



## From the President

*May Arthur*

### In my role as the President of AAIEP,

I am honored to be serving with an exceptional Board that, somehow, always manages to find the time to volunteer, to benefit the interests of our members. It is a pleasure to be part of an association that is made up of such a large number of the highest quality Intensive English Programs that aim to deliver only the best to their students.

AAIEP's commitment to you, our members, is to exceed your expectations by providing global exposure to our association and our member programs through attendance at various events such as GAELA and ALPHE UK held in September 2009, sponsored by Hothouse Media, to increase the visibility abroad of member programs. By continuing to advocate with Congress, as we have done over the past several years, most recently on our 2<sup>nd</sup> Annual Advocacy Day, held in DC this past October. By providing a forum for member exchange of information and

best practices, and by participating in a continued dialogue with SEVP to allow us to lower barriers to English language study in the US, during our 2<sup>nd</sup> Annual Professional Development Workshop, held at the University of California-Washington Center in DC in October 2009. By promoting the educational success of our English language programs at events such as the NAFSA Poster session "An Intensive English Program: Highlighting Program Innovation" scheduled to be held in Kansas City, in May 2010.

Our GAELA meeting provided us with a global overview of enrollment trends worldwide and the many challenges that our industry faces. On the list of top challenges were current economic crises, Swine Flu, visa barriers, dependency on certain markets that are now in

decline, and lack of government marketing support. This event included participants from language associations from around the world including English UK, English Australia, English New Zealand, Languages Canada, and FELTOM, and representative from agent associations including JAOS, KOSA,

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Outreach

# News From Outreach

**Res Helfer, VP Outreach 2009-2010**

**Andrea Domonokos, VP-Elect 2009-2010**

## Professional Day Workshop/Advocacy Day 2009

The Second Annual Professional Development Workshop/Advocacy Day was held October 6-7, 2009 in Washington DC.

On Tuesday, participants had the opportunity to attend a presentation on *Satisfactory Academic*

*Progress: How to Prepare for it?*

This included a presentation by Charlie Matterson from ACCET on ACCET's current work in clarifying this term. Jeanne Hind presented the CEA guidelines in this standard area, and Joann Geddes, VP-Elect Standards, shared her experience as a regionally-accredited program that is actively involved in the accreditation review on her campus.

Another presentation, *SEVP: Update and Q&A*, gave AAIEP participants the opportunity to get the latest information and share ideas with Sharon Snyder from SEVP. The continuing dialogue between AAIEP and SEVP has been an important hallmark of the AAIEP Development Conference.

May Arthur led a brainstorm session about best practices for dealing with Crisis Management, especially



May Arthur, (EC , Boston), AAIEP President, during her "Crisis Management" presentation.

about how programs were planning for any H1N1 flu outbreaks and related issues. We also took time to share ideas about submissions for NAFSA's IEP Poster Session, Highlighting Program Innovation that will be held at NAFSA 2010 in Kansas City. Not to leave food out of the picture, all participants enjoyed a wonderful lunch while discussing a variety of "Hot Topics," including *Paying Commissions for Sponsored Students*, *How What We Do has Changed in 25 years*, *An AAIEP Code of Ethics*

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Dawn Schmid (California State University, San Marcos), Jane Robison and Paula Moor (both Missouri State University) at the 2<sup>nd</sup> Annual Professional Development Workshop.

## President's Message

*Continued from page 1*

BELTA, TIECA and several other agent associations.

Our SEVP meeting covered topics such as vacation policy for IEP students, satisfactory academic progress and what it means to maintaining status, maximum length of study in an Intensive English program, and other SEVIS II related topics.

In addition to our dialogue with SEVP, our presentations at the 2<sup>nd</sup> annual Professional Development Workshop Day included topics such as Crises Management, Swine Flu risk management and prevention strategy, and Satisfactory Academic Progress with a presentation by guest speaker, Charlie Matterson, Associate Executive Director of ACCET.

As we continue forward with the execution of our current Strategic Plan, I would like to encourage you to step up to the plate and join us in our goal to become the number one destination for intensive English language study worldwide. Your support and participation is critical to the success of our association. I am truly looking forward to meeting many of you at our next gathering at the NAFSA 2010 conference, in Kansas City. ❖

*May Arthur*  
President 2009-2010

## News from Advocacy

### *In October,*

the AAIEP Board of Directors held its fall meeting in Washington, D.C., as well as its second annual Advocacy Day. Building on the success of last year's efforts, the purpose of Advocacy Day was to meet with as many Members of Congress and staff as possible to better educate them about intensive English programs (IEPs), the work of AAIEP and the association's policy agenda, i.e., the passage of the IEP Accreditation bills introduced in both the House and Senate. AAIEP members participated in a training workshop in the morning conducted by Ellen Fern of Washington Partners, LLC (WPLLC), the association's government relations consultant, which included a legislative update but primarily focused on preparing attendees for their meetings on Capitol Hill.

