

To: University of Maine at Fort Kent Academic Vice President, Dr. Rachel Albert  
From: Dr. Tina Ware, Chair, Department of Language and Literature, Oklahoma  
Christian University  
Date: May 2, 2008  
Re: Program Review, French major

May 2, 2008

### Overview

This program review of the French major for University of Maine at Fort Kent is based on: 2004 review submitted by Dr. Karen Waldron, the 2007 in-house review prepared by Dr. Katharine Harrington, and a site visit March 18-20, 2008. This visit included one-on-one conversations with Dr. Harrington, Dr. Gil Albert, President Cost, Vice President Albert, Lise Pelletier, Archives Director and Raymond Phinney, Student Activities Coordinator. In addition, I observed Dr. Harrington's Teaching of French class, as well as one of Dr. Albert's French 101 courses. I had a dinner meeting the Chair of the Division of Arts and Humanities, Dr. Scott Brickman, and English professors: Drs. Joe and Geraldine Becker, outside English reviewer, Dr. Audley Hall, Chair of Languages and Humanities at Northwest Arkansas Community College, and conversations with students both during their French lunch table activity and outside of class.

Everyone with whom I spoke not only saw the value of the French major but also understood its importance as one of the three components of the university's mission statement, i.e., the fostering and preservation of the Franco-American heritage of the St. John Valley. In addition, there is a great awareness of the university's ideal location for a French program near the Canadian border. It appears that UMFK no longer wonders, as it did in 2004, whether it should continue the French major, but rather how to populate such it with limited available resources.

### Analysis

Dr. Harrington has made notable strides in the right direction for alleviating two of the major problems pointed out in Dr. Waldron's 2004 Program Review which are: 1) the lack of attention paid to courses in the French major in order to offer service (French) courses for other professions 2) appointment of adjunct faculty. Dr. Harrington has successfully made the shift from an identity crisis in French, answering the question of whether courses are to be for service professionals or majors by offering more major courses, while still including the occasional French for nursing students when possible. Also, Dr. Gil Albert, a native French speaker, now offers two courses per semester in French, and Lise Pelletier, a native French speaker as well, is available to teach courses when necessary, allowing many students to learn from more than one instructor during their college career.

Dr. Harrington and the university have made significant efforts to grow the French

courses on campus. They have increased the foreign language requirement from one semester to two. Also, the French department has found a way to profit from the Can-Ed Program by launching a new program in French Language Education. This program is geared towards Canadian students with their bachelor's degrees wishing to become certified teachers in 1 ½ years, a semester less than the 2 year program their native Canada offers, and also education majors working on four year degrees at UMFK. The French for Education course has one of the highest enrollments of all of the ones offered in the French Program and future Can-Ed French courses will likely maintain large populations as the demand for French teachers continues to increase.

Several activities have made the French Department more visible on and off campus. The French film festival attracted not only students of French but also the community. Drs. Albert and Harrington meet weekly in the cafeteria for a French conversation table with any students who wish to practice with their target language. Lise Pelletier has been hired as Archives Director. She is also willing to teach French courses when necessary. She has planned a meeting with recruiters to educate them about the Archives and its connection to French. Ms. Pelletier has also mentioned ways to solicit scholarships for study abroad and tutors from the Club Français.

The French Department has strong connections and support from key campus contacts, the aforementioned Archives Director, a wealth of knowledge for a culture course and also for learning about the French community in and around Fort Kent, and a key contact with the campus, Ray Phinney, Associate Director of Student Activities and Diversity Programming. Ray himself speaks both French and English fluently and sees the need for being bilingual. He is willing to support the French Department in planning events that will help advertise the major while strengthening overall university retention rates. He knows the unique statistics for the student population at UMFK and how to appeal to them. The most common student is a 38 year-old woman. Ray has suggestions for activities that would appeal to this demographic that would at the same time garner publicity for French at the university. Many "millennial students" also attend the university. Ray has ideas for immersion and exchange possibilities for them as well as. The millennial students enjoy recognition more than any generation before it. We discussed ideas for influencing them to take more French courses than the required 2 semesters.

The administration seems to want to support the French Department and foster its growth. However, extra funds are not available at this time to allocate to French, a major that already functions on a shoestring budget. In reviewing brochures and UMFK recruiting materials with President Cost, it's obvious he is aware that the university could dedicate space on the web-site and other brochures when they are re-printed to the French program at no extra cost. He has already added a leaflet which advertises the French program to some of the information he carries to other universities. President Cost has also ensured the next magazine article that features UMFK will feature the French Program and advertise Ft. Kent's ideal location on the U.S.-Canadian border.

While the French Program has made many improvements since 2004 it is not without challenges. With only a handful of majors it is difficult to fill upper-level French classes. As there is only one full-time professor, and the major has received little publicity, it is difficult to make other students and prospective students aware of it, and, therefore, attract students and fill the French classes that would justify a second full-time French hire. It's a vicious cycle: without the students populating the French classes it is hard to present a strong case for another full-time professor in the dept. However, without the second French professor it will be difficult to grow the French major quickly and to its potential.

