ELS Educational Services, Inc. Invests in ELICOS Training to Create Pathways to Tertiary Education in Australia

ELS Educational Services, Inc., headquartered in Princeton, New Jersey, has announced its investment to provide ELICOS programs in Australia as pathways for ELS students from around the world to enter tertiary institutions in Australia.

ELS is the leading provider of on-campus ELICOS programs in the USA with centres located on more than 50 university campuses. Established in 1961, ELS has been a leader in English programs in the USA and in more than 13 other countries around the world.

More than 650 schools, colleges, TAFE and universities accept the ELS certificate of completion as evidence of English proficiency fulfilling these schools English language admission requirements. Completion of ELS is one of the three most widely accepted English proficiency standards for institutions of higher learning around the world.

ELS is the largest official test administrator of both the IELTSTM examination and the TOEFL® iBT in the USA. ELS is also the leading recruiter of international students for universities in the USA.

“Australia has an excellent VET and Higher Education system which is well-aligned to provide for the needs of international students. The quality of education and the satisfaction of graduates will continue to make Australia a key destination for students regardless of temporary exchange and visa issues.” said Mark W. Harris, President and CEO of ELS.

In May of this year, ELS acquired Universal English College in Sydney as a first step in establishing ELICOS pathways in Australia. Universal English College is a privately held institution founded in 1988 by Mikio and Hiromi Kamokasu. UEC has grown to be an internationally respected ELICOS provider and is the highest ranked ELICOS in Australia based on the Ryugaku Journal 2010 and 2011 Best English School rankings. The ELS Universal English College was relocated to a prestige address and elegant new accommodations at 17 O‘Connell Street in August this year. ELS UEC over the past two decades has established direct entry pathways for entry into more than 40 Australian institutions, including eight (8) universities and ten (10) TAFE who accept UEC graduates without further requirement of any standardized English test scores.

“Students are increasingly mobile and they are well-informed about the quality of education, the educational experience and the costs of overseas study. They are wise investors and they share their impressions and their successes at home upon their return. Australia scores well on all these parameters and ELS would like to provide students the opportunity to choose Australian education through ELS pathways and ELICOS programs.” said Mr. Harris.
ELS has provided English on campuses in the US since 1961. Many of its partnerships with universities have continued for 30 years or longer with ELS providing both English for Academic Purposes and University Study Skills on campuses, while also providing international student recruitment with bespoke recruitment plans harmonized with partner institutions’ needs and objectives. In recent years, ELS recruitment has focused on postgraduate programs which now make up more than 40% of ELS placements into these universities.

ELS ELICOS Will Provide Direct Entry Pathways

In 2010 ELS entered into an agreement with Swinburne University to develop joint marketing of programs of study to include ELS ELICOS programs and Swinburne diploma and degree programs. This alliance is slated to commence in earnest once ELS accredits its curriculum and commences offering ELICOS in Melbourne.

"ELS is a global leader in the provision of high quality English language and pathway programs. The partnership between Swinburne and ELS provides great advantages for both organisations. The extensive ELS recruiting network and track record of high quality University preparation programs, together with Swinburne's reputation for flexible, quality University degrees will open up new opportunities for international students." said then Vice Chancellor Ian Young.

Australia’s AQF Offers Unique Advantages

On October 7th, ELS took another step in announcing the opening of an ELS Language Center in Brisbane to be located on the campus of Metropolitan South Institute (MSIT) of TAFE. ELS responded to and won a competitive tender in 2009 to provide ELICOS and recruitment services to MSIT. The program is scheduled to open in May of 2012, subject to government and agency approvals.

ELS sees the career orientation of Australian institutions, both TAFE and universities, to be unique by comparison to higher education in the USA. With the competitiveness of job markets and mobility of labor and talent, ELS believes this focus will soon displace liberal arts for students who cannot afford to take on debt without seeing a payback in future career opportunities.

Australia’s AQF system, which articulates from TAFE to universities, for students seeking further studies, is one of the key factors which created interest for ELS to invest in Australia. ELS is a subsidiary of 130 year old leading language and leadership training company, the Berlitz Corporation. Berlitz, in turn, is owned by Benesse Holdings, Inc. (traded on the Tokyo Stock Exchange), which is the third largest education company in the world. Benesse Holdings’ Chairman Mr. Soichiro Fukutake learned about the TAFE system which he believes to be a perfect solution for Japanese high school graduates as an alternative to attending universities in Japan. “I appreciate the Australian Education system as it values the importance of skills training as much as academic training. Australia’s education system provides international students the opportunity to experience life in Australia while mastering English, learning a skill and a new perspective to prepare them for living and working in a changing and increasingly globalized world.”

Mr. Fukutake’s interest in TAFE led to meetings with the Queensland Government in 2008 in which Benesse was encouraged to invest in Australia to provide opportunities for young students from Japan and other nations to enter Australia through ELICOS and TAFE pathways. Those discussions ultimately resulted in ELS participation in the tender process to open the ELICOS at Metropolitan South Institute of TAFE in Brisbane.
After ELS won the competitive tender to create an on-campus ELICOS for MSIT, Ms. Kaylene Harth, Institute Director of MSIT, visited two of ELS’s on-campus ELICOS pathways in Florida at The University of Tampa, and Eckerd College in St. Petersburg.

