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Table Top Topics are a great way to share ideas, opinions, and suggestions with others while enjoying lunch.

Pick up lunch in 673-74 and look for topic signs on tables in the DTC 675, 676, and 667 (two topics in each room).

**THURSDAY TABLE TOPICS**

- EnglishUSA Trade Mission Recap
- Recruiting in Emerging Markets
- Digital Marketing
- Accreditation (ACCET & CEA)
- Getting Involved with EnglishUSA
- Supporting Faculty & Staff During Transitions
- Changes to OPT and Immigration Regulations

**FRIDAY NETWORKING LUNCH**

Continue conversations from the past two days with new and long-time colleagues. Arrange to meet for lunch downstairs in the Westfield Food Court with meal cards provided at registration.

**UPCOMING EVENTS**

2020 EnglishUSA-TESOL Regional Workshop, March 31
Fixing the Plane While Flying: Piloting ELPs through Changing Conditions (Denver, CO)

TESOL Conference: March 31 - April 3, 2020
Multiple EnglishUSA presentations and booth (Denver, CO)

NAFSA Conference: May 24-29, 2020
EnglishUSA presentations, booth & networking event (St. Louis, MO)

8th Annual Stakeholders Conference October 1-2, 2020
Washington, DC
Dear Colleagues,

It is my pleasure to welcome you to our 12th annual Professional Development Conference (PDC) in the beautiful city of San Francisco!

If you are new to this conference, I know you will discover, as others have, that it is a unique event especially designed for all practitioners and administrators in English language programs. You can expect to gain fresh ideas, network with your counterparts from a wide variety of programs, and enjoy learning how others are addressing issues and finding opportunities.

Our Outreach Team has prepared a stellar program that will allow you to share your expertise in conference sessions, through table topic discussions, and in coffee break and networking time.

Thank you for attending the conference and we hope that your time here will be rewarding. Enjoy!

Jane Robinson, EnglishUSA President, 2019-20

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IELTS.org/usa/yourapplicantsareready
How to find GOOD agents
Alice Ritson, StudyTravel
In this session, we will present the relevant skills to filter out the good quality agents, from what some might view as an overwhelming number of agencies in the field. This session will offer participants tips on how to build and maintain effective and durable partnerships with agents.
DTC 668 - ■Marketing & Student Recruitment

Staying Afloat: Ten Ways to Innovate Your IEP
James Stakenburg, English Language Institute, Pace University
With frequent declining enrollment, it is increasingly important to innovate to stay afloat. Presenters share changes they’ve made to their programming, pricing, partnerships and promotional techniques that have helped them reverse the trend and actually increase revenue. Attendees leave with ten practical ideas they can implement in their own IEPs.
DTC 675 - ■Leadership & Management

3-Point Observations
Leanna Ross, ELS Language Centers, Case Western Reserve University
Teachers need professional development that is individualized and promotes reflective, autonomous practice. This presentation explains the benefits of using techniques in Cognitive Coaching to meet with teachers in what I call a 3-Point Observation. These 3-Point Observations utilize Cognitive Coaching mind maps and paralanguage to guide teachers toward deeper PD.
DTC 676 - ■Professional Development and Evaluation of Faculty and Staff

GMAT and GRE test preparation: Improving curriculum to increase matriculation rates
Julie Zwart, INTO OSU, Oregon State University
With the increasing number of Graduate Pathway programs and graduate students in IEP programs at institutions across the country, an obstacle to matriculation is often a GMAT or GRE score. This presentation will address how to improve the curriculum in these courses and in turn improve matriculation rates.
DTC 667 - ■Curriculum Development

Mental Health Without a Counseling Center
Meredith Mara, Massachusetts International Academy
This session will present and examine different resources schools can develop to support international students dealing with mental health issues. How can we best support our students without the large support of a university system? How do we find the right resources if there is not a mental health office on campus?
DTC 665 - ■Student Services, Support, & Retention

