



Building the Bridge Program™ Proudly Presents  
The Bienvenido Cohort: A Nine Month Spanish Learning Experience  
*Wednesday, August 25, 2025 – Wednesday, May 25, 2026*  
**Instructor: Jeannie Jackson, MBA**

The goal of the Bienvenido Cohort, whose name means “Welcome” in Spanish, is to provide a foundation in Spanish literacy through guided use of (a) the highly lauded language learning app, Pimsleur, complimented by our (b) instructional video lectures, and (c) video interviews of guest speakers highlighting socioeconomic topics impacting the Hispanic community in the U.S. and abroad. Designed for ages 18 and up, our strategically developed curriculum guide is emailed to registered cohort students once registration opens at 12:00 pm EST on January 1, 2025. The deadline to register is by 11:59 pm EST on Friday, August 22, 2025. The cohort begins on Wednesday, August 25, 2025 and runs through Wednesday, May 25, 2026.

**Instruction Delivery Method:** Throughout the duration of the cohort, a 30-minute focus video is emailed weekly to students on Wednesdays at 12:00 pm EST. These videos compliment the students' self-guided learning achieved through use of the Pimsleur app. Each week's video will focus on a different area of development as described below.

1. **First Wednesday of the Month: Pimsleur Progress Check-In**
  - a. An engaging video review of the Pimsleur curriculum to highlight key concepts that cohort students should have learned by that point.
2. **Second Wednesday of the Month: Conquering Spanish Grammar**
  - a. A short video lecture on the basics of Spanish grammar and sentence structure.
3. **Third Wednesday of the Month: Social Justice Discussion**
  - a. A video interview featuring special guest speakers. Topics range from social justice issues impacting the Hispanic community to tips for safe and productive travel within Spanish-speaking countries.
4. **Fourth/Fifth Wednesdays of the Month: Letting Your Light Shine**
  - a. Video discussion of tips for how to effectively witness/share the Gospel in Spanish, as well as make S.M.A.R.T. (specific, measurable, achievable, relevant, and time-bound) business decisions that positively impact the Hispanic community in your local area.

**Materials and Technology Needed for Cohort Participation**

- **Enrollment Fee:** Free
- **Pimsleur App:** \$20 billed monthly by Pimsleur (no contract - pay as you go). Full ride scholarships will be granted to ten cohort members who require financial help to cover this cost. The application for scholarship aid will be made available when registration opens on January 1, 2025 and recipients will be chosen on a rolling basis.

- **Hardware:** Access to a mobile phone, laptop, or tablet to use Pimsleur and view the video links emailed to you by the instructor
- **Wi-Fi:** Access to an email address in order to receive necessary cohort updates