

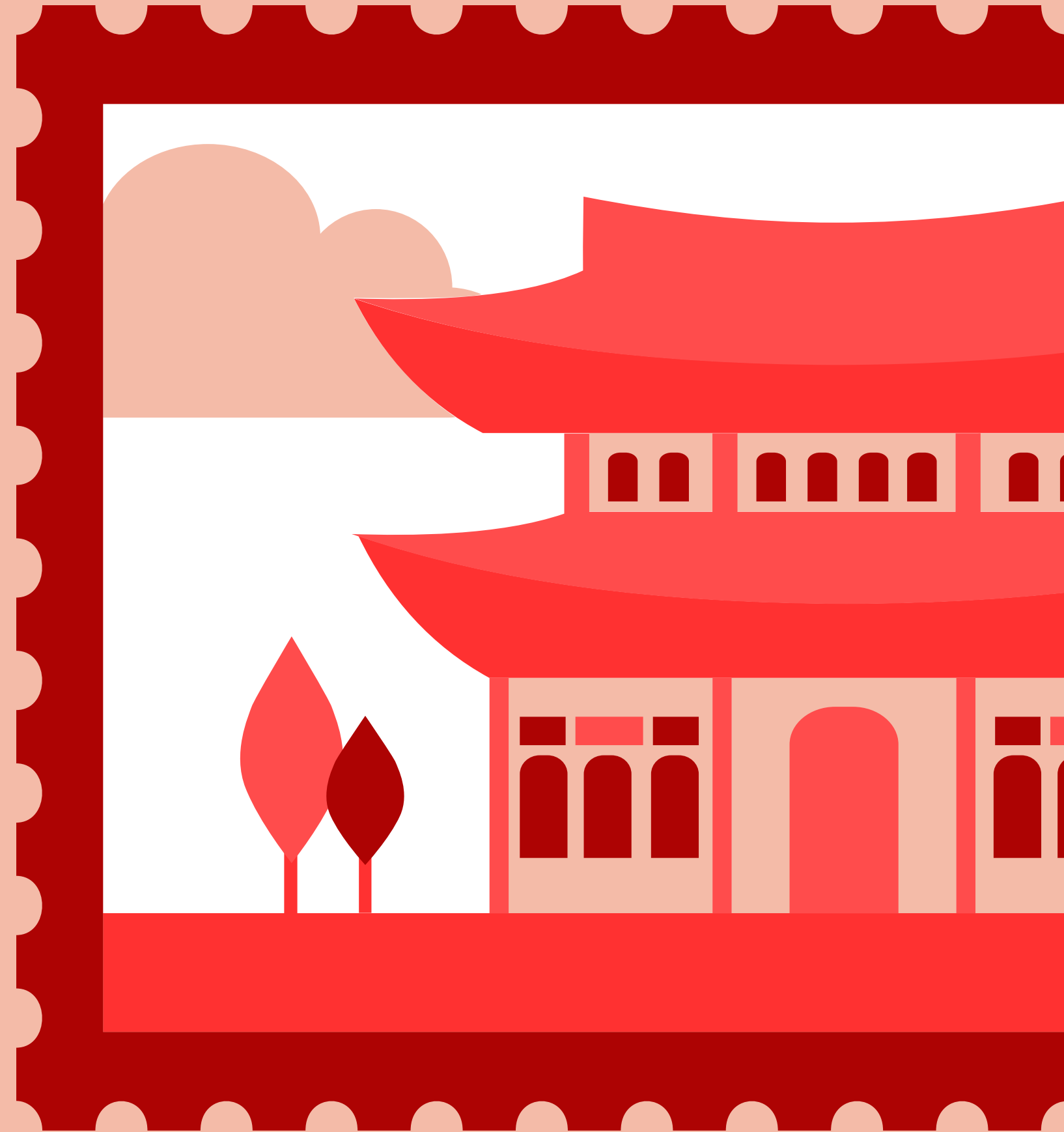


**UW-MADISON
DEPARTMENT OF ENGLISH**

TESOL CERTIFICATE