For the past several years AAIEP and UCIEP have been advocating for Congress to introduce and pass legislation requiring all intensive English programs (IEPs) be accredited in order to issue student visa documents. Changing the current voluntary accreditation requirements to a mandatory activity would help ensure programs are educationally legitimate and adhere to immigration regulations, such as carefully monitoring student attendance and ensuring student compliance with the terms of their visas. In addition, IEP accreditation would strengthen American competitiveness with respect to other English-speaking countries offering English language instruction.

Our ultimate goal is to increase the number of cosponsors on each of

the IEP accreditation bills in order to generate some "energy" around passage of this legislation. While AAIEP members have participated in grassroots efforts over the last several years which has helped to establish the credibility of AAIEP and its work on accreditation, a great deal of work to educate Congress on this issue remains.

Given the recent comments made by President Obama and other vocal members of Congress, it may be that another legislative opportunity will arise with respect to Immigration Reform in the coming months. In the meantime, however, we have continued our efforts in support of passage of these free standing bills, S.1338 introduced by Senators Tom Carper (D-DE) and Lamar Alexander (R-TN), and HR 2361 introduced by Representatives Barney Frank (D-MA) and Lamar Smith (R-TX). As you may recall, during the last Congress the Senate did pass an accreditation bill under Unanimous Consent while the House did not act. Since the 111th Congress convened last January, however, all bills not signed in to law during the 110th Congress had to be reintroduced. In addition, two of our champions who were key sponsors of the accreditation bills, Senator Norm Coleman (R-MN) and Representative Steve Chabot (R-OH), were not re-elected to Congress. We are thrilled, however, that we were able to identify new leaders, i.e., Senator Alexander and Representative Smith, to step forward in support of our efforts.

At this juncture, AAIEP needs your help to follow-up the productive meetings which took place last October during our Advocacy Day. While we understand how difficult it is for most of you to travel to Washington, DC to meet with Members of Congress and staff, you can do these same meetings back home in Members' District Offices. We need to continue our efforts to increase the number of cosponsors to S. 1338 and HR 2361. The more cosponsors a bill has, the easier it is to move a non-controversial measure forward to passage. Each of us needs to help lay this groundwork by making ourselves known to those in a position to help us when we need it. For us individually, this means making contact with

- 1) the offices of our Senators and Representatives,
- 2) the federal liaison in our institution or company, and, as appropriate,
- 3) higher ranking company/institution administrators who deal with the federal government.

January 18-22, 2010 has been set aside as a focused effort. See page 4 for the how to's!

To assist in this effort, we have put together some simple guidelines to follow to help you schedule a meeting at home in the district offices of your representative and senators. If you do not know who your Senators are you can go to [www.senate.gov](http://www.senate.gov), and you can go to [www.house.gov](http://www.house.gov) to identify your repre-

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**SAVE THE DATE**  
**WEEK OF JANUARY 18-22, 2010**

## **MAKE A CONGRESSIONAL VISIT IN THE DISTRICT SEEK SUPPORT FOR IEP ACCREDITATION BILLS**

In response to our arguments, Senators Mike Carper (D-DE) and Lamar Alexander (R-TN) and Representatives Barney Frank (D-MA) and Lamar Smith (R-TX) introduced legislation in Senate (S.1338) and the House (HR 2361) to require the accreditation of English language training programs. While this was a major accomplishment, we still have a great deal of work to do to demonstrate wide-spread, bi-partisan support for these measures so we can help move these bills toward passage.

Specifically, we need to increase the number of cosponsors of each bill (S.1338 and HR 2361) to make clear this change in the regulations is good policy and non-controversial. In many congressional committees, they will not even consider a measure unless there is a minimum of 25 cosponsors. The IEP accreditation bill only has one additional cosponsor on the House bill and no additional cosponsors on the Senate bill. **WE MUST WORK TO CHANGE THIS.**

### **ACTION**

As a result, AAIEP and UCIEP will be asking its members to TAKE ACTION by making appointments during the week of January 18, 2010 with congressional staff in the District Offices of both the Congressman as well as the Senator who represents the district your school is located. The purpose of these visits will be to:

- 1) provide staff background information on your IEP program;
- 2) inform staff about the legislation; and
- 3) ask them to become a specific cosponsor of the bill either in the House or the Senate.