The Institute Director of MSIT, Ms. Kaylene Harth said, “Earlier this year I visited two ELS campuses in Florida. My first experience at Eckerd College in St. Petersburg clearly demonstrated the benefit to students of a long-term partnership with well-established educational pathways. I also saw the exceptional pastoral care component of the ELS model where students are clearly treated as part of the ELS family. The strength of the relationship between ELS and the University of Tampa was evident from my discussion with a senior University leader. Although this partnership is very new, I heard about the benefits already flowing to both the university and to the student. For the university, benefits include having a student cohort from ELS with a guaranteed standard of language skills. Benefits for the student include their enrolment with ELS which provides them with a provisional enrolment into their university program.

Both partnership examples I witnessed were clearly a recipe for success and MSIT is very pleased to be entering into similar arrangements with ELS. We look forward to a long-term partnership that delivers mutual benefit and gives students confidence in their educational outcomes.”

Mr. Aaron Smith, Director of Market Development for MSIT said, “Metropolitan South Institute of TAFE (MSIT) believes this a great partnership. ELS has an excellent global reputation for facilitating quality English language programs. Students will have the benefit of studying at our Mt. Gravatt campus in Brisbane, Queensland to learn more about the MSIT community and lifestyle before commencing one of our programs.

MSIT will utilise ELS’s global network and enrol students from wider markets. We have already established a strong relationship with the ELS team and MSIT is looking forward to jointly promoting pathways into our programs and through to one of our higher education partners.”

The Perfect Storm

When asked why ELS had decided to sail into Australian waters during “The Perfect Storm” Mr. Harris replied, “ELS sees educational opportunities in Australia which are not offered in the USA or other educational systems. Our mission is to find the right institution and program of study for each individual student that will provide the training they need to succeed. ELS has engaged in contrarian behavior before, without trepidation, and, despite the risks of the moment, we believe in, and are prepared to bet our investments on a bright future for international education in Australia. Our company is growing globally and we would like to establish strategic partnerships with Australian institutions and invest for the future for the benefit of our international students, our university partners, and our shareholders.”
ELS Educational Services Inc. has been the leading provider of ESL pathways for direct entry and university skills training to international students on US university campuses since its founding in 1961. With centres on more than 50 university campuses in the USA alone, ELS certification is recognized by more than 650 tertiary institutions as fulfilling the English proficiency requirements for admission to their programs. ELS prepares and places thousands of students each year providing Direct Entry Pathways into two-year and four-year degree programs with more than 40% of ELS placements in 2011 entering masters degree and doctoral programs.

ELS Certification is, together with TOEFL® and IELTS™, one of the three most-accepted standards for proof of English proficiency used by US colleges and universities for international student admissions.

ELS is the largest administrator of English proficiency tests in the USA where all 57 ELS Language Centers are official TOEFL®iBT test centres and 26 are also official IELTS™ examination sites.

ELS is a leader in teaching quality. ELS faculty have presented more papers and research at the TESOL International Conferences in the past decade than faculty from any other institution. The first TESOL International Teacher of the Year from a private ESL school ever recognized by TESOL was Judith Dillon of ELS Oklahoma City who was elected at the 2008 TESOL International Convention.

In addition to Australia, Canada and the USA, ELS Language Centers are located in China, South Korea, Malaysia, Indonesia, Saudi Arabia, Oman and Panama. ELS has provided training to more than 1 million students enabling their pathways to higher studies and career success.

International Recognition
ELS Language Centers was chosen by the Ryugaku Journal as the number #1 English School “Network” in the world in their 2011 customer feedback surveys. Additionally, the ELS Language Center in Vancouver, Canada was ranked as the number #2 English School in the world, and ELS Universal English College – Sydney as #8 (Ryugaku Journal Best School Awards 2011 Edition).

ELS Language Centers
Programs include two intensive English programs – English for Academic Purposes and General English, plus Test Preparation Program for the TOEFL® iBT, as well as Business English & Youth and Vacation Learning programs.

Program Features
- 12 levels of instruction from Beginner to Masters in most group programs.
- Practice in all key language skills: speaking, listening, pronunciation, vocabulary, reading and writing.
- Classes Monday to Friday, with monthly start dates.
- Unique curriculum, textbooks and branded language-learning software.
- Highly qualified, experienced and caring teachers and staff.
Student Services

- **Activities** – All ELS centres plan a wide range of activities for students, from sightseeing visits to local attractions, to sporting events and more.
- **Housing Arrangements** – ELS offers a variety of living accommodations, including on-campus or off-campus student residences, homestays and apartment options.
- **ELS University Admission Services** – ELS helps students to apply to hundreds of partner colleges and universities. UAS assists students with their university selection, document processing and acceptance notification.
- **Testing Services** – All year-round ELS centres offer the TOEFL® iBT Test, and many also offer the IELTS™ and/or TOEIC® Exams.

*ELS Educational Services* is dedicated to providing quality information and counseling about colleges and universities providing programs of interest to international students. ELS provides direct entry pathways to more than 650 institutions with English and study skills training provided by ELS Language Centers in ten countries and on more than 50 university campuses.

*ELS Educational Services, Inc.* is a subsidiary of *Berlitz Corporation* the leading Language and Leadership Training company in 72 countries worldwide since 1878.


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