

Open Doors: students in decline

Currency

		1xUS\$ =currency*
Argentinean	Pesos	2.987
Australian	Dollar	1.381
Brazilian	Real	2.946
British	Pound	0.580
Bulgarian	Leva	1.629
Canadian	Dollar	1.298
Chilean	Pesos	624.10
Chinese (PR)	Yuan	8.277
Czech	Koruny	26.694
Danish	Kroner	6.205
Egyptian	Pound	6.162
EU	Euro	0.833
Hong Kong	Dollar	7.764
Hungarian	Forint	218.73
Icelandic	Kronur	74.510
Indonesian	Rupiah	8,499.0
Israeli	New Shekels	4.445
Japanese	Yen	109.45
Maltese	Lira	0.408
Mexican	Peso	11.378
New Zealand	Dollar	1.563
Norwegian	Kroner	6.809
Polish	Zloty	3.903
Russian	Rubles	29.740
Singaporean	Dollar	1.723
Slovakian	Koruny	34.189
South African	Rand	6.370
South Korean	Won	1,202.0
Swedish	Krona	7.543
Swiss	Franc	1.291
Taiwanese	NT Dollar	34.208
Thai	Baht	39.920
Turkish	Lira	1,462,000.0
Venezuelan	Bolivar	1,598.0

*Rates are subject to change and should be used as indications only. 30/11/03

UK students to shun French and German

THERE ARE real concerns in the UK that language learning among schoolchildren will drop substantially, as new rules allowing them to opt out of language learning when they reach 14 years old are ushered in in September.

French and German are expected to be most affected, according to a report carried out by CiLT, the National Centre for Languages, although Spanish is maintaining its interest levels among school children.

Barry Sheerman, representing the government's education select committee, told *The Guardian* that his committee would consider an inquiry, saying that a steep fall in language study was a matter of deep concern. □

The number of English language students studying in the USA is spiralling downwards, with a 35 per cent drop in numbers recorded from 2001 to 2002, according to the latest findings in the USA's annual Open Doors survey.

Figures relating to English language study in 2002 reveal the decline in enrolment levels at Intensive English programmes (IEPs), with 51,179 students recorded by the IEPs that took part in the survey for 2002, compared with 78,521 in 2001. The figures also signify a 40 per cent decline in enrolments since 2000.

However, only 174 institutions participated in the latest 2002 survey, compared with 196 in 2001, which means the overall decline may be slightly lower than 35 per cent. Nevertheless, the published figures point to a dramatically declining English language student population across the whole industry.

"At least now, IEPs can show evidence when we say to others in international education, 'we told you so'," commented Kelly Franklin, President of American Association of Intensive English Programs (AAIEP). "We have long said that IEPs are like the 'canary in the mine' and that our enrolments are often first to reflect student flow changes."

Franklin added that he hoped the decline, and decline in other areas such as tourism, "may finally spur people to complain about the government policies that are frightening people from coming to the US".

The Institute for International Education (IIE), which compiled the survey results by canvassing members of AAIEP and the consortium of University and College Intensive English Programs (UCIEP), acknowledged, "IEPs have been hardest hit."

In terms of student nationalities, all key student provider countries for English language study, including Japan, Korea, Taiwan – the top three – registered a decline in student numbers. South American countries, such as Brazil, Argentina and Ven-

ezuela, notched up the biggest decrease year on year, as well as Saudi Arabia.

Open Doors also reveals growth in the USA's mainstream education sector slowed down in 2002/2003. Another complimentary survey, asking for predictions for autumn 2003, suggests a further decline in student numbers in the current academic year.

In the mainstream sector, overall growth in student numbers was less than one per cent, with 13 of the top 20 student provider countries for mainstream education programmes registering a decrease in enrolments.

India remained the top student provider country for the second consecutive year, and was one country that improved its en-

rolment levels on the previous year. Others included Korea, Kenya and China. China was the number-two provider country, followed by Korea.

The total number of international students enrolled at colleges and universities for the 2002/03 academic year was 586,323, according to the survey, which canvassed 2,700 accredited US institutions, with a response rate of 90 per cent.

Allan Goodman at IIE said, "These figures reflect... a number of factors – a weakened economic situation affecting many countries, student and family concerns about safety and possible delays associated with student visas, and an increase in competition from other host countries." □

Schools with flair win awards

TWO ENGLISH language schools in different parts of the world have been celebrating success in professional awards ceremonies. In Australia last year, Australia Pacific College (APC) celebrated gaining the "Language Education Award 2003" from the Australia-Latin America Business

market," said APC's Amanda Rudge. "We have students [at the school] now from Brazil, Colombia, Mexico, Venezuela, Chile, Peru and Argentina."

