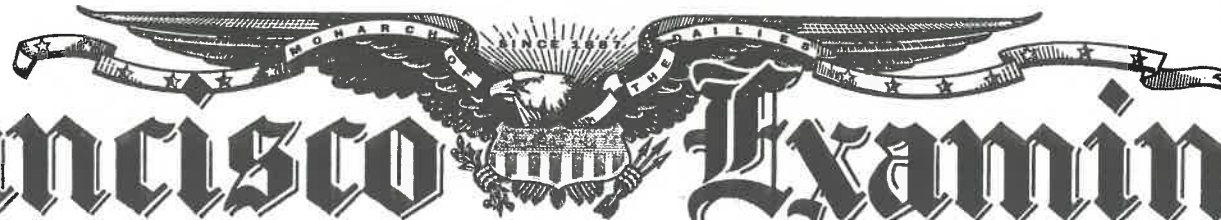


San Francisco Examiner



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Critical lack of bilingual teachers

Immigrant influx creates state 'crisis' for minorities

By Diana Walsh
 OF THE EXAMINER STAFF

A massive shortage of bilingual teachers in California's public schools has created a "statewide crisis" for minority students, bilingual educators said at an annual conference in San Francisco.

The state needs to hire an additional 8,500 bilingual teachers this year alone to keep up with a dramatic influx of limited-English students, according to Tina Marinez, an executive board member of the California Association of Bilingual Educators.

Currently, more than 7,700 instructors are teaching bilingual instruction in classrooms across the state. But that number falls far short of what's needed to educate 750,000 students whom schools have classified as having only limited proficiency in English.

Educators at the conference called upon Superintendent of Schools Bill Honig and Sacramento legislators to set up a statewide plan that would:

- Retrain monolingual teachers to be bilingual.
- Offer bilingual instructional aides academic scholarships to get their teaching credentials.
- Recruit minority junior and senior high school students into the teaching field by offering them

[See BILINGUAL, A-13]

◆ BILINGUAL from A-1

State sees crisis in bilingual education

scholarships to colleges and universities.

College scholarships needed

Marinez said that if the state offered college scholarships to just one-third of the estimated 30,000 bilingual instructional aides now working in public schools, the teacher shortage could be solved within three to seven years.

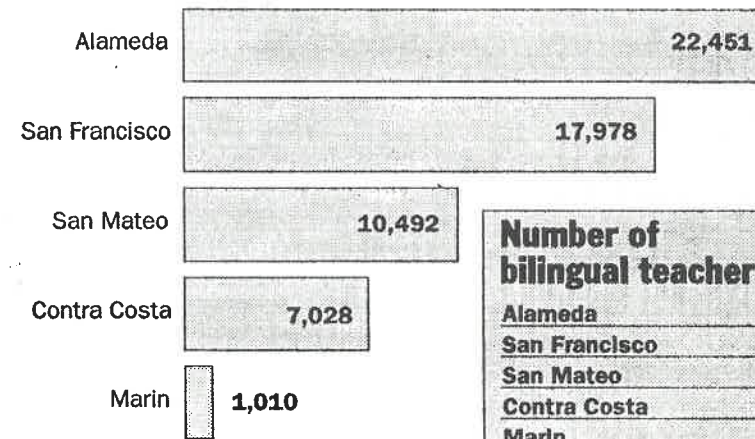
Some local districts have already implemented some of the recommendations. In San Francisco, scholarship funding from the district enabled 10 instructional aides to receive teaching credentials in bilingual education this year. And at least 20 high school seniors have signed up for a districtwide program that offers scholarships to minority students interested in a teaching career.

This year alone, The City hired an additional 100 bilingual teachers and still came up two dozen short of what was needed to educate the district's 19,000 limited-English-speaking students, according to Ligaya Avenida, who runs the district's bilingual program.

Virtually every district in the

BILINGUAL EDUCATION

Number of limited-English-speaking students per county in 1989



Alameda	189
San Francisco	237
San Mateo	113
Contra Costa	66
Marin	11

SOURCE: State Department of Education

EXAMINER GRAPHICS

state is now in the market for bilingual teachers and many of them, including several from the Bay Area, were at the four-day conference in hopes of hiring qualified bilingual instructors.

