

# The Strategic Role of Intensive English Programs in American Universities

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# Contact Us

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# Overview of the ESL Industry in the USA

Mark Algren

Executive Director

Center for English Language Learning



# IEP Students Matriculating at Mizzou

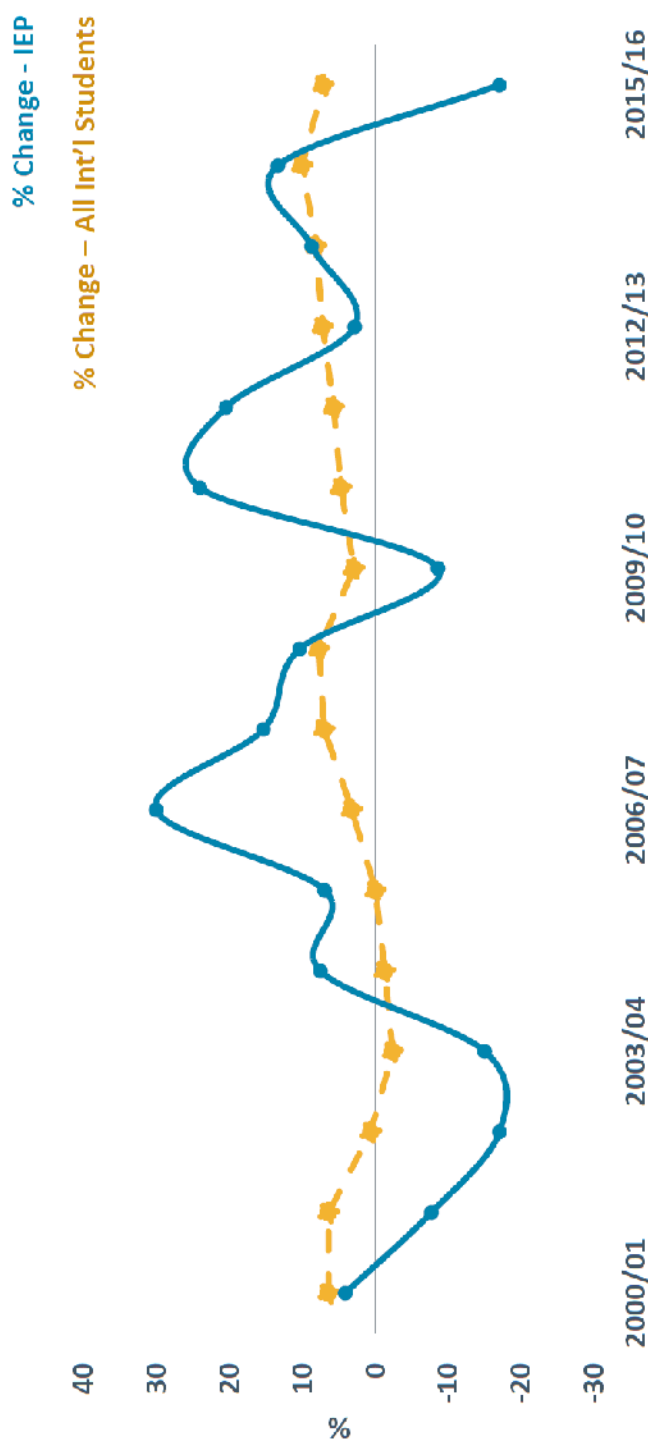
- CY 2016-17-18 IEP Students Matriculating to MU
  - Of IEP students intending US undergrad study: 65.4%
  - Former IEP students enrolled at MU: 117 UG; 17 Grad
  - Economic impact in 1 year: \$3.74m
- Total former IEP students at MU: 240
  - Est. economic impact 2018-19: \$8.544m
  - Four year economic impact: \$34.176m
- PLUS: economic impact of IEP students
- GOOD students: 1<sup>st</sup> semester GPA: 3.33

**These students would not be at MU without the IEP.**



# International Enrollment Volatility

IEP enrollment fluctuates more than overall int'l student enrollment



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# Declining ESL Enrollments in Traditional IEPs (F&M visas)

