A Year of TRANSITION—
A Year of SUCCESS

TESOL—TEACHERS OF ENGLISH TO SPEAKERS OF OTHER LANGUAGES
ANNUAL REPORT NOVEMBER 1, 2009 TO OCTOBER 31, 2010
A Year of TRANSITION—A Year of SUCCESS

As the United States and the world continued their transition out of a deep recession and into a new economy, TESOL saw a transition of leadership and a new direction. In 2010 TESOL experienced the retirement of long time Executive Director Chuck Amorosino, Jr., CAE, and welcomed new Executive Director, Rosa Aronson, PhD, CAE. This year also saw the retirement of Director of Member Services/Assistant Executive Director Pam Williams, CAE. The Board of Directors, lead by President Brock Brady, along with the TESOL staff began the strategic planning process that will guide the association beginning in 2011. Signs of a successful year included steady increases in membership and a 22% increase in convention attendance from the previous year.

Mark S. Algren
TESOL President 2009 – 2010

TESOL IN THE PUBLIC SECTOR
The TESOL Board of Directors approved a

- Position Statement on the Acquisition of Academic Proficiency in English at the Postsecondary Level
- Position Statement on Adult English as a Second or Additional Language Programs
- Position Paper on Language and Literacy Development for Young English Language Learners

TESOL issued a Statement on the Common Core Standards Initiative in the United States.

TESOL submitted comments on Reauthorization of the Elementary and Secondary Education Act (ESEA) and comments on Proposed Accommodations for the National Assessment of Educational Progress (NAEP).

BY THE NUMBERS 11/1/09–10/31/10

Total Members: 12,340, representing 156 countries, with 25% of the membership outside of the United States
Fans on Facebook: 17,000
Attendees to the annual convention in Boston: 7,115 English language professionals and 150 exhibiting companies
Participants: 1,583 educators participated in 6 Virtual Seminars, 532 in Pre- and Postconvention Institutes, and 259 in TESOL certificate programs and online courses.

Members sent 2,530 messages to Congress from the TESOL Advocacy Action Center, and 32 representatives from 25 affiliates attended TESOL’s largest Advocacy Day. In total, TESOL members visited more than 80 U.S. Congressional offices.

More than 500 students from 12 countries participated in the 2nd Annual Franklin Global SpellEvent.

More than 8,000 books were sold in the TESOL Bookstore, and there were more than 150,000 full-text downloads from TESOL Quarterly and TESOL Journal.

CONTINUATION OF SUCCESSFUL PROGRAMS AND ENHANCEMENT OF NEW ONES
Well-known professional development programs, including the Pre- and Postconvention Institutes, the Leadership Development Certificate Program, and Principles and Practices of Online Teaching Certificate Program, continue to be successful with high marks from participants.

The TESOL Core Certificate Program debuted in 2010 with two sold-out offerings. The program features a foundation course, Fundamentals of TESOL, followed by one of two specialty courses, Teaching Language Skills and Assessment: Adult Learners and Teaching Language Skills and Assessment: Young Learners, as well as additional professional development requirements.
MEMBERS MAKING USE OF BENEFITS

TESOL Resource Center
The TESOL Resource Center (TRC) continues to be an important member benefit. There are now over 270 vetted resources from lesson plans to assessment tools submitted by TESOL members and available to the TESOL membership.

Interest Sections
The 21 interest sections, TESOL’s communities of practice, continue to be the heart of the association community. In this cross-disciplinary world, most members participate in multiple interest sections. The e-mail discussion lists were very active this past year, and serve as one of the best connectors for all members to share experiences, seek advice, and exchange ideas.

TESOL Journal
All members now receive access to the new TESOL Journal as part of their membership. The journal, launched in March 2010, is slowly gaining traction with the membership as they become aware of this new benefit and as the number of published issues grows.

Virtual Seminars
In July 2010 Virtual Seminars became a benefit of membership. Members took to these programs right away with topics ranging from Why Are We Still Teaching the Wrong Grammar the Wrong Way?, to A Focus on Academic Oral Language and Vocabulary Instruction in Language Learning.

TESOL BOOKS AND JOURNALS CONTINUE TO LEAD THE WAY

TESOL Publications continued to publish its Classroom Practice Series, rolling seven new volumes off press in 2010, including Integrating Language and Content, which was nominated for the prestigious ELTons Award.

Other volumes off press in 2010 were Effective Second Language Writing, Authenticity in the Language Classroom and Beyond: Children and Adolescent Learners, Multilevel and Diverse Classrooms, Applications of Task-Based Learning, Pragmatics: Teaching Speech Acts, and Teaching Listening: Voices From the Field. Notably, the Pragmatics volume sold close to 300 copies in a prepress promotion.

Many other TESOL books, such as the New Ways Series, More Than a Native Speaker, and ESOL Tests and Testing went into second and third printings, as they continue to be in demand in the field.

Because of their quality and accessible content, TESOL books were the basis of presentations all over the world, and are incorporated into courses for TESOL’s Core Certificate Program.

Subscriptions to TESOL Quarterly and TESOL Journal are not seeing the downward trend that many journals are experiencing. This is a testament to the quality of the articles and the value that institutions place on ESL/EFL as a field.
The partnership with Franklin Electronic Publishers continued with the 2nd Annual Global SpellEvent Championship in New York City, and Franklin offered a discount on its publications to TESOL members. Hyun Soo Kim of South Korea was crowned the winner by correctly spelling the word *judicial*, and won the $10,000 scholarship.

