



The International Research Foundation  
for English Language Education

Dear Friend of TIRF,

What an exciting year this has been for TIRF! This year's highlights include the TESOL Convention in Philadelphia, where we launched our latest commissioned paper, [English at Work](#). A [business-oriented summary](#) of that study is being shared with leaders and decision makers in multinational corporations. Then, the Doctoral Dissertation Grants (DDG) competition took place in May, and the TIRF event in São Paulo in July was followed by a presentation to the Cultura Inglesa directors from Latin America. Now, more than ever before, we are in a position to turn the corner as a nonprofit organization that strives to lay the foundation for best practices in English language teaching, learning, and research. What follows is more detailed information about some of these developments.

This year's DDG applicant pool was one of the largest since the program began in 2002. TIRF's Research Advisory Committee carefully selected the proposals to be funded, in the total amount of \$25,000. Given the caliber of the proposals, we chose to make smaller awards to more applicants this year, [so eight individuals were selected](#) to receive grants. We are also pleased to note that Ms. Patsy Vinogradov of the University of Minnesota was the recipient of this year's Russell N. Campbell Award. This accolade honors the highest ranked proposal in memory of TIRF's founding Trustee, Russ Campbell. We are thankful to the many donors who support the DDG program and this special award.

We have seen our international presence grow this year as demonstrated by our website statistics, e-newsletter recipients, Facebook fans, SlideShare followers, and more. Through these diverse means, we can share helpful resources and information about English language education for students, practitioners, and policy makers. We truly value the exposure we receive on these platforms because they allow us to reach out to new stakeholders via dynamic means that are untraditional for TIRF.

In fact, we can tell TIRF through our website statistics, e-newsletter circulation, and hits and followers on other online platforms. Nearly 150,000 unique visitors from more than 170 countries have accessed TIRF's website since its inception, yielding more than 425,000 page views. Although we have just over 165 fans who *Like* us on Facebook (a number we wish to grow), that count represents a 400% increase over the last year. Our monthly e-newsletter now reaches approximately 4,000 people around the globe. We have launched a [Wikipedia page](#) about TIRF and our visibility on platforms such as SlideShare, YouTube, and ResearchGate continues to grow. We are confident that diversifying our online presence will help us to expand our impact around the world.

In July, more than 200 individuals attended [the one-day, multidimensional TIRF event](#), *Different Contexts and Challenges for English in the Workforce*, at the Cultura Inglesa in São Paulo, Brazil. The event's first purpose was to make evident the need for English language training in Brazilian companies. Second, panelists identified strategies that will help the country not only better train its workers to meet the language demands their positions require, but also to continue and accelerate language preparation needed for the World Cup in 2014 and the Olympics in 2016. The panel of speakers featured leaders in government, education, and business, as well as several TIRF Trustees. (Please note that Board members travel at no cost to TIRF.) We are thankful to Trustee Lorraine de Matos for moderating the panel discussion, and especially for her leadership in sponsoring the event.

As the year draws to an end, we recognize with deep gratitude the support of all [our individual donors](#) and corporate sponsors. This November, we received [a very generous donation](#) from the Pearson



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Foundation. Earlier this year, additional substantial donations were provided by the British Council and The University of Cambridge ESOL Examinations and Cambridge University Press. Without the financial support of our corporate sponsors, TIRF would not have the impact on English language education that it does today. We greatly appreciate the organizations listed above and all of the individuals at these organizations who are involved in making gifts to TIRF.

What about the year ahead? Around the globe, there is a crucial need for well educated English language teachers. Because of this need, we have chosen to explore online English language teacher education as our next installment in the "English in the Workforce" series. This initiative has been supported in part by Anaheim University. Denise Murray, the author of this forthcoming publication, has collected case reports from online English language teacher training providers. She will use the case reports to identify trends in the field. Dr. Murray and TIRF Trustee MaryAnn Christison will give a presentation on this study at the 2013 TESOL Convention in Dallas, Texas. Please join us there on Thursday, March 21<sup>st</sup> from 10 to 11:45 AM in the Room C-150 of the Convention Center.

The 2013 IATEFL Conference in Liverpool will also host a TIRF panel. Trustees Michael Carrier, Mitch Legutke, Mike Milanovic, David Nunan, and I will talk about challenges and solutions in English language training for the 21<sup>st</sup>-century workforce. Trustee Jun Liu will be a plenary speaker at the conference.

We need your help now more than ever. As we have continued to grow over the past year, we find ourselves at a point where we require greater financial capital to help carry out the many programs and activities in which we are currently engaged and those we wish to initiate. I know that the world economy continues to struggle, and I understand that some who will receive this report are not in a position to make a cash donation at this time. In recognizing such struggles, I would like to point out that there are other ways to help TIRF. You can help us by [clicking here](#) and *Liking* us on Facebook. Also, we are constantly updating our resources online. If you are in a position to suggest [new journals](#), additional [like-minded organizations](#), or new [reference lists](#), please let us know. Finally, there are many individuals who would benefit from staying up-to-date on TIRF's activities, but they currently do not know we exist. We would very much like to reach out to them. You can help us with these efforts by [sending us an email](#) with the names and email addresses of colleagues, so that we can add them to our monthly e-newsletter mailing list.

As I bring this appeal to a conclusion, I hope that I have effectively conveyed to you the compelling juxtaposition of our excitement about TIRF's activities versus the great need we are facing. We strive to serve as the source of information and support for improving English language education policy and practices through research. I hope that you agree that we are making strides in this domain, and that you can see why we need your financial support. Please help us so that we can help others. Will you kindly make a donation to TIRF? A contribution of any size will make a difference. On behalf of the TIRF Board of Trustees, I would like to wish you a very happy holiday season and best wishes for the new year.

Sincerely,

A handwritten signature in cursive script that reads "Kathi Bailey". The ink is dark and the signature is fluid and legible.

Kathleen M Bailey  
President and Chairman of the Board of Trustees