### Recommendations

There are a variety of things that can be done, even on a tight budget, to grow the French program at UMFK. I discussed some of these suggestions with various faculty members during my site visit and they were favorable towards them. Many of these recommendations are also ones that we have used successfully at my school, Oklahoma Christian University, a liberal arts university with similar enrollment and budget issues. I suggest the following:

Much publicity is made of Ft. Kent's ideal location for environmental studies, one of the 3 components of the mission statement, in its recruiting brochures and flyers. The French Program, another key component needs more obvious support from the administration, if not equal to environmental studies, at least enhanced marketing, to inform prospective students about UMFK's unique and idyllic location as THE place to study French. Suggestions for marketing the French degree include: putting pictures of students participating in the French program (either abroad in France or Quebec, at local schools teaching French, etc.) on the web-site with a highly visible link to the French web-page and "The French Connection" piece, and photos and mentions in university recruitment brochures and the magazine article that will be written about UMFK.

There should be targeted recruiting for the French major and an awareness of immersion possibilities. Prospective education majors should be made aware of UMFK's location and successful Can-Ed program. If recruiters are not willing to do this effectively, Dr. Harrington should receive release time to focus on recruiting for the major.

Recruiters on campus should be educated about the French major, not only of its existence and the daily immersion opportunities available to them on and off campus, but of the incredible job possibilities available to a person with a French degree especially, one who wishes to work in a global, specifically, European economy. Recruiters should make the most of advertising UMFK's border location.

Strengthening ties with the Club Français will be beneficial. The Club Français awards study abroad scholarships from which UMFK students would benefit. Lise Pelletier might be able to use her position with the Archives to serve as a liaison between UMFK and Club Français and create more opportunities for the two entities to mix, and possibly, for UMFK students to be favored when study abroad scholarships are awarded.

UMFK would do well to take advantage of its ties with the Université de Moncton-

campus Edmunston (UMCE) to connect students from the two universities for cultural events, summer language programs and social events that could be conducted in French. In addition, exchange program between the two schools would allow for an affordable immersion experience for students of each university in his/her target language. This program would especially appeal to the French majors from rural parts of Maine who are hesitant to go far from home to study.

Many students come to UMFK with some high school French credit but often do not feel motivated to continue with the language. Adding a "Proficiency Credit" for students who take up through Intermediate French II and participate in a short (1-2 week or more) immersion program could receive a proficiency credit on their transcripts which will indicate they are conversational in French. They will be more marketable when applying for jobs especially in the Maine/Canada region as well as in Europe. Also, "millennial students" will enjoy the recognition.

The French Program needs an identity on campus-a lounge for majors, a language lab, some type of physical space that belongs to French majors to meet to study, socialize, bring friends and potential majors to feel a part of a thriving, appreciated program. As the number of majors increases a French Honor Society would be an appropriate addition. At this point, however, majors need to know they are studying a program that the university recognizes as valuable and a true part of its mission statement.

I spoke with several people about the facilities on campus. The school is lacking a language laboratory. However, if students had laptops or if there were more computer labs on campus, students could do many of their French assignments on-line.

There is also the possibility of offering on-line upper-level (foreign language) literature courses in the summer for students who go away but still need to earn credits for their major. The on-line classes can help to minimize the number of special topics/independent studies courses students take and allows for faculty members to be compensated for the classes.

Based on the success from the Can-Ed program, French might consider combining with other majors or disciplines which also have an obvious need for students to have a second language and global perspective, such as business.

If possible it would be advisable to tie the French Program to the flourishing nursing program with a bilingual nursing degree or with significant publicity for the previously suggested proficiency credit.

Students of all majors need to understand the benefit of being bilingual and the incredible local immersion possibilities available to them, whether in their Freshman orientation or in their student handbook, or other form.

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### **How UMFK's French Program enhances our Mission**

The University of Maine at Fort Kent is a liberal arts based university offering quality baccalaureate and associate degree programs responding to the needs of northern Maine. The university preserves and fosters an appreciation of the Acadian and Franco-American heritage and culture while welcoming students of all ethnic and racial heritages. We celebrate our proximity to the wonder of Maine's wilderness and the joys of outdoor sports. UMFK contributes to the economic, social and cultural development of the St. John Valley and we believe that a diverse student body enriches the learning experience of all.

The prime objective of the French Program at UMFK is to help every student become skilled in using the French language in all types of communication. Course offerings include language and conversation courses, as well as advanced courses in French and Francophone literature, culture, and cinema, and the methods of teaching French. Our library contains an extensive collection of French materials and films and we are home to the newly expanded Archives acadiennes, an important regional historical and cultural archive that collects manuscript and audio/visual materials relevant to the history, culture, and folklife of the Acadian people of the Saint John Valley.

