Express Yourself Language Institute

Increased competitive edge • Improved self-esteem • Enhanced thinking skills

## **Background**

Many colleges and universities require foreign language study, and U.S. students from every degree-granting educational institution recognize the importance of fluency in a foreign language. The Express Yourself Language Institute (EYLI) is the premier destination for students wishing to get a head start on their language studies. Drawing on student enrollment patterns as well as trends in language skills sought by business recruiters, the EYLI programs continually evolve to serve our customers’ current and future needs.

Although we started in a small office with a reception area and only two classrooms, we have grown exponentially over the years, expanding from a single location on the south side of Chicago to more than 20 locations in nine cities. Although initially we offered only courses in Spanish, we now offer courses in eight foreign languages as well as American Sign Language.

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| Express Yourself Language Institute through the Years | | |
| Year | **New Cities** | **New Languages** |
| 2007 | Chicago | Spanish |
| 2009 | Tampa | French, German |
| 2011 | Albuquerque, Boston | Chinese, Japanese |
| 2013 | Cleveland | Portuguese |
| Today | Kansas City, Detroit, Huntsville | Arabic, Korean, ASL |

## **Current Language Study Statistics**

According to the Modern Language Association, the language with the largest percentage growth has been Arabic, growing by 46.3% and becoming the third most important language to learn for business.

Other languages with significant increases to enrollment include the following:

* Korean 19.1%
* Chinese 18.2%
* American Sign Language 16.4%
* Portuguese 10.8%
* Japanese 10.3%

The main driver for the increased enrollment in EYLI and other language institutes is, of course, a heightened demand by employers for bilingual and multilingual employees. The table below lists the industries that are more likely to hire employees with knowledge of a second language, and the percentage of EYLI students who have expressed an interest in those industries.

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| Industry | Student Interest |
| Energy | 20% |
| Hospitality/Travel | 25% |
| Finance | 25% |
| Other | 30% |

As we have in the past, EYLI will continue to follow these trends and respond appropriately.

**Our Response**

In response to the latest statistics, EYLI has decided to add the following to its course offerings:

**Beginning and Intermediate Arabic Fall 2015**

Because of the increased interest in Arabic language studies, we will offer two courses in Arabic. We anticipate that 30% of students taking Beginning Arabic will continue on this language track and sign up for Intermediate Arabic.

**Advanced Chinese Spring 2016**

Many students studying Chinese at the Intermediate level at our facilities across the country have requested an advanced level Chinese course. We hope to hire native speakers to meet this demand.

Additional upper-level Korean, Portuguese, and Japanese courses are also in the works. We hope to release information about these programs as soon as we have fully assessed the demand.