Content Analysis of Members’ Interest, Participation and Use of a Virtual Community of Practice Associated With Intensive English Programs
Nell Rose Hill, Ivy Tech Community College
This presentation will discuss the results of a qualitative content analysis of a virtual community of practice associated with Intensive English Programs. Member perceptions of the topics, tools, and participation practices within the VCoP will be presented. Some key findings include knowledge hoarding, privacy concerns, and brand awareness.
DTC 675 - ■Leadership & Management
Beyond Accreditation: Promoting Professional Excellence in IEP Student Services Practices
Michele Miller, Kristi Kang, and Ella Barrett, Intensive English Language Program, Portland State University
Student services practitioners play a crucial role in supporting students, and the purview of IEP student services is vast and varied. Creating a unified vision and purpose for those in these roles is challenging, as is advancing individual professional standards and competencies. We approached this challenge with a student-affairs-in-higher-education framework.

DTC 676 - Professional Development & Evaluation of Faculty and Staff

Utilizing Images for Assessment & Language Learning Experience(s)
Nicholas Santavicca, University of Massachusetts Dartmouth; Torin Shriver, UMass Dartmouth
Assessment for Learning (AFL) is a collaborative method where learners and instructors both evaluate the learner’s current skillset to identify knowledge gains and gaps for future learning. This workshop will demonstrate to IEP professionals how to utilize/choose images from (photographs, websites, digital-media, art, television) to create successful AFL-ESL activities.

DTC 667 - Teaching Techniques, Tips & Strategies

The Power of Content
Andrew O’Shea, National Geographic Learning
When students are interested they work harder, persist longer, and remember more accurately. Authentic, relevant and global content, incredible photography, fascinating stories, and inspiring ideas from National Geographic Learning and TED catch and hold students’ interest. Join us as we demonstrate how great content prepares students for academic success.

DTC 665 - Teaching Techniques, Tips & Strategies

Onshore Recruiting: Program Development Opportunities for Secondary Students
Lisa Besso, Global Education Professionals; Jeff Hutcheson, Global Education Professionals and Rider University
Students continue to come to the US to study in secondary schools. These students present an opportunity for IEPs to develop programming for these students in the summer months and at break times. Come learn about the numbers of students involved and about how to access these students.

DTC 668 - Marketing & Student Recruitment

Building Bridges
Carol Olausen, Miami University of Ohio
University-bound international students require social and cultural programming in order to best support student transition and retention. This session will look at orientation building blocks for international students based on best practices, components which could transfer well individually, or in combination, to diverse pathway and IEP settings.

DTC 667 - Student Services, Support & Retention

Designing a New Program: The Ugly Duckling Approach
Karen M. Bowley, Alan Broomhead and John McCarthy, Showa Boston Institute for Language and Culture, Showa Women’s University
New curriculum development has implications for teacher preparedness, planning, program resources, methodology and program culture. Using a case study approach, the presenters describe how their institution transformed an inadequate college preparation program in response to lack of readiness among students who progressed to college-level courses.

DTC 676 - Curriculum Development

Adapting Course Content: Improved Achievements, Reduced Workloads
Sara Davila, Pearson
Digital content, blended learning, or print books: teachers make daily decisions on how to leverage content to achieve the best learning for students. In this session, we will examine how to make adjustments using high and low tech solutions to improve alignment to measurable program outcomes, while reducing teacher workloads.

DTC 668 - Teaching Techniques, Tips & Strategies

SEVIS Training for IEP DSOs
Mathelda Molina and Anna Iskandarian, ELS Language Centers
This session will explore different methods of training new DSOs and updating seasoned DSOs with current SEVP regulations.

DTC 665 - Standards, Regulations, & Compliance

From Traditional EAP-Only Focus to the 21st Century Smörgåsbord
Jane Robison, Pascal Hamon, Terry Barakat, and Crystal Young, English Language Institute, Missouri State University
IEPs can no longer rely on teaching English primarily to university-bound students. We will share experiences, advice, and unresolved questions about broadening our scope by deploying our core competencies of English language teaching and training to various learner groups and contexts to capitalize on new opportunities to raise our value.