### **UMFK's French Program's value to the State and Nation**

The study of French at the University of Maine at Fort Kent offers students an opportunity that may be unique to all of the United States - the chance to study French in a truly bilingual community. Fort Kent is located in northern Maine's Vallée St. Jean where the majority of adults are bilingual in French and English and French can be heard spoken daily on the streets and in the local shops and restaurants. Even right here on our campus a large percentage of faculty and staff are native French speakers. In addition, Fort Kent borders the most francophone region of New Brunswick, with the town of Clair, N.B. just minutes away and the province of Québec a mere ten miles north. Local radio and T.V. broadcasting include numerous francophone Canadian stations. Here at UMFK, the possibilities for authentic French communication are virtually endless.

The French program strongly encourages its students to take advantage of our remarkable exchange program with the francophone Université de Moncton at their Edmunston campus located over the border only 20 miles away from UMFK. Students have the opportunity to study almost any university-level subject en français for full academic credit. Students may also participate in any U-Maine system French exchange program and receive full credit here at UMFK.

With our close proximity to Canada, the knowledge of French is an asset for nearly any major. Possible career opportunities include teaching and bilingual education, translation, international business, banking, and diplomacy. The study of a foreign language can be a life-changing experience. In learning to communicate with speakers of another language, we look beyond our customary borders and broaden our worldview while gaining insight into our own language and culture. Spoken by over 200 million people, French is the second most frequently taught language worldwide after English, and 28 countries around the world claim French as an official language.

### RECOMMENDATIONS FOR FUTURE ACTION AND BUDGET IMPLICATIONS

Action	Rationale	Strategy	Budget Implications	Priority
Strengthen recruitment and marketing by identifying new markets of prospective students in the U.S. and abroad and then distributing new French program brochure (in PDF format).	To enhance public awareness and marketing of French program to prospective students.	The administration will meet with admissions and forward recommendations.	Negligible besides time spent	High
Apply for and obtain NEBHE Tuition Break status for French-language Education program.	To attract more students from other New England states at in-state tuition rates by capitalizing on our unique location in a French-speaking area.	Consult with registrar's office.	Negligible	High
Call for accountability from Admissions for return on targeting recruiting efforts.	To enable monitoring of students who are specifically targeted for French and who eventually enroll as UMFK French majors	Admissions will target a 200% increase in incoming students until we have 20 active French majors.	Negligible	High

<p>Pursue a concerted effort to market and recruit for 1-year French language Education certification track.</p>	<p>To capitalize on our already existing connections with Canadian schools and students to advertise a program that responds directly to job shortages in Canada</p>	<p>Admissions will identify and target students in the Maritime Provinces, New England, and Louisiana.</p>		<p>High</p>
<p>Pursue a concerted effort to market and recruit for 4-year French-language education students from Nova Scotia, New Brunswick, Prince Edward Island, Ontario etc.</p>	<p>To capitalize on our already existing connections with Canadian schools and students to advertise a program that responds directly to job shortages in Canada.</p>	<p>Admissions will identify and target students in the Maritime Provinces, with assistance from our existing certification students.</p>		<p>High</p>
<p>Continue to update French program website including creating a separate page devoted to the Certification track, adding more images of French events, highlighting student activities, and linking to Acadian Archives site.</p>	<p>To ensure accurate information about the program is continually available to prospective students on the website.</p>	<p>Web services will contact our French faculty on a monthly basis for new information.</p>		<p>High</p>

**UNIVERSITY OF MAINE AT FORT KENT**  
**French Program Review**

Compiled by  
**Dr. Katharine N. Harrington**  
Asst. Professor of French

2007-08

**I. Mission and Goals**

**A. Philosophy**

The French program at the University of Maine at Fort Kent occupies a unique position within the academic framework of the institution. In addition to supporting the liberal arts foundation of the University's general education program, it is the principal curricular vehicle for realizing key parts of the institution's mission, i.e. the fostering and preservation of the Franco-American heritage of the St. John Valley. At least two of the seven priorities mentioned in the university's Strategic Plan have direct reference to the French program.

**B. Goals and Objectives**

The prime objective of the French program at UMFK is to help every student become skilled in using the French language in all types of communication. Over the course of study, students become proficient in speaking, listening comprehension, reading and writing of the French language while gaining knowledge of the literature, culture, and arts of the French-speaking world. Students are especially encouraged to take advantage of our unique location, in a bilingual community, bordering French-speaking Canada where the possibilities for authentic French communication are nearly endless.

**C. Assessment Plan**

Students are assessed in all classes using various means including both written and oral exams, compositions, papers, oral presentations, and projects. In order to demonstrate their French writing proficiency, all graduating French majors need to have received satisfactory grades on their essays and grammar tests in Advanced Composition I and II. Students' knowledge of French and francophone literature and culture will be assessed through their exams, final papers and presentations in upper-level literature (9 credits) and culture (6 credits) courses. Since UMFK's French program highly encourages the fostering of cultural curiosity and knowledge of francophone cultures, students are required to study abroad in a French-speaking country for a semester or year, successfully complete a course in French at our partner institution Université de Moncton-Campus d'Edmunston, or complete a community outreach project as part of the Capstone project.

