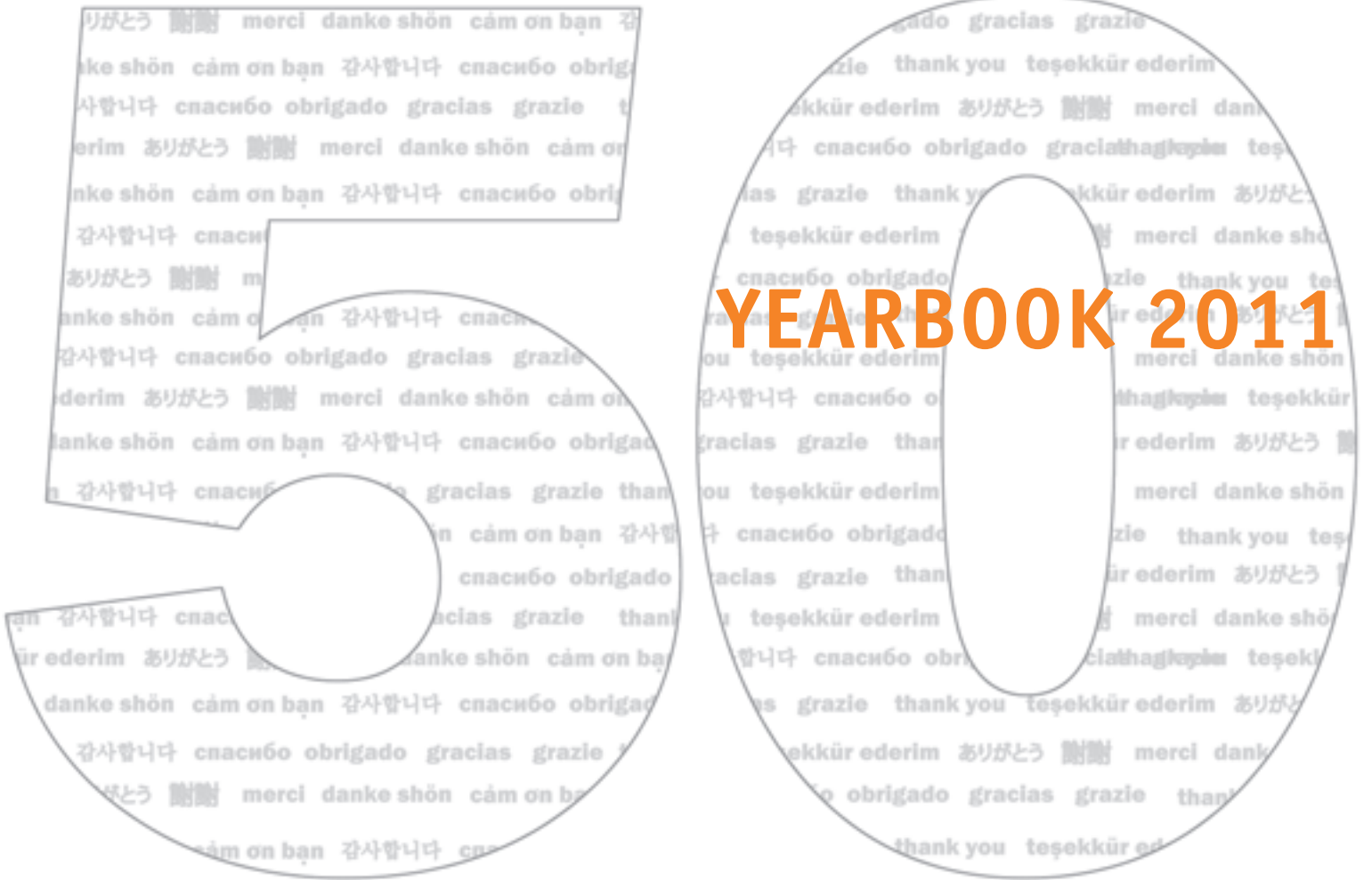


1961



ELS Language Centers

WE TEACH ENGLISH TO THE WORLD



ELS[®]
International
Pathways



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CONGRATULATIONS



To the Employees of ELS Educational Services,

It is with great pleasure that I write to congratulate ELS Educational Services on the 50th Anniversary of the establishment of the first ELS Language Center, in Washington, DC in 1961.