DTC 619 - Innovative Programming

11:20 AM to 12:20 PM SESSIONS

12:30 - 1:30 LUNCH & TABLE TOPICS

Pick up lunch in DTC 673-674. Seating in lobby area and in DTC 675, 676 and 667 for Table Topics (see inside front cover for topics)
1:40 PM to 2:40 PM SESSIONS

Instructors Advising Students: Benefits, Challenges, and Strategies for Success
Jeffrey Fowler, Julie Zwart and Richard Hahn, INTO OSU, Oregon State University
Research suggests that, when appropriately implemented, students and instructors both benefit from a framework where instructors advise students. We applied this model in Summer 2019. Based on this experience, advisors and managers will discuss challenges and strategies to smoothly implement an instructor-advisor model at participants’ institutions.

DTC 676 - Student Services, Support & Retention

Negotiating the Minefield that is State Licensing
Haviva Parnes, EC English Language Centers
Operating an IEP in a state that requires licensing can be overwhelming - the rules change midstream, deadlines don’t always match your school calendar and some standards can feel impossible to achieve. Based on the premise that accreditation helps is be our best, where does state licensing fit in?

DTC 675 - Standards, Regulations & Compliance

Navigating Language Assessment for Student Admission: Understanding the Recruitment and Student Success Benefits from UK Proficiency Exams
Lisa Besso, Global Education Professionals, Trinity College London
Session provides insight into robustness, integrity, and predictive validity of Britain’s English Language Exams, aiding in understanding the positive and tangible impacts of test adoption in the admission process.; broad overview of the UK Test Assessment Market, diving deep into an understanding of test development and Britain’s Test Accreditation systems.

DTC 667 - Marketing & Student Recruitment

Building and Managing a Housing Program for International Students
Rhianna E Weber, ELS Riverdale, College of Mount Saint Vincent
An aspect that can make or break the international student experience is housing. We will discuss the housing program of an IEP with on campus dormitory housing and a homestay program and strategies on starting and building a housing program to maintain high student satisfaction.

DTC 668 - Leadership & Management

Establishing and Maintaining an Interdisciplinary Short-term Study Abroad Program for Japanese Students
Becky Challenger and Gerry Krzic, OPIE, Ohio University; Dr. Gerry Krzic, OPIE, Ohio University
In this session, participants will learn about the history and beginning of a 30-year partnership between a Japanese and American university. The presenters will describe how the partnership began, the interdisciplinary model used during the study abroad, and strategies/tips for maintaining a strong partnership.

DTC 665 - Innovative Programming

The World is Your Classroom: Teach Abroad with the English Language Fellow Program
Nabila Massoumi and Richard Silberg, The U.S. Department of State English Language Programs
Learn how you can enhance English language teaching capacity abroad through 10-month paid teaching fellowships designed by U.S. Embassies for experienced U.S. TESOL professionals. As an English Language Fellow, you can provide English language instruction, conduct teacher training, and develop resources. Join us to hear from program staff and alumni.

DTC 619 - Professional Development and Evaluation of Faculty and Staff

2:50 PM to 3:50 PM SESSIONS

2020 Review of the CEA Standards: Feedback from the Field
Heidi Vellenga and Emily Vandermade, CEA
CEA is the specialized accreditor for postsecondary intensive English programs and accredits over 340 programs and institutions worldwide. In preparation for a 10-year review of the CEA Standards, scheduled for 2020, a survey was administered. Results and a discussion of the review process and future activities will be presented.

DTC 676 - Standards, Regulations & Compliance

Keeping Spirits High When Enrolment is Low: Maintaining Morale in Challenging Times
Rachel Wells, Intrax International Training and Exchange
An interactive session explores ways to boost staff and teacher morale and create a positive team culture in your organization. This session is open to all, regardless of experience.

