

El Camino Language Academy (ECLA) – Program Review

Spring Semester 2008 / Summer Session 2008 / Fall Semester 2008

I. Overview – Program Profile: El Camino College Language Academy (ECLA)

The mission of the El Camino Language Academy (ECLA) is to provide a program for international students which includes these components: Reading, Grammar, Conversation, American Culture and TOEFL Preparation. In addition, ECLA will provide the students with regular assessments (LOEP, Math, Speaking/Writing and TOEFL), counseling services, and campus, community and culture activities.

Primary Objectives:

To assist international students with their educational goals of transferring to El Camino College's academic ESL Program. ECLA provides the classes and instruction necessary for the students to reach an academic level of English, pass TOEFL, and to be successful students at El Camino College.

Funding source:

Solely students' tuition – no other funding is provided to the Language Academy

Profile of students:

International Students / a few residents / other visas are accepted
(see attached chart #1)

Status of Previous Recommendations:

Frequent updates to ECLA's web site (on going)
Update to marketing materials (on going)
Updating curriculum (on going)

Continuing Recommendations:

II. Program Data

El Camino Language Academy has registered 1,900 students since 1998.

a. Student/Client Satisfaction:

The Language Academy students do not take classes for credit and therefore there is no data that Institutional Research can analyze.

1). ECLA students complete a survey form at Orientation (data from the 2008 is attached)

b. Student/Client Outcome Data:

ECLA tracks how many students transfer to the academic (ISP) program
(data attached – chart #2)

c. Program Data Recommendations:

Would like to see a semester report from Institutional Research on all international students registered at ECC – this would be helpful in analyzing recruitment, advertising, and marketing to key countries.

III. Program Requirements

a. Program Support/Collaboration:

- 1) Testing Center / ISP / Finance / Accounts Payable / Library and
- 2) Student Activities Center / Ability to reserve classrooms

b. Facilities and Equipment:

- 1) Various classrooms on campus are reserved on a semester by semester basis through Datatel
- 2) ECLA needs to have up-to-date technology resources

c. Staffing:

- 1 Program Manager (Special Services Administrator)
- 1 Program Assistant (casual)
- 8 Instructors (casual)

d. Planning:

One of the most useful tools is ECLA's web page – the web page is updated weekly or bi-weekly in order to show photos of students, recent activities, and to make announcements regarding upcoming events. The ECLA web page is also updated for each semester's program dates, tuition, orientation dates, description of classes, program contact information, list of instructors, policy statements and forms.

e. Marketing:

ECLA's marketing and advertising and recruitment are all tied together through flyers, brochures, the web page, overseas educational agents, community awareness, print / internet advertising in: StudyUSA, IIE, AIEF, IES; and specialty advertising through Lighthouse Magazine and Japanese phone book (for Los Angeles area). There is also advertising done through yearly publications in Latin America, Japan, and South Korea.

f. Advertising:

The Language Academy is consistently watched by the competition (Language Systems, GEOS, Rosemead College of English, and other private language schools). Tuition from the competition is always lower and more ECLA students will transfer to the competition before transferring to ECC.

g. Program Requirement Recommendations:

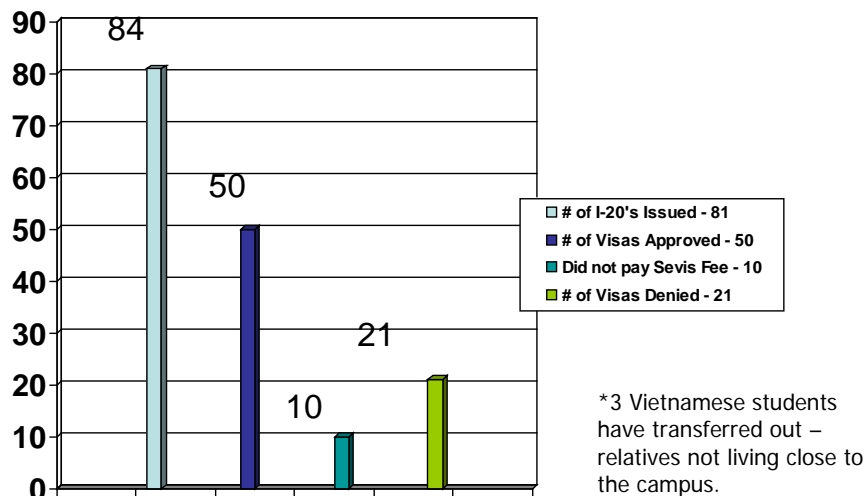
- 1) Need to create a new Access database for ECLA
- 2) Expand on flyers and brochures
- 3) Expand on internet advertising
- 4) Develop forms that can be completed on-line
- 5) 2008: Develop an agent "thank you" page on the web site (w/photos)
- 6) Create new markets in Europe, Latin America, and Asia
- 7) Create and implement an overseas recruitment schedule for ECC and ECLA
- 8) Register with key U.S. Consulate offices (Vietnam, Mongolia, China)

IV. Recommendations:

ECLA continuously works with ISP in a professional manner. However, the ISP staff needs to stop regarding ECLA as their competition. Staff from ISP should be able to talk with ECLA in a helpful, open, direct, and professional manner. The ISP office should be able to work in a professional manner - without rancor, criticism, or accusations.