The name of “Benesse” derives from the Latin words *bene* and *esse* meaning “live well.” This embodies our philosophy of helping people to enjoy life to its fullest. This is our corporate philosophy and the guiding principle of all of the people who work for Benesse group.

Benesse Holdings has a deep appreciation of ELS and the role it has played in assisting international students in enrolling in and succeeding in their tertiary studies outside their home countries. Since 1955, Benesse has been assisting students to succeed from preschool to high school and successfully qualify for entrance to universities in their home countries. In 2010 alone, these programs have more than 4.6 million students enrolled, mainly in Japan.

Today, in the twenty-first century, students have opportunities to pursue their studies anywhere in the world. With the number of students studying outside their home countries expected to double between 2011 and 2020, the international market and competition for tertiary students will increase dramatically.

ELS is a natural extension of Benesse’s business of helping students gain admission to universities around the world. ELS provides a global network of counseling and admission assistance, thus enabling pathways to a wide range of educational opportunities, from vocational schools to degrees, masters programs and doctoral studies. As ELS continues to build pathways to new educational markets, it will benefit from synergies with its parent company, Berlitz, which is already present in 74 countries, providing lifelong learning in language, culture and leadership to children, teens and working adults.

On the 50th Anniversary of ELS’s founding, Benesse wishes ELS continuing success providing opportunities to the young and mobile as they search the world for the educational opportunities and experiences that will help them to succeed and “live well.”

Sincerely yours,

Soichiro Fukutake
Director & Chairman
Benesse Holdings, Inc.

ELS LANGUAGE SERVICES IS BORN

The founding partners of ELS, Edwin T. Cornelius, Dr. Kenneth Croft and Willard D. Sheeler, were given United States Information Agency (USIA) administrative appointments in Washington, DC after leaving their international posts. These colleagues provided the official support service for all English language teaching. But in post-war America, President Eisenhower was cutting budgets, and the future partners opted to leave government service and accept positions at American University.

The colleagues shared similar experiences in the field of linguistics, materials development and second-language acquisition. It was apparent that no organization was developing courses English as a second language, or, at that time, TEFL, teaching English as a foreign language.

In 1956, within weeks of leaving the USIA, the founders were contacted about a special exemption to contract with former employees, without the typical two-year wait, thus beginning the company's first overseas venture.

THE EARLY DAYS OF ELS

The 1960s saw a dramatic increase in the number of international students arriving in the United States for academic study or specialized training. The founders had two strokes of good fortune:

- First, in 1961, Macmillan, Inc. contracted with Cornelius and Sheeler to develop a 12-textbook series for elementary and secondary schools, *English this Way*, to be sold initially in Latin America and Canada.
- Second, the first US-based ELS Language Center was opened in Washington, DC. It offered 48-week contract foreign language teaching for the military. Then, due to a large research contract to develop a self-instructional teacher-training system, ELS began teaching classes, using video recorders with remote control cameras for observation.

The first on-campus ELS center opened in 1962, after Cornelius visited Southern Illinois University. A facility was installed in a temporary building structure. In 1966, the organization was formed into two separately managed divisions: ELS Language Centers and English Language Services, its publications arm. The company continued to grow as foreign governments, industries and private individuals sought American technological and commercial expertise. The following year, an agreement was reached between the University of Southern California (USC) and ELS Language Centers to open a Los Angeles Center. The ELS conditional admission policy, involving language proficiency guidelines, benefitted both organizations. In 1968, the third ELS Language Center opened in Los Angeles.



► ELS 1972 Brochure



► ELS Center in Washington, DC

FOUNDERS' BIOGRAPHIES

Edwin T. Cornelius, Jr.

Edwin T. Cornelius, Jr. visited, worked and/or resided in 45 countries. He developed and wrote situation-specific notional-functional syllabi and instructional materials. He was principal author and co-director of Collier-MacMillan's English Program, comprising 66 textbooks, 350 audiotapes, teachers' manuals and study guides. His English 900 series has sold in many editions worldwide; in China alone, 80 million copies have circulated. His contributions reached several generations of ESL teachers and students.