DTC 675 - Leadership & Management

Empower your Learners to Succeed on the IELTS Speaking Test
Misty Wilson, IELTS USA
Ignite life into your IELTS test prep class! This interactive session covers the structure and assessment criteria of the speaking section of IELTS and introduces teachers to an engaging impromptu speaking task that builds confidence and fluency. This session is useful to any teachers of English language learners.

DTC 665 - Teaching Techniques, Tips & Strategies
IEP Innovation in Changing Landscapes: Around the Corner to Around the Globe
Jeff Hutcheson, Global Education Professionals, Inc.; Lisa Besso, Global Education Professionals; Patricia Juza, StudyColorado
Concerning times demand innovative approaches. This session explores the innovation taking place in the ESL/IEP profession and how US-based IEPs of all types are broadening their portfolios in providing students and organizations, from their backyard to across the pond, effective and successful programming.

DTC 667 - Innovative Programming

3:50 PM to 4:10 PM Coffee Break in the Exhibit Hall DTC 673-674

4:10 PM to 5:10 PM SESSIONS

U.S. Department of Commerce Resources to Optimize IEP Global Recruitment Strategies
Gabriela Zelaya, U.S. Commercial Service
During this session, participants will learn about the U.S. Commerical Service and how the agency can support IEP’s international recruitment efforts through a variety of program offerings. Participants will learn about global market trends in demand for IEPs, identify markets of opportunity, and tools that will optimize global recruitment strategies.

DTC 676 - Marketing & Student Recruitment

PowerPoint Videos: An Administrative Faculty's Best Friend
Jacqueline Gianico, Penn State University
In this session, participants see how an administrative faculty IEP uses PowerPoint videos in two different ways: as an instructor tool in the classroom, and as a training tool for faculty. PowerPoint videos are great content builders that enhance student experience in both the face-to-face classrooms and online platforms.

DTC 668 - Teaching Techniques, Tips & Strategies

How to Prepare Intensive English Students for Progression to Pathway Programs
Jerry Archer, INTO Oregon State University
The demands of graduate programs differ significantly from undergraduate programs. When students need intensive English instruction before progression into these programs, one size doesn’t fit all. This session will present ways how intensive English programs can prepare students for pathway programs and university progression.

DTC 675 - Innovative Programming

Managing Instructors: Tips and Takeaways
Katie Pugel, UCI Division of Continuing Education
Administrators have many junctures to foster the best from instructors they manage. This presentation will look at two critical points: teacher orientations and classroom-observation debriefings. Culled from time-tested interactions, the material covered will review best practices and valuable takeaways to elicit more seamlessly operating programs with confident, effective instructors.

DTC 667 - Professional Development and Evaluation of Faculty and Staff

It Wasn't My Decision!: Working through the Complexity of Change
Emma Tudor, EF International Language Campuses, Mackenzie Kerby, ELS, and Nadine Baladi, The Parliament Group
When changes occur in language schools/programs, it can often feel that there are top down decisions being made that may not always be presented effectively. We discuss experiences and best practices for change management and how to create psychological safety

DTC 619 - Leadership & Management

Leveraging Peer Influence: Mentorship as a Path to Greater Student Engagement
Lisa Taglang, University of Pennsylvania English Language Programs
Mentorship programs can address many of the academic and socio-emotional challenges that face IEP students. This interactive session provides strategies for building and sustaining an effective program that pairs IEP students with members of the undergraduate community and harnesses the power of peer influence to increase student success and well-being.

DTC 665 - Student Services, Support, & Retention

A Norming System for Writing Assessments that Works
Adriana Treadway, Spring International Language Center
Norming of placement writing exams and term writing tests is essential in an IEP. Successful norming ensures interrater reliability and increases instructor confidence. This session will present a solid model of norming writing assignments through training, follow-up, and consistent application that is proven to work.