### **HOW TO**

Never made an appointment before to meet with local congressional staff? Well, we have made it easy for you to do so with the attached "how to" document which outlines the specific steps you need to take to set up these kinds of visits. We'd like you to review this document and begin making appointments today for early 2010. We need your help NOW. We need more support to make staff more knowledgeable about the issues of importance to IEPs, and you don't have to come to Washington, D.C. to make it happen!

So take that first step and make an appointment at home and let's get Congress to focus on the need for IEP accreditation!

## **Advocacy News**

*Continued from page 3*

representative. Staff in D.C. are in frequent communication with district office staff, and the purpose of these meetings at home is to both introduce yourself and to "educate" staff about IEPs, AAIEP and the issues of concern that affect our business and students.

The process is much the same with respect to those in your company or

institution who may be in a position to write letters or make phone calls at this critical time. The point is to meet them and explain the issues before you need them.

It would be very helpful to us on the AAIEP advocacy team if you could let us know as you set up any meetings of the kind described above. This will not only give us an important sense of AAIEP's grassroots activity, but it will also allow us to

provide you with materials which will be useful to you. Currently these materials include

- 1) an AAIEP fact sheet,
- 2) talking points regarding accreditation, and
- 3) copies of the actual legislation.

For any further questions, please do not hesitate to contact Scott Stevens at [sstevens@udel.edu](mailto:sstevens@udel.edu). ❖

# Central Office Report

**Jon Leyland, Director, AAIEP Central Office**

## New Member IEPs & Associates

Over the past several months, AAIEP has welcomed 13 new members:

<b>Intensive Comprehensive &amp; Oral Track Program</b> Inlingua English Center Arlington, Virginia	<b>Intensive English Program</b> Wilkes University Wilkes-Barre, Pennsylvania	<b>Center for International Programs</b> Troy University Troy, Alabama
<b>EF International School of English</b> Honolulu, Hawaii	<b>ELS Language Centers/New Haven</b> (at) University of New Haven West Haven, Connecticut	<b>English Language Institute</b> University of Florida Gainesville, Florida
<b>EF International School of English</b> Chicago, Illinois	<b>ELS Language Centers/Cincinnati</b> (at) The University of Cincinnati Cincinnati, Ohio	<b>English Language Program</b> Virginia Commonwealth University Richmond, Virginia
<b>Intensive English Language Center</b> California State University, Bakersfield Bakersfield, California	<b>The International Center for English</b> Arkansas State University State University, Arkansas	<b>Embassy CES Boston Merrimack</b> North Andover (at) Merrimack College North Andover, Massachusetts
<b>Intensive English Institute</b> University of Illinois, Urbana Urbana, Illinois		

**We** have also been pleased to welcome back several former members the association had lost last year. The Executive Board had predicted a loss in membership when we moved toward requiring all members to be under one of three types of accreditation (ACCET or CEA accredited or under the direct administration and control of a regionally accredited institution). Most of those who have recently rejoined had not been able to meet the September 30, 2008 requirement that they complete the accreditation process, but they have since become fully accredited and are now back on the rolls.

With the addition of the new member programs listed above and those who have rejoined, AAIEP now represents 280 intensive English programs spread throughout all regions of the United States.

Our rolls also include a number of AAIEP associates, companies and other organizations that support the association while providing services of interest to IEPs and other ESL programs. For a complete list of AAIEP associates and profiles on each, please visit the web site ([www.aaiep.org](http://www.aaiep.org)) and click on 'Marketing Services'. You'll also find profiles of each in our publication, AAIEP Member Profiles, 2008-2010. ❖

### DON'T FORGET TO UPDATE YOUR PROGRAM'S WEB PROFILE

Do you represent an AAIEP member program? Has it been a while since you've logged onto the AAIEP web site and updated your program's profile? If so, please take a look and see if you need update or add anything. If you have any questions about this, please contact the AAIEP Central Office ([info@aaiep.org](mailto:info@aaiep.org)).

## Standards

# News from Standards

Geraldine de Berly, VP for Standards (2009-10)

Joann Geddes, VP Elect for Standards (2010-11)

**T**he fall PSA submissions made for a busy few days to fulfill the review process. However, all programs that submitted have received correspondence and the majority has been approved and had their memberships renewed.

