

2019

## Organization and Collaboration between Associations in the Sector

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### Recommended Citation

Baladi, Nadine (2019) "Organization and Collaboration between Associations in the Sector," *EnglishUSA Journal*: Vol. 1, Article 5.

Available at: [https://surface.syr.edu/englishusa\\_journal/vol1/iss1/5](https://surface.syr.edu/englishusa_journal/vol1/iss1/5)

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## Organization and Collaboration between Associations in the Sector

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## **Organization and Collaboration between Associations in the Sector, by Nadine Baladi**

Organizations and Collaboration Presentation:

*“How do we stretch and challenge ourselves? How are we creative? Let’s remember that we aren’t only ESL providers, we are International Educators”* Joann Ng Hartmann (NAFSA)

The EnglishUSA Stakeholder’s 2019 conference focused on Thriving in Times of Change, recognizing that its members are embracing creativity & innovation through the adoption of short-term programs, pathway programs, overseas campuses, family programs, online teaching, become official ESL testing centers, and recruiting of domestic of students. Instead of waiting for enrolment numbers to increase, EnglishUSA members are adopting pioneering approaches to International education, as discussed by the major USA based associations in the field: NAFSA, TESOL, EnglishUSA and UCIEP.

To start, the panelists from TESOL, NAFSA, EnglishUSA and UCIEP introduced their organization, discussion their missions, their focus and their services to member. Through webinars, conferences, workshops, newsletters, journals, online forums and volunteer opportunities, our English Language programs and staff are well supported indeed!

The panelists discussed the importance of uniting the field into one voice and discussed how the various industry associations collaborate with one another in order to be more impactful, such as joint statements put to the government, letters to the press, joint workshops, shared expertise panels at events such as the EducationUSA Forum, AIRC, and NAFSA.

Jane Robison (EnglishUSA) and Chris Powers (TESOL) discussed trends impacting our industry today and these included the adoption of new technologies, mergers and acquisitions, policy changes from the US government, negative rhetoric on immigration and concern for safety, growth of English learning and opening of English Centers in overseas non-English countries, TESOL training is becoming more and more important for non-native English speakers.

As mentioned by Scott Stevens during an earlier discussion, EnglishUSA members recognize that this downturn in student numbers reflect not only challenging politico-economic time but an entire paradigm shift in our field. Our national and international industry associations are aware and embracing this shift and offering plenty of support to help the field adapt.

**Nadine Baladi is Founding Partner at The ParliamentGroup, an impact-driven consultancy for international education initiatives. Prior to this, she was VP of Academics and Student Operations at ILSC Education Group, working in collaboration with the TESOL teams, Pathway Programs, Junior Programs , Teacher Training and Testing. She is a board member of EnglishUSA, a commissioner for ACCET and has presented at EnglishUSA events, TESOL, NAFSA, and AIRC. Nadine is working hard at becoming a full-time skier.**