



Finding yourself in the best of company to make Applied Linguistics matter **AILA 2019 benefits for National Affiliates and their Members**

Why AILA? What are the benefits of being or joining an AILA National Affiliate? – The answer is: emergence and global scale. Together, we are more than the sum of our parts. Together, we grow through intercultural and transdisciplinary practices in research on language and language use. Together, we leverage our impact as researchers, teachers, and enablers. And together, we can make a change and can make Applied Linguistics matter. Here are five examples of recent AILA initiatives that benefit passionate Applied Linguists in AILA National Affiliates around the world:

Strengthening AL impact on policy-making by endorsing socially relevant policies

Officially endorsing empirically grounded and theoretically sound policies on language use can foster the language awareness of decision-makers. By doing so, we can impact decisions, for example, in education management, courtrooms, and politics for the sustainable benefit of society at large. In order to strengthen the connection between linguistic knowledge and action, AILA established a workgroup that scouts policies already (or not yet) endorsed by AILA national affiliates and makes suggestions for global endorsements. – Recent progress:

AILA transformed the informal workgroup into a permanent Endorsement Committee:

- Azirah Hashim, Malaysia, MAAL (Chair)
- Andrea Sterzuk, Canada, ACLA
- Begoña Bellés Fortuño, Spain, AEsLA
- Dawn Knight, UK, BAAL
- Ee Ling Low, Singapore, SAAL
- Susanna Nocchi, Ireland, IRAAL

This committee composes a first and basic AILA position paper (on our own policy) by

- starting from the “Recommendations of Good Practice in Applied Linguistics” (BAAL 1994)
- asking for permission from both BAAL and adaptors (e.g., ALAA) to use their documents
- updating the document with regard to, e.g., the role and use of social media
- integrating the UN 2030 agenda and the sustainable development goals
- finalizing a first version by 2019-03-01, to be discussed online in the AILA EB and IC

Increasing leverage to make a change by deepening strategic collaboration

Globally relevant organizations, such as UNESCO, could benefit from systematic collaboration with AILA – and vice versa. This is all the more the case since the strategic goals of AILA and potential partner organizations can considerably overlap, as the example of the UNESCO medium-term strategic objectives 2014–2021 shows ([click here](#) for the PDF). An AILA workgroup has started to address such strategic overlap and evaluate forms of inter-institutional collaboration. AILA members are welcome to join the workgroup and help socially relevant organizations make a change, based on their growing language awareness, linguistic knowledge, and communicative sensitivity.

Transgressing boundaries by launching the AILA affiliates tandem initiative

AILA national affiliates embody traditions and represent cultures of doing, promoting, and supporting research and teaching, for example, by the way they organize conferences, award academic leadership, and interact with their individual members. Experiencing these traditions and cultures across affiliates' biotopes and boundaries can challenge routines, inspire us to think out of the box and foster mutual learning. To strengthen the AILA family, the AILA International Committee encourages national affiliates to collaborate in tandems of, for example, an established and a recently set up affiliate. Forms of collaboration include partnerships for joint conferences, conference strands, and workshops. – Recent progress:

AFLA and BAAL think about setting up a tandem offering their members mutual ...

- discounts on conference fees
- competitive conference participation scholarship
- inclusion of AFLA/BAAL conference symposia
- attendance of the Executive Committees
- integration of members in research groups

Facilitating networking by joining the AILA communication tools development team

AILA launches the new website, newsletter, and app. The project expenses are entirely covered by fundraising. The joint development process of the website started on February 1, 2018. Members of the AILA Board and AILA International Committee have been welcome to comment on the website in progress, to make suggestions for additional features, and to evaluate the site's usability. Using this website, the AILA newsletter was successfully tested in July and August 2018 and sent to over 2,000 members in September, which resulted in very positive feedback.

– Recent progress:

A pilot version of the app offers AILA members tangible benefits:

- accessing special offers for AILA members (e.g., Multilingual Matters)
- finding peers working on the same topics
- organizing research networks
- discussing hot topics (as launched, e.g., by the AILA Review)
- receiving push-up news that matters in our field
- browsing and managing events
- conducting and participating in surveys

Promoting the app helps national affiliates connect and interact with their members.

Popularizing Applied Linguistics by engaging in Words of the Year initiatives

Word of the Year (WotY) initiatives have raised attention around the globe. For Applied Linguists, the phenomenon is of twofold interest: First, empirically grounded selection processes of socially predominant words require sophisticated analytical tools from discourse and corpus analysis. Second, media coverage of every Word of the Year is an opportunity to raise both language awareness and the visibility of Applied Linguistics in society at large. These are two good reasons for a new AILA workgroup to explore ideas of collaborating with WotY initiatives. To join the workgroup please contact: wordoftheYear@aila.info. – Recent progress:

Research has been conducted to investigate key aspects of WotY initiatives, e.g.:

- theoretical benefits of WotY initiatives for Applied Linguistics
- ways, risks, and opportunities of positioning AL in the public WotY follow-up discourse.

Interim results will be presented at the 2019 IPrA conference in Hong Kong.

Conclusions for affiliates will be discussed at the 2020 AILA World Congress in Groningen.