The dramatic increase in limited-English-speaking students mirrors the influx of immigrants into the state from Latin American and Pacific Rim countries.

Three-quarters of the limited-English-speaking student population speak Spanish as their primary language, so it's no surprise that

most districts are looking to hire Spanish-speaking instructors. Bilingual educators estimate 6,602 Spanish-speaking teaching positions are currently unfilled in California.

Some districts — including Ravenswood in East Palo Alto — have gone as far as Spain to hire teachers.

Other statewide teacher shortages include: Vietnamese-speaking, 167; Cantonese-speaking, 143; Cambodian, 114; Laotian, 72; and Filipino, 13.

Bilingual Educators' Warning on Teachers

By Leonard Greene
Chronicle Staff Writer

California's projected teacher shortage will take its biggest toll on immigrant students, whose enrollment growth is expected to outpace that of all other student groups, a state association of bilingual educators said yesterday.

The state is already short 11,000 bilingual teachers needed to instruct foreign students who are still learning English, said officials of the California Association for Bilingual Education, which is host at a San Francisco conference for more than 5,000 teachers.

More than 750,000 of the state's 4.6 million students currently have a limited proficiency in English.

Administrators could close the gap by expanding the pool of dedicated bilingual teachers of all languages, said Chuck Acosta, association president. He also urged lawmakers to support several bilingual education bills currently in the legislature.

"We want to have teachers who can serve the needs of our students," Acosta said during a news conference at San Francisco's Hilton Hotel, which is hosting the conference.

Enrollment in California's primary and secondary schools is expected to increase by 1.4 million over the next decade, according to

state estimates. Nearly 7,000 new teachers would be needed each year to keep up with the enrollment pace. That does not even account for teachers who will reach retirement age over the next five years, estimated at one-third of the teaching corps.

Acosta said many of the new teachers need to be fluent in other languages to accommodate 150,000 new non-English speaking students who will enroll in California schools during the next decade.

Tina Marinez, who heads a state task force on the bilingual teacher shortage, said expanded financing is needed to train more bilingual teachers. She said bilingual teachers should have increased access to the state's mentor teacher program, which allows existing teachers to train for special programs.

The state also employs 30,000 instructional aides. Marinez said the shortage could be solved in five years if one-third of the aides were given college courses and teacher training in bilingual education.

Other task force recommendations included recruiting junior and senior high school students into the field. Marinez also suggested changes in the credentialing process to ease restrictions on out-of-state and foreign-trained bilingual teachers, who are currently prohibited from teaching in California.

TOP OF THE NEWS

Bay Area

Moffett Naval Air Station emerged as yet another target on the Pentagon's military bases hit list. Page A2.

Of all of the cities threatened by closure of a military base, none would be battered more than Alameda. Page A2.

A comet recently discovered in the southern skies may become the brightest of its kind in many years. Page A2.

The all-women's Mills College may end 138 years of tradition by admitting men as undergraduates. Page A3.

People's Park has an almost mystic appeal for seekers of a certain social and physical climate. Page A4.

There are 49 reasons why San Francisco is a championship city. Page C10.

State

California's projected teacher shortage will hurt immigrant students most, bilingual educators said. Page A3.

An influenza epidemic that has hit 35 states is apparently bypassing California, health officials said. Page A3.

Federal prosecutors called Senator Joseph Montoya a man who "betrayed his public trust to enrich himself." Page A7.

Nation

A judge denied former Panamanian dictator Noriega's request that he be declared a prisoner of war. Page A9.

Veterans may be required to make down payments on VA home loans under President Bush's new budget. Page A9.

Miami police sought clues in the execution-style slaying of an Israeli businessman tied to mercenaries. Page A9.

New figures show that the growth of the nation's economy slowed virtually to a halt late last year. Page B1.

World

Japan plans to deport nearly 1,400 Chinese who fled their country during widespread repression. Page A11.

Critics in Japan called Prime Minister Kaifu's initiatives for Eastern Europe misguided. Page A11.

Romanian Vice President Dimitru Mazilu quit, protesting what he called "Stalinist practices and methods." Page A11.

