



annual report  
2010 - 2011

sonoma state  
**american language institute**



school of extended education

[www.sonoma.edu/exed/ssali](http://www.sonoma.edu/exed/ssali)

# SSALI — Entering 32 Years on the SSU Campus



## A Message from the Director

For 24 years, I have been fortunate to be associated with the Sonoma State American Language Institute. During that time I have observed a variety of evolutions – in the demographics of the student body, in the best practices of ESL teaching methodology, in the types of elective courses preferred by our students and faculty, and in the technology used to impart English instruction to our students. At the same time, some aspects of our program have remained constant – the dedication of our faculty and staff, the quality of instruction, and uppermost, the inexhaustible energy and spirit brought to the campus by our students.

SSALI students comprise a key element in the SSU student body. This year they represented 25 countries and 16 languages. They bring with them unique cultural perspectives and life experiences that help to enrich the university. They participate in student organizations, visit university classes, enroll in Open University courses, join intramural teams, and pair up with SSU students for conversation partners. I am proud to represent this program.

Helen Kallenbach  
Director, SSALI



## Our Mission

### SSALI — Founded 1979

The purpose of the Sonoma State American Language Institute (SSALI) is to provide intensive (defined as 20+ classroom hours/week) instruction in English to non-native speakers of English who need proficiency in the language in order to achieve academic, business or personal goals. SSALI strives to satisfy as much as possible the needs and desires of the student population it serves.

Because the majority of SSALI students intend to continue their studies at an American college or university, SSALI's primary objective is for students to acquire a receptive and productive competency in English sufficient to cope with the rigorous demands of college course work.

In a narrow and immediate sense, this means assisting our students to pass the pre-admissions exam, the Test of English as a Foreign Language (TOEFL). In a broader and long-range sense it means equipping our students with those skills and strategies necessary for successful study.

Whether studying for academic, business or personal purposes, the student needs to achieve a certain fluency and cross-cultural competence in order to communicate accurately and appropriately and to interact confidently and effectively in a variety of contexts.

# SSALI 2010-2011 Program Highlights

## ■ International Meet and Greet

In October 2010, SSALI hosted an international Meet and Greet to introduce the SSALI students to the campus community. More than 150 faculty, staff and students at SSU enjoyed a pizza lunch and the opportunity to interact with 60 SSALI students via mixer activities.

## ■ Change in Demographics

SSALI opened in 1979 with a large enrollment of students from Saudi Arabia. Over the years the demographics have shifted, more or less following international economic trends. At one point, in the late 80's, 90% of the SSALI students were from Japan. More recently, SSALI's largest enrollment was China with 25% - 35% of its students from that country; however, now it appears that enrollments from Japan are surpassing those from China. In addition, after 25 years of low enrollments from Saudi Arabia, that country now accounts for 25% of SSALI students, and that number is expected to increase slightly in the coming year.



## ■ TESOL Certificate Courses

TESOL Certificate Courses -- For the 9th year SSALI hosted two TESOL Certificate Courses taught by trainers from the School of International Training (SIT) Graduate Institute. The courses include the offering of free ESL classes to local residents. More than 60 residents took advantage of the free classes which were taught by participants in the TESOL course.

## ■ Facebook

SSALI continues to develop its Facebook page with regular updates of activities and events and posed photos and comments. The SSALI office posts pictures of visitors, student videos, and news. Over 300 students have joined the SSALI Facebook page.

## ■ Serving the Community

SSALI prides itself on providing superior English classes and cultural experiences to friends, relatives, and business acquaintances of Sonoma County residents. This year's group included the son of a mayor of an Italian city who came through the Mayor of Sonoma; two employees of Je Jiu City in Korea, Santa Rosa's Sister City; a student from Germany who came through the recommendation of Sonoma State's Wine Business Program Director; the Swiss friend of an employee in Sonoma State's IT Department; and several relatives of residents of Sonoma County originally from Ecuador, Japan, Korea, Jordan, China, Vietnam, Congo, Iran, and Mexico. This connection to our local community continues to enrich our program beyond measure.

## Japanese College Groups

For several years, SSALI has welcomed a couple of small groups from colleges in Japan during its second summer session. In 2010 this increased to three colleges with large enrollments. Groups came from Kanazawa Medical University, Anan National Technological College, and Nihon University of Law. In addition to regular classes, some extra excursions were arranged for the groups such as a visit to Hastings College of Law in San Francisco, a visit to the Sonoma County Superior Court, and a visit to Kaiser's Family Practice Clinic.

## Hands for Japan

Hands for Japan is a fundraising group that was formed on the SSU campus with leadership from several SSALI students to raise money for the victims of the tsunami and earthquake in Japan. Through a variety of fundraising events, the students raised close to \$20,000 for Hands for Japan.



# SSALI Student Enrollment



SSALI offers 4 sessions each year: two 15-week semesters (with a mid-term admission option) and two 5-week summer sessions.

