

Annual Business Meeting

November 15, 2024



President's Welcome
Executive Director & Treasurer Reports
Committee Reports: MDEC, AERC and PDAC
Question & Answer

2024 - 2025 Board of Directors



Daryl Bish,, University of
Florida, English Language
Institute



Ken Janjigian, American
University



James Stakenburg, Pace
University



Rachel Kraut, Rice University



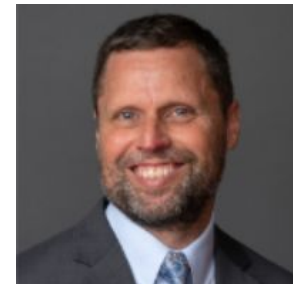
Kim Anderson, Empire
State English



Chris Wallett, ELS
Educational Services



Thomas Tyner, University of
North Carolina - Pembroke



David Lind, Syracuse University



Caroline Gear, ILI of
Massachusetts



Mandie Bauer, EC



Heather Snavelly, California
Baptist University



Nicholas Taggart,
University of Dayton



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CALL FOR NOMINATIONS 2025–26 BOARD OF DIRECTORS

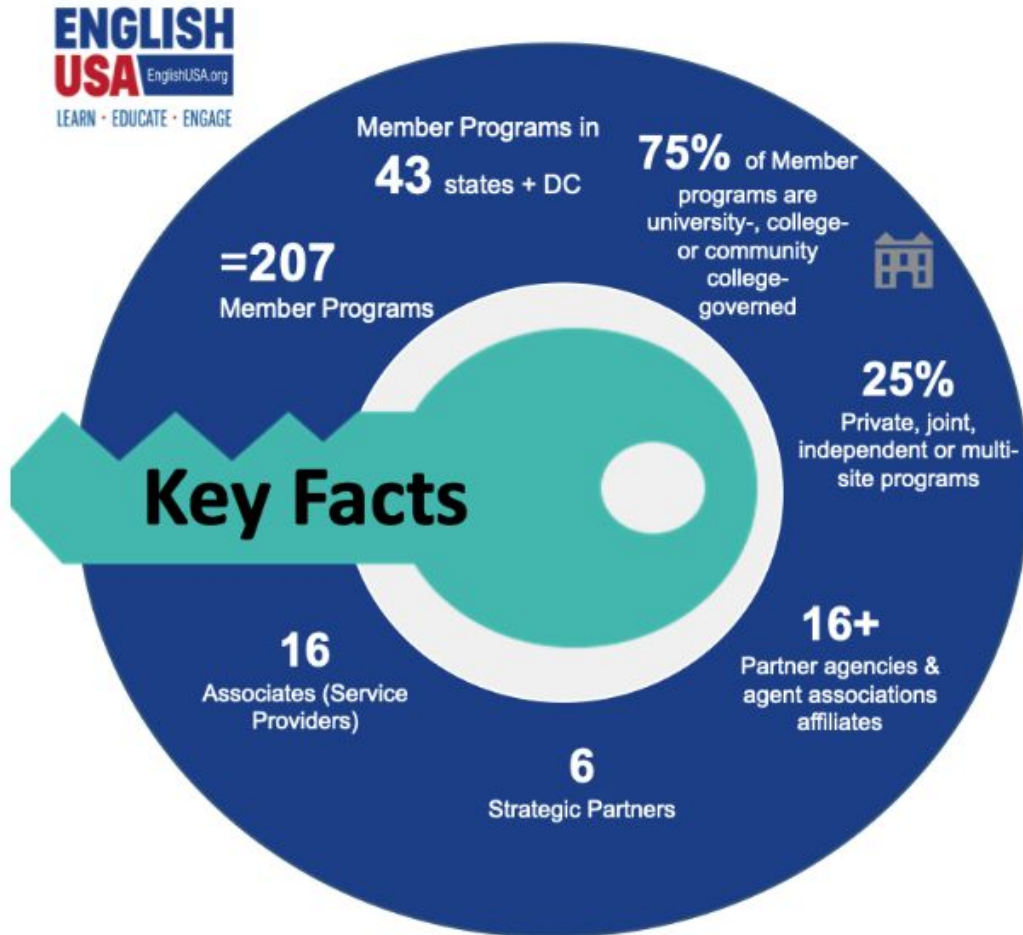


**SUBMISSIONS DUE
DECEMBER 15, 2024**

**BOARD TERM BEGINS
JULY 1, 2025**

WWW.ENGLISHUSA.ORG/PAGE/202526CALLFORBOARD

Representing and supporting intensive, pathway and English language support programs in the U.S.