The Soviet defense minister said 40,000 armed militants were planning to seize power in Azerbaijan. Page A11.

Weather

Bay Area: Occasional high clouds today, increasing tonight. Highs, 50s to low 60s. Lows, 30s to mid-40s. Page B24.

Warriors Win 12th Straight Home Game

SEE SPORTS

San Francisco Chronicle

The Largest Daily Circulation in Northern California



Mercury News File Photograph

Jose Valdes explains a math problem

Bilingual math adds up to state honor for teacher

Jose Valdes, Andrew Hill High School mathematics teacher, has been named "Teacher of the Year" by the California Association for Bilingual Education.

Valdes was to receive his award at a luncheon last Friday, in San Francisco during the association's annual conference.

Valdes said the San Jose Chapter of the Association nominated him, and he said the honor is "kind of embarrassing because I think there are hundreds of good bilingual teachers who deserve that award. How many are doing a good job every day with those kids and are never recognized?"

Valdes has been teaching algebra, geometry and arithmetic bilingually since 1975.

The Cuban-born teacher, who believes all students should take

higher mathematics as freshmen rather than arithmetic or no math at all, is the founder of a summer mathematics institute that last year enrolled 500 students who had finished sixth, seventh or eighth grades.

He said the program next summer will enroll 750 and will expand from its Santa Clara University classrooms into San Jose State University as well.

The goal is to increase the number of black, Hispanic and American Indian students in advanced mathematics classes at Andrew Hill. It was based on a successful summer institute for high school students Valdes helped develop through MESA — Mathematics, Engineering, Science Enrichment — at San Jose State University.

Finding Profit in Bridging the Language Gap

■ **Services:** An increasing number of companies are offering multilingual customer services as a way of gaining competitive advantage.

By GEORGE WHITE
TIMES STAFF WRITER

When Ford Motor Co. late last year introduced a Spanish-language version of a buying guide called "Car and Truck Buying Made Easier," it was accepting an old adage with a popular new twist: "Money talks, but it speaks different languages."

Ford executives hope that their new 58-page guide, including data on all cars as well as specific Ford models, lures Spanish-speaking Latinos to their showrooms.

"It's designed to increase our sales to Hispanics," said Peter D. Olsen, Ford's assistant manager of special markets. "If you look at southern Florida, Texas, California and the entire Pacific Coast, you can see a tremendous [Latino] market."

The Ford buying guide—advertised in Spanish-language publications available in Los Angeles and other cities with large Latino populations—is one of the most recent in a wave of new multilingual customer services offered by companies with operations in California, where Spanish and many Asian languages are commonly spoken and other languages, such as

Please see LANGUAGE, D7

LOS ANGELES TIMES

SUNDAY, FEBRUARY 11, 1990 D7

LANGUAGE: Firms Join Multilingual Trend

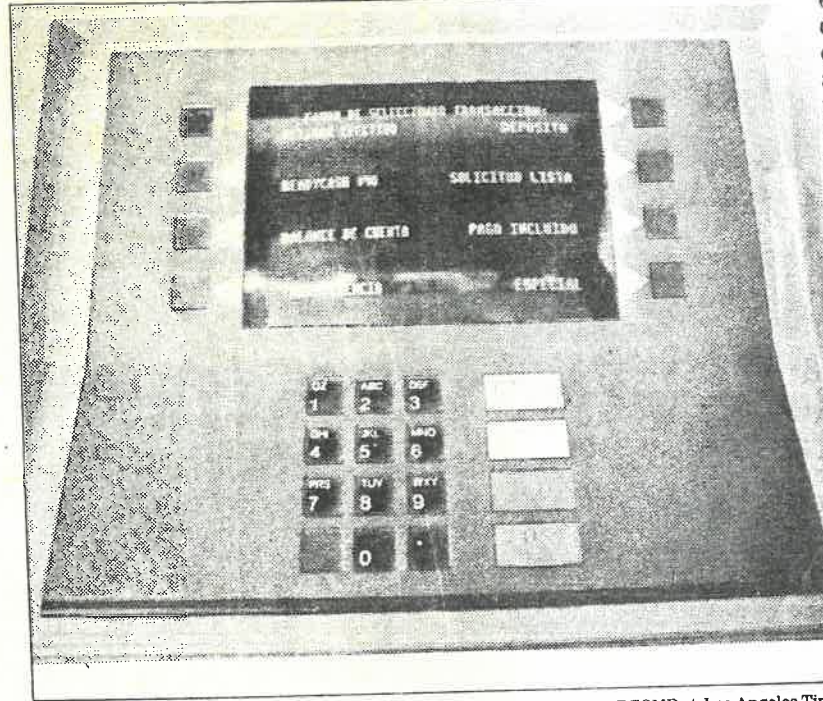
Continued from D1

Farsi, Arabic and Hebrew, are also heard.