DTC 675 - Student Assessment

5:30 PM to 7:30 PM

Reception at Stafford House International - 417 Montgomery St., 3rd Floor., San Francisco, CA
Hors d’oeuvres, beer and wine, assorted beverages. (About a 15 minute walk from conference venue)
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### 9:00 AM - 10:00 AM SESSIONS

**From Computer Lab to Resource Center: Updating Tutoring Practices to Meet Student Needs**  
Rochelle King and Bradi Van Atta, INTO Oregon State University  
To better address changing student needs and campus practices, the Learning Center at INTO OSU at our institution transitioned from traditional appointment-based tutoring to a resource center with open lab tutoring. The presenters will explain the process and beneficial reasons for the changes and discuss how to replicate this at other institutions.  
DTC 665 - Student Services, Support & Retention

**Restructuring an Intensive English Program: Adapting to Meet Global Trends**  
Sigrun Biesenbach-Lucas and Marcel Bolintiam, Georgetown University  
The changing landscape of IEPs requires program adaptation. Presenters take participants on a figurative journey through the restructuring of their IEP, sharing components to be addressed, resources required, and time needed for each component. Attendees leave with a more realistic expectation of the complexity and long-term nature of a program restructuring.  
DTC 675 - Innovative Programming

**CEFR Alignment Tools for Intensive English Programs**  
Pascal Hamon, English Language Institute, Missouri State University; Peter Novak, Cambridge Assessment English, a non-teaching department of Cambridge University  
Presenters discuss benefits for an IEP to align with the CEFR level system using the latest assessment tools such as Linguaskill.  
DTC 668 - Student Assessment

**The Crucial Role of Parents in International Student Recruitment and Retention**  
Rachel Durcan, ICEF  
Parents play a key role in study abroad decisions, part of the recruitment effort should include messaging speaking to their concerns and hopes. Parents’ priorities will differ according to where they live – conduct market research to ensure your communications hit the right mark and continue to focus on retention.  
DTC 667 - Marketing & Student Recruitment

**Q & A with Karin Fischer, Chronicle of Higher Education**  
Karin Fischer, Center for Studies in Higher Education  
Karin Fischer is a longtime international education reporter, currently writing for the Chronicle of Higher Education, the New York Times, and other publications. Last summer, she launched a weekly blog called, latitudes, which provides additional news, analysis, and observations on international education. Come join in a Q & A session with and learn about trends and issues affecting international education.  
DTC 676 - Leadership & Management

### 10:10 AM to 11:10 AM SESSIONS

**Implementing a 100% Digital Admissions, Advisement, and Payment Process at your IEP**  
Daniel A. Lenkowsky, English Language Institute (ELI), Pace University  
How do you feel when your rideshare app adds 2 minutes to your pick up time? Frustrated. International students in 2020 have grown up only knowing on-demand service. Our IEP found ways to meet their expectations using free services to facilitate applications, advisement, and payment in a 100% digital way.  
DTC 666 - Technology in the Classroom & Workplace

**Improving Conversion Rates by Using a CRM: Adding Digital Automation to Guide Prospects from Inquiry to Enrollment**  
Scott Cross, Higher Education Marketing  
To build a successful student recruitment campaign requires the processes, the people, and proper follow-up strategies to communicate and convert those leads when they arrive. We will introduce best practices in converting inquiries to enrollment by using top CRM functions, prioritization & categorization, and some old-school secrets.  
DTC 665 - Marketing & Student Recruitment
The [Re] Engagement of Cultural Competency Programming in the Era of Divisive Politics
Margo Wolfe, Ph.D., Gannon University
Divisiveness in the US has paused some conversations and programming surrounding cross-cultural competence and engagement with international students. This discussion/workshop seeks to develop tools for teachers and administrators to engage in conversations with people in the broader community so that the work of deeper connections between cultures can continue.

DTC 667 - Innovative Programming

Standard Setting with the TOEFL ITP Test
Marian Crandall, ETS TOEFL
Every IEP is unique in its educational mission and available resources – which can make it challenging to set score requirements for placement purposes. This session will review the goals and steps of a well-designed standard setting process using the TOEFL ITP Test to illustrate core concepts.

