

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,



Kim Anderson, Empire
State English



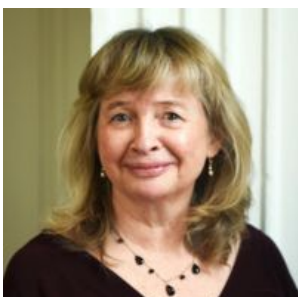
Chris Wallett, ELS
Educational Services



Thomas Tyner, University of
North Carolina - Pembroke



David Lind,



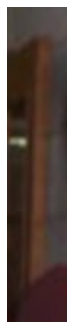
Caroline Gear, ILI of
Massachusetts



Mandie Bauer, EC



Heather Snavelly, California
Baptist University





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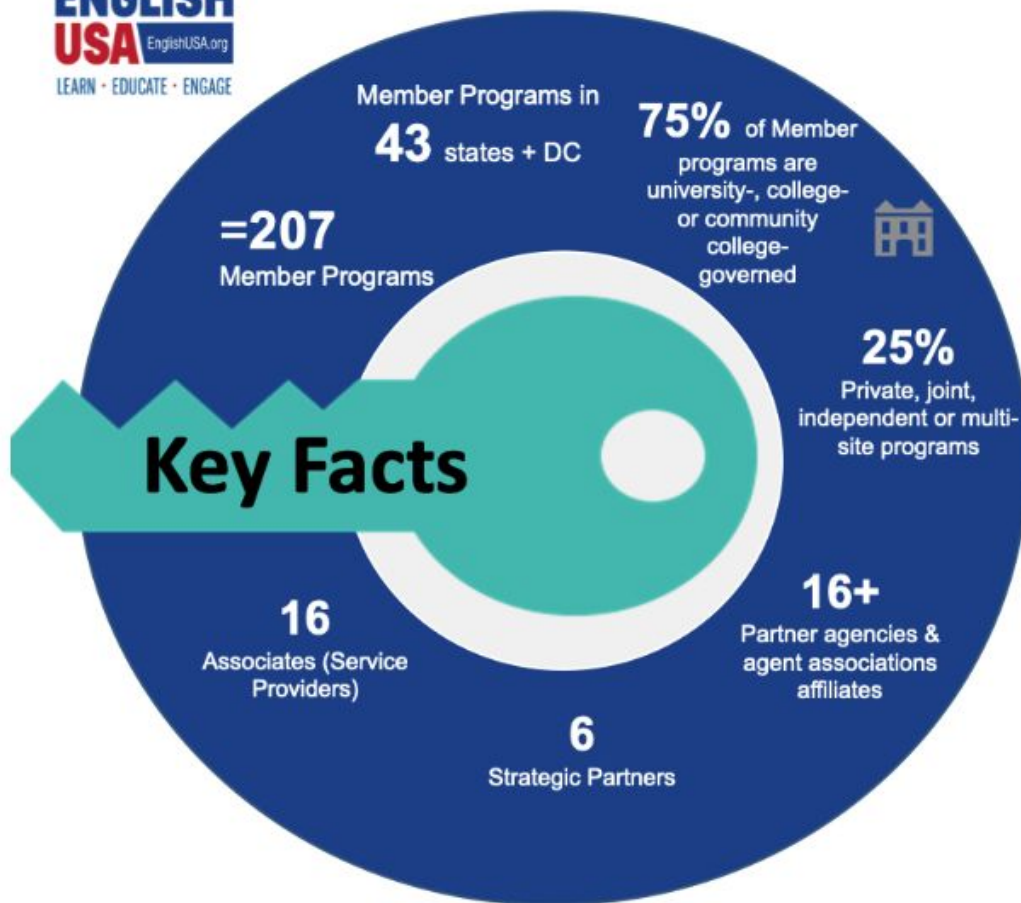
CALL FOR NOMINATIONS 2025–26 BOARD DIRECTORS



**SUBMISSIONS DUE
DECEMBER 15, 2024**

**BOARD TERM BEGINS
JULY 1, 2025**

WWW.ENGLISHUSA.ORG/PAGE/202526CALLFORE



*Representing a
intensive, pathway
language support
the*

**All accredited by CEA, ACCET*



Founded in 1986 as a 501(c6)



Solidify our position as the
programs and as an int
edu

Expand our scope of
enhanced strategic allia

Support members w
entrepreneurship and
compe

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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)

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USA** EnglishUSA.org
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Additional Offerings

- Participation in EnglishUSA online forums (unlimited sessions)
- 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, complimentary or low-cost virtual professional development opportunities:

- 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 Refe
- EnglishUSA E
- FAQ's: Websit
- Web Site How
- Member Dash
- Renewal Instr
- Members Onl
- Volunteer
- Add a Colleg
- Code of Conda

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
to attend (11:15 - 6:30 pm ET)



REGISTRATION RATES:		Early Bird
		<i>Ends 1/10</i>
Member		\$90
Group of 3 from the same program or site		\$220
Non-Member		\$110



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.



2025 EnglishUSA Annual

*Connecting Communities
Students, Faculty and Staff
Language Programs*

OCTOBER 22-24 | Alexandria

Join us for the **13th Annual EnglishUSA** in the D.C. metro area. Our theme this year explores the experiences of our community of English language learners.

New this year!

Session tracks for both educators and students.



October 22 Afternoon Workshop for teachers and October 23 Sessions for teachers & students.

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



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 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
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 Arouns

or Benefits

2025 Certified Trade Mission to Brazil & Colombia



Early November 2025



COMMITTEE REPORT



Treasurer's Update

November 15, 2024





Financial Summary

Revenue & memberships continue to increase since 2020 but still remain 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

Net Equity
YTD Comparison

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

Revenue & Expenses YTD Comparison + Budget FY25

	Jul - Sep, 2024	Jul - Sep, 2023	Change	%
Revenue				
Grants & Awards	\$ 5,437.08	\$ 0.00	\$ 5,437.08	
Sponsorship - Associates	\$ 14,824.67	\$ 800.00	14,024.67	
Membership Dues	\$ 210,273.00	\$ 213,241.95	-\$ 2,968.95	
Conference Income	\$ 40,370.00	\$ 20,390.00	\$ 19,980.00	
Workshop & Webinars	\$ 30.00	\$ 1,095.00	-\$ 1,065.00	
Total Revenue	\$ 270,934.75	\$ 267,726.95	\$ 3,207.80	
Total Expenditures	\$ 90,536.49	\$ 100,856.21	-\$ 10,319.72	
Net Operating Revenue/ Profit	\$ 180,398.26	\$ 166,870.74	\$ 13,527.52	

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 is responsible for offering current and relevant services and professional development opportunities to EnglishUSA membership and the to the broader English Language community.

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

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OPEN ACCESS
JOURNALS

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- EnglishUSA Connect

Membership Development & Engagement

The Membership Development & Engagement Committee is responsible for high-level, strategic plan priorities for the recruitment, 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 grow our membership in each member category. Our goal is to increase membership to 277 in 2025 (all types of members: program members, Associates-service providers, partner agencies, Friends of the Association).
- Retention & Engagement - as we develop our new 3-5-year Strategic Plan, MDEC will emphasize the importance of membership retention and recruitment of new members.
- Organizing member feedback to create and host webinars considering options for non-member participation to increase members in different categories.

Advocacy & External Relations

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

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

Q & A with Board Member

- ✓ Reflect on past and upcoming EnglishUSA webinars
What would you like to see more of with EnglishUSA Development offerings? EnglishUSA Engage Comm 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 CA? NAFSA in San Diego? EnglishUSA Annual Conf Alexandria, October 23-24, 2025?