To be sure, multilingualism in the California marketplace is not new. Local minority-owned enterprises and multinational firms have a tradition of advertising in Spanish- and Asian-language media as part of an effort to reach Californians who speak little or no English. In addition, some California utilities have provided customer services in Spanish for years.

Now, however, other types of businesses—including manufacturers, retailers, banks and insurance, accounting and public relations firms—are beginning to establish multilingual customer services that go beyond mere advertising. Multilingual services are provided at the business site, over telephone lines and via commercial literature. Meanwhile, a number of California utilities are expanding their non-English programs.

The trend pleases proponents of commercial multilingualism who say it was a long time in coming, and some continue to criticize other companies for failing to bridge the language gap. These advocates also say American business—including firms with multilingual services—should find other ways to reach out to ethnic communities. These businesses should boost hiring and promotion of minorities and purchase more goods and services from minority contractors.



LEO JARZOMB / Los Angeles Times

Montebello Security Pacific's ATM operates in English and Spanish

cc: CABE Bred.

sa
FYI

Some of the multilingual services cost thousands of dollars; but companies say these services generate new revenue. In some cases, additional revenue derived from non-English-speaking consumers can give a company a critical edge, observed Carlos Garcia, vice president of Research Resources, an Agoura Hills firm that conducts marketing research on Latinos.

"People don't have to be told to take off their coat when it's hot," Garcia said. "Companies are responding with programs because there is money to be made."

Acknowledging the business world's basic obligations to reach new markets for profit, groups generally opposed to bilingualism in schools and government offices have a more benign position on corporate multilingualism. U.S. English, the national organization that helped organize and finance a 1986 state ballot measure to make English the official language of California, is not crusading against multilingual customer services, said Stanley Diamond, chairman of the Washington-based group.

Diamond, a San Francisco resident, said multilingual customer services tend to perpetuate linguistic "divisiveness and separation" in California. However, he said, U.S. English is much more concerned about the use of Spanish in schools and government offices.

"Our official position is to let the marketplace decide what languages will be used," Diamond said.

California's marketplace is ethnically and linguistically varied. About 6.58 million, or 23%, of the state's 28.3 million residents are Latino, according to a 1988 Census Bureau tally.

counts of the Asian population, but the 1980 census showed about 1.2 million Asians, or about 5%, in a state population of 23.6 million. Some researchers predict that Southeast Asians will account for 12% of California's population by the year 2000.

Surveys show that one-third of the state's Latino population speak only Spanish. Another third speak Spanish and English, but a substantial portion of that bilingual group prefers to do business in Spanish, surveys indicate.

As for California's Asian population, 6% speak no English and 21% say they do not speak English well, according to studies cited by the Asian Pacific Legal Center of Southern California.

"We're seeing a number of companies beginning to hire a diverse [bilingual] work force to communicate with a diverse customer base," said Stewart Kwok, director of the legal center.

Pacific Bell is no newcomer to bilingual services but lately has expanded them. The company late last year unveiled a bilingual Hispanic Business Center to handle requests of Spanish-speaking entrepreneurs.

Other bilingual programs are to be expanded soon. GTE California, which opened a customer service telephone line for Spanish speakers last March, plans to open a similar center for speakers of an Asian language early this year, spokesman Larry Cox said.

Cox said the language centers are not designed to be profitable. However, he said, the service is producing unexpectedly high numbers of new service orders. "It's gratifying to see it meeting a need and stimulating new business at the same time," Cox said.