	18-15	2018	% chg	2017	% chg	2016	% chg	2015	% chg	2014
Spring	34.1%	69,332	11.5%	78,338	11.8%	88,798	15.6%	105,207	6.1%	99,160
Fall	36.2%	64,465	12.9%	74,043	15.8%	87,937	12.9%	100,999	6.7%	94,636

- High point Spring 2015: 105,207
- Low point Fall 2018: 64,465
- Decline: **38.7%**

<https://studyinthestates.dhs.gov/sevis-by-the-numbers>



# TOEFL Score Changes: Top 10\* ESL Sending Countries

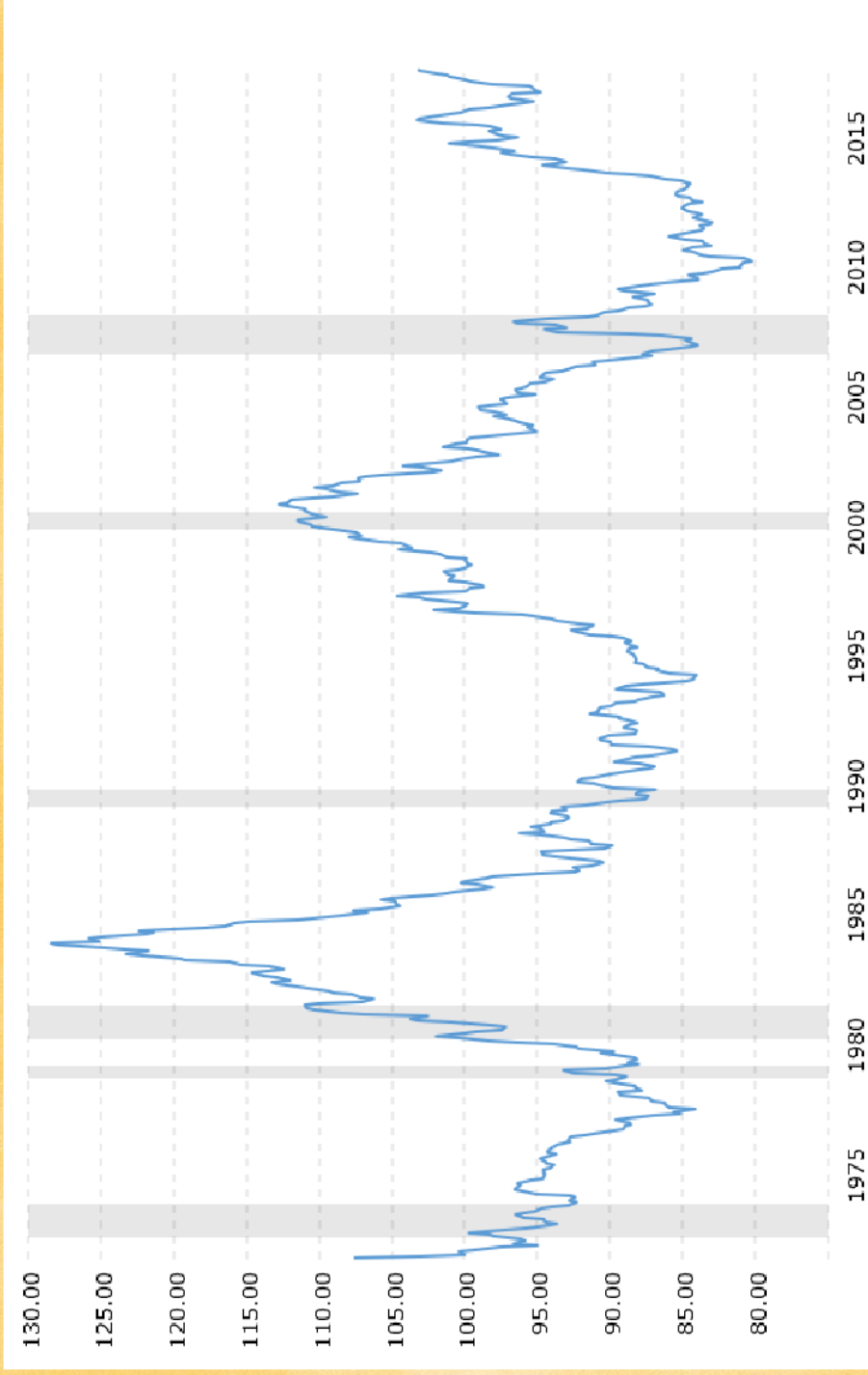
	Brazil	China	Colombia	Japan	Kuwait	Mexico
2007	86	78	80	65	61	85
2017	87	79	82	71	76	86
Gain/Loss	+1	+1	+2	+14	+15	+1

