Panelists

Presenters:

Amy Pascucci, UCSD ELI

Katie Pugel, UCI Continuing Education International Programs

Patricia Szasz, English USA

Tammy Johnson, Cal Poly Pomona CPELI

Moderator: Maria Allan, San Diego Continuing Education
Topics

Success in IEP marketing to new populations

Short-term programs integrated into IEPs

Exchange programs

2 + 2, 2 + 3, and/or 1 + 1 arrangements with international schools

Classes/programs for community members

Classes/programs in collaboration with university departments

Incentive programs such as scholarships or discounts in order to bring in new groups and increase diversity
Success in IEP marketing to new populations

Teens Programs
- Education USA program (State dept)
- Younger students - age lower than 18

Pre-service Flight Attendant (ESP)

Sports Teams

Best Practice Hint: Be able to support minors on your campus
Recruitment and Marketing Strategies

Recruitment Staff
Fairs
Agents
Memorandum of Understanding MOUs
Join and Participate in EnglishUSA

Professional development conference in Monterey January 19-20, 2017

Best Practice Hint: Having a dedicated marketing team that is well integrated into the program
Short-term programs integrated into IEPs

UCI:

Custom Designed Programs (mostly Japanese) integrating into 4-Week Conversation & Culture IEP

Some custom elements (e.g. STEM and p.m. site visits)

Saudi engineering students integrating into 10-Week IEP

Own classes on campus

Best Practice Hint: Get teacher buy-in
2 + 2, 2 + 3, and/or 1 + 1 arrangements with international universities

4th year of undergrad as exchange student with credits to add to their home school transcript

CPELI

UC Riverside

Best Practice Hint: University partnership - legal agreement
Classes/programs for community members

UCI:

MOOCs through Coursera: 1,000,000 visitors; 300,000 enrollments

http://ip.ce.uci.edu/programs/english-language-programs/online-academic-writing-courses-free/

Academic English; Learn English; Teach English; Pronunciation (in progress)

Local community: English for Professionals custom programs

Best Practice Hint: Instructional Design Resources and time
Classes/programs in collaboration with university departments

UCI:

Promoting MOOCs to campus departments
   Focus on Advanced Speaking & Listening offerings
Engineering Department and our International Programs
   Saudi engineering students in IEP mornings and campus labs afternoons
IEP & University Programs proposing array of offerings to campus departments
   Audience: grad students, scholars, TAs, faculty

Best Practice Hint: Department buy-in and good communication
Incentive programs such as scholarships or discounts in order to bring in new groups and increase diversity

UCI:

Millennium Plan for Latin American countries

Rarely offer discounts or scholarships, however….

CPELI

Mexico’s Proyecta 100,000

Best Practice Hint: Determining the cost benefit analysis