In Malta, the Institute of English Language Studies (IELS) scooped an award in the "academic and professional" category



John Dimech of IELS in Malta (third from left) accepted the award

Council and the Council on Australia Latin America Relations.

The awards were sponsored by export promotion body, Austrade, and aimed to toast success in exporting to the Latin American region. "I was really thrilled to receive this as I do all of the marketing for APC and have put a lot of time, money and effort into the Latin American

of the Skål Malta Tourism Awards 2003. "It is always rewarding when one receives such an award," said John Dimech of IELS. "It is given in recognition of the high standards that we always strive to maintain. IELS owes its success throughout its 18 years of existence mostly to its dedicated staff, host families and other suppliers." □

US citizens must study abroad

A TASKFORCE in the USA has criticised the average American student for their lack of knowledge of the world and called for a drive towards increasing study abroad opportunities for students as a "national priority".

The taskforce, set up by Nafsa, Association of International Educators, is made up of a panel of politicians and education professionals. In its report, *Securing America's Future*, it has introduced concrete goals for the future in order to ensure Americans have a global understanding and international experience.

"Our country simply cannot afford to remain ignorant of the rest of the world. The stakes are too high," said former US Education Secretary, Richard Riley, Co-Chairperson of the panel. Key recommendations made include making it mandatory by 2010 for 20 per cent of US students to have

studied abroad and encouraging students to choose countries outside of Western Europe, such as China and Africa, to study in.

The taskforce has gone further in recommending half of all US students study abroad by 2040. It said US students should, "devote a substantive portion of their education to gaining an understanding of other countries, regions, languages and cultures, through personal experience".

Other key suggestions made by the taskforce include universities lowering fees and other curricular disincentives for overseas study; the government making legislative changes to encourage overseas study; state legislature pushing international education to enhance state economic development; and private businesses also playing their part in helping schools to produce a globally competent workforce. □

China issues approved list of schools

CHINA'S Ministry of Education has published a list of schools it endorses in 21 countries, including the USA, the UK, Canada, Australia, Japan and Germany. The move follows warnings issued about using officially approved agencies, amid more reports of students being duped by bogus advertising.

The websites, www.jsj.edu.cn and www.cscse.edu.cn, have lists that have been compiled in collaboration with governments or industry bodies. Countries such as the UK and USA have already supplied a list of schools, and Robert Stevens at Education New Zealand reported that the New Zealand government was currently deciding on criteria that schools would have to meet in order to be included on the list.

As well as providing a list of recommended schools, the Chinese Ministry of Education has also promised continued efforts in controlling the activities of education agencies. □

NZ providers hit with higher tax requirement

THE education export levy that New Zealand language schools have to pay to fund industry development and protection has been increased, since the collapse of the Modern Age Institute of Learning last year (see *Language Travel Magazine*, November 2003, page 4).

The amendment to the bill was announced in December by Education Minister, Trevor Mallard, who said the extra funds – a rise from 0.45 per cent to 0.7 per cent of tuition fees – would be used where necessary to reimburse students and recover any costs that taxpayers incur if private education providers fail.

The Association of Private Providers of English Language (Appel) is outraged by the increase, which applies to private providers only. "These government-incurred fees seem to be already spiralling and are subject to no accountability to the industry," commented spokesperson, Cleve Brown. □

Calendar

Kub Educo 2004

Date: 19-24 February
Venue: various cities, Serbia/
Montenegro
Contact: Magdalena Jugovic
Kub Travel Enterprises
Vasina 10, Belgrade, 11000
Yugoslavia
Tel: +381 116 34648
Fax: +381 116 33957
Email: maggie@kub.co.yu

17th International Fair "Education and Career"

Date: 3-5 March
Venue: Moscow, Russia
Contact: Irina Shipilova, RTV Media
Shukhova str. 14 of, 301
Moscow, 113162, Russia
Tel: +7 095 2377226
Fax: +7 095 2370355
Email: rtv-media@mtu-net.ru

ExpoBeta 2004

Date: 5-7 March
Venue: Sao Paulo, Brazil
Date: 11 March
Venue: Rio de Janeiro, Brazil
Date: 13 March
Venue: Salvador, Brazil
Contact: Maria Eglantine Gabarra
Belta, Av. Paulista, 2006
cj. 507, Sao Paulo
01310-200, Brazil
Tel: +55 11 3284 6661
Fax: +55 11 3266 9133
Email: mgabarra@belta.org.br