EL CAMINO LANGUAGE ACADEMY

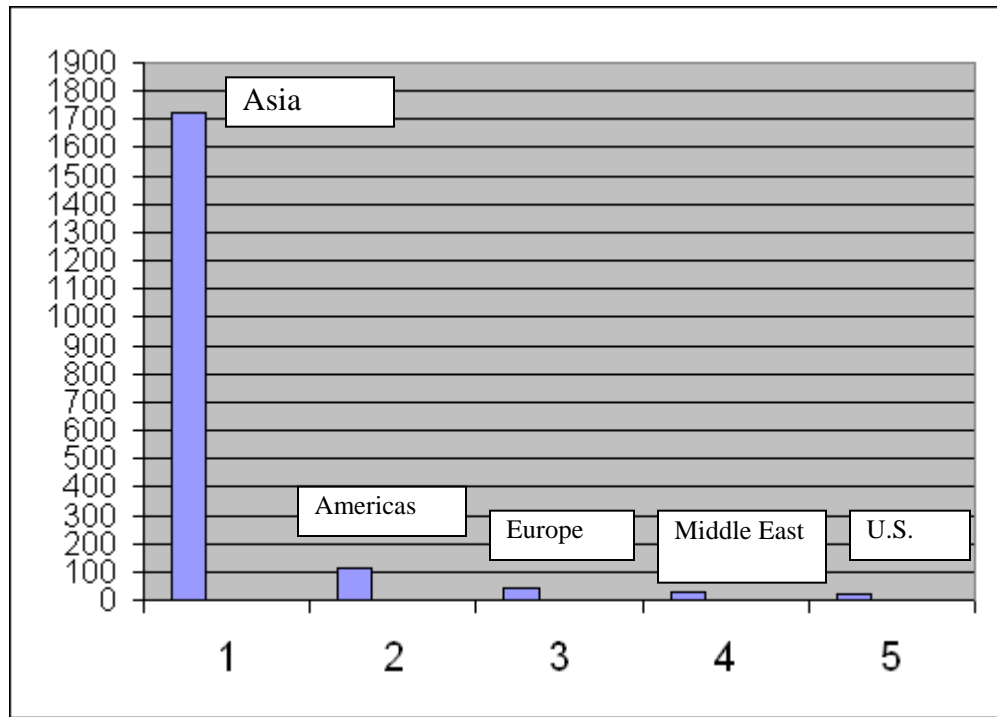
Spring 2008 – Data - Example
Chart # 1



- A few "late" students will pay SEVIS fee later or students will try to be approved through a 2nd interview at the U.S. Consulate.
- Last year (for spring 2007) 64 I-20's were issued / 8 were either denied or did not pay SEVIS fee.
- 8 new students transferred in from other schools after 2-19-08

EL CAMINO LANGUAGE ACADEMY
COUNTRY OF ORIGIN
CHART # 2

1722 Asia
110 Americas
40 Europe
29 Middle East / Africa
22 United States



Total Students:
About 2,000 have registered with ECLA since 1998

About 90% of ECLA's students come from Asia/Oceania (this is true for ECC's international student population as well)

EL CAMINO LANGUAGE ACADEMY
STUDENT ENROLLMENT
CHART #3

Calendar Year 2007				
Winter	Spring	Summer	Fall	
	11 - Basic	9 - Basic	12 - Basic	
	18 - Int	18 - Int	12 - Int	
	35 - High	27 - High	23 - High	
11 - Combo Class				
11	64	54	47	
176 Students				

Transferred 85 students to ISP (a higher number of students returned home and transferred to other schools)

Calendar year - 2008				
Winter	Spring	Summer	Fall	
No winter session	16 - Basic	8 - Basic	9 - Basic	
	32 - Int	14 - Int	23 - Int	
	36 - High	16 - High	26 - High	
	(5 residents)	(3 students paid & left the program)		
	84	38	58	
180 Students				

Transferred (about) 90 students to ISP

Potential income to ECC for 2007: \$216,240

Potential income to ECC for 2008: \$237,600

Due to the financial crises (world-wide) – applications for 2009 are down by 15%

Addendum 1 – Student Surveys

Abbreviated summary of completed student surveys from spring semester 2008, summer session 2008 and fall semester 2008 (sample survey is attached):

(Note: not all students enrolled in the program completed the survey):

Average age of students for 2008: 23

Country Of Origin:

Korean students:	59
Vietnamese students:	30
Japanese students:	15
Chinese students:	11
Latin American students:	5
Other Asian students:	5
European students:	3
Africa:	2
TOTAL:	130 (students completed survey)

The following numbers will overlap – most students will rely on family, friends, or other students regarding the choice of school (103); however, those same students might work through an overseas agent and do research on the internet:

- How many students used the internet to find a school: 47

- How many students relied on recommendations family, friends, or other students: 103

-How many students came through an educational agency: 17

- How many students attended an educational fair: 2

Why did these students select ECC / Language Academy:

Recommendations from others:	74
Quality of education:	47
Location:	47
Price:	12