Heinle Cengage Learning agreed to underwrite the TESOL Virtual Seminars, which allowed members to participate in these valuable learning opportunities at no charge.

On invitation from APEC (Asia-Pacific Economic Cooperation), TESOL’s Education Programs Department staff worked with a variety of volunteers to create 30 teaching tips on 21st century skills for APEC’s International Education Week Web site.

In 2010 TESOL began conversations with the National Council of Teachers of Mathematics (NCTM) to address the teaching of math to English language students. NCTM and TESOL collaborated on a session at the TESOL 2010 Convention. A similar session is planned for 2011, and discussions are taking place for a reciprocal session at the NCTM conference.

Other convention session collaborations included National Council of Teachers of English, The National Council for Accreditation of Teacher Education, the American Association for Applied Linguistics, the Council for Exceptional Children, the National Association for Bilingual Education, and the National Board for Professional Teaching Standards.

## JOINT STATEMENTS ISSUED IN 2009–2010

- TESOL and AZ-TESOL Joint Statement on the Arizona Teacher English Fluency Initiative
- TESOL Joint Statement with AAIEP and UCIEP on IEP Governance
- Issue Brief from the Coalition on the Academic Workforce (Co-signer)

## TESOL 2009–2010 SPONSORS

TESOL appreciates the sponsorship support for 2009 programs and events provided by the following companies and institutions:

**Platinum**
- ETS TOEFL
- Heinle Cengage Learning
- Carnegie Mellon Qatar
- Franklin Electronic Publishers
- The University of Kansas Applied English Center

**Gold**
- Pearson Teacher Education & Development

**Bronze**
- ETS TOEIC
- Pearson-Longman
- R.O.S.E. Management
- IELTS

**Special thanks**
- Peace Corps

## RECOGNITION OF IMPORTANT WORK FOR TESOL AND THE FIELD

Honored at the 2010 TESOL Convention in Boston

The following honorees were recognized for their work advocating for the needs of the field:

- Massachusetts State Representative Jeffrey Sánchez was nominated by MATSOL, the host affiliate for the convention.
- Panamanian Minister of Education Lucy Molinar was nominated by Panama TESOL.
- The TESOL Presidents’ Award: The U.S. Peace Corps
- James E. Alatis Award: Mary Romney
- D. Scott Enright TESOL Interest Section Award: Elizabeth Hanson-Smith
- Virginia French Allen Award: Sibel F. Tuzel-Kandiller
FINANCIALS

INDEPENDENT AUDITORS REPORT

To the Board of Directors
Teachers of English to Speakers of Other Languages

We have audited the accompanying statements of financial position of Teachers of English to Speakers of Other Languages (TESOL) as of October 31, 2010 and 2009 and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of TESOL’s management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Teachers of English to Speakers of Other Languages as of October 31, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Tate & Tryon
Washington, DC
December 11, 2010

FY 2010 REVENUE AND EXPENSE BY COST CENTER

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<tr>
<th>Cost Center</th>
<th>Revenue</th>
<th>Expense</th>
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<tbody>
<tr>
<td>Conference Services</td>
<td>$2,474</td>
<td>$1,558</td>
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<tr>
<td>Publications/Marketing</td>
<td>$1,173</td>
<td>$952</td>
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<tr>
<td>Membership</td>
<td>$1,053</td>
<td>$525</td>
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<tr>
<td>Education</td>
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<td>$53</td>
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<td>Leadership</td>
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<tr>
<td>Administration</td>
<td>$3</td>
<td>$119</td>
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TESOL generated the required funding from nondues revenue (i.e., annual convention and exhibition, publications, professional development programs, grants, and corporate sponsorships) to support the activities and administrative expenses of TESOL’s member service programs.

As of October 31, 2010, TESOL’s unrestricted investment reserves totaled $1,924,000, or approximately 5 months of operating expense. During the last several years, the TESOL leadership has endeavored to build the association’s reserves to enable the association to address financial demands when economic downturns occur or to allow for significant investment of resources.

### STATEMENT OF FINANCIAL POSITION

TESOL Fiscal Year 2010 (November 1, 2009–October 31, 2010) Financial Year-End Review

<table>
<thead>
<tr>
<th></th>
<th>10/31/2010</th>
<th>10/31/2009</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
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<td>Investments</td>
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<td>Accounts Receivable</td>
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<td>Pledges Receivable</td>
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<td>Inventory</td>
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<td>Prepaid Expenses</td>
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<td>Furniture &amp; Equipment/Leasehold Improvements</td>
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<td><strong>Total Assets</strong></td>
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<td>$3,968,768</td>
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<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
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<tr>
<td>Accounts payable &amp; accrued expenses</td>
<td>$167,780</td>
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<td>Line of credit</td>
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<td>Deferred rent and lease Incentive</td>
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<td>Deferred revenue</td>
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<td><strong>Total liabilities</strong></td>
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<td><strong>NET ASSETS</strong></td>
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<td>Unrestricted</td>
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<td>Temporarily restricted</td>
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<td>Permanently restricted</td>
<td>114,712</td>
<td>114,712</td>
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<td><strong>Total Net Assets</strong></td>
<td>$2,415,995</td>
<td>$1,781,531</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
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<tr>
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**TESOL BOARD OF DIRECTORS (2009-2010)**

**Officers:**

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**Executive Director:**

Charles S. Amorosino, Jr.
Executive Director/CEO
Alexandria, Virginia USA

**Contact Us:**

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