J445 Sapphire Team

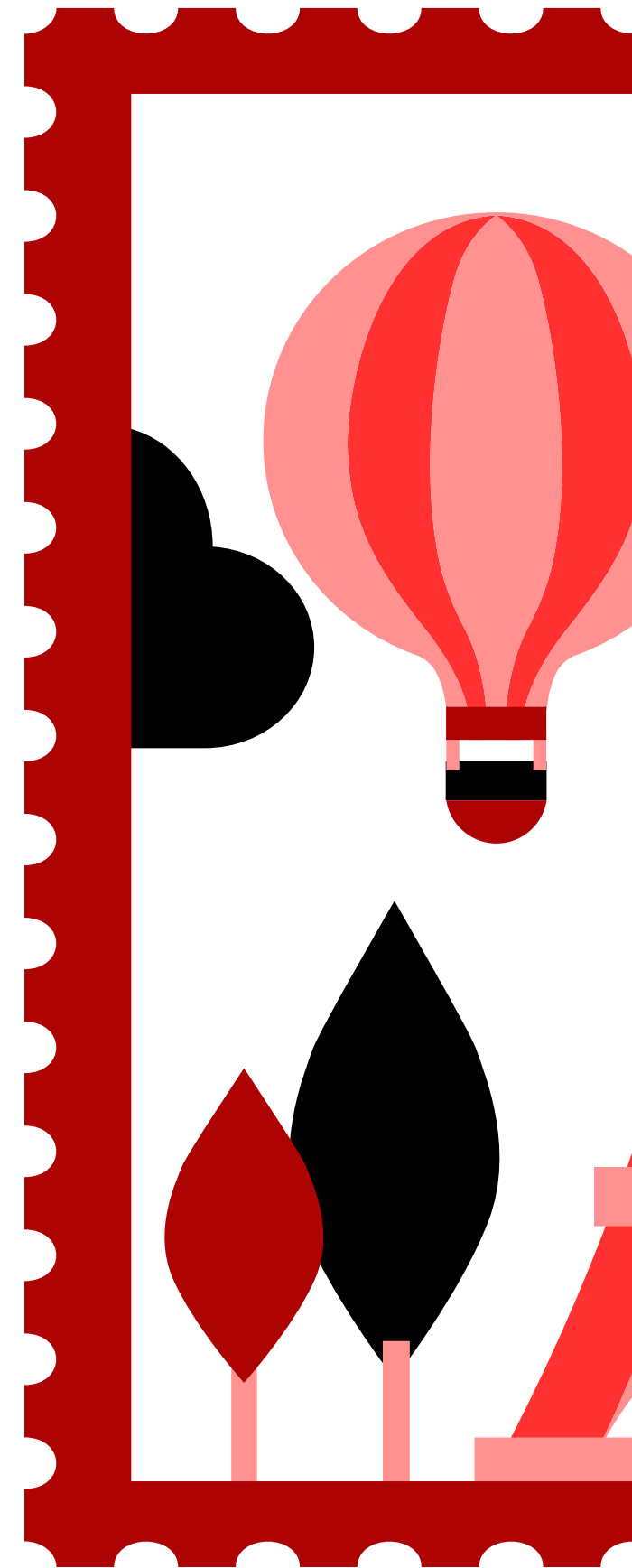
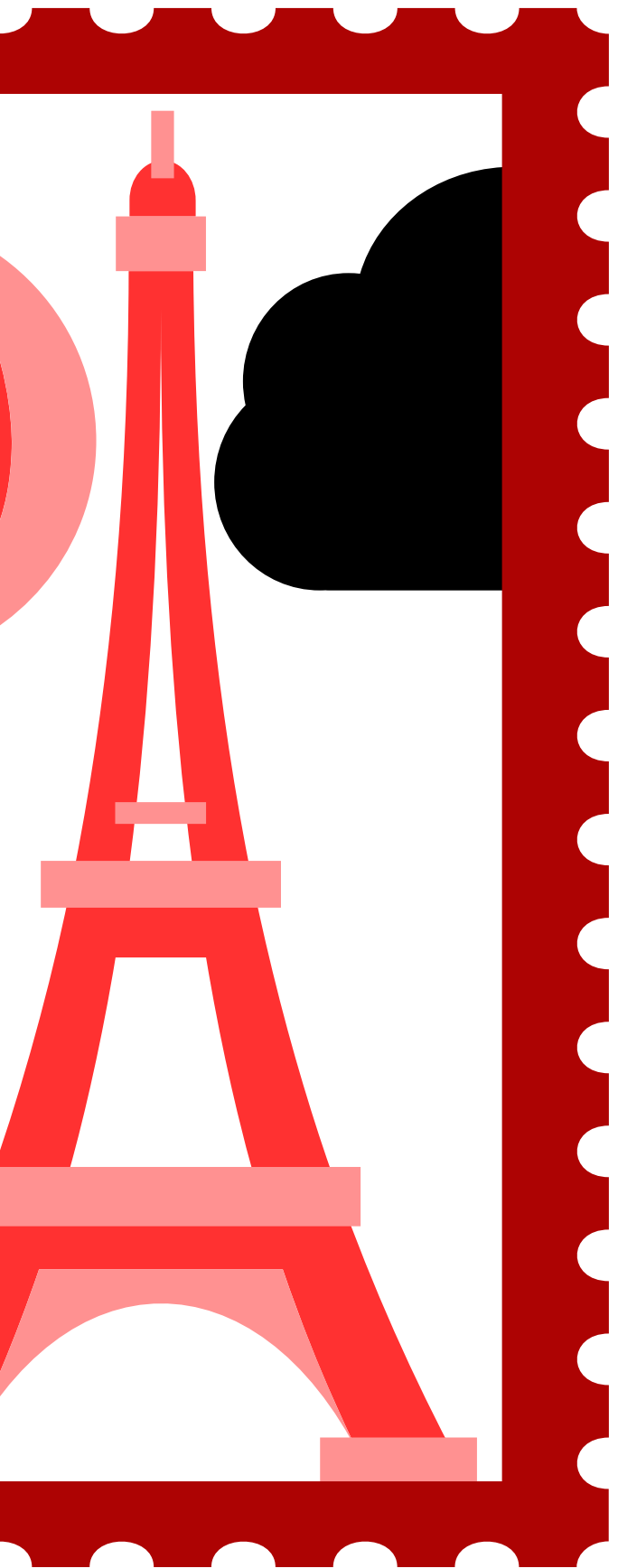
MARKET ANALYSIS