An additional area of responsibility that has emerged as a result of the Board's Strategic Plan is the desire to create a code of ethics.

A few members have volunteered to contribute to a subcommittee to devise such a code. I am reaching out to the membership to bring forth any areas which are not covered in the standards. There was a brief discussion about this at the recent AAIEP Professional Development Workshop in Washington DC.

Here are some scenarios and questions that involve ethical issues and decisions. Some of these could be folded into a Standards review.

- How should a director deal with matters such as adhering to FERPA regulations which require confidentiality regarding student judicial review cases (particularly at a university) and transferring a student under a judicial sanction to another institution? The sanction may not be an immigration violation (depending on the finding of the judicial review); however, there might not be an entirely clear conscience in transferring the student elsewhere. At the same time, FERPA regulations forbid communication of incidents for which findings have been less than severe.
- Are there any ethical concerns in the case of a student who becomes pregnant and delays departure until such time as it is unsafe to travel and then seeks a medical leave of absences after delivery?
- Are there any ethical concerns in the case of a parent, who applies to an IEP apparently to have the children attend a public school and then delays progress within the IEP to stretch the F-I period?
- How strict or well defined is 'sufficient progress'?
- What ethical issues might arise if a DSO or PDSO is conducting recruitment (apart from Dept. of State, Dept. of Homeland Security and SEVP regulations)?
- What recommendations should a director give for an instructor who may be an excellent teacher; nevertheless, has some rather independent tendencies and prefers not to follow a prescribed curriculum?
- What are some approaches in dealing with a personnel issue such as employing a long-term instructor who is competent but is unable to bring any energy into the classroom?

## Conflict of Interest Issues

- Gifts from students or family members - Do you set a maximum value for a gift? Students leave the IEP but other family members may attend in future. Will generous gifts compromise integrity?
- Supervision of family members employed within the IEP - Is there a procedure in place to recuse supervisors if there is a conflict? Is there a policy that deals with nepotism?
- Do directors experience pressure from sponsors or internal forces within an institution regarding performance of students and admission criteria. How do directors handle the *if I don't get X grade I will lose my scholarship/have to go home* scenario?

If you would like to comment on any of these ethical quandaries or contribute any of your own dilemmas, please write to [gdeberly@syr.edu](mailto:gdeberly@syr.edu). ❖



# NAFSA Poster Fair to Highlight IEPs

**N**AFSA 2010 in Kansas City will have a new poster theme group focused on intensive English program innovations and highlights of practice.

The fair "An Intensive English Program Fair: Highlighting Program Innovation" will be an exciting forum for people to learn about what is going on in the IEP arena.

We hope that this poster fair will allow for conversations around shared practices and commitments to international education, quality assurance and student services. The theme of NAFSA 2010 is "Changing the


Landscape of Global Higher Education" and this poster fair offers the opportunity for many to see the important role IEPs play in the higher education landscape and in the area of global education.

It was exciting to see that over 30 poster submissions were made for

Get Ready for a Little Bit of Irish in Kansas City



Is it too early? Not for those of us with busy schedules. Mark your calendars for the annual AAIEP Reception at NAFSA 2010. This year the reception will be Thursday, June 3<sup>rd</sup> at the Raglan Road Irish Pub in the Power and Light District. Look for details on all our NAFSA related activities in the spring.



**SALMAN RUSHDIE**  
**OPENING PLENARY**  
**TUESDAY, JUNE 1**

**NOVELIST AND ESSAYIST**  
**SALMAN RUSHDIE**  
**KEYNOTE SPEAKER**  
**OPENING PLENARY**  
**NAFSA 2010**

this theme group and most came from AAIEP and UCIEP member programs.

Please be sure to check the NAFSA program and visit the poster fair if you aren't part of the fair. Join in the dialogue with others and help us make this type of learning opportunity an event that continues at future NAFSA conventions. See you in KC! ♦

## News from Outreach

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*New brand to promote AAIEP member programs*

and help us provide an up-to-date member listing and information on a web-based portal.