The Partnership Workshop

Date: 11-12 March
Venue: São Paulo, Brazil
Contact: Rupert Merrick
C&S Associadas
Alameda Santos, 1470
Sao Paulo, Brazil
Tel: +55 11 289 6599
Fax: +55 11 251 0251
Email: rupertmerrick@csassociadas.com.br

Salao do Estudante

Date: 13-14 March
Venue: Sao Paulo, Brazil
Date: 16 March
Venue: Curitiba, Brazil
Date: 18-19 March
Venue: Belo Horizonte, Brazil
Date: 21-22 March
Venue: Rio de Janeiro, Brazil
Contact: C&S Associadas (as above)

Int. Education Fair

Date: 13-14 March
Venue: Seoul, Korea
Contact: Yong-Nae Kim, Kosa
902 Chunma B/D
65-1 Gyeonji-dong,
Jongro-Gu, Seoul, Korea
Tel: +82 2 738 8188
Fax: +82 2 738 8187
Email: info@kosaworld.org

The Alpe Korea Workshop

Date: 15-17 March
Venue: Seoul, Korea
Contact: Matthew Northover
Hothouse Media Ltd
11-15 Emerald Street
London, WC1N 3QL, UK
Tel: +44 20 7440 4027
Fax: +44 20 7440 4033
Email: matthew@hothousemedia.com

Work Experience Travel Market

Date: 18-19 March
Venue: Cannes, France
Contact: Meritxell Morera, Gwea
Bredgade 25H
Copenhagen, 1260, Denmark
Tel: +45 3333 9600
Fax: +45 3393 9676
Email: mailbox@gwea.org

Int. Education Fair

Date: 20-21 March
Venue: Bangkok, Thailand

Contact: Saijai Sriyayanta, Tieca
503/30 KSL Tower 18th Floor
Sri-Ayudthaya Road,
Phayathai, Rajthavee,
Bangkok, 10400, Thailand
Tel: +662 642 6114
Fax: +662 642 6115
Email: admin@tieca.com

ICEA Agent Workshop

Date: 23-24 March
Venue: Sao Paulo, Brazil
Contact: Daniel Ripple, FPP Media
7502 Acorn Lane
Frisco, TX, 75034, USA
Tel: +1 972 334 0950
Fax: +1 972 334 0731
Email: d.ripple@fppmedia.com

Expo Estudiante

Date: 24-25 March
Venue: Buenos Aires, Argentina
Date: 27-28 March
Venue: Bogota, Colombia
Contact: C&S Asociadas (as above)

Expo Brazil Roadshow

Date: 25 March
Venue: Rio de Janeiro, Brazil
Date: 27 March
Venue: Florianopolis, Brazil
Date: 29 March
Venue: Porto Alegre, Brazil
Date: 31 March - 1 April
Venue: Sao Paulo, Brazil
Contact: FPP Media (as above)

Saló de l'Ensenyament

Date: 25-28 March
Venue: Barcelona, Spain
Contact: Roser Soley, Fira de Barcelona
Avda. Reina Maria Cristina s/n
Barcelona, 08004, Spain
Tel: +34 932 332 324
Fax: +34 932 332 648
Email: ensenyament@firabcn.es

Italian in Italy Workshop

Date: 25-28 March
Venue: Rome, Italy
Contact: Italian in Italy, via Tibullo 10,
Roma, 00193, Italy
Tel: +39 066 8307796
Fax: +39 066 69758
Email: info@italianinitaly.it

Expolingua Madrid

Date: 26-28 March
Venue: Madrid, Spain
Contact: Expolingua Madrid
Guzmán el Bueno, 99-1° izda
Madrid, 28015, Spain
Tel: +34 915 431702
Fax: +34 915 432519
Email: info@expolingua.es

Vieta International Education Fair

Date: 26-27 March
Venue: Hanoi, Vietnam
Date: 28-29 March
Venue: Ho Chi Minh City, Vietnam
Contact: Vieta, 30 Ta Quang Buu
Hanoi, Vietnam
Tel: +84 48223675
Fax: +84 48223699
Email: vieta@fpt.vn

Asian Student Fair

Date: 27-28 March
Venue: Bangkok, Thailand
Contact: M S Mirza, Int. Educational
Services, PO Box 10503
Karachi, 74400, Pakistan
Tel: +92 303 732 6602
Fax: +92 21 567 1540
Email: bangkokexpo@yahoo.com

The Moscow Workshop

Date: 29-30 March
Venue: Moscow, Russia
Contact: Karl Badde, ICEF
Am Hofgarten 9
Bonn, 53113, Germany
Tel: +49 228 201190
Fax: +49 228 2011944
Email: icefbonn@icef.com