#### **D. Latest Results of Assessment Goals and Objectives**

The recent revision of our assessment plan, coupled with the small amount of French majors, does not provide significant data to report on results of the plan. However, To support our assessment plan we are encouraging our students to be active in the area's French community. We have planned and events such as the French Film Festival, the French table in the Bengal's Lair and Nowland Hall, and trips for students and community members to area francophone sites.

Since 1995, there has been a French immersion program in the Madawaska and Van Buren elementary schools. Although this program was originally created with the financial support of a Title VII Federal Grant, federal funding has run out. Many teachers in this program lack sufficient training in advanced French grammar and composition and their school systems have looked to UMFK to help provide them with this training.

Here in Fort Kent, no such immersion program exists, but there is substantial parental interest in a stronger French K-12 curriculum. Fort Kent Elementary School teachers, however, are not necessarily French speakers, neither are they provided with training in teaching French. In response to this demand, and to support our assessment goals, UMFK faculty initiated a bi-annual elementary afterschool program in the spring of 2006. In this program, a UMFK faculty member along with UMFK education students volunteered their time and energy to create a 4-week thematic French unit offered to third and fourth graders. This program has been offered three times so far and has been very popular with elementary school students and their parents.

#### **E. Future Plans**

The French program needs to officially collaborate with other programs on campus. In the case of education, this is a natural fit. We already have all of the components necessary to offer a French teacher training program; we simply need to have this spelled out both on our website and in the brochures used by admissions. UMFK should be branding itself as the place to study in order to become a French teacher. French teachers are in demand nationwide and even more so in Canada so this aspect should appeal to many students. We have the capabilities to allow students to be in the "field" speaking and teaching French locally. We could begin by using our existing relationships with Canadian universities in Nova Scotia and New Brunswick in order to market our French teacher training program and then expand to all four-year education students.

Another interdisciplinary program that should be created on this campus would be an international business program. Students could study both business and French, conduct internships in local French-speaking businesses and study abroad through the University of Maine system's Project Maine-France-Quebec. Business faculty here at UMFK seem interested in this idea as it would help their program stand out as well.

The French program needs to capitalize on its unique location by incorporating a “field work” component into each French course offered. Students would go out into the community to experience speaking French firsthand both here in the St. John Valley and in the neighboring Canadian francophone provinces. In addition, travel courses should be added to the course offerings, although to do so, the university may need to help subsidize the extra costs associated with these courses. If UMFK’s French program incorporated travel and field work into every course, we could market ourselves as the only French program nationwide where students learn French both inside and outside of the classroom.

Eventually, we would like to have each and every French course offered at UMFK includes a field studies component where students would go out into the community to interact with local French speakers. These experiences could range from going into local businesses or schools here in the St. John Valley or traveling to francophone areas of Québec or New Brunswick as part of a course. We believe that adding a field studies component to UMFK’s French courses is only natural considering our advantageous location in a French-speaking community, but also, it would allow us to offer something unique to all French programs in the U.S. and we could market our French program in this way.

## **II. Resources**

### **A. Faculty**

A new Assistant Professor of French joined the French program in the fall of 2004. She holds a PhD in French Studies and has the ability to teach a wide range of French courses in language, literature, culture, film and pedagogy. She has a number of publications and is active in academic organizations and community outreach projects.

A second Assistant Professor teaches part-time in the French program. He holds a Master’s degree and advanced graduate certificates and is a Francophone native of northern Maine. His strengths lie in bilingual education and teacher training as well as Franco-American literature.

In order for the French program at UMFK to be a viable program and to reach its full potential, it is essential that we hire two additional faculty members. With the new General Education requirements, all students will be required to take one and potentially two French courses. It would be impossible for the current faculty to offer enough language courses for the general student population as well as all the courses necessary for French majors. We need one faculty member who could assist with teaching the introductory level language courses, preferably someone with a background in North American French. In addition, we would need a faculty member who could teach French language education who could help us to build a program that would train French teachers.

The current French faculty will continue to push for at least one additional full-time French faculty position.

**B. Physical Facilities**

There are no special facilities to accommodate the French program. The music faculty at UMFK has offered to share the music lab in Nadeau Hall with language classes where French specific software could be housed. So far, the French program has only taken advantage of this offer on a limited basis for upper-level composition and pedagogy courses. It is not an ideal space for language classes due to the set-up of the room and of the prominence of keyboards at each station.

Thanks to a spring 2007 gift from the French Heritage Council, Blake Library now boasts a French corner where French language materials will be grouped including books, magazines, and DVDs.

In order for UMFK's French program to grow and compete with other French programs in attracting students, it is necessary to show the importance placed on French through campus facilities. A state-of-the-art language lab is needed with workspaces equipped with headphones and language learning software, designated space for watching French films and listening to French audio via the Internet.