Join us at the annual reception at the NAFSA conference in Kansas City for the official launch of EnglishUSA. ♦

# GAELA Update

*Jeanne Hind, AAIEP Past President*

*In* September, Jeanne Hind, AAIEP Past-President

represented AAIEP at the Global Alliance of Education and Language Associations (GAELA) meeting in London. GAELA was formed in 2000 with the following aims:

- To forge bonds between associations promoting language learning by study abroad and provide a forum for exchange of information.
- To promote and improve the profile of study abroad for the purposes of language learning and cultural understanding.
- To promote the adoption of comparable standards in language teaching and aim to ensure, for the benefit of students, regulation of providers where there is none.
- To present views to governments on topics such as regulation and quality assurance and student mobility, drawing on international comparisons and evidence.
- To collect information and data on the "language learning by study abroad sector" of the education market.
- To share initiatives to develop professionalism in all areas of language learning by study abroad.
- To communicate with bodies representing language travel

agents on issues of mutual importance, with the aim of improving the quality of service to students.

**21** participants representing 17 language associations from around the world attended the meeting. The slide show prepared by Sue Blundell, GAELA Chair and Executive Director of English Australia has been posted on the AAIEP website and details all the responses to the questions.

It was interesting to learn that the top ten student source countries for the first 6 months of 2009 were listed as South Korea, Saudi Arabia, China, Japan, Brazil, Spain, Germany, Italy, Switzerland, and France. For Australia, Canada, and the U.S., Saudi Arabia, Korea and China were the top three although the order changed in terms of which was the #1 place holder. Declines in numbers of students from Japan and Korea were the most referenced in the survey.

Whether programs reported declines in numbers or increases, all indicated that one of the on-going challenges is maintaining

program quality. To find out how associations can help their members, the survey asked, "What can your association do to support you in the current environment?" Of the 271 respondents, these were the areas indicated: marketing, advocacy, information/communication, quality and PR.

AAIEP feels it is meeting the needs of our member programs by ensuring quality through our Standards, our requirement for accreditation, and our professional development efforts. Through Outreach we are marketing our programs as quality programs. The move to include English USA as part of our recognition is an effort to market AAIEP member programs with a more recognizable brand. AAIEP continues its Advocacy efforts through our Advocacy Day work as well as our continued work on the Hill to get the Accreditation Bill passed. Finally, communication is important so we continue to work on better utilizing the website to keep members informed. Please update your profiles on the web as needed so those looking for information on your program have the most up-to-date information.



## News from Outreach

*Continued from page 2*

and *Marketing Issues*. We ended the day with a great reception.



*Lively discussions during the "Hot Topics"*

Wednesday was Advocacy Day, an empowering opportunity to visit Capitol Hill and meet with Senators, Representatives, and Staff. First-timers at this event found it to be a wonderful and rewarding experience; the staff were all very approachable and interested in our cause—that all IEPs be accredited.

We are already in the process of preparing for next year's event, also to be held the first week of October in Washington DC. Dates will be finalized and information, including a detailed agenda and session topics will be available at our NAFSA Reception in Kansas City. If you have suggestions for session topics or ideas for this event, please let us know at [outreach@aaiep.org](mailto:outreach@aaiep.org)

### **Linking Members and Associates**

AAIEP currently has over 270 Members and almost 20 Associates. One of the Outreach team's

inherent goals is to continually increase membership of both; this year, we are also embarking on a project to link them together better and at the same time increase the benefits offered to the Associates.

Current benefits to Associates include participation in our e-mail listserv, invitations to our annual meeting and reception at NAFSA, listing and description in the AAIEP Member Profiles book, listing and link on our new and continually updated website, access to the AAIEP membership mailing list, and subscription to the AAIEP newsletter. We aim to find additional ways to facilitate the linking of Members and Associates and improve networking opportunities between them, through the use of surveys, seminars, teleconferenc-



*Participants during the Advocacy Day training session getting ready for the visits to the Hill.*

ing and presentations. Did you know that member-only special offers are posted on [www.aaiep.org](http://www.aaiep.org)?



*Dawn Schmid (California State University, San Marcos) visits Diane Feinstein's office during the Advocacy Day.*

Check it out in the "Marketing" section!

### **EnglishUSA**

AAIEP's Outreach team is constantly looking for greater exposure and new ways to promote our members. Our current marketing efforts include the creation of a plan to further develop EnglishUSA as our new brand. The aim is to facilitate the promotion of AAIEP and our member programs in the international market through the use of an easy-to-recognize brand name. EnglishUSA was the obvious choice to compete with similar sites promoting English programs in Australia, New Zealand, Canada and the U.K.

A new website with separate sections for members, students and agents will also be developed. All this should greatly increase our recognition and visibility worldwide

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## AAIEP Executive Board 2009-2010

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