



### About the Chickasaw Nation

With more than 60,000 citizens, the Chickasaw Nation is the 12th largest federally recognized Indian tribe in the United States. The Chickasaw Nation has an annual economic impact of more than \$2.4 billion in Oklahoma. The tribe has more than 13,000 employees. A democratic republic with executive, legislative, and judicial departments, the tribe's jurisdictional territory includes all or part of 13 counties in south-central Oklahoma.

▶ [www.chickasaw.net](http://www.chickasaw.net)

## Preserving an endangered language to keep an ancient heritage alive

### A tribe with a vibrant culture


Headquartered in Ada, Oklahoma, the Chickasaw Nation is the 12th largest federally recognized Indian tribe in the United States. The Nation has more than 60,000 citizens across the globe who celebrate their vibrant culture and are dedicated to the preservation of their community. For centuries, the language of the Chickasaw Nation was Chikashshanompa', a Muskogean language that was not formally written until the 20th century. The Nation still recognizes its native language as a critical component of their culture and history. However, language loss has occurred over time due to forced removal of the Chickasaw people from their Homelands in the 1830s – 1850s, the proclamation of private and federal Indian boarding schools, and the predominance of English in daily life.

### A language at risk of extinction

As of the early 2000s, the Chickasaw Nation had roughly 120 fluent speakers of their native language still living—the majority of whom were over the age of 55. Passionate about preserving their language and heritage, the Chickasaws felt an obligation to care for their language by speaking and teaching it to their youth. However, they worried about their ability to pass along the language to future generations, given its endangered state. In an effort to revive their language and increase the number of fluent speakers, the Chickasaw Nation began offering language classes in the 1990s and established a language revitalization program in 2007 that included a Chickasaw language master-apprentice program. This was the first step toward developing a comprehensive program to save their language.

### Finding a partner to create a custom language program

As part of their revitalization initiative, the Chickasaw Nation sought to create an easily accessible, customized language program to revive the Chickasaw language and bring it to younger generations. They found that partner in Rosetta Stone, and in October 2015, the governor of the Chickasaw Nation, Bill Anoatubby, announced a three-year plan to develop a digital language learning program with custom content to help meet their language objectives.



***"It is essential to revitalize our Chickasaw language and preserve it for future generations, because so much of our culture is bound in the knowledge of our language. We believe the collaboration between our fluent speakers and Rosetta Stone has been a significant step toward ensuring our language is documented and accessible for future generations. This relationship with Rosetta Stone offers an excellent opportunity for meaningful growth in our language programs."***

—Bill Anoatubby,  
Governor, Chickasaw Nation

## Chickasaw—anywhere, anytime

Rosetta Stone® Chickasaw learners can access the program on their home computers, smart phones, or tablets. Learners work at their own pace through lessons that include video, audio, and imagery, and pick up conversational Chickasaw phrases they can use in everyday life. The program also offers a mobile app that allows users to enjoy learning the language virtually anywhere at any time.

## Connecting generations and Chickasaw citizens across the globe

Before taking advantage of technology to create a digital language program, many tribal citizens had never heard the Chickasaw language spoken. With plentiful language lessons now readily available, youth are better able to connect with their elders, even if just through simple phrases like *Chokma* – meaning “hello” – or *Chinchokma*—meaning “How are you?” The Chickasaw language program includes renowned best-in-class TruAccent® speech recognition technology, which helps users learn to speak in their new language accurately and confidently from the first lesson. Additionally, many tribal citizens had previously only experienced interactions with Chickasaw natives exclusive to their immediate area. Today, citizens are using their newly acquired language skills to connect with fellow tribal members across the globe in a virtual setting, with small groups in organized Google Hangout sessions conversing in their native tongue.


## Inspiring other tribes

The Chickasaw Nation is not alone in facing the extinction of their native language. Recognizing that other tribes are at a similar risk for language loss (*Less than 20 languages* spoken by U.S. tribes are projected to exist in the next 100 years.), the Nation hopes others will invest in creating similar custom language programs for their citizens to preserve these rich legacies.



[RosettaStone.com/Enterprise](https://RosettaStone.com/Enterprise)

©2020 Rosetta Stone Ltd. All rights reserved. Rosetta Stone and related trademarks and logos are the property of Rosetta Stone Ltd. and are used and/or registered in the U.S. and other countries. 4439-Chickasaw-CS-0520



***“I’ve been studying the Chickasaw language for more than a year, and the Rosetta Stone program has helped me achieve my goal of learning my native tongue. I am 59 years old and did not know a word of Chickasaw until I started studying using Rosetta Stone. Having already completed levels 1 and 2, I look forward to expanding my knowledge of the Chickasaw language with new lessons soon to be released!”***

—David Wolfe,  
Rosetta Stone Chickasaw User

***“Tribal nations may have cultural similarities, but our languages are what distinguish us from one another. The Chickasaw language is a gift from *Aba’ Binni’li’* (God) that we are obligated to perpetuate for our children, grandchildren, and all our descendants. We hope other tribal nations will follow suit and keep their own unique languages living and active for future generations.”***

—Lokosh,  
(Joshua D. Hinson)

## About Rosetta Stone

Rosetta Stone is dedicated to using the power of language and literacy education to change people’s lives. Millions of inspired learners have used our online and mobile solutions at home, in the workplace, and in schools around the world.