Bilingualism also pays at the Los Angeles office of Fleishman Hillard Inc. The Spanish-language division at the public relations firm's Los Angeles office cranks out press releases and other promotional materials for a number of

major corporations and institutions.

J. C. Penney also hopes to generate new revenue by communicating in Spanish. The retailer recently introduced a colorful sales brochure, in English and Spanish, showing dresses and other gift items suitable for quinceañera, a traditional celebration that marks a girl's 15th birthday.

Bank of America recently launched a program whereby 260 offices—one-third of its branch network—provide Spanish brochures on its services.

The new services and promotions cost "hundreds of thousands" of dollars, but the campaign is paying off, according to K. Shelly Porges, Bank of America's senior vice president of retail product management. Porges said deposit

'People don't have to be told to take off their coat when it's hot. Companies are responding with programs because there is money to be made.'

Carlos Garcia

growth at the targeted branches exceeds the growth rate at other branches, a reversal of previous trends. She said the bank is considering plans for publishing similar materials in Chinese. Employees at a Beverly Hills branch speak Farsi and Hebrew.

Security Pacific is trying to accommodate the Spanish-speaking market via automated teller machines. The Los Angeles-based firm several months ago said it would become the first major bank in the state to provide ATMs that communicate in Spanish and English. The bilingual machines are being placed in 70 locations in Southern California.

Pleased with the response, Security Pacific executives plan to develop Japanese- and Chinese-language ATMs.

Banks are becoming more responsive to Asian-language speakers because banks owned and operated by Asians have been moving into Los Angeles and picking up the business of many who are not comfortable speaking English, according to Kwoh of the Asian Pacific Legal Center.

Kwoh welcomes corporate efforts to communicate to non-English-speaking communities. However, the line separating multilingualism and exploitation can sometimes be a fine one, he said.

For example, Kwoh said, life insurance companies have been on the leading edge of multilingualism, hiring bilingual Asian-Americans to sell policies throughout the state. Such practices are commercially astute but are not always a sign of tolerance, Kwoh said.

Specifically, Kwoh said the legal center recently received a complaint from a Chinese-American insurance agent. The agent, one of 15 Asian-Americans at the firm, said his employer had encouraged Chinese, Korean and Filipino employees to speak Asian languages when policyholders and potential clients don't speak English. However, company supervisors prohibited the same employees from communicating with each other in

to handle claim adjustments, said George Tye, vice president of the trade group, which represents 40 providers of property-casualty and automobile insurance.

The Spanish-language capabilities of San Francisco-based Pacific Gas & Electric also are at issue. Gamboa says PG&E does not have enough Spanish-speaking customer service representatives and has asked its executives to step up efforts to communicate with Latinos.

"PG&E serves a huge Latino

community and they don't serve them well at all," Gamboa said.

But Archie Murray, PG&E's supervisor of residential services, said the utility publishes Spanish-language brochures that provide safety tips and background on services. PG&E may also open a customer service telephone line for Spanish speakers, he said.

After hearing complaints from Latino activists, the utility's executives recently decided to survey residents in large Latino communities in the Modesto area to determine their needs, Murray said.

Southern California Gas Co. has drawn praise from groups advocating commercial bilingualism. Customer service representatives at the company's multilingual service bureau in Monterey Park respond to questions and requests in Mandarin, Cantonese, Vietnamese and Korean.

Juliana Gong, a Mandarin-speaking customer service representative at the gas company, senses irony when she compares her past to her current job duties. Gong, ethnically Chinese, spent part of her childhood in Cambodia, moved to Hong Kong and then to France before coming to the United States 10 years ago at age 21.

Gong recalls struggling to learn English after her arrival. But she now has a job in the United States that requires her to speak Mandarin. Gong's duties include handling calls from customers with gas leaks.

"I also faced a language barrier," Gong said, "so I understand the situation. I feel that I'm doing something very important and helpful."

The prohibition was lifted when the legal center confronted company officials about the policy, Kwoh said.

Providers of automobile insurance have been slow to respond, making little effort to communicate with Spanish speakers, according to John Gamboa, executive director of the San Francisco-based Latino Issues Forum, a civil rights coalition. "They're using language as an excuse not to provide proper service," Gamboa said.