DTC 676 - Innovative Programming

Personalized Approach to Teaching Grammar through Systematic Error Treatment
Linh Phung, Chatham University
This presentation explains the major components of a grammar for writing course aiming to facilitate learners’ accuracy in writing. These include the use of engaging texts as input and models, language analysis activities, systematic corrective feedback, and learners’ error analyses. Course materials and learners’ writings will be used as illustrations.

DTC 619 - Teaching Techniques, Tips & Strategies

Content-Based Instruction in the Pathway Program Context
Kyle Butler, Ohio Program of Intensive English, Ohio University
Pathway programs offer a unique opportunity to implement content-based instruction when English language classes are partnered with general education courses in the host university. This presenter shares five principles of content-based instruction and how they can be utilized in pathway program courses and a range of other teaching contexts.

DTC 675 - Teaching Techniques, Tips & Strategies

11:20 - 12:15 PM POSTER PRESENTATIONS

Progress Reporting for Private and Small Group Students
Deanna Jo Berget, EF Education First, EF Executive Language Institute
Providing detailed, quality feedback on student progress either uses up precious prep time or gets pushed to the bottom of the to-do list. Online documentation has cut our admin time, improved our record keeping and teacher-to-teacher communication, and increased the amount of quality, individualized feedback for students.

DTC 673-674 - Student Services, Support, & Retention

Learning Distribution: Using Learning Metrics to Plan for Course Progress
Sara Davila, Pearson
Is your program designed with progress in mind? In this session, we will learn how to use learning metrics informed by the Common European Framework of Reference and Global Scale of English to identify specific learning distributions and create custom programs to consistently deliver measurable learning results.

DTC 673-674 - Curriculum Development

Thriving in Changing Times: Engagement through Intentional, Meaningful Interactions
Ella Barrett, Kristi Kang, and Michele Miller, Intensive English Language Program at Portland State University, Portland State University
Investing in meaningful interactions costs little, if anything. This investment has a positive impact on students’ learning experiences and engagement. Within our program, we are working to highlight the importance of the collaborative efforts of teaching faculty and student services educators to promote student success, to the benefit of all.

DTC 673-674 - Student Services, Support, & Retention

Academic Reading Circles: Improving Reading Skills through Collaboration
Heather Ditzer, Columbia College and English for Academic Purposes
Academic reading circles can be an important tool to facilitate comprehension, fluency, and engagement in readings of both academic and literary texts, as well as encourage critical thinking and personal responsibility in students. This session will demonstrate how to create successful ARCs in your own classrooms. Handouts will be provided.

DTC 673-674 - Teaching Techniques, Tips & Strategies

Differentiation for a Multi-Level IEP Classroom
Ann Makikalli, University of Denver
Many IEP classrooms are facing lower student numbers and a wider range of English language proficiencies in the same classroom. Participants will learn how to scaffold content, process, and product for a range of language proficiency levels in the IEP classroom. Practical examples of instructional strategies will be given.

DTC 673-674 - Teaching Techniques, Tips & Strategies

Omoiyari and omotenashi: Japanese Keys to Great Student Service
Alan Broomhead and Miyo Takahashi Le, Showa Boston, Showa Women's University
What makes great customer service in student services? How can we make a difference in our students’ lives? We will consider the IEP experience from our students’ point of view, and offer two Japanese concepts for meeting their needs and helping them reach their full potential outside the classroom.

DTC 673-674 - Student Services, Support, & Retention

12:30 PM to 1:30 PM LUNCH - Westfield Food Court
Take advantage of the gift cards distributed at registration for the food court at the Westfield San Francisco Center & continue with your networking!
1:30 PM - 2:30 PM SESSIONS

**Helping Your Students and Faculty Thrive with Language Learning Projects**
Deborah K Pfeifer and Sharon A Graham, Fort Hays State University

Language Learning Projects (LLPs) are an excellent way to make the connection between classroom and autonomous learning. The presenters share their experiences incorporating LLPs in ESL and EFL contexts, involving both students and NNESs. Examples of projects as well as practical guidelines for creating them will be included.

