

Division of Academic Affairs
Technology Fee – Project Proposal
2014

Project Proposal Type

Systemic Project

Projects proposed by operational units of the university (e.g., colleges, academic departments, Library, etc.) for instructional technology enhancements of unit-wide or university-wide scope.

Project Title

Perpetual University-wide License to the Mango Languages Academic Product.

Total Amount of Funding Requested

\$18,861

Primary Project Coordinator

Shari Johnson, Electronic Resources Librarian

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1. Description of initiative/investment to enhance instructional technology.

This is a proposal for the UWF Libraries to purchase perpetual university online access to the Mango Languages Academic, an online foreign language learning tool that offers “courses” in 72 world languages as well as the learning of English as a second language for speakers of 17 world languages, for the amount of \$18,861.

Mango Languages has long been on the UWF Libraries’ wish list as students always ask for language learning software. In the past, the Libraries purchased language learning CDs; however, CDs and CD players are becoming obsolete, and the heavily used CD packages required constant replacing because of continuous wear-and-tear. This situation made it impossible for us to keep up with our students’ needs and though Mango Languages seemed like the answer, the high annual recurring subscription cost was prohibitive. Fortunately, our electronic resources librarian worked with the vendor and found that we could pay a one-time cost for perpetual access with a minimal annual access fee that is affordable for the Libraries.

2. Description of how initiative has a college/unit-wide or university-wide scope.

Mango Languages can be used by all students, **faculty and staff** needing or wanting to learn a new language, and this need crosses a wide range of disciplines including the humanities—to enhance a true liberal arts education— and business and professional studies for practical application in the fields. Dr. Yeager, Chair of the English & World Languages Department, has expressed great support for this resource. Currently, the department offers Spanish, French, and German courses, as well as Business Language and Culture certificates. In the University’s proposed reorganization, however, a placeholder has been made for a new Languages Department that would serve all disciplines. This direction shows the wide-range of need for language learning throughout the disciplines, and Mango Languages would support such a direction.

Other students who would benefit include students preparing to study abroad, as well as international students preparing to study at UWF. In addition, Marc Churchwell from the Military and Veterans Resource Center has stated that this resource would be an asset to our active duty military students. Any student, **faculty or staff** seeking personal, educational, or professional enrichment through language learning could use this resource. **This resource would be especially beneficial to faculty and staff who interact with our international students (for example business faculty who regularly instruct in Germany for the German MBA program).**

3. Description of project alignment with UWF Strategic Plan.

Part of UWF's current mission statement shows commitment to and support of "student-oriented learning experiences that enhance personal and professional development and empower alumni to contribute responsibly and creatively to a complex 21st Century global society." Mango Languages supports this mission because it is student-oriented, allowing courses to be taken and completed at the student's own pace; it supports personal development in enhancing personal cultural enrichment; and it supports professional development because learning a language contributes to a skillset that will be valued in the global workplace. Furthermore, enhancing students' cultural knowledge supports UWF's enduring value of inclusiveness. This resource also supports the following strategic direction and priority by enhancing students' prospects for personal, academic, and professional success:

Strategic Direction 1: Enhanced student access, progression, learning, and development.
Priority 1.1: Foster student learning and development to include the knowledge, skills, and dispositions that optimize students' prospects for personal and professional success.

4. Description of benefits provided.

Mango Languages allows students access to self-paced online language courses for free-of-charge and is accessible to unlimited users from anywhere, anytime. Similar to the widely popular Rosetta Stone but available on the web from any computer, tablet, or mobile device, Mango Languages provides students with an interactive way to master world languages or to improve their English if they are native speakers of other languages. Students learn languages by listening to words and phrases and then repeating them back. The system provides detailed analysis of their pronunciation using voice comparison technology and is able to detect where improvement is needed. This interactivity, then, supports not only reading recognition of a language but also practical conversational application that is so important in a global world.

As Rachel Errington from the Office of Diversity and International Education and Programs states:

"As we seek to develop and enhance the international dimension of our campus, students will be in need of language tools, such as Mango Languages, to prepare themselves for a borderless workforce and for study abroad opportunities in UWF's programs located in over 20 countries. All of the native languages spoken in the country where our partner institutions are located abroad are represented with this database."

In addition to personal and professional enrichment, this database will directly enhance language learning courses for students fulfilling minors in Spanish, as well as the Spanish and German Business Language and Culture Certificates. It will also support English graduate students who will now have to fulfill a language reading requirement in order to graduate. Furthermore, it will provide support to instructors wishing to offer assistance to their students who need to enhance their fluency in English.

Another benefit to having the language learning resource accessible online is that students will not have to come physically to the library in order to use it. This accessibility means that our online learners and those currently studying in other countries will be able to use this resource. Instructors may also link to the resource through e-learning and assign “courses” if they wish.

5. Description of how success/impact will be measured.

Through analyzing the usage statistics that are provided by the database on an annual basis, we will be able to track the number of students who use the database. We will also ask students to complete satisfaction surveys about the product.

6. Detailed description of resources required including hardware and software requirements and personnel costs (faculty compensation is not an allowed cost).

The Mango Language system is hosted on the Mango web site and is access is limited to UWF affiliates (students, faculty and staff) who have active argo log in capability and by IP authentication, as are all Library resources. No local hardware or software support would be required.

7. Proposed timeline.

Access to Mange Languages would be established immediately upon successful funding and would be available in perpetuity through the Library web site.

8. Plan for sustainability beyond conclusion of funding from technology fee, if applicable.

A small maintenance fee of \$215.85 is charged after the first five years that would be supported by Library funding.

9. Resource matching commitments from other organizations/sources (identify organization and amounts), if applicable.

None.

10. Individual responsible for reporting and accountability, along with contact information.

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