



LEARN • EDUCATE • ENGAGE

2024-25

IMPACT REPORT



April 4, 2025

On behalf of the EnglishUSA Board of Directors and staff, we are pleased to present the EnglishUSA FY 2024-25 Impact Report.

Over the past year, EnglishUSA has remained steadfast in advancing the interests of English language programs (ELPs) through advocacy, professional development, and community building. With strong support from our Board and members, we have championed policies that support international student mobility, provided timely learning opportunities, and strengthened connections across the U.S. English language training (ELT) sector.

A central theme in this report is connection—how we unite as a community, engage with students, policymakers, and partners, and contribute to the broader field of international education. This past year, EnglishUSA expanded its collaborations with leading associations, amplifying the voice of ELPs and reinforcing their role in global education and economic growth.

Beyond advocacy, we enhanced professional development through in-person and virtual offerings, ensuring accessible learning and networking opportunities. Our active presence at key industry events—NAFSA, TESOL, AIRC, AIEA, and UCIEP—further strengthened our partnerships. Additionally, through EnglishUSA Engage, members connected in real time, sharing insights and resources to support program success.

This report highlights our collective achievements, made possible by your engagement. Thank you for your contributions—whether attending events, participating in discussions, or sharing expertise. We value your input and look forward to another year of collaboration, growth, and impact

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Association Overview

EnglishUSA is the only organization in the U.S. that includes all types of post-secondary English language programs (ELPs), including intensive, pathway, ESL support, customized and/or summer programs. These include university, college and community-college governed as well as stand-alone private programs.



Mission

To represent, support, and promote English Language Programs in the United States.



Vision

To be the recognized voice of English Language Programs in the United States.



Values

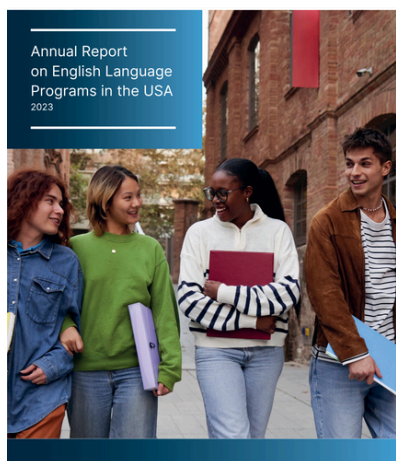
- Community
- Collaboration
- Advocacy
- Integrity
- Professionalism

Strategic Priorities

- Solidify our position as the voice of English language programs
- Expand and strengthen influence through strategic alliances
- Provide relevant professional development opportunities
- Ensure association effectiveness and sustainability

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BONARD



According to the 2024 EnglishUSA-Bonard Annual Report, the direct economic contribution (tuition, accommodation, food, transportation, travel) of English language students studying in the U.S. is valued at \$1.2 billion.

Professional Development

Conferences

EnglishUSA is the only association to offer professional conferences dedicated 100% to post-secondary English language programs.

- 2024 Annual Conference in Alexandria, VA: Two-day in-person conference with keynote speaker: Fanta Aw, Executive Director of NAFSA, and plenary & breakout sessions related to all aspects of the field.
- 2025 Virtual Professional Development Conference

Virtual Offerings

EnglishUSA offers 3-4 monthly complimentary events for members on diverse topics that touch on all aspects of program operations. Topics this past year among the 20+ sessions offered:

- Making the Case: The Strategic Importance of International Recruitment Travel for ELPs
- Tips and Strategies for Identifying Legitimate ELP Applicants
- Finding Adult-Friendly ESL Materials for Beginners
- Demonstrating the value of your ELP to your local campuses and communities
- Crafting an AI-Powered Writing Course: Strategies & Discussion

Additional virtual offerings include:

- ZoomArounds (member-generated and facilitated on hot topics)
- Informal social meet-ups
- Town Halls with leadership from relevant international education associations
- Workshop for DSOs

Journal

The peer-reviewed EnglishUSA Journal is published twice annually and is accessible on SURFACE, Syracuse University's Open Access Library Repository.

- Practical and theoretical content for readers & contributors
- Global readership
- DOAJ-indexed open access journal



Additional Professional Development Opportunities

- EnglishUSA Connect – sharing skill sets and expertise
- Micro-volunteering opportunities as journal/conference reviewers
- Convened panels of members for other relevant conferences

Year in Review (cont'd)

Advocacy & Collaborative Efforts

EnglishUSA participates in multiple national and international collaborative efforts which contribute to raised awareness of the value of English language programs in communities and on campuses.