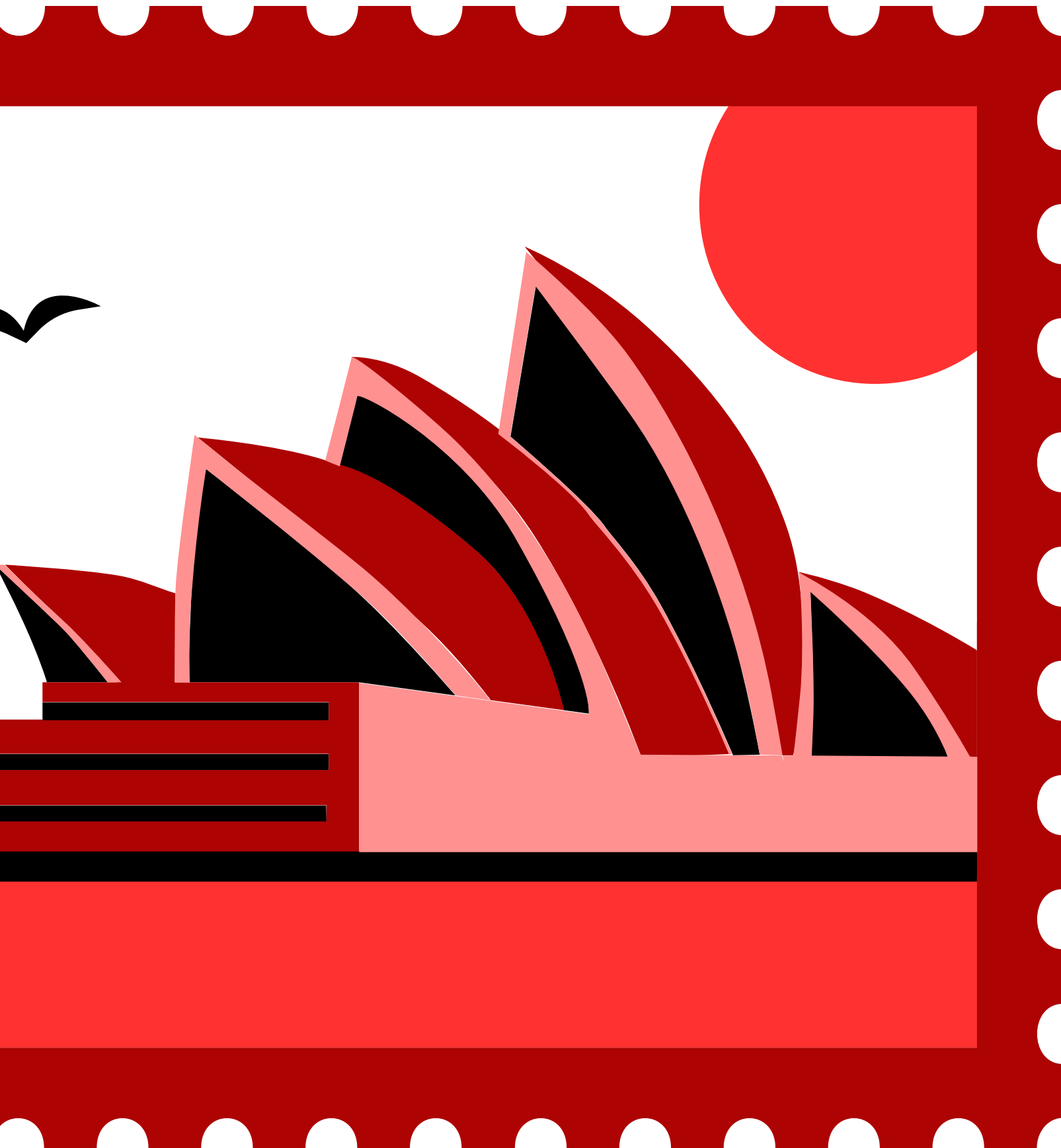


CURRENT SITUATION

Awareness exists, but is LOW

- students often discover it “by accident” through another avenue
- once they find it, they are often too far in their academic careers to complete it