The Assn. of California Insurance Cos. disputes that position. Major providers of auto insurance publish bills and brochures in Spanish and, when necessary, send Spanish-speaking representatives

ORANGE COUNTY

Los Angeles Times

WEDNESDAY, MARCH 21, 1990

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Survey Exposes Myths About Immigrants

By MARIA NEWMAN
TIMES STAFF WRITER

In the first comprehensive survey of amnesty applicants, the state Health and Welfare Agency reported Tuesday that the overwhelming majority of California's newly legalized immigrants hold jobs, rarely utilize government assistance, lack health insurance but claim to be in generally good health.

"The stereotype is that immigrants come in and try to take advantage of government programs," said Jose Roberto Juarez, regional counsel for the Mexican American Legal Defense and Education Fund. "But in fact, there is tremendous under-utilization [of government assistance] by immigrants because often they are fearful of doing anything that would expose them or that would jeopardize their legal status."

Commissioned by the Legislature in 1988, the statewide sampling of 5,000 amnesty applicants showed that 70% reported that they were employed full time in the month before the survey was conducted, during four months in 1989. And most drew wages that put them just above the national poverty level of \$230 a week for a family of four.

According to the Health and Welfare Agency survey, the median weekly income for families of "Pre-82" applicants—those eligible for amnesty because they entered the United States before 1982—was \$400 to \$499; the median weekly income for families of "special agricultural workers"—those

BENEFITS USED BY AMNESTY APPLICANTS

	Never Used		Now Receiving	
	†Pre-'82	SAW	Pre-'82	SAW
Food Stamps	90.5%	94.0%	2.9%	3.2*%
Aid/Families w/Dep. Children	95.6	98.8	0.9	0.3
Supplemental Security Income	98.1	99.6	1.0	0.2
General Assistance	95.7	99.1	1.0	0.3
Women, Infants and Children	77.3	89.2	5.0	4.5
Social Security	97.5	99.5	1.3	0.2
Unemployment Insurance	85.1	88.6	1.9	3.4

† The survey was based on interviews with 4,200 immigrants who entered the United States before 1982 (Pre-'82) and 800 special agricultural workers (SAW).

*Note: Figures do not total 100% because chart excludes the lesser categories of 1. Those who received aid less than 5 years ago; 2. Those who received aid 5 or more years ago; 3. Those who refused to answer.

Source: California Health and Welfare Agency

IMMIGRANTS: Survey of Amnesty Applicants Debunks Several Myths

Continued from A1

eligible because they had labored at least 90 days in the fields—was \$350 to \$399.

The national median weekly income for a family of four is \$523, according to the Census Bureau.

The survey found that among the "Pre-82" applicants, more than 90% have never collected food stamps; among the agricultural workers, 94% had never done so. The survey's findings were similar for other government programs.

The state survey, which examined the major health, educational and social service needs of a population that is just emerging from the shadows of illegality, also found that more than half of the amnesty applicants lack health insurance protection, compared to 37% of the state's general Latino population and 22% of the total

state study does not address.

"Legal migration is fine," Watson said. "I think the whole nation concurs. But illegal immigration is no good for anyone, including immigrants themselves."

More than half of the 3 million undocumented aliens in the United States who qualified for amnesty under the 1986 Immigration Reform and Control Act live in California, with about 60% of those in the Los Angeles area and 184,000 in Orange County.

The landmark federal legislation provided a period of amnesty from deportation laws to undocumented immigrants who met certain requirements. To receive permanent residency status, they had to complete classes in English, civics and history, or pass a proficiency test.

Of those applicants surveyed, 82% of the pre-'82 applicants said

claim made by only 78% of the general Latino population.

The survey was conducted between February and July of 1989 and has a margin of error of plus or minus 2%.

State Health and Welfare Secretary Clifford L. Allenby said the survey "tells us that these newly legalized persons are working, are in good health, but have greater needs in areas of health access and education than the general population."

Some immigrant rights advocates criticized the survey because the sampling included only those enrolled in English-language classes required for some amnesty applicants. But other advocates who work with immigrants from San Francisco to San Diego hailed the results as the most thorough documentation to date that amnesty applicants in California are a struggling group that is nevertheless not living off government handouts.

