For 25 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 24 countries and 17 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

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.
**International Education Week**
SSALI students joined with other groups of international students and modern languages students for an afternoon of tabling to promote recognition of the program.

**Introduction of New Elective Courses**
Several new and exciting elective courses were introduced this year: English through Sports, English through Games, and English through Stories. These courses provided opportunities for SSALI students to learn and practice their English skills through innovative curricula.

**Overseas Marketing**
For the first time in over ten years, SSALI representatives got the opportunity to market the program overseas. Two of the faculty who taught in the Tateshina program stayed on to market the SSALI program in Japan. They visited partner schools in Miyazaki and Anan, and made personal presentations with our connections in Niigata, Nagano, Tsukuba, and Tokyo. Our student assistant traveled to Korea after the Tateshina program to market the program to several recruiting agencies in that country.

**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 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.

**TESOL Certificate Courses**
For the 10th 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. Nearly 400 students have joined the SSALI Facebook page.

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**Intensive English Program in Japan**
Nihon University of Law, one of our partner colleges in Japan, provided the opportunity for three members of the SSALI faculty, along with one student assistant to spend two weeks teaching a group of thirty-six students in Tateshina, in Northern Japan. The faculty developed a unique curriculum for the program, which was well received by the students and the administration of Nihon University.

**Japanese College Groups**
For several years, SSALI has welcomed several groups from colleges in Japan during its second summer session. 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 a Sutter Family Practice Clinic.
SSALI Student Enrollment

■ 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 Korea are surpassing those from both Japan and China. In addition, after 25 years of low enrollments from Saudi Arabia, that country now accounts for 30% of SSALI students, and that number is expected to hold steady in the coming year.

SSALI Enrollment by Session

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<th>SUMMER 2011</th>
<th>FALL 2011</th>
<th>SPRING 2012</th>
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<td>48</td>
<td>46</td>
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<td>27</td>
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Enrollment by Session
SSALI offers 4 sessions each year: two 15-week semesters (with a midterm admission option) and two 5-week summer sessions. During the 2011-2012 school year, SSALI had students from 24 countries speaking 17 languages with an age range from 15 to 45. The largest group was Asian, accounting for about 50% of the student population.

Summer II, 2011 — 48 students
Fall 2011 — 46 students
Spring 2012 — 44 students
Summer I, 2012 — 27 students

Enrollment by Country
24 countries, 17 languages

- 30% Saudi Arabia
- 25% Korea
- 15% Japan
- 6% China
- 4% Thailand
- 3% Taiwan, Palestine, Italy, Brazil
- 2% Colombia, Ecuador, Haiti, Iran, Mexico, Mongolia, Vietnam, Congo, Venezuela, Russia, Switzerland, Turkey, Guinea Bissao, Syria
SSALI Financial Report 2011-12

### Revenue & Expenses 2011-12

#### Revenue:
- Revenue from Student Fees: $422,487

#### Expenses:
- SSU/CSU Overhead: $88,249
- Academic Salaries: $140,109
- Administrative Salaries (w/ benefits): $96,985
- Support Staff Salaries (w/ benefits): $65,811
- Marketing: $15,344
- Operating Expenses: $14,581

**Surplus as of June 30, 2012:** $1,408

### Expenses 2011-12

![Expenses Chart]

- **Administrative Salaries:** $96,985 (23%)
- **Faculty:** $140,109 (33%)
- **Operating Expenses:** $14,581 (3%)
- **Marketing:** $15,344 (4%)
- **SSU/CSU Overhead:** $88,249 (21%)
- **Support Staff Salaries:** $65,811 (16%)
"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!"

What our students say.....
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, and English through Movies, Multicultural Workshop, Idioms and Slang, English through Media, English through Sports, 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.
In addition to their academic courses, SSALI students participated in a myriad of activities during the 2011-2012 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
- Volunteering at an elementary school, free clinic, and food bank for Service Learning Class
- Playing intramural indoor soccer
- Attending a trial at the Sonoma County Circuit Court
- Attending the Community Baptist Church in Santa Rosa