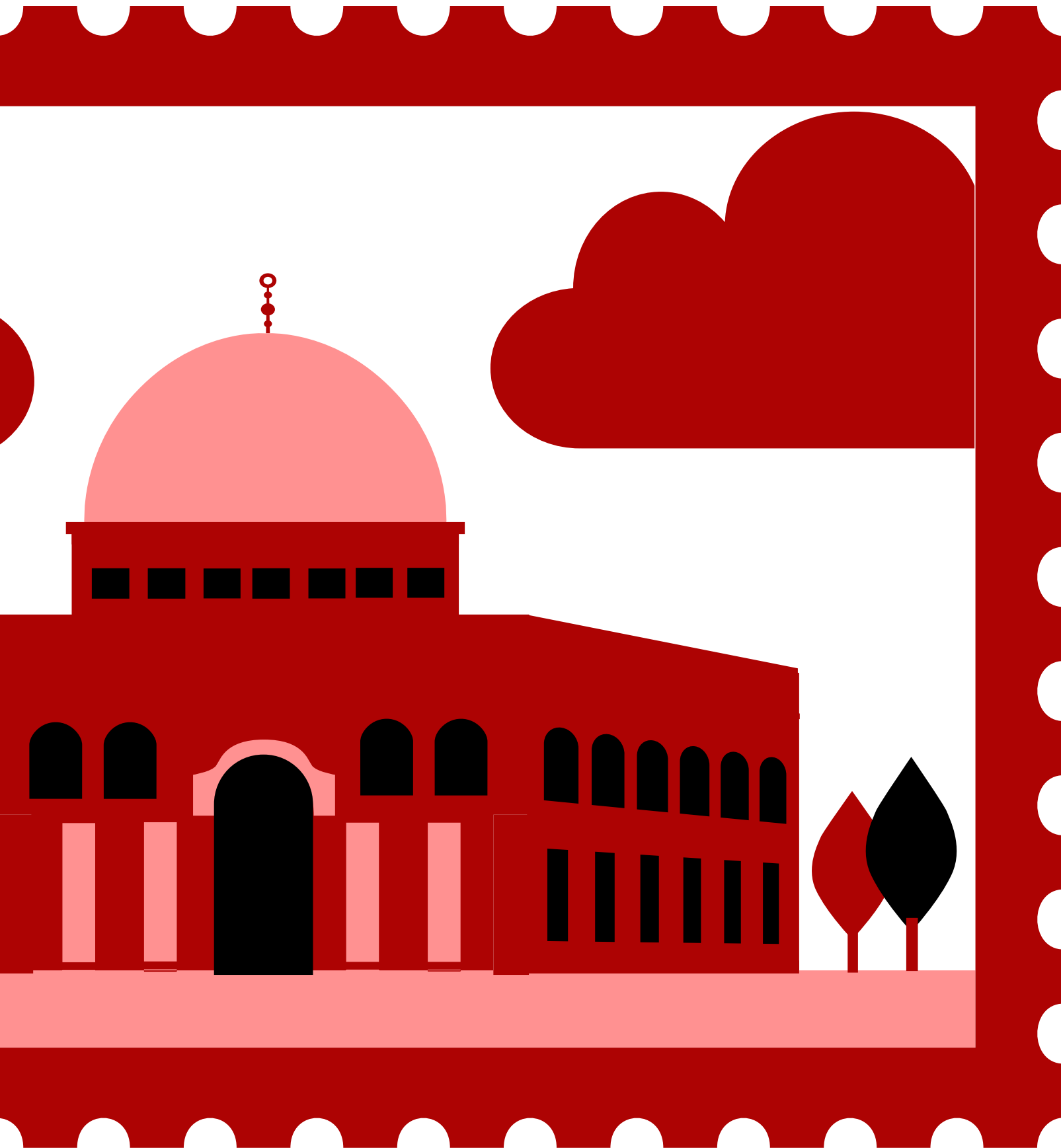




CAMPAIGN OBJECTIVES

**Increase awareness of
the