

2023 TESOL ANNUAL REPORT

Executive Director's Letter

Dear TESOL Stakeholders,

It is with great pleasure that I present the Annual Report for the fiscal year (FY) ending 31 October 2023, marking a year of strategic advancement and sustained growth for TESOL that was centered around the association's eight strategic priorities:

1. Build member value and engagement.
2. Develop a diverse pipeline of leaders.
3. Advocate for issues of multilingual learners and the profession.
4. Diversify revenue sources.
5. Improve efficiencies with TESOL's communities.
6. Stabilize and support the association's staff.
7. Expand TESOL's global impact.
8. Elevate English language teaching (ELT) content and research.

Here are a few highlights from 2023 that demonstrate our collective achievements.

First and foremost, we moved from ending FY 2022 \$374,000 in the red to a surplus of approximately \$168,000* in FY 2023 — that is an increase of almost \$500,000* in 12 months! Much of the turnaround can be credited to expanded support from our current partners, including the Institute of International Education (IIE), the U.S. Department of State Bureau of Educational and Cultural Affairs (ECA), and the U.S. Embassy in India, as well as new revenue sources from Microsoft, the U.S. Citizenship and Immigration Services, and several substantial contracts involving our [6 Principles](#) and [SWEL](#) training programs.

Establishing and strengthening relationships with hundreds of stakeholders within and outside the ELT field was another key focus area in FY 2023. We partnered with several TESOL affiliates and cohosted our ELevate online conference with [Center for Applied Linguistics \(CAL\)](#), [Coalition on Adult Basic Education \(COABE\)](#), [National Association for Bilingual Education \(NABE\)](#), and [National Association of English Learner Program Administrators \(NAELPA\)](#), a true testament to our commitment to collaboration and knowledge sharing.

Advocacy remained a priority for TESOL again this year. We strengthened our position as the authoritative voice for ELT through visible outreach efforts on behalf of second language educators and multilingual learners of English (MLEs). Specific examples include advocating for Title III ESEA (Every Student

*Preliminary unaudited figures.



Succeeds Act) funding, supporting DACA (Deferred Action for Childhood Arrivals), protecting immigrant families, supporting international refugees at higher education institutions, advocating for multiple literacies, promoting world languages, and demanding equal educational opportunity, basic civil rights protections, and freedom from erasure for all students. TESOL also hosted multiple diversity, equity, inclusion, and accessibility (DEIA) training workshops for staff and volunteer leaders and published a [white paper on discrimination in education](#).

A comprehensive review of TESOL's product portfolio allowed us to focus on producing exemplary products with a positive ROI. We also launched the [2023 TESOL Research Directions](#), developed from more than 2,700 global data points. Record-breaking satisfaction scores from convention attendees and course participants reflect our continued dedication to providing valuable and impactful educational experiences.

We hired a seasoned membership professional in 2023 and increased our focus on strategies to enhance recruitment, retention, and engagement of members. The introduction of a successful student membership campaign resulted in nearly 200 new members, contributing to the vibrancy of our community and supporting next-gen educators.

Facilitating a staff culture of trust, transparency, and cross-functional collaboration has been a cornerstone of our team's success. My partnership with Juliet Mason (Head of Operations) and Sarah Sahr (Head of Education and Events), as well as every TESOL staff member, was an extraordinary experience that positively impacted the member experience, attendee engagement, and the diversity of TESOL's revenue.

I express my heartfelt gratitude for the opportunity to serve as TESOL's executive director. It has been an honor to work alongside the board, staff, and members who contribute to the success of our association. Together, we have achieved remarkable milestones this year, and I am excited about the opportunities that lie ahead for TESOL.

Thank you for your continued support and commitment to TESOL's mission.

With gratitude,

A handwritten signature in black ink, appearing to read "AK", written in a cursive style.

Amber Crowell Kelleher
Executive Director
TESOL International Association