During the 2010-2011 school year, SSALI had students from 25 countries speaking 16 languages with an age range from 14 to 48. The largest group was Asian, accounting for about 60% of the student population.

## Enrollment by Session

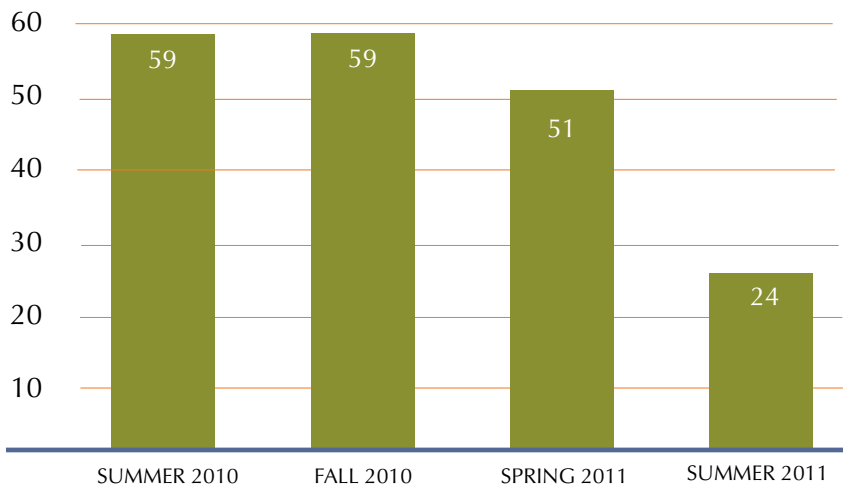
Summer II 2010 — 59 students  
Fall 2010 — 59 students  
Spring 2011 — 51 students  
Summer II 2011 — 24 students

## Enrollment by Country

25 countries, 16 languages

30% Japan  
25% Saudi Arabia  
20% Korea  
8 % China  
3% Italy, Switzerland, Taiwan, Thailand  
2% Vietnam, Mexico  
1% Spain, Colombia, France, Ecuador, Brazil, Germany, India, Jordan, Palestine, Congo, Kuwait, Iran, Israel

## SSALI Enrollment by Session



# SSALI Financial Report 2010-11

## Revenue & Expenses 2010-11



### Revenue:

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Revenue from Student Fees	\$499,981
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### Expenses:

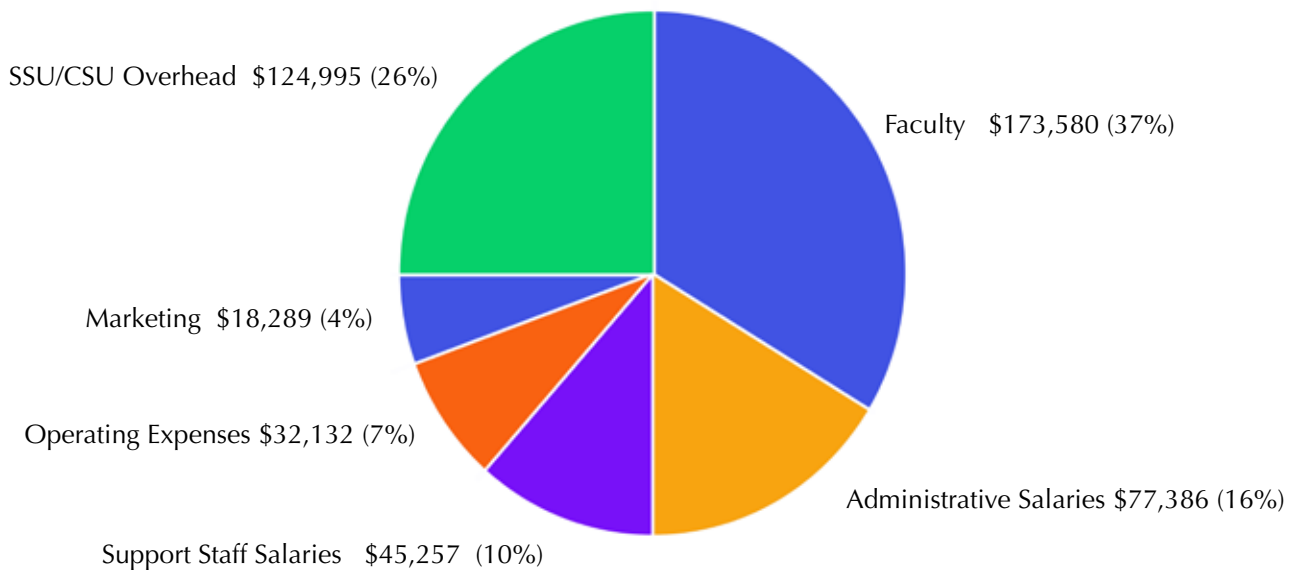
SSU/CSU Overhead	\$124,995
Academic Salaries	\$173,580
Administrative Salaries	\$77,386
Support Staff Salaries	\$45,257
Marketing	\$18,289
Operating Expenses	\$32,132