- U.S. for Success Coalition member association
- GAELA (Global Alliance of Education and Language Associations) member with global market peers from Australia, the UK, Canada, Ireland, New Zealand, etc.
- Convener of ELPAC (English Language Program Advisory Council): group of association leaders meeting quarterly
- Contributor and distributor of international education association-level calls to action
- Provider of industry reports (EnglishUSA Annual Report compiled by Bonard)
- Collaborator with Languages Canada on inbound trade mission
- Annual EnglishUSA recommendations to federal agencies

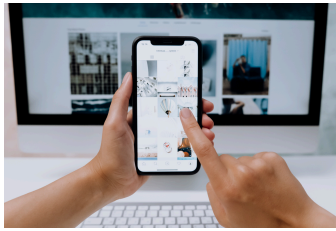
Peer & Networking Opportunities

- Over 1400 individuals participate on EnglishUSA Engage Online Community
- NAFSA week EnglishUSA Networking Reception with more than 200 attendees
- Volunteer booth opportunities at TESOL and NAFSA
- Informal virtual meetups
- In-person social meetups at TESOL Annual Conference
- EnglishUSA Connect (mentoring)

Industry Visibility & Support

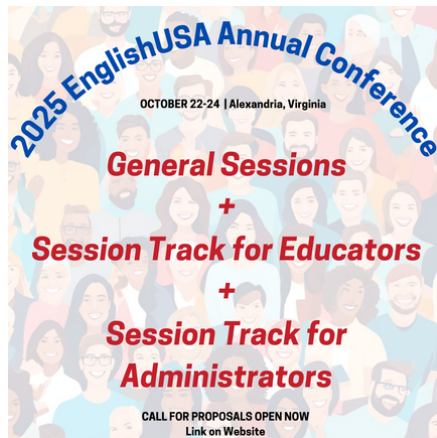
- 3rd year of collaborative efforts with U.S. Commercial Service and the International Trade Administration (Market Development Cooperator Program)
- Distribution of the 2nd Annual EnglishUSA Annual Report
- Ongoing collaboration with IIE and the IEP Open Doors annual reporting
- Representation at various conferences (PIE Live, AIEA, AIRC, TESOL, NAFSA, and UCIEP) including member-based panels on relevant topics
- Certified Trade Mission (April 2024) with U.S. Commercial Service and subsequent return visit to Merida, Mexico (April 2025) : studying English in the U.S. highlighted with member program participation and increased awareness of EnglishUSA and its constituents
- Member directory with individual program profiles on website and in printed directory
- Representation of all members at agent events (ICEF and Study Travel-ALPHE)
- Collaborative efforts and support through strategic partnerships and affiliations worldwide
- Weekly Newsletter to members and constituents within the industry and field of international education

What's Ahead in 2025-26



Enhanced individual member experience with new website & database

One Complimentary 2026 PDC registration included with program membership renewal



Enhanced offerings at Annual Conference

Student recruitment opportunities with partners and government agencies



New professional development options for faculty/instructors including micro-volunteering and peer connection opportunities

Enhanced promotion of EnglishUSA Member programs



Membership Categories

Member Programs

Member programs are intensive English, pathway or support programs who are (1) governed solely by a (community) college or university; or (2) jointly owned and operated by a third-party provider; or (3) owned and operated as a proprietary independent or multi-site. Only programs accredited by the Accrediting Council for Continuing Education & Training (ACCET), the Commission on English Language Accreditation (CEA) or governed by a regionally-accredited university or college are eligible. Membership is program-based; **all** employees of each site have access to the benefits.

Associate Members

Associate members include organizations and companies that support ELPs. These products and services include, but are not limited to, consulting, student housing, testing and marketing. Associate members are eligible for benefits, including exhibiting and sponsorship opportunities.

Friends of EnglishUSA

Individuals, independent consultants, freelancers, and independent contractors who offer products and services that support the English language program industry or may be in-between positions and who are not employed by a program nor an Associate.

