

2018 CLASS/NCLCC National Campaign Slogan Contest

The National Chinese Language and Culture Coalition (NCLCC) is announcing its upcoming National Campaign Slogan Contest!

NCLCC

Organized by Chinese Language Association of Secondary-Elementary Schools (**CLASS**), Chinese Schools Association in the United States (**CSAUS**), National Council of Associations of Chinese Language Schools (**NCACLS**), and facilitated by the National East Asian Languages Resource Center (**NEALRC**), the National Chinese Language and Culture Coalition (**NCLCC**) strives to improve the ability of young Americans to communicate in Chinese language and culture in order to strengthen the competitiveness of the United States and contribute to global harmony.

Theme

This NCLCC Slogan Contest is open to students of its three national organizations to create Slogans that **highlight the multifaceted benefits of learning Chinese in today's K-12 STEMM curriculum in the United States**. In addition to the major 21st Century STEMM projects in the Chinese-speaking world, there were countless discoveries and innovations in the field of Science, Technology, Engineer, Mathematics and Medicine throughout thousands of years of Chinese history. Students are encouraged to reflect Chinese specific STEMM discoveries and relate them to the study of STEMM curriculum across the globe and create a slogan that clearly articulates the importance of knowing about the Chinese experience past and present!

Guidelines

1. Each CLASS teacher will run his/her own contest for students and select ONE top slogan to compete for the semi-final, three best slogans representing CLASS to compete for the final NCLCC 2018 National Campaign Slogan in November 2018.

2. Please use the link <https://tinyurl.com/CLASS2018Slogan> to send in your one winning slogan.
3. Please follow these criteria:
 - a) **comprehensibility** – ease of understanding the slogan by the public;
 - b) **content** - clear reflection of the STEMM theme;
 - c) **originality**- creative and pertinent idea of the slogan;
 - d) **accuracy**- correct use of words, grammar and facts;
 - e) **impact**- effectiveness of the slogan.
4. Slogan will be created in English.

Examples: “Got Milk?” (Dairy Industry)

“Lead with Languages” (ACTFL)

“Education is a path, not a destination” (Education)

“Reading Rocks!” (Reading)
5. Each teacher plans his/her own incentives and prizes.
6. CLASS will award three semi-finalists each with a plaque; and to their teachers, each with a letter of recognition to the school principal.

Timeline

The deadline for submission is 1st of October 2018, one entry per teacher.

Three semi-finalists’ slogans will be posted on the CLASS website, by the end of October 2018.

The final result will be announced at the 2018 ACTFL Convention, November 2018.