**All accredited by CEA, ACCET or governed by an accredited HEI*



10% of EnglishUSA Members



32% of EnglishUSA Members



36% of EnglishUSA Members



22% of EnglishUSA Members

Founded in 1986 as a 501(c6) professional trade association



**ENGLISH
USA** EnglishUSA.org
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#1

Solidify our position as the **voice** of English language programs and as an integral part of international education

#2

Expand our scope of **influence** through enhanced strategic alliances at home and abroad

#3

Support members while also fostering a spirit of entrepreneurship and innovation (collaborative competitiveness)

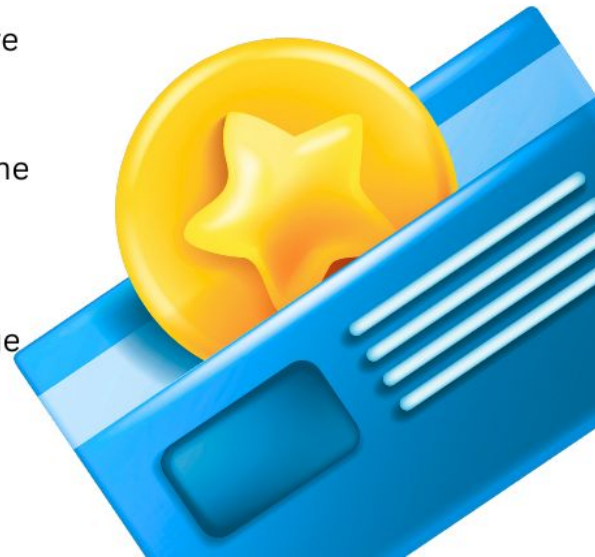
**Communication
Collaboration
Connection**

TOGETHER WE GROW!

HELP STRENGTHEN OUR NETWORK OF PROGRAMS

Refer a new or lapsed member program for 2024-25 membership and earn a complimentary registration for the 2025 EnglishUSA Professional Development Conference on January 31, 2025!

- Reach out to colleagues in your networks who are not yet (or no longer) EnglishUSA members
- Encourage them to join EnglishUSA and fill out the referral form
- After program (re)joins, you'll receive a complimentary registration for you or a colleague in your program.
- More information on the website under Member Resources /Member Referral



Events

- 2-day Annual Conference October 23-24, 2025 in Alexandria
- 1-day Virtual Professional Development Conference (January 31, 2025)
- Pre-TESOL convention workshop on March 18 (Long Beach 2025)
- Networking event @ NAFSA Annual Conference in San Diego (2025)



Additional Offerings

- Participation in EnglishUSA Engage online forums (unlimited staff at site)
- Monthly webinars and virtual meet-ups
- Weekly news blasts
- Access to ongoing updates, announcements, and call-to-action resources
- Members-only content (slides, recordings, etc.)
- Program listings, job postings

In the past 12 months, EnglishUSA has provided accessible, economical (complimentary or low-cost) virtual professional development:

- 6 ZoomArounds, 1 informal meet up
- 12 webinars
- 1 three-part workshop series on AI / 1 DSO workshop

EnglishUSA Engage-Online Discussion Forum

Get Started or RE-Engage Today!

Interested in using Engage--
EnglishUSA's online discussion
forum but don't know where to start?
Prefer video or written assistance?
Check out the links below--we want
to ensure that our members are
getting the full benefit and access to
the insights, suggestions, and
discussions from your peers!



[Youtube Video Guide \(4'\)](#)

[Short Guide with Graphics](#)

[My Profile](#) [Sign In](#) [Register](#)



[About](#) [Join Now](#) [Resources](#) [Conferences & Events](#) [Find a Program](#)

[Member Resources](#)

EnglishUSA Member Benefits

EnglishUSA offers a variety of benefits for our members.
Check them out today!

