

## SICC FNLKC ABSTRACT

**Workshop Title:** Tactics Fail, Strategies Work, That's SIC!

**Name of Presenter:** Mike Parkhill

**Mike Parkhill** left his career at Microsoft Canada as Director of the Academic Sector to start a company dedicated to helping interested communities to develop more speakers today than existed yesterday. As a non-Native person, Mike adds diversity to each program in the sense that in a support role, he is able to help Indigenous People try new solutions to address the language loss in a unique process called indigitization – digitizing Indigenous knowledge in a way that it will be consumed by youth. For his efforts Mike has received the Order of Ontario, the Governor General's Meritorious Service Medal and has become a Canadian Best Selling author and illustrator. He carried hundreds of people on his shoulders during his road to successful programming.

**Abstract:** The SIC (Build Speakers, Infrastructure and Content) process has been developed because the projects and tactics SayITFirst has developed in conjunction with FN communities it serves merely slow the ancestral knowledge from dying off. Most language projects leave a permanent mark, yet new speakers are not actually created at the speed required. Languages are still in a state of having a near death experience. Discussion items will highlight Canadian examples and native language demonstrations which are highly visual. Learn how to implement a plan to reverse the language loss and turn our efforts into a winning strategy.

### **Learning Outcomes:**

By the end of this session, participants will:

- Have a plan for their community to follow in order to potentially create more speakers today than existed yesterday
- Through visual learning and demonstrations, see other solutions currently not in their scope of language revitalisation, the paradigm for what is possible will shift