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<b>Surplus as of June 30, 2011</b>	<b>\$28,342</b>
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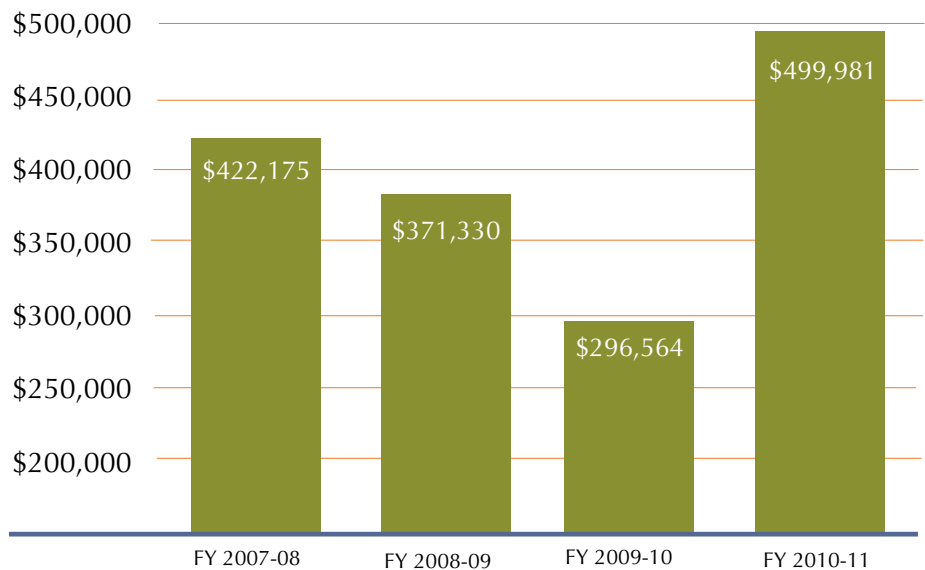
## Expenses 2010-11



# SSALI Revenue — 4 Year Review



## SSALI Revenue — 4 Year Look



## What our students say.....

*"Studying at SSALI is an excellent experience. I have met friends who helped me practice my English."*

*"I've been here for 6 months, and am completely satisfied with my life here. I've had lots of opportunities to improve my English in SSALI, and I also met great teachers and gorgeous friends. All of them are so friendly just like my family. I bet you'll love SSALI!"*



# SSALI Program & Operations

The SSALI academic program consists of a professionally designed curriculum for students who are high beginners to advanced in English proficiency. All students receive instruction in grammar, composition, oral communication, reading, vocabulary and study skills.



Faculty are talented, dedicated professionals, trained and experienced in ESL methodology. Interactive, communicative and task-based learning strategies are utilized. Class size is 12-15, ensuring maximum individual attention. Students can also select from a variety of elective courses including TOEFL preparation, Pronunciation, American Culture, English through Music, English through Movies, Multicultural Workshop, and Conversation.

A thorough program of testing ensures appropriate placement in English language classes. Progress can be rapid depending upon individual aptitude, study habits and motivation. A student entering as a high beginner can expect to study up to two years before reaching the level of proficiency necessary for successful university study.



Each semester students enjoy, in addition to the academic program, a number of extra-curricular activities. There are trips to San Francisco, to the state capitol building in Sacramento, and to Six Flags Marine World. There are excursions to local beaches, wineries, the Russian River and other local attractions.

# SSALI Activities 2010-2011



In addition to their academic courses, SSALI students participated in a myriad of activities during the 2010-2011 year:

- Volunteering with JUMP (SSU's Join Us Making Progress service organization)
- Touring the California state capitol building in Sacramento
- Touring the Jelly Belly factory in Fairfield and Old Town in Sacramento
- Canoeing on the Russian River
- Picnicking at Salmon Creek Beach
- Carving pumpkins for Halloween
- Visiting the Sonoma State Art Gallery
- Touring Petaluma during Dia de los Muertos
- Taking the Larkspur Ferry to San Francisco
- Walking on the Golden Gate Bridge
- Walking in Armstrong Woods State Park
- Sharing conversation with students in the OLLI Program
- Shopping at Union Square, Chinatown, and Pier 39 in San Francisco
- Spending the day at 6 Flags Marine World
- Sharing holiday dinners with SSALI volunteers
- Meeting SSU staff and faculty at SSU's Meet and Greet
- Volunteering at an elementary school, free clinic, and food bank for Service Learning Class
- Visiting volunteers' homes for holiday dinners
- Attending a trial at the Sonoma County Circuit Court
- Attending the Community Baptist Church in Santa Rosa