Cornelius, Jr. graduated with a B.A. in English from Texas Christian University, a B.D. and an M.Div. from Yale University, and was a candidate for a Ph.D. in linguistics with a major in sociolinguistics and applied linguistics from the University of Southern California (ABD).

Kenneth Croft

Kenneth Croft researched and published on North American Indian languages, focusing on Matlapa Nahuatl. He received grants to conduct field work on the Cheyenne language, and a fellowship for

research on the Nahuatl language from the Rockefeller Foundation. Croft published widely: articles on linguistics, materials development and teacher training for professional journals, a series of student readers, as well as texts in pronunciation and English usage.

Croft received undergraduate degrees in library science, Spanish and French from the University of Oklahoma; an M.A.L.S. and an M.A. in linguistics from the University of Michigan and a Ph.D. in linguistics and anthropology from Indiana University.

Willard DeMont Sheeler

Willard Sheeler was responsible for all English language teaching activities of the United States Information Agency (USIA) overseas programs. During his tenure, the interest in and use of American English spread throughout the world. USIA established English language programs in more than 50 countries and stimulated the publication of American texts. Sheeler spoke seven languages, and authored or co-authored many ESL volumes on grammar, pronunciation, writing, vocabulary, self-instructional courses, special English series and many graded reading series. His textbooks remained in print for over twenty years.

Sheeler graduated with a B.A. in Hispanic studies from the University of Wisconsin; he received a master's degree in linguistics and cultural anthropology at Cornell University. During World War II, he studied at Harvard, receiving a certificate in Chinese and Far Eastern area studies before joining the Office of Strategic Services.

50 YEARS AT A GLANCE

AN ELS TIMELINE

1956 English Language Services, Inc. incorporated in Washington, DC by Edwin T. Cornelius, Dr. Kenneth Croft, and Willard D. Sheeler: former United States Information Agency (USIA) English teaching officers during the Eisenhower administration.

1958 ELS establishes USIA language centers in Tunisia, Iraq, Libya and Morocco and later in Guinea, Upper Volta, the Cameroons, Senegal and Syria.

1961 The first ELS Language Center was opened in Washington, DC under the direction of John Floyd, a former USIA language center director. That same year, Macmillan, Inc. contracted the writing of *English This Way* to ELS.



► 1961-*English This Way 2*, English Language Services

1962 ELS opened its first on-campus center at Southern Illinois University in Carbondale, Illinois. Perry Akins was one of the early employees.

1966 US government payments to ELS for contract services were not paid in a timely fashion and Ed Cornelius was compelled by cash flow problems to sell ELS to Wilton Cole, the former Chairman of Crowell-Collier and MacMillan Publishers, Inc. who had contracted the English 900 series from ELS. Bill Cole renamed the company Washington Educational Research Associates, Inc., and would preside as Chairman until 1986. Two divisions were formed: ELS Language Centers and English Language Services, its publishing arm.

1968 The third ELS Language Center was opened in Los Angeles, and Perry Akins was appointed Center Director. Perry held this position until being appointed President of ELS Language Centers in 1971.

- 1961 Berlin Wall erected.
- 1962 The audiocassette debuts.
- 1963 The video disc appears.
- 1965 The compact disk is invented.
- 1969 Two US astronauts become the first to land on the moon. . . . "That's one small step for [a] man; one giant leap for mankind."
- 1970 The 'British invasion' continues as The Beatles release the album *Let It Be*.
- 1977 The first *Star Wars* movie debuts; George Lucas retains merchandizing rights.
- 1979 The cell phone breaches the airwaves.



► 1968-ELS Language Center,
Los Angeles, California

1970 An era of rapid expansion began with the opening of an ELS Language Center at University of St. Thomas in Houston, Texas, which was followed by 28 other new centers, some temporary and others permanent, ending with 22 ELS Language Centers by the end of that decade. Twelve of these were on university campuses and The ELS centers at Case Western Reserve University (1975), Eckerd College (1976), Oklahoma City University (1976), Indiana University –Purdue University Indianapolis (1977), and University of St. Thomas - Minnesota (MN, 1977) are partnerships which endure today.