certificate and its benefits**

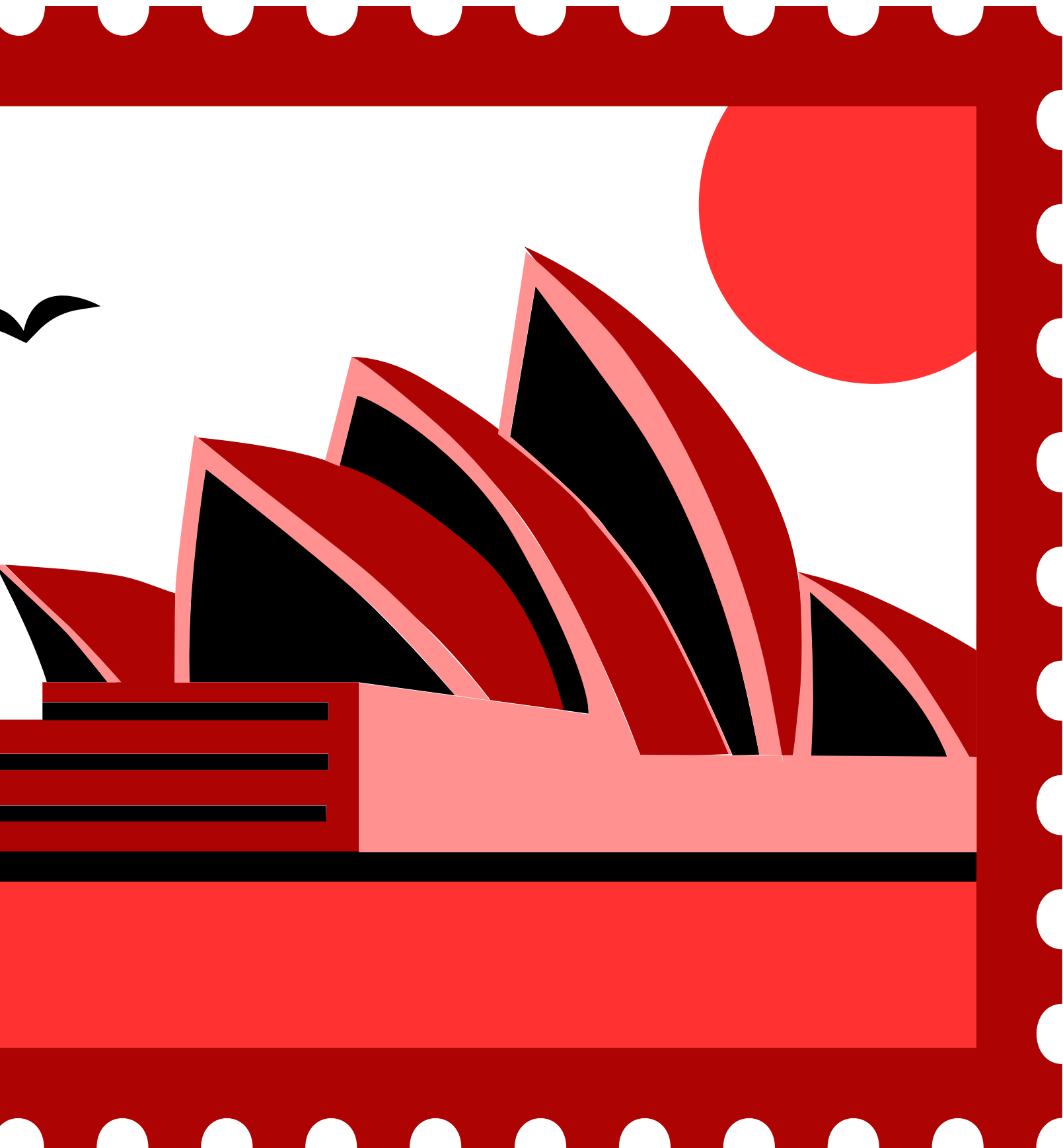
- establish a social