[Engage Login](#)
[Get Started Guide](#)
[Get Started Video](#)

[Login](#)
[Member Referrals](#)
[EnglishUSA Engage](#)
[FAQ's: Website vs. Engage](#)
[Web Site How-To Guide](#)
[Member Dashboard](#)
[Renewal Instructions](#)
[Members Only Resources](#)
[Volunteer](#)
[Add a Colleague](#)
[Code of Conduct](#)

Upcoming Professional Development Opportunities



2025 PROFESSIONAL DEVELOPMENT CONFERENCE

EXPLORING NEW HORIZONS: THE EVOLVING
ROLE OF ENGLISH LANGUAGE PROGRAMS

JANUARY 31, 2025



MULTI-PERSON DISCOUNT AVAILABLE (GROUP OF 3)

Administrators: Consider providing instructors time outside of the classroom
to attend (11:15 - 6:30 pm ET)

REGISTRATION RATES:

Early Bird Regular

Ends 1/10

Member

\$90

\$110

Group of 3 from the same program or site

\$220

\$240

Non-Member

\$110

\$130



**EnglishUSA Regional Professional
Development Workshop
@ TESOL Annual Convention & Expo**

**Thriving in the Ever-Changing Post-Secondary
English Language Classroom**

**March 18, 2025
1:00 – 5:00pm (PT)
Long Beach Convention Center**

**REGISTER UNDER “TICKETED EVENTS” FOR
THE 2025 TESOL CONVENTION & EXPO**

You may attend EnglishUSA workshop without registering for the full TESOL convention. To register for EnglishUSA workshop, use the convention registration button under ticketed events.

Association Collaboration



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.

October 22 Afternoon Workshop for
teachers and October 23-24 Concurrent
Sessions for teachers & administrators

Call for Proposals coming soon!



Upcoming Promotion & Recruitment Opportunities

U.S. Commercial Service - Mexico and EnglishUSA

Promoting Travel & English Language Study in the U.S.

Merida, Mexico

April 7-9, 2025



INTERNATIONAL
TRADE
ADMINISTRATION



ENGLISH
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Agenda*

Monday, April 7, 2025

Arrival in Mérida and group dinner

Tuesday, April 8, 2025

9:00 am – 1:00 pm “Travel & Study in the USA” Networking event inviting education agencies, school counselors, representatives of business associations, government officials and travel operators in Southern Mexico (Campeche, Yucatán and Quintana Roo) to learn more about short-term study and academic programs (ESL, camps, industry-related academic projects) and tourism opportunities (breakfast sponsored by BrandUSA).

3:00 pm – 6:00 pm Student Fair (location TBD)

Wednesday, April 9, 2025

Visit to a University/ High school in Mérida

Return back to the U.S. today or next day

Total Cost per participant:

Members: \$1280 (additional colleague = \$450*)

The total cost includes:

- Ground transportation (local transportation to meetings and events in Mérida)
- Group dinner on April 7
- Breakfast (at networking event)

*space permitting

Inbound Trade Mission With Brazilian Education Agencies



New York City • June 8, 2025

REGISTER YOUR INSTITUTION

EnglishUSA members are invited to attend the upcoming inbound trade mission conducted in partnership with Languages Canada in New York City, on June 8, 2025.



About ▾ Join Now ▾ Resources ▾ Conferences & Events ▾ Find a Program ▾ Memb

- Events Calendar
- Annual Conference
- Professional Development Conference
- Visit to Merida Mexico
- Inbound Trade Mission 2025
- 2024 Certified Trade Mission
- Webinars
- Zoom Arouds

Benefits

2025 Certified Trade Mission to Brazil & Colombia



INTERNATIONAL
TRADE
ADMINISTRATION



Early November 2025

COMMITTEE REPORTS



Treasurer's Update

November 15, 2024



Financial Summary

Revenue & memberships continue to increase since 2020 but still remain below pre-pandemic

- FY2019 budgeted member dues revenue = \$331,400
- RY2023 budgeted member dues revenue = \$192,300
- FY2024 budgeted member dues revenue = \$242,878
- FY2025 budgeted member dues revenue = \$247,320

Raymond James Investment Fund:

- As at October 31, 2024 total investments = \$458,327
- For 2024 YTD through 10/31, the total portfolio is up +\$39,073
- Since inception on 8/3/2018 through 10/31/2024, the total portfolio has gained +\$129,741