**C. Equipment**

The French program has access to a variety of computer and audio-visual equipment to enhance classroom instruction. Cyr Hall, one of the main classroom buildings on campus, has computers and internet access in each classroom. There is no equipment however specific to the French program.

Laptop computers for faculty use would be extremely useful for both interfacing with one's office computer and for taking to conferences. Laptops are being used extensively by K-12 teachers. If we wish to build a program for French language education, it would be logical to have laptops for faculty in order for them to model good teaching practices with them.

More and more schools and universities are using iPods in their foreign language classes. An iPod or MP3 player is an extremely useful tool for language classes allowing users to download MP3 files and take them with them for easy listening and language practice anywhere they go. UMFK should purchase iPods for the library that could then be loaned out to students for a semester or shorter period as part of a class. Faculty could then upload all kinds of files onto the class Blackboard site for students to download.

**D. Budget**

Neither the English nor French Programs, the two majors in the Arts and Humanities Division, have a specific budget. Rather, their operating costs are included in that of the entire Arts and Humanities Division.

## **Learning Resources**

### **from the Blake Library Annual Report 2006:**

Blake Library provides information services at the University of Maine at Fort Kent to the local campus community, students at a distance, and the St. John Valley community. It administers not only traditional library services, but provides services that enhance Academic Computing, the Acadian Archives, Audio-Visual Services, and Distance Education. Patrons have access to an online catalog - URSUS; to a variety of electronic indexes covering a wide range of subject areas, many of which provide full text access to journal articles; to more than 7,400 electronic books and 17,800 electronic journals; to reserve material online; and to a highly automated interlibrary loan service. The library has a comprehensive web page offering online access to a variety of forms, a place to "Ask the Librarian," subject guides, tutorials and much more. In addition to maintaining the Library web page, the library staff delivers Web Services to the campus. Web Services includes updating and developing the University web site, instruction and support to faculty and students in the implementation and use of online distance education software, and providing video editing and streaming to campus. The library makes available twenty-one computers for public use and two I-book computers which can be used only in the library. Staff provides instruction on the use of the computer and on all software running on the network. Individuals are able to have network accounts created and can place money on those accounts at the library. The library staff also trouble shoots printers, disks, and network problems.

Further information on library holdings, appropriations, collections and other statistical data can be found in this report available online at:

<http://www.umfk.maine.edu/infoserv/library/about/annreports/FY2006/Book%201/librpt06.pdf>

The UMFK French program is able to use audio-visual equipment: video, DVD, CD, and other audio-visual media through the Audio-Visual Services office.

UMFK French faculty has begun a distance education arrangement with UMPI. Beginning in 2007, each fall, a UMFK French faculty member offers an upper-level French course here on the UMFK campus broadcast via PolyCom to students at UMPI. Each spring semester, an UMPI faculty member will teach a course from UMPI open to UMFK students via PolyCom.

### **III. Instructional Program**

The University of Maine at Fort Kent has the unique position of being located in one of only French-speaking communities in the United States. A large percentage of families here in the St. John Valley boast Acadian/French-Canadian heritage and the Franco culture is vibrantly alive in this region. We are also located on an international border with French-speaking New Brunswick with the province of Quebec only ten miles away. For these reasons, the French program is not only an integral part of the liberal arts curriculum, but it also one of the cornerstones of this institution.

The French program covers a wide variety of French courses including language, literature, culture, film, and pedagogy courses. In keeping with the university's mission to "preserve and foster an appreciation of the Acadian and Franco-American heritage and culture" the program has a special emphasis on the study of francophone communities of North America. In all UMFK French courses, local "Valley French" is continually compared to "standard French." In the past several years, both Québécois and Franco-American literature courses have been taught.

Few UMFK students take advantage of opportunities to study abroad. Through the University of Maine system Project Maine-France-Québec students are able to study abroad at any one of our partner institutions while keeping their UMFK tuition rates. The French faculty plan to visit all First Year program classes in order to inform students of these opportunities and to encourage them to study French in order to prepare for such an experience.

Due to its unique location in a French-speaking community on the Canadian border, UMFK can offer something that no other French program in the U.S. can – a true francophone experience both inside and outside of the classroom. UMFK truly has the potential to become a destination for the study of French.

Students who enter the French Program meet with their Academic Advisor prior to enrolling at UMFK. The Academic Advisor is a member of the Arts and Humanities Division. If the initial advisor is not one of our French faculty, the student is strongly encouraged to change advisors so that they are advised by one of our French faculty.

Every effort is made by the French faculty to offer courses on a regular 4-year rotation. It is not always possible, however, to offer all of the courses we boast in the catalog due to our limited number of faculty. It is clear that in order to have a French program that is competitive with peer institutions it is necessary to offer a variety of language, culture, literature, and film courses, preferably taught by several different faculty members. The French faculty will continue to push for an additional French faculty position.