1974 ELS was asked by the Venezuelan Government to teach 300 recipients of the Beca Gran Mariscal de Ayacucho award, and Dave Robinson and Perry Akins accepted the challenge. The growth in the 1970s was driven by the 1973 oil embargo and rapid growth in enrollment of students from Saudi Arabia, Venezuela and Malaysia.



► 1970

1975–1977 The Saudi Arabian Education Mission asked ELS to teach English to 2,000 students and to then place them into approved degree programs.

1978 On May 17, ELS Language Centers became the first independent ESL school to be granted accreditation by the Continuing Education Council (CEC), which was renamed Council on Non-Collegiate Continuing Education, in August 1979 and in 1988 became ACCET. Two of the Commission members were Roger J. Williams (today the Executive Director of ACCET) and Michael Strumpfen-Daric, son of the former owner of The Berlitz Schools of Languages, Inc. (until 1961, when they were purchased by Macmillan, Inc). Thus ELS was the first proprietary school to have been accredited by the precursor of ACCET, which is, today, the original and longest-standing accrediting authority for ESL programs in America.

David Cleland, then President of ELS Language Centers, coined the ELS slogan: “We Teach English to the World”, that was used for 25 years thereafter.

ELS International Division began a program of franchising in order to bring ELS to foreign markets. The first such center was established in Tokyo in 1978; Taiwan and Korea followed in 1982. By 1988, there were 13 franchise schools and two joint ventures. Jerry Loudenback began a program to ensure quality in the franchises, and he engaged Charles Gilbert, a former Director of Courses, to develop this system for the franchise schools. Charles launched the Operations Manual and Marketing & Sales Guide for the Management Academy.



► 1975 - 1977

1980s At the beginning of the decade, ELS enrollment was 90% academically bound. By the end of 1989, 65% of the enrollment was academically bound and 35% of the enrollment had grown to include professionals and tourists.

1979–1982 ELS Publications published a number of successful English textbook series, including *Welcome to English* and a series *New English Course (NEC)*, authored by Edwin T. Cornelius. These incorporated an oral-aural approach with cognitive code-learning and notional-functional concepts to teach reading, writing and speaking skills.



► 1981

1981 ELS average enrollment was 3,300 students per session, and a Computerized Academic Information Services (CAIS) was established to assist in the placement of students into appropriate university programs under the supervision of Nora Saidi. ELS was already the leading private recruiter of international students for institutions of higher learning in the USA.

ELS Special Programs Division was established to offer Youth Camps, Skills for University Success, Pre-M.B.A., Super Intensive and English for Executives. These programs were directed by Rochelle Wechter, Rodney Neese, Jerry Loudenback and Drew Cartwright over the next 18 years, and today, continue with new focus on preparing teens for university programs in English.

1986 Washington Educational Research Associates, Inc, (WERA) was renamed ELS Educational Services, Inc., and a party was held on June 18th at the ELS Language Center in Washington, DC to honor the 25th anniversary.

ELS was acquired by the American Institute for Foreign Study (AIFS) whose CEO was Roger Walther. ELS would be a part of AIFS, Inc. until January 1, 1992, when AIFS was split between the founders, and Roger Walther continued as Chairman and CEO as owner of ELS from 1992–1997.

1989 The ELS Advisory Committee was established. Made up of advisors from universities and organizations engaged in international education, the advisory committee provided a forum for the exchange of ideas to enhance the quality of education at ELS and to guide more strategic interactions with the higher educational community, to enable synergies in recruitment and education of international students.



► 1989

► **1981** The first IBM-PC is invented.

► **1984** The CD-ROM and Apple Macintosh are invented.

► **1989** Berlin Wall falls and high-definition television is invented.

► **1995** The Internet really takes off – beginning its worldwide ascent as a communications powerhouse, by 2000, one-third of the world's users write in English.

► **1998** Shakespeare in Love wins the Academy Award for Best Picture.

► **2000** It is estimated that 750 million people speak English as a foreign language, 315 million use English as a second language daily.

► **2001** Wikipedia, a collective encyclopedia, makes its online debut; English is the principal language of newspapers, air-traffic control, science, business and diplomacy. Apple introduces the iPod.