	Saudi Arabia	South Korea	Taiwan	Turkey	Venezuela	Vietnam
2007	57	77	72	77	84	70
2017	69	83	82	78	83	82
Gain/Loss	+12	+6	+10	+1	<b>(-1)</b>	+12

\*Each country has been a Top 10 Sending Country for English student in 2006 or later.



# Strengthening Dollar



<https://www.macrotrends.net/charts/exchange-rates>





# Personal Safety

- Question asked at recruiting events
- IACAC Conference 2018: May 2018 73 campus survey of international admissions officers: student/parent worries: on/off-campus safety and gun violence
- CNN 4/15/2013: John Kerry (Secy of State) in Tokyo: "...discussion about ... fewer students ... from Japan ... and ... responses I got from our officials ... [is] parents here ... [are] actually scared. They think they're not safe in the United States and so they don't come."



# Immigration Challenges

- Restrictions on Chinese students/scholars
- Anecdotal: increasing number of students being turned down for visas
- April 13, 2018: new immigration/visa regulations on some students from China
- August 9, 2018: new regulations on student visa over-stayers



# The General Tenor

- We don't want you
- The impact on F&M visa holders in the USA



# Decreases in Government Scholarship Programs

- Saudi Arabia
- Brazil



# Traditional IEP Structures and Management Challenges

- 3 to 5 or 6 levels
- Variable enrollments: unknown until start of term
- Credit or not for credit (courses)
- Pricing & finances
- Space
- Matriculation requirements
- Recent development: corporate Pathway Providers (have existed for decades in university IEPs)



# Strategies: Revamping the IEP

- Special programs
- Working within the institution (ESP and other student needs: grads, colleges & departments)
- Outside programs (2 weeks to year long)
  - Partner institutions (could include inbound Study Abroad)
  - Custom programs that you develop/advertise
  - Government sponsored programs (students, faculty)



# What's next?

- Will the field rebound? (It has in the past.)
- The next big program? The next big scholarship? Iran was poised to open up until political matters intervened.
- Don't let an IEP die and then try to rebuild it
- Maintain its integrity and autonomy - it's a university need and needs your support.





# Reimagining the IEP

Suzanne Panferov Reese

Associate Vice President for Global Engagement





- Articulating the curriculum for the IEP:
  - Authentic English language learning needs
    - Writing, reading, vs pronunciation and group presentations, and admission standards
  - Realigning with university curriculum (IEP into Writing Program)
  - Concurrent curriculum (non-credit/credit)
    - Bridge/sheltered
    - Pathway Programs/conditional admission

- Language conversation classes/clubs
- Academic Writing
- Presentation Skills
- Workshops on study skills
  - Academic skills, citation formats, presentations, managing reading loads
  - Time management
- Tutoring

- Can be short duration, concurrent,
- English for Specific Purposes: (e.g., pre-law, Legal English, Business English; English for Engineering, etc.)
  - Faculty Training:
    - English as a Second/Foreign Language teacher training (certificate);
    - Content area teacher training;
    - University faculty training

Some stand-alone vs integrated into existing programs

- Programs with International Partners: dual degree program language support (both domestic and international)
- Support for visiting scholars and university staff (language assessment screening for international scholar visa requirement and on-location training)
- Sponsored programs (Fulbright, IIE, government sponsored teacher training programs)

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Vice President/Vice Provost for Global Affairs

# Challenges to IEPs Enrollment Placement Collaboration & Articulation

# Enrollment Strategies

- Part of enrollment plan
- Conditional Admission
- Global Summer Institute

# Placement Strategies

- The role of IEP
- The role of ESL
- The role of Writing Program
- The role of Writing Center



# Collaboration and Articulation

- Curricula
- Governance
- Resources

Discussion and Questions

**Thank you**

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# Resources

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