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## **Managing Hispanic Clientele; A Case Study of Language Policy at a Company in Bloomington, Il.**

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Oral Presentation O10.3

**MANAGING HISPANIC CLIENTELE; A CASE STUDY OF LANGUAGE  
POLICY AT A COMPANY IN BLOOMINGTON, IL**

Jenna Rowland and Christina Isabelli\*

Hispanic Studies Department, Illinois Wesleyan University

There is a mutual relationship between a company and its clients that is maintained through its ability to communicate on a uniform level of understanding. This study focuses specifically on relationships maintained with Spanish-speaking clientele and the language policy efforts that a company based in Bloomington-Normal utilizes to best communicate with its Hispanic clients and how they manage their Hispanic relationships. The research questions include: What is the company's language policy? Do they have a program dedicated to the Hispanic population? If they do, why is it important to have such a program? And finally, what resources do they provide for their Hispanic clientele? The data will be collected primarily through interviews with two employees known to have connections with the Hispanic population. The conclusions from this study hope to examine the reasons for why the company provides programs for its Spanish clients and how language policy affects this company. The findings of this study provide a basic groundwork for an agent seeking to tap into the financial industry while maintaining and utilizing learned Spanish skills.