Still others viewed the survey, which cost almost \$200,000, as a waste of taxpayers' money.

"The thing has been studied to death," said Muriel Watson, a leader of San Diego-based Light up the Border, a group that has called for stricter enforcement of immigration laws.

Watson said the stiff requirements of the amnesty law have assured that the newly legalized immigrants are a stable and for the most part hard-working population. A bigger problem for the country, she said, is continuing illegal immigration, which the

The survey was conducted at 82 agencies throughout the state that offer English-language classes for immigrants. Richard Epstein, the Health and Welfare Agency's study project manager, said his agency decided it would be more practical to go to the schools rather than conduct the survey door-to-door or through a random telephone sampling.

"We're obviously leaving out anyone who didn't enroll" in language classes, he said. "On the other hand, it's the best possible sampling method that was practicable. Education is the program for which we have expected and found the highest incidence of use among immigrants."

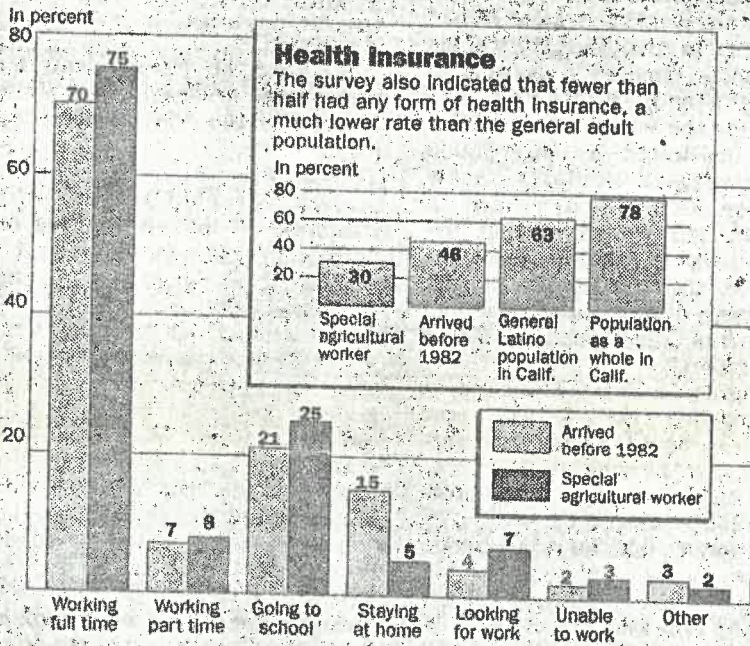
Indeed, the federal amnesty law required those who could prove that they lived in this country since 1982 to attend 40 hours of English language instruction and civics classes. Those who qualified for amnesty under the state agricultural workers program—and they make up about 41% of the state's amnesty applicants, Epstein said—are not required to attend English language instruction.

"It seems like it automatically skews it," complained Emily Goldfarb of the San Francisco-based Coalition for Immigrant and Refugee Rights and Services. "Most of these people enrolled are the people who are the best-informed, the best prepared and the ones with the best access to information."

But Goldfarb said the survey will at least provide concrete information that could help serve immi-

AMNESTY SURVEY

The survey of amnesty applicants in California indicated that more than two-thirds were working full time.



Note: Multiple responses resulted in percentage totals not equaling 100%.
 Source: California Health and Welfare Agency

Los Angeles Times

grants. "It's just been historically hard to get anybody to care about services for immigrants," she said. "To that extent a survey is really helpful, because it will give legitimacy to those in the field."

Luin Goldring, a visiting scholar in the U.S.-Mexican studies program at UC San Diego, said the survey "tells us a bit more about who had been stable enough to have rent receipts and work receipts" to prove residency and therefore gain legal status.

"It tells us very little about who didn't manage to get legal status, and how those people would be different from the population as a

whole," she said.

Many of the results were not surprising to those who work in the area of immigration. But they said the information would serve to debunk many myths about immigrants.

"I'm so glad this is coming out now," said Evelyn Colon Beckett, chairwoman of the Orange County Coalition for Immigrant Rights. "And I hope it gets a lot of publicity because this is such a misconception among the general population that a lot of these folks coming over the line are relying on our welfare system and that is so far from the truth."