Net Equity YTD Comparison

	As of Sep 30, 2024	As of Sep 30, 2023	Change	% Change
TOTAL ASSETS	\$ 736,881.95	\$ 646,127.50	\$ 90,754.45	14.05%
TOTAL LIABILITIES	\$ 24,885.62	\$ 6,158.32	\$ 18,727.30	304.10%
TOTAL EQUITY (Assets - Liabilities)	\$ 711,996.33	\$ 639,969.18	\$ 72,027.15	11.25%

Revenue & Expenses YTD Comparison + Budget FY25

	Jul - Sep, 2024	Jul - Sep, 2023	Change	% Change	Budget
Revenue					
Grants & Awards	\$ 5,437.08	\$ 0.00	\$ 5,437.08		\$ 50,000.00
Sponsorship - Associates	\$ 14,824.67	\$ 800.00	14,024.67	1753.08%	\$ 31,275.00
Membership Dues	\$ 210,273.00	\$ 213,241.95	-\$ 2,968.95	-1.39%	\$ 247,320.00
Conference Income	\$ 40,370.00	\$ 20,390.00	\$ 19,980.00	97.99%	\$ 48,715.00
Workshop & Webinars	\$ 30.00	\$ 1,095.00	-\$ 1,065.00	-97.26%	\$ 3,250.00
Total Revenue	\$ 270,934.75	\$ 267,726.95	\$ 3,207.80	1.20%	\$ 512,060.00
Total Expenditures	\$ 90,536.49	\$ 100,856.21	-\$ 10,319.72	-10.23%	\$ 550,910.00
Net Operating Revenue/ Profit	\$ 180,398.26	\$ 166,870.74	\$ 13,527.52	8.11%	\$ (38,850.00)

Current situation:

- Membership is on track with same period last year
- However...
 - Still functioning with a deficit budget
 - Revenue from grant will end next fiscal year

Solutions:

- Continue to increase membership, in all categories
- Sponsorship, e.g. of Bonard report
- Diversify/ alternate revenue sources

PROFESSIONAL DEVELOPMENT ACTIVITIES COMMITTEE

The Professional Development Activities Committee (PDAC) is responsible for offering current and relevant services and professional development opportunities to EnglishUSA's diverse membership and the to the broader English Language Program community.

- Professional Development Conference 2024 & 2025
- ZoomArounds & Webinars
- EnglishUSA Journal (Issues 10 & 11).



- EnglishUSA Connect



Membership Development & Engagement

The Membership Development & Engagement Committee (MDEC) is responsible for high-level, strategic plan priorities for the recruitment and retention of member programs and Associates as well as the engagement of individual members.

- As a member driven association, we are focused on a plan to increase our membership in each member category. Our goal is to increase overall membership to 277 in 2025 (all types of members: programs, Associates-service providers, partner agencies, Friends of EnglishUSA).
- Retention & Engagement - as we develop our new 3-5-year Strategic Plan, MDEC will emphasize the importance of membership both in areas of retention and recruitment of new members.
- Organizing member feedback to create and host webinars in 2025, considering options for non-member participation to increase new members in different categories.

Advocacy & External Relations

The Advocacy & External Relations Committee (AERC) promotes the public image and member interests of EnglishUSA stakeholders. AERC is responsible for monitoring public policy and relations with stakeholders. The focus of the committee revolves around the following four major areas with multiple responsibilities in each: Advocacy, External Relations, Conferences, and Communications.

- 2024 EnglishUSA Annual Conference in Alexandria
- 2025 EnglishUSA Annual Conference in Alexandria, October 23-24 (with a workshop offering on October 22)
- ELP Policy Recommendations to Federal Agencies
- English Language Program Advisory Consortium (ELPAC)

Q & A with Board Members

- ✓ Reflect on past and upcoming EnglishUSA webinars and events. What would you like to see more of with EnglishUSA Professional Development offerings? EnglishUSA Engage Community? EnglishUSA weekly news blasts? Advocacy?
- ✓ What has been your greatest concern this past year?
- ✓ What has been the brightest professional moment this past year?
- ✓ 2025 in-person events: Are you attending TESOL in Long Beach, CA? NAFSA in San Diego? EnglishUSA Annual Conference in Alexandria, October 23-24, 2025?