



EnglishUSA and AMS Announce Strategic Partnership to Modernize Student Recruitment and Global Engagement

January 23, 2026 - EnglishUSA, the leading association representing accredited English language programs across the United States, and AMS, one of the industry's longest standing and most trusted education technology providers, are proud to announce a strategic partnership aimed at transforming how international students, partner agencies, and EnglishUSA member schools connect in an increasingly competitive global market.

As the U.S. English language sector faces growing international competition, shifting student expectations, and rising pressure on recruitment channels, this collaboration brings together the strength of the EnglishUSA brand and membership with the innovation and global infrastructure of AMS to create a new generation of digital engagement and recruitment tools.

The first major milestone of this partnership is the upcoming launch of the EnglishUSA Course Finder—a powerful, student-friendly discovery platform that allows prospective students and education agencies worldwide to easily explore, compare, and connect with EnglishUSA member schools. Designed to increase visibility, improve lead quality, and streamline the path from interest to enrollment, the Course Finder represents the foundation of a broader digital transformation.

“Our member schools are operating in a rapidly changing and increasingly competitive environment,” said Cheryl Delk-Le Good, Executive Director of EnglishUSA. “Students now expect faster, clearer, and more transparent ways to explore their options, while schools are under pressure to reach the right students more efficiently. This partnership with AMS is a strategic response to those realities. It allows EnglishUSA to extend its mission—supporting quality, integrity, and professional excellence—into a modern digital ecosystem that helps our members compete and thrive globally.”

AMS brings decades of experience building international recruitment and application ecosystems that connect schools, agencies, and students at scale. “The ESL sector is under real pressure—rising competition from other destinations, increasing marketing costs, and more complex student journeys,” said Izzet Aslantatar, Director of AMS. “This partnership should be seen as a first but very important step toward using technology and data to address those challenges. EnglishUSA is one of the most trusted brands in global English education. By combining that credibility with AMS’s technology, we are creating a smarter, more efficient, and more sustainable way for schools to reach the right students and for students to find the right programs.”

Beyond the Course Finder, the partnership will continue to evolve with new digital layers, including student-facing and agency-facing tools, data-driven international marketing, and AI-powered program discovery and engagement—developed in close collaboration with EnglishUSA member schools.

The EnglishUSA Course Finder is scheduled to go live in the coming weeks, marking the first phase of a long-term digital innovation roadmap designed to strengthen the global position of U.S. English language programs and ensure EnglishUSA members remain competitive in the years ahead.

For more information:

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About EnglishUSA:

EnglishUSA is the largest and most diverse professional association of intensive English, pathway, and support programs and courses in the U.S. with a membership of over 200 accredited English language programs. EnglishUSA supports the professional development of ELP leaders and staff, represents its constituents among multiple international education associations and with government agencies, and increases the visibility of English language study in the U.S. For more information, visit <https://www.englishusa.org/>.

About AMS:

Agency Management System (AMS) is a leading software provider in international education space, delivering custom B2B/B2C platforms and the first CRM designed specifically for global student recruitment. For more information, visit: www.ams4you.com