**DTC 675 - Other**

**Choosing the Right Pathway: In-House or Third-Party Partnership?**
Kenneth Janjigian, American University

Universities that decide to start a pathway program face a major decision on whether to create their own in-house program or partner with a third-party, for-profit provider. Using a case study of one university that experienced both types of programs, the presenters shares data, analyses, and insights.

**DTC 619 - Marketing & Student Recruitment**

**Dictogloss – A Unique Approach**
Ronald W Bradley, Global TEFL

When reviewing the needs of EAP (succeeding on essay exams, writing research papers, engaging in academic discussions & giving presentations), students need to be able synthesize information from a variety of sources (lectures, textbooks, research articles, etc). A well designed dictogloss can serve all of these needs.

**DTC 668 - Teaching Techniques, Tips & Strategies**

**Open Their Minds - Reflections and Strategies to Develop Empathy and Open-Mindedness Among International Students**
Gretchen M Dee, MA, ELS Language Center, Dominican University

We surveyed international students about their views on issues ranging from gender to consumerism, and we surveyed IEP professionals on their views and responsibility in cultivating empathy. The result has been a year-long initiative to develop programming that inspires respectful discussion and open mindedness among international students.

**DTC 667 - Innovative Programming**

**IIE-IEP Partnerships: Best Practices for RFP Response and Custom Program Implementation**
Kathryn Courvoisier, IIE

Learn more about opportunities for partnering with IIE to implement customized programming for sponsored students. We'll review best practices and tips for navigating the RFP process from successful proposal submission through program implementation and close-out.

**DTC 676 - Professional Development & Evaluation of Faculty and Staff**


2:40 PM - 3:40 PM SESSIONS

**Encouraging Reading through an IEP Reading Club**
Kirsten Stauffer, University of Colorado Boulder, International English Center

While literacy skills are fundamental for academic success, encouraging IEP students to read outside of class can be challenging. Creating a reading club can reinforce skill development and promote pleasure reading. This presentation will describe two approaches to starting reading clubs and share recommendations to increase participation and attendance.

**DTC 667 - Innovative Programming**

**Put Yourself in Their Shoes: When Language Teachers Become Language Learners**
Felicia Manor and Allison Lake, English Language Center at the University of Denver

Reflective teaching is an effective and accessible form of professional development. Two IEP teachers have tried a new approach and enrolled in yearlong foreign language classes in order to understand their own students better and ultimately become more effective teachers. This presentation will offer the highlights of their year-long endeavor.

**DTC 675 - Teaching Techniques, Tips & Strategies**

**A Developmental Approach to Teaching Academic Integrity**
Cali Pettijohn, Chaz Miller, and Iris Kidula, English Language Institute, Missouri State University

EAP students often struggle to understand the importance of academic integrity. Through a 4-step warning protocol, scaffolded activities using sources, and noticing activities based on real-world examples, teachers can get students where they need to be in order to succeed in an academic environment.

**DTC 665 - Teaching Techniques, Tips & Strategies**

**Why Don’t Students Ask for Help?**
Allison Katayama and Sally Shaffer, International Education Center at Diablo Valley College

Students are frequently reluctant to ask for help for academic or personal issues. They realize the need when it is too late. This workshop explores activities and techniques to help students identify areas of need and encourage them to reach out for help, while acknowledging that this is a process.

**DTC 668 - Student Services, Support, & Retention**

**Optimizing Your Digital Marketing to Boost IEP Enrollment and Save Money**
Samantha Talavera, Global Launch, Arizona State University

Many have heard that thriving in times of change means implementing innovative marketing strategies, but what does that mean? How much does that actually cost? Is it really possible to reach international students with a dwindling travel budget? How do we quantify marketing efforts like emails, likes and retweets?

**DTC 676 - Marketing & Student Recruitment**
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