



We're all about IEPs!

Presenter:

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@EUSAExecDirect

#ENGLISHUSA



Who We Are

What We Do: Our Mission

**Why We Do It: Issues,
Trends, and Challenges**



**How We Do It: Putting Our
Mission into Practice**

Types of Intensive English Programs


- University/college owned and governed
- Community college owned and governed
- Joint partnerships (third-party providers)
- Proprietary, independent single stand-alone
- Proprietary multi-site situated on a university/college campus
- Proprietary multi-site stand-alone

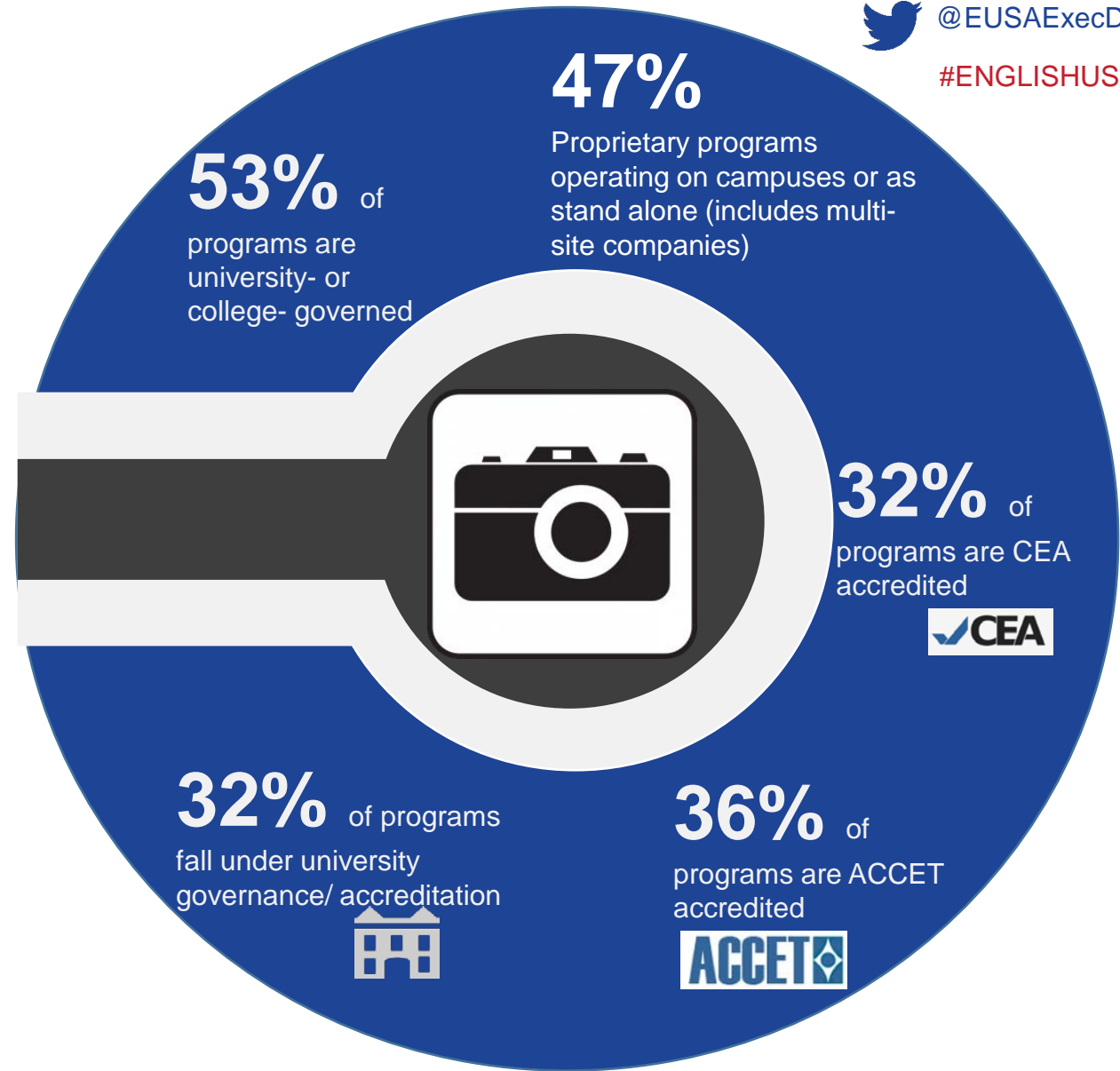


EnglishUSA Members

476 programs in 46 states

Providing **support,**
standards, and **advocacy**
for intensive English
programs since 1986

