

Memorandum



CITY OF DALLAS

DATE January 4, 2013

TO Members of the Arts, Culture & Libraries Committee:
Ann Margolin (Chair), Delia Jasso (Vice Chair), Jerry Allen, Tennell Atkins, Vonciel Jones Hill

SUBJECT Mango Languages at the Dallas Public Library

On Monday, January 7, 2013 the committee will be briefed on the Mango Languages software at the Dallas Public Library. Briefing materials are attached for your review.

If you have any questions, please feel free to contact me.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel Solis, Administrative Judge

A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager



Mango Complete 2.0 – Mango Languages Library Edition ***Language Learning Resources that Help Fulfill Patrons' Dreams***

WHAT:

Mango Languages, the leading provider of library language learning solutions, is a valuable and relevant resource for library patrons. A true library partner, Mango Languages helps make the library a hub for language and culture in a local community.

Designed with today's fast-paced and technology capabilities in mind, the Mango Complete 2.0 programs offer a variety of formats and multiple learning levels, making it easy for users to learn conveniently and easily. The core system is completely web-based and remotely accessible, so patrons can access it anywhere they can get online using their library card number.



Mango Languages Library Edition is perfectly suited for modern library patrons:

- Includes more than 40 of the most popular and obscure foreign languages 15 English as a second language (ESL) courses taught in patron's native language.
- 95 percent renewal rate due to dedicated customer service, close attention to feedback and commitment to growing patronage.
- Includes marketing materials such as posters, newsletter and blog copy and event outlines to help library staff spread the word.
- Designed by linguists, Mango Complete 2.0 is based on a myriad of teaching methodologies designed at building conversational proficiency.
- The Mango Administration Portal (MAP) tool is designed to help librarians track usage statistics and also provides helpful promotional materials and innovative apps to increase your patrons' interest in language learning.

WHY:

Libraries can fulfill their patrons' dreams of speaking a foreign language at no additional cost to them. With an unparalleled rate of learning, Mango Languages' unique system helps people embark on new journeys, whether it's a trip to their ancestors' city of origin, on a mission to advance their professional career or simply gain intellectual enrichment.

ABOUT MANGO:

Founded in 2007, Mango Languages is recognized as a leading provider of self-study language learning services to libraries, government agencies, corporations and the general public. Designed by a team of linguists, teachers, software developers, human interface specialists, writers, voice talents and designers, the company's award-winning language learning system has drawn acclaim from prominent national and international reference groups, educational resources and travel guides. For more information, visit www.mangolanguages.com.

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