Partner Agencies

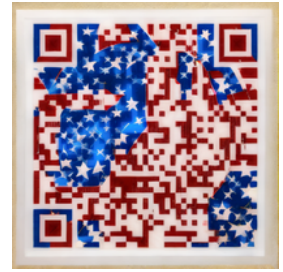
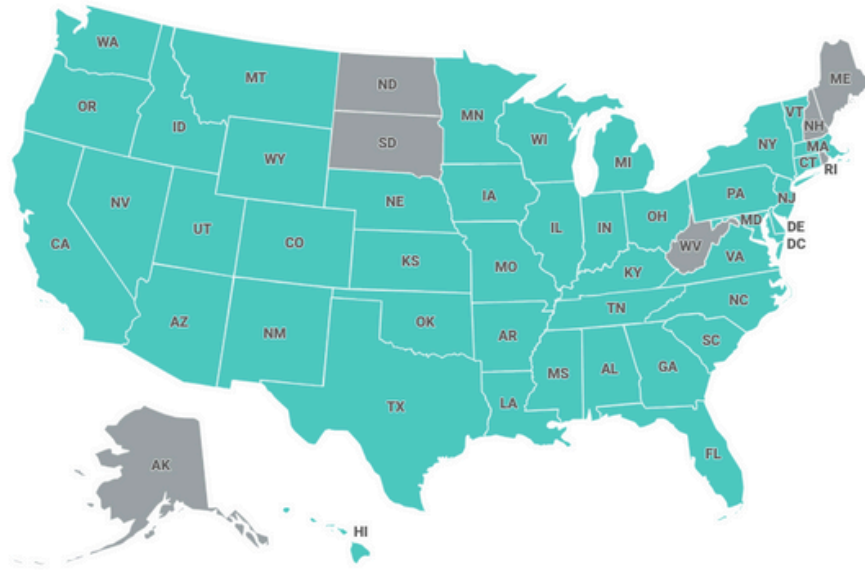
Educational agencies/consultants who would like to promote English language study in the U.S. and look to EnglishUSA members for accredited, quality English language programs.

Retirees

Individuals who have retired from the field but are interested in keeping up-to-date with the industry and supporting the association.



Member Program Information



Membership Directory

226 member programs in 43 states and D.C.

- 6 community college-governed programs
- 14 multi-site programs situated on college campuses
- 27 stand alone multi-site programs
- 21 independent programs
- 158 university/college-governed programs

Other relevant information

- 42% of member programs are accredited by CEA
- 22% of member programs are accredited by ACCET
- 36% of member programs are not accredited by CEA or ACCET but are governed by an accredited institution

Individual engagement

- Nearly **1400** individuals on the EnglishUSA Engage online community
- Over **320** registrants for the 2024 Annual Conference and virtual 2025 Professional Development Conference
- Over **740** registrants for more than 20 virtual events in FY 2025

Strategic Partners

Our strategic partners are organizations that work strategically with EnglishUSA to ensure complementary and mutual support of each other's missions.



Strategic Affiliates

Our Strategic Affiliates are agent associations who collaborate with EnglishUSA to promote the U.S. as a premier destination for English language.

- AMTE: Mexican Association of Educational Tourism
- ANEX Colombia: The National Association of Companies for Study Abroad
- ARSAA: Argentine Study Abroad Association
- BELTA: Brazilian Educational & Language Travel Association
- IECA: International Education Consultants Association (Taiwan)
- JAOS: Japan Association of Overseas Studies
- TIECA: Thai International Education Consultants Association

Partner Agencies

Partner Agencies are educational agencies who promote English language study in the U.S. and look to EnglishUSA members for accredited, quality English language programs.

- Access American Education
- Angelstream
- Can-Achieve
- Information Planet Belgium
- COIE
- Mac International
- FEI Education
- Vertice Universal Visas and Migracion Legal

NOTE: EnglishUSA does not endorse any particular educational agency to its members; the collaboration between educational agents and programs is independent.

Membership & Affiliations

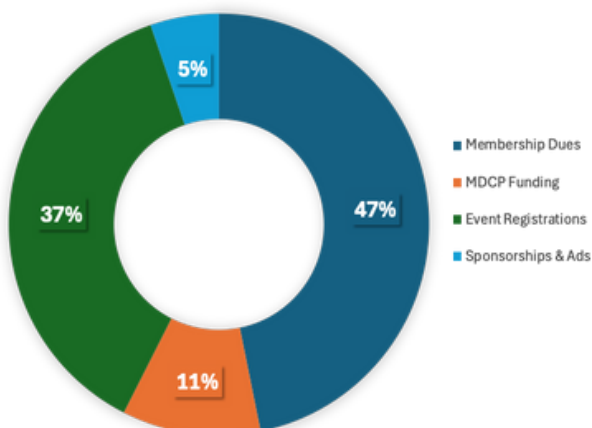
EnglishUSA and/or its staff are members of the following:

- ASAE: American Society of Association Executives
- ALTO: Association of Language Travel Organizations
- AIEA: Association of International Education Administrators
- Alliance for International Exchange
- NAFSA
- Presidents' Alliance
- U.S. for Success Coalition
- TESOL

