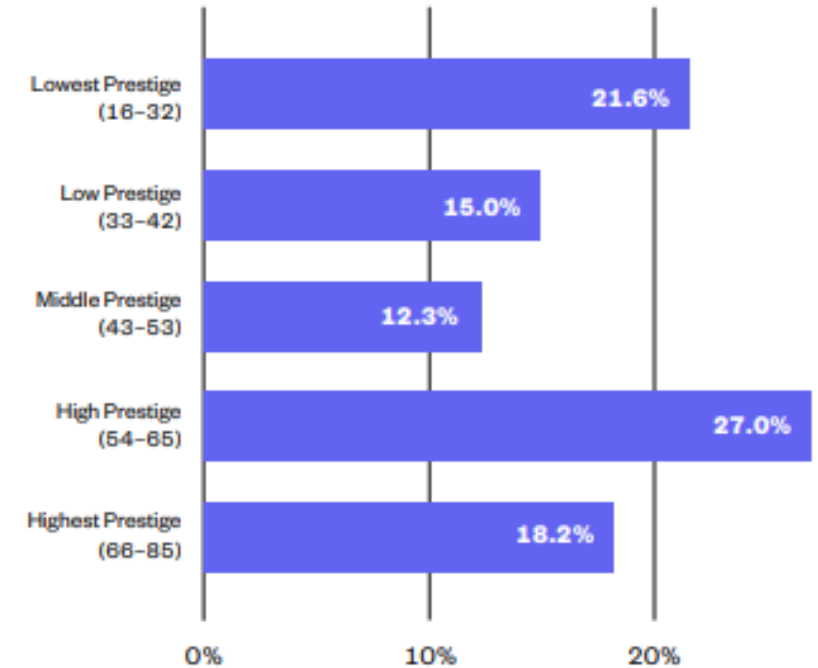
Source: Burning Glass Technologies, Labor Insight. Data pulled on April 13, 2016

9 out of 10 
rely on employees with
language skills other than English

56% 
say their foreign language demand
will increase in the next five years



FIGURE 6: CHANGE IN SHARE OF JOBS TARGETING BILINGUAL WORKERS, 2010-2015



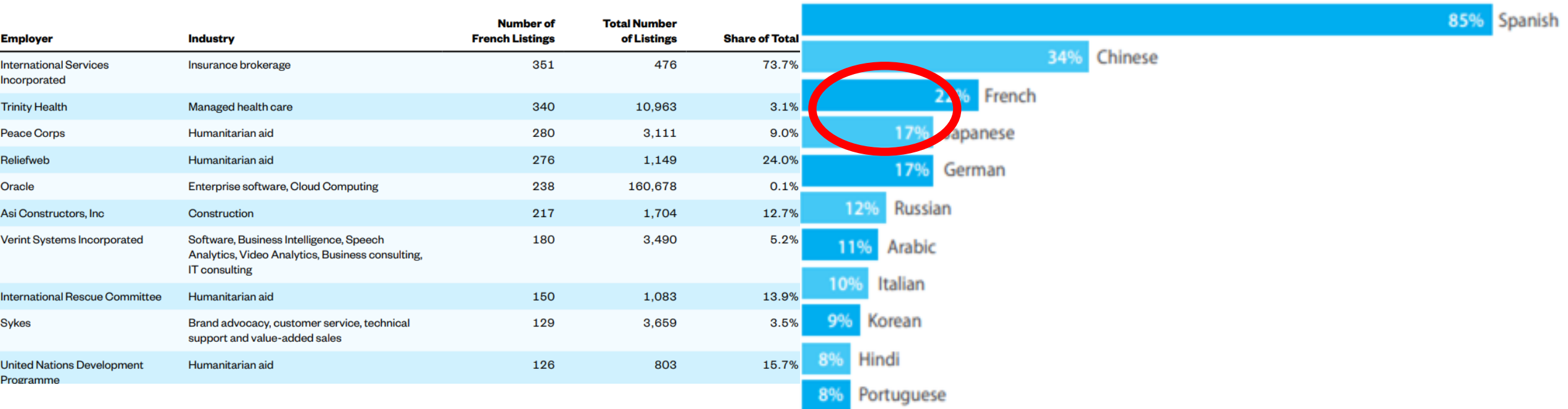
Source: Burning Glass Technologies, Labor Insight. Data pulled on April 13, 2016



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Most In-Demand Foreign Languages Reported by U.S. Employers

FRANÇAIS





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Our Exhibitors



ONLINE FRENCH LANGUAGE JOB FAIR

Saturday, March 20, 2021

MAKE FRENCH ONE OF YOUR PROFESSIONAL ASSETS

Join us and meet experts to know how French can help you open new doors across the US and the Francophone world!

Discussion Panel 1

The Francophone Footprint In the USA

(2.30pm - 3.15pm EST)

Learn from experts

*Mathieu Ausseil, Alexandre Holle,
Laurence Fabre,
Cédric Ballarin*



Discussion Panel 2

How French has boosted my career

(3.15pm - 4.15pm EST)

Hear from professionals

*Heather Sealey, Gregory Messina,
Martin Bischoff, Castalia Serna,
Erika Blackwell*

Discussion moderator
Rebecca Duncan



Conference

Graduate Studies In Francophone countries

(4.15 - 5.00pm EST)

Discover opportunities

*Natalie Cox,
Anouk De Bast,
Annie Le*

Québec



Language assistant programs: TAPIF and FTI

- Teaching Assistant Program in France: 1500 new American assistants in France every year to share their English language skills and culture with French students
- French Teaching Interns: recruit a young graduate of French as a Foreign Language to teach French in your school!





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 **FRANCE
ALUMNI**



**CAMPUS
FRANCE**
— ÉTATS-UNIS —





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FRANCE,
a country of
RESEARCH
and
INNOVATION



French
TUITION FEES
are among
the most
ACCESSIBLE
in the world



Excellence in
HIGHER
EDUCATION



Study in
ENGLISH,
do it in
FRANCE





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- ✓ Over **350,000 international students** every year study in France, including 17,000 US students.
- ✓ **Affordable tuition** for international students and European students alike, robust opportunity for **scholarships**, some schools accept **US financial aid**
- ✓ **3,000 public and private institutions**, including **72 public universities** and **100 institutions with the Label Bienvenue en France**
- ✓ Over 1,000 graduate degrees **taught in English**





RESOURCES Studying abroad and pursuing graduate degrees in France



- ✓ [Catalog of Masters degree programs](#)
- ✓ [Catalog of degree programs taught in English](#)
- ✓ [Info sheets on French cities](#) and [overview of regions](#)
- ✓ [Info sheets on Universities and Institutions](#)
- ✓ [Scholarships, financial aid, and tuition](#)
- ✓ [Campus France YouTube](#)
- ✓ [Label Bienvenue en France](#) – a network of institutions with excellent international student support services.
- ✓ [Onisep](#) – Learn about fields of study in France and career tracks
- ✓ [Dual degrees](#) (Collaborations of French and US universities)

Campus France USA is an agency of the French government that promotes French higher education internationally. Campus France USA promotes study abroad and degree opportunities in France for US students, provides resources to help US students navigate higher education in France, and works with students and study abroad advisors as they prepare to apply for student visas in France.

Contact: washington@campusfrance.org

Visit: www.usa.campusfrance.org



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