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Who We Are: Associates

32 Associates around the world



Who We Are: Stakeholders

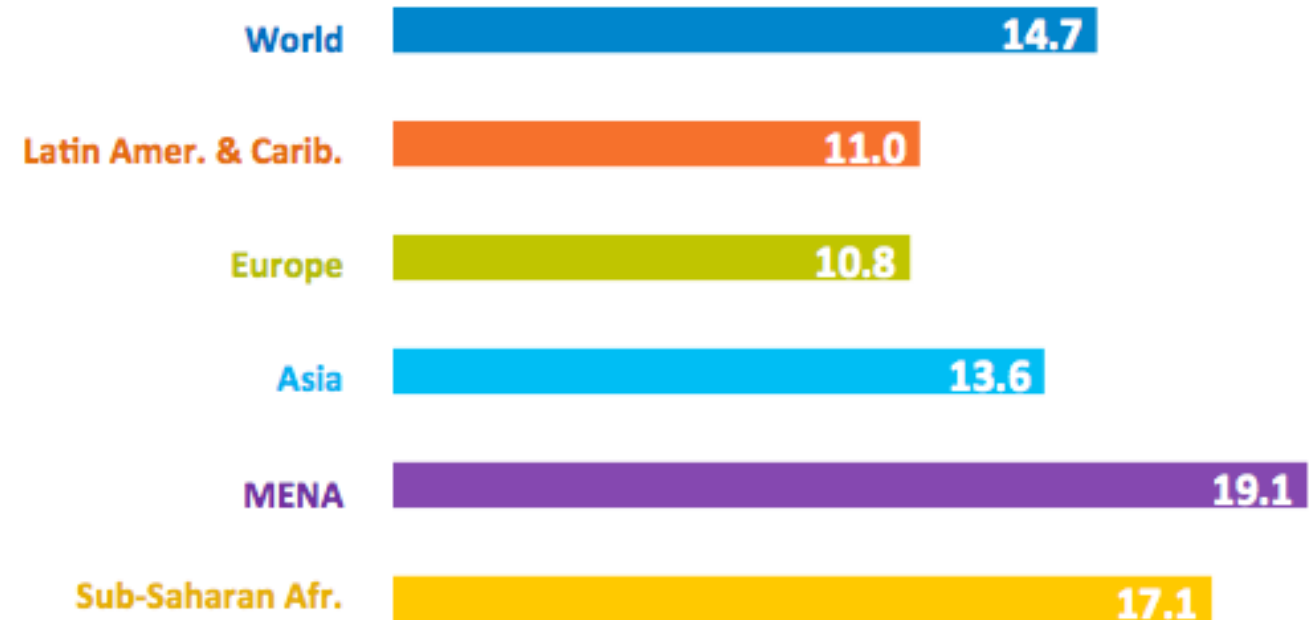


Our Students

- **126,016 IEP students**
- **1,853,569 student weeks**
- **14.7 weeks** average course length

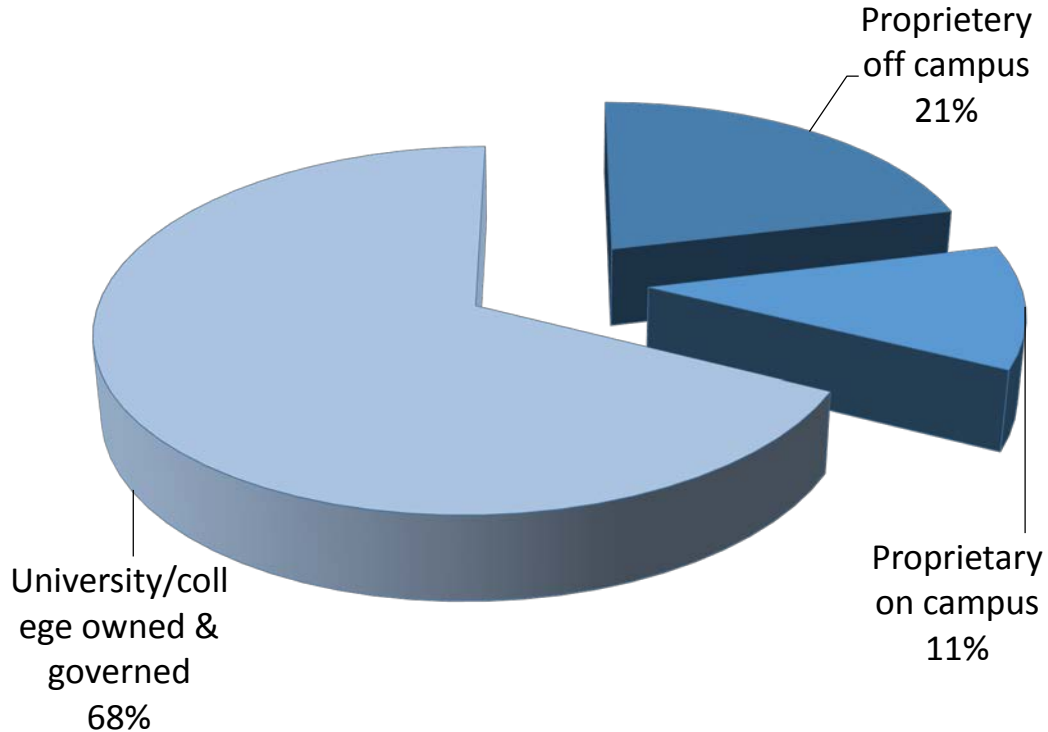
Institute of International Education (IIE) 2014 data