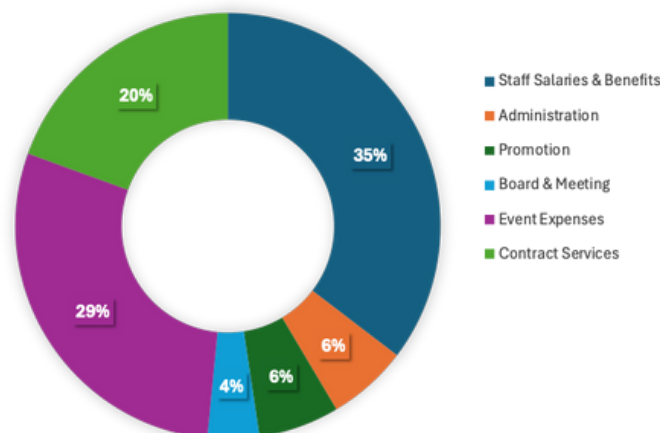
Financials

FY2024

Revenue = \$518,777



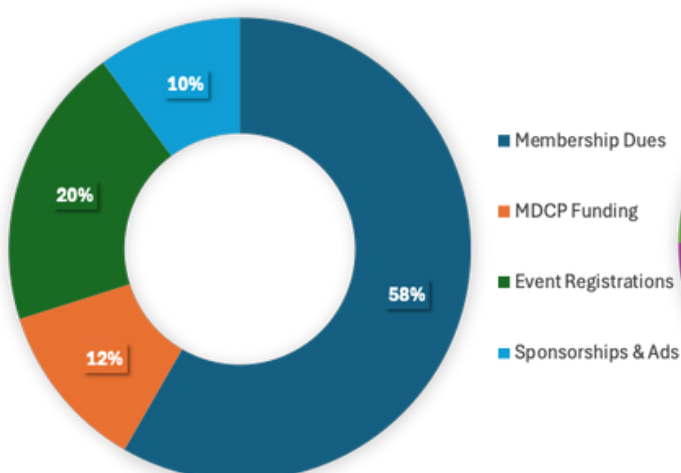
Expenses = \$530,389



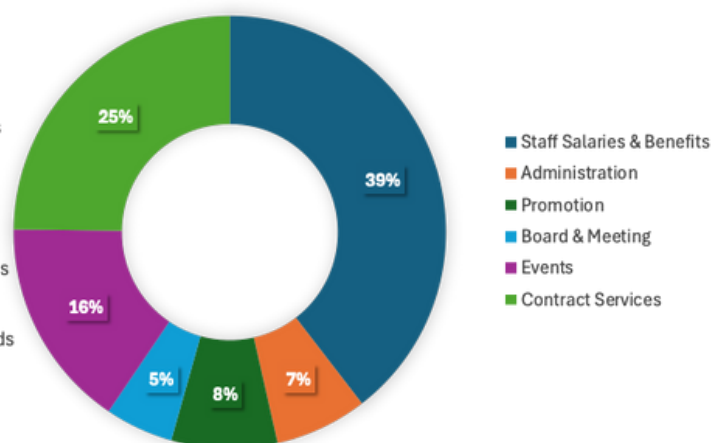
EnglishUSA anticipated operating at a loss in FY2024 of about \$35,000. However, the strong participation in the two Market Development Cooperator Program (MDCP) events by members and support from some MDCP funding allocated toward these programs led to a smaller deficit of \$11,600.

FY2025 (ends June 30, 2025)

Anticipated Revenue = \$402,000



Anticipated Expenses = \$482,000



EnglishUSA anticipates operating at a more significant loss in FY 2025. Due to decreased membership due to closures and non-renewals of both programs and Associates, along with increased expenses in all operational areas (including a new website & database), the anticipated loss at year-end (June 30, 2025) is expected to be higher than anticipated at about \$80,000.

Your Next Steps

What can you do as an individual to better engage with EnglishUSA and take full advantage of your member benefits?

- Download the most current EnglishUSA logo for your website, printed and digital marketing materials, and email signatures (under Member Resources)
- Ensure that all faculty, instructors, staff, coordinators and administrators are listed on your program profile and encourage them to add details to profile
- Check out our calendar of events for upcoming events
 - Save the date for the 2025 Annual Conference October 22-24, 2025 in Alexandria, VA
 - Save the date for the 2026 Virtual PDC on February 27, 2026
 - Be on the lookout for Calls for Proposals for each
- Share the information on the EnglishUSA Journal with your networks and consider submitting an article yourself (academic research articles as well as “in the classroom” and “in the office” articles welcome)
- Check your spam email folder and whitelist our weekly newsletter
- Be on the lookout for dues renewal notices coming soon!



2025
EnglishUSA Annual Conference

*Connecting Communities: Supporting
Students, Faculty and Staff in English
Language Programs*

OCTOBER 22-24 | Alexandria, Virginia

Join us for the **13th Annual EnglishUSA Conference** in the D.C. metro area. Our theme this year exemplifies the strengths of our community of English language program professionals.

New this year!
Session tracks for both educators and administrators.

Submit an Article to the EnglishUSA Journal!

EnglishUSA invites contributions for its 12th issue focused on the 2025 annual theme “Connecting Communities: Supporting Students, Faculty and Staff in English Language Programs.”



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