#### **IV. General Education**

French is a critical component of the General Education program. Through spring 2006, all students were required to take 3 credits of either language or literature. Starting in the fall of 2007, all incoming students will be required to complete one year (2 semesters) of foreign language study. Since French is the only language currently offered at UMFK, that means that all students will be required to take at least one and potentially two French courses unless they chose to take the French CLEP test.

The newest version of the General Education requirements stipulate that all students must have the equivalent of FRE 101, which means that all students must have completed one year of French language study. Previously, students were only required to take one semester of a language or a literature class. This new

requirement will mean that many more students will take French courses and the need for a new French faculty member is now critical.

#### **V. Career Counseling**

Both locally and nationwide, the need for foreign language majors is real. Certainly, since the events of September 11<sup>th</sup>, 2001, it has become apparent to many Americans that our country's tendency to be unilingual is a clear disadvantage both in the global market and with regards to national security. Nationwide, foreign language speakers are needed in a number of fields including medical professions, government, international business, trade, and finance. Here in the St. John Valley, interaction with French speakers from both the area and Canada occurs on a daily basis, namely in the service industry, local businesses, social services, and in the medical field.

Additionally, due to UMFK's history as a bilingual teacher training school and our location in a Francophone community, it is only natural that we continue to train students to become French teachers. Each year, school administrators from around the state contact UMFK's French program to inquire about graduating French majors to fill vacant French teacher positions. This fact shows that statewide and throughout New England it is known that the St. John Valley is home to many French speakers and therefore it is assumed that UMFK must graduate qualified French teachers each year. We must assume this role and strengthen our French teacher training program.

#### **VI. Overall Assessment**

As stated previously, the French program at UMFK is unique because it is located in one of the few French-speaking communities in the United States. The French program offers an annual course in the Teaching of French geared specifically to Education majors who wish to teach French. Additionally, students may take courses in both French and Education in order to earn a French/English Bilingual Endorsement in Elementary and Secondary Education.

A French for Medical Professionals course is offered annually which is specifically geared for students in the nursing program. This course teaches beginning-level French language with vocabulary specific to the medical and service industries.

The location of the Acadian Archives here on the UMFK campus helps connect us to our community. The mission of the Archives includes preserving and disseminating information about the local history and culture of Maine's St. John Valley. Numerous exhibits highlighting local folklore attract community members to our campus and raise awareness about the French and Franco-American culture celebrated here on campus. It is important that the French program integrates the resources of the Acadian Archives into its curriculum in order to provide a unique Acadian emphasis to the study of French here.

UMFK faculty has maintained a relationship with the local organization Le Club français who seeks to promote the French language here in the St. John Valley. Le Club français looks to UMFK to aid in their mission to teach French to as broad a

spectrum of community members as possible.

Compared with the last review, within the Division of Arts and Humanities, UMFK's French Program has:

1. Appointed a dynamic faculty member in French who has reinvigorated the program
2. Appointed a faculty member in French and Education to support the sole French faculty
3. Recently approved an adjunct, who is the new director of the Acadian Achieves
4. Seen a substantial increase in the credit hour generation
5. Continued collaboration with other academic programs such as Education and Nursing
6. Developed a plan to work with the area schools

The French program at UMFK fulfills a vital role in upholding the university's liberal arts tradition, helping to carry out its mission in promoting the French/Acadian heritage of the St. John Valley, and by supporting the university's general education program. Despite a very little number of faculty members, the French program offers a wide range of dynamic courses in language, culture, literature, and film with an emphasis on North American French. While enrollment in French courses, as a whole remains strong, the number of majors has continued to decline. A recruitment plan for the French program has been created in conjunction with this review and it is strongly suggested that the administration and office of admissions make a commitment to carry out targeted recruiting efforts for both 4-year French majors and Canadian certificate students for a French language education program. Fort Kent is an ideal location for attracting students interested in studying French; it is simply necessary to seek them out and market the unique program that we have to offer.

The French program has some options available to improve its performance and visibility:

1. Increased marketing and enrollment.
2. Creating and marketing a French language education program.
3. Developing a field studies component to all French courses.
4. Sponsoring more French programs for students in the summer.

The critical issue faced by the French Program at UMFK is recruitment of students. It is extremely important that a recruitment plan be initiated and carried out for UMFK's French program. Currently there is very little recruitment for the French program. There are students around the country who are interested in majoring in French who would find it exciting to study French in one of the only Francophone communities in the U.S.; we simply need to seek them out and target them. We should be selling ourselves as the place to study French in the U.S. since we can offer something no other school can – a true French experience. We should target students in traditionally Francophone communities in New England and Louisiana, for

instance and send materials to French teachers nationwide. We also need to get a more prominent presence on the Internet so that when students are seeking French programs around the country ours will stand out.

In order to help the UMFK French program reestablish and increase its academic health, the following recommendations are made:

1. A dynamic marketing and recruitment campaign is crucial at this point to jumpstart the stagnant numbers of French majors in the program. All print and Internet materials need to be updated to better reflect the unique features we have to offer here at UMFK. ~~A letter should be drafted to all French teachers in the state of Maine informing them about our program and scholarships available to their students. Lists of students interested in French should be purchased for recruitment purposes.~~ UMFK has the potential to have a strong, vibrant French program, but a ~~coordinated effort on the part of the administration,~~ the office of Admissions, and the French faculty is absolutely necessary at this time.
2. The French and Education programs at UMFK have all of the components necessary to offer a French language education program. It is simply necessary that this program be spelled out on paper and on the website and marketed to interested students. ~~Two tracks could be available in this program – either a four-year language education program, or a one-year program for students who already hold a Bachelor's degree. A letter introducing the program could be then sent to all French teachers statewide, and potentially throughout New England, encouraging them to spread the news to their best students.~~ For the one-year program, we could use our contacts in the Maritime provinces to market this program to students with an undergraduate background in French.
3. Given our unique location, UMFK's French program should be taking full advantage of the possibilities for authentic French language interaction by ~~incorporating a field studies component into every French course.~~ UMFK's French students should be out in the community practicing their French at every possible opportunity. This is a unique aspect of our institution that could be highlighted in all of our marketing materials.
4. Active recruiting should be done right here on campus to persuade ~~students to either minor in French or double major in French and another discipline.~~ French faculty members could visit each ~~First Year Experience class~~ to inform students of the benefits of studying French and to let them know about the scholarships and study abroad possibilities available to them. Indeed, it should be attractive to students to know that they could potentially earn two degrees for the price of one and still finish their studies in four years.

5. The ~~French program website~~ (recently modified by Web Services in accordance with a university-wide effort to have a uniform look to all program sites) does not accurately reflect the unique French experience students have here. Images, student testimonies, etc. should be added to the site to make it more attractive and more personalized. Our French program website is also not very visible on the Web; indeed, if a prospective student were to google B.A. programs in French UMFK's French program is buried many, many pages into the search results. Considering that nearly all prospective students search for colleges on the Internet, it is crucial that we increase our visibility on the Web.
6. The French and Business programs should create an International Business program. Students could study business as well as French courses tailored to the needs of the business students. Additionally, study abroad and internship possibilities are available through the U-Maine system's Project Maine-France-Quebec. Scholarships could be sought out from area businesses that value French skills. This program could be marketed on both the French and business websites and a press release could go out to local papers.
7. In order for all of the above to be viable possibilities for the future of UMFK's French program, it is essential that at least one additional full-time faculty position be created. With an additional faculty member, the program could increase course offerings and the responsibilities for program building, recruitment, and the ~~offering of~~ ~~extracurricular~~ ~~activities~~ could be shared by more than one full-time faculty member.

**VII. Appendices**  
**Course Enrollments**

**Fall 2003**

FRE 163	French for Nurses	16 students
FRE 165	French for Regional Speakers	12
FRE 306		1

**Spring 2004**

FRE 200	Advanced Composition I	1
FRE 240		1
FRE 306	French Literature I	2

**Summer 2004**

FRE 322		4
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**Fall 2004**

FRE 100	Elementary French I	19
FRE 163	French for Nurses	18
FRE 165	French for Regional Speakers	4

**Spring 2005**

FRE 101	Elementary French II	14
FRE 150	Intermediate French I	7
FRE 303	Littérature Québécoise	4

**Fall 2005**

FRE 100	Elementary French I	15
FRE 100	Elementary French I – 2	16
FRE 150	Intermediate French	4
FRE 163	French for Nurses	13
FRE 200	Advanced Composition	7

**Spring 2006**

FRE 100	Elementary French I	14
FRE 100	Elementary French I – 2	9
FRE 101	Elementary French II	8
FRE 151	Intermediate French II	4
FRE 215	Advanced Conversation	4
EDU 414	Teaching of French	6

**Summer 2006**

FRE 221		6
FRE 322		4

**Fall 2006**

FRE 100	Elementary French I	20
FRE 100	Elementary French I – 2	15
FRE 150	Intermediate French I	7
FRE 163	French for Nurses	3
FRE 200	Advanced Composition	3
FRE 310	Franco-American Literature	3

**Spring 2007**

FRE 101	Elementary French II	8
FRE 414	Teaching of French	8

*\* Fall 2007*      *Spring 2008*  
**C. Credit Hour Generation**

Fall 2003	90
Spring 2004	42
Summer 2004	12
Fall 2004	129
Spring 2005	123
Summer 2005	0
Fall 2005	180
Spring 2006	123
Summer 2006	39
Fall 2006	138
Spring 2007	24

**Course Requirements and Enrollments****A. Program Requirements****a. Major requirements****Written Expression (6 credits)**

FRE 200	Advanced Composition I
FRE 201	Advanced Composition II

**Francophone culture (6 credits)**

Select two of the following:

- Fre 225 Civilisation Française I
- Fre 226 Civilisation Française II
- Fre 260 Civilisation française contemporaine
- Fre 312 French Cinema Cinéma français
- Fre 410 Culture francophone de l'Amérique du nord
- Fre 486 La France d'aujourd'hui

**Francophone Literature and Theater (9 credits)**

Select three of the following:

Fre 302 Le théâtre français-canadien contemporain

Fre 303 La Littérature Québécoise

Fre 306 Littérature française: Moyen âge au 18ème siècle

Fre 307 Littérature française: 19ème siècle jusqu'au présent.

Fre 310 Littérature franco-américaine

Fre 350 Le Conte et la Nouvelle Française

Fre 353 La Poésie Française

Fre 402 Culture Littérature et culture francophone

Fre 450 Le Roman Contemporain

Fre 452 Le Théâtre Contemporain

**Upper level French electives (6 credits)****Capstone Project (3 credits)****b. Minor requirements****Required:**

Fre 200 Advanced Composition I

3 hours

Fre 201 Advanced Composition II

3 hours

Upper-level electives (above the 201 level)

12 hours

**Student Data****A. Admissions**

Students are admitted to the program by a declaration of intent upon enrollment or by a change of major form once they are enrolled at UMFK.

The office of admissions does not require SAT scores. Students submit their scores voluntarily.

In the past few years, the office of Admissions has not done any targeted recruiting for the French program. Consequently, our enrollment has been critically low.

**B. French majors****Degrees conferred:**

2003 – 1

2004 – 0

2005 – 1

2006 – 0

2007 – 1

**Appendix A**  
**Marketing and Recruitment Plan**

**University of Maine at Fort Kent  
Division of Arts and Humanities  
Bachelor of Arts in French  
Marketing and Recruitment Plan  
August 2007**

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**Expected Outcomes:**

- Increase recruitment of qualified 4-year students to UMFK French program
- Recruit Canadian certificate students (1-year) for French language education program
- Maintain French student enrollment to ensure graduation of 5-8 students annually
- Increase French enrollments of qualified students by 100% per year until capacity enrollments attained (10 students)
- Retain minimum of 50% of enrolled freshmen students to graduation
- Increase the number of graduating students to 5 per year
- Increase recruitment and retention efforts of out-of-state students
- Increase profile of the study of French as an excellent complement to nearly any career in all Aroostook High Schools
- Promote UFMK as college of choice for selection of French studies

<b>Activity</b>	<b>Timing</b>	<b>Responsible Person/Unit</b>	<b>Who/Where</b>	<b>Recommendations for Change/ Improvement</b>
Update French program Website to be more attractive, to show dynamic program, field studies component, and to better showcase the French language/ culture of the St. John Valley	Ongoing	French faculty UMFK Website Manager	UMFK	- intersperse text with use of photos that portray authentic French language and culture of SJV - photos of region, French signs, students, campus, faculty, students on study abroad - student and graduate testimonial quotes
Update Admissions print materials	2007-08	French faculty Admissions staff	UMFK individual alumni	Same as with website
Obtain lists by which to recruit French students	Annually	Admissions	Nationwide	
Create materials advertising the launch of a French language education program	Fall 2007	French/Education faculty Admissions staff	UMFK	
- Distribute materials on French language education program - Send materials to Maritime universities with	2007-08	French/Education faculty Admissions staff Director of Student Teaching	UMFK	

Activity	Timing	Responsible Person/Unit	Who/Where	Recommendations for Change/ Improvement
French undergrad programs - Use student ambassadors to distribute materials to their former profs				
Create letter to send to all Maine high school French teachers announcing French language ed program with info on scholarships for French	2007-08	French/Education faculty Admissions staff AA	UMFK	Names and addresses of all Maine French teachers are available on Maine Dept. of Education website
Encourage all UMFK students to double major or minor in French	Annually	French faculty FYP instructors	UMFK	<ul style="list-style-type: none"> <li>- Have a French faculty member or French Heritage council member visit each FYP class to discuss benefits of studying French, scholarships and possibilities of study abroad; if visits are not possible due to schedule conflicts, provide FYP instructor with info on French program and study abroad</li> <li>- Invite best students from FRE 100-101 to come discuss minor/major in French with a French faculty member</li> </ul>
Increase visibility of French program as viable and active by publicizing program through media releases	2006-07	University Relations French faculty	Ensure 1 article per semester is published re: - alumni - French cultural activities - study abroad	
Continue general recruitment efforts	Ongoing	Admissions Office	St. John Valley Aroostook County Maine New England, Canada	
Secure budget allowance for program advertising & materials	Ongoing	VPAA & Financial Affairs Arts & Humanities Division Chair French faculty	UMFK	Resources needed to carry out all of the above i.e. personnel, mailings, buying lists, etc.
Inform Guidance	Annually	Admissions	St. John Valley	Send an annual letter from

Activity	Timing	Responsible Person/Unit	Who/Where	Recommendations for Change/ Improvement
Counselors and teachers of UMFK French program		French faculty AA	Aroostook County Maine New England, Canada	French faculty to Guidance Counselors underscoring benefits of study of French