Average Weeks Per Student, 2014

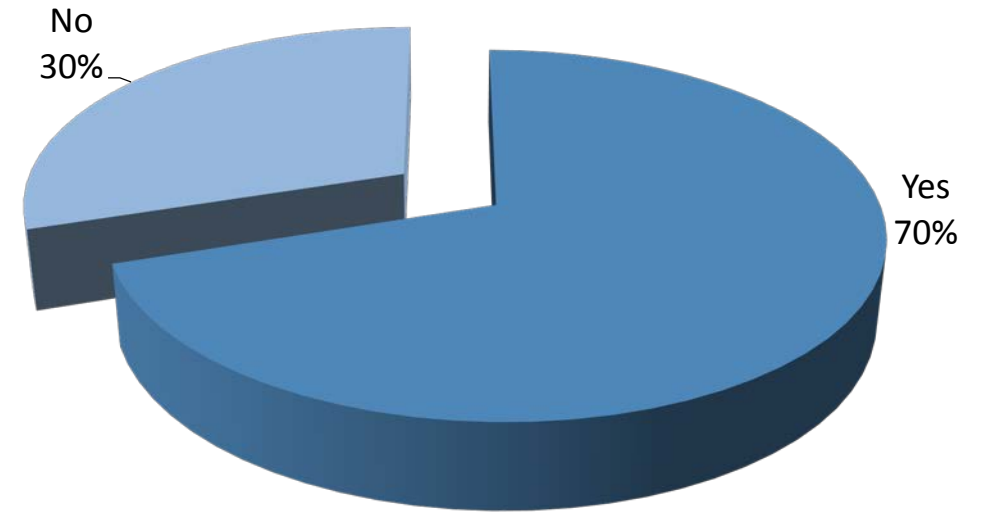


Who We Are: Members & Agents

Response by Program Type



Use of Agents



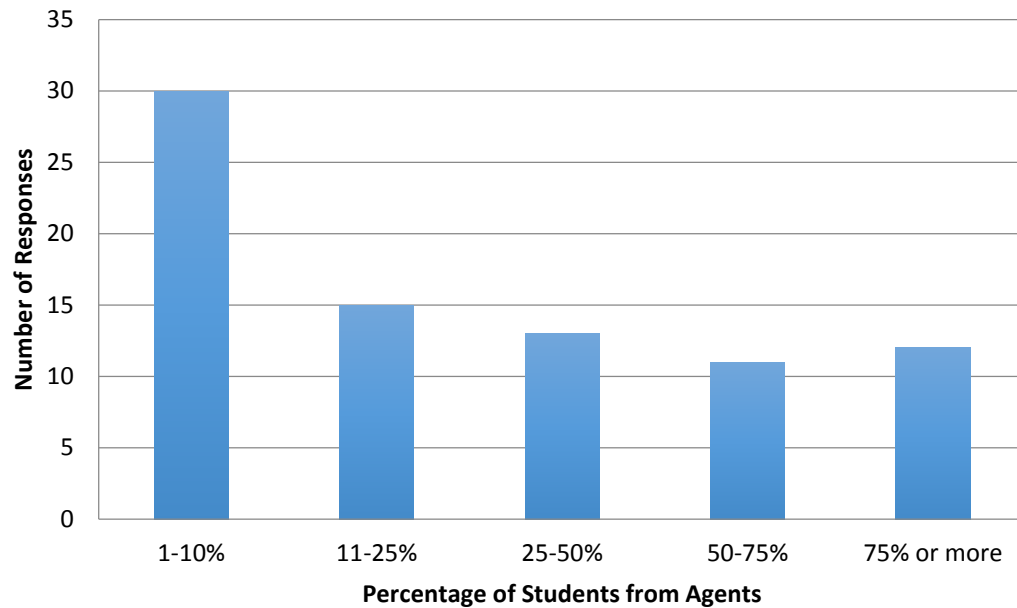
59% of university / college governed programs use agents to some degree

93% of proprietary programs use agents to some degree

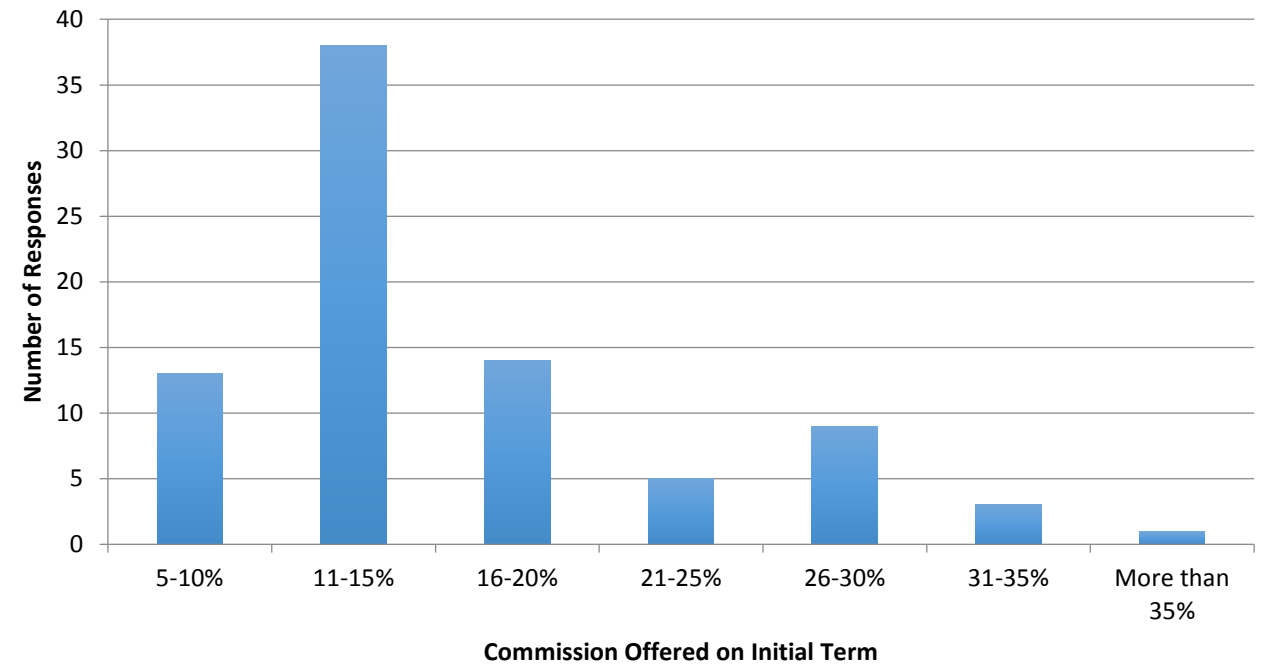


Who We Are: Members & Agents

Percentage of Students Coming from Agents



Average Initial Commission



Issues, Trends, & Challenges

- **Membership growth and diversity**
- **Enrollment fluctuations**
- **Student needs / program offerings**
- **Sponsored student program changes**
- **Increased interest working with agents**
- **Updates on regulatory changes**

Support & Outreach

- **Inclusive membership**
- **Committed Board (n=12)**
- **Executive Director with 20+ years experience**
- **Active listserv**
- **Inclusive membership**
- **Website/engagement improvements**

Support & Outreach

- **Sponsor two annual events**
 - **Professional Development Conference (PDC) in Monterey in January**
 - **Stakeholders in DC in October**
- **Regional, national, international presence with members**
- **Webinars (2017)**

Standards

- **Membership standards**
- **Best practices**
 - **Engagement with members**
 - **Information-sharing in newsletter**
- **Programs Development Task Force**

Advocacy

- **Positions on SEVP guidance issues**
- **Stakeholders Conference in DC (October)**
- **Open communication with SEVP during comment periods on guidance**
- **Collaboration and contact with relevant organizations (UCIEP, TESOL, NAFSA)**

Mission to Practice

Six priority areas in new 2016-21 Strategic Plan: (1) **programs**, (2) financial sustainability, (3) **marketing**, (4) administration, (5) governance, and (6) **volunteers**

Mission to Practice

- Develop new website/communities to serve members & outside stakeholders
- Develop webinar series (responding to member needs)
- Increase EnglishUSA's presence regionally
- Increase student recruitment services & resources for member programs
- Develop systems for collection, research, analysis and dissemination of membership and industry data
- Offer multiple options for engagement and communication with and among member programs, alumni board members, associate members, affiliate non-member stakeholders, and students

Upcoming Events

- **Professional Development Conference DC in Monterey, CA (January 19-20)**
- **TESOL Conference (March 21-25)—multiple EnglishUSA presentations**
- **NAFSA Conference (May 30-June 2)—EnglishUSA presentation & Networking Event**
- **Stakeholders Conference (October 4-5)**

To learn more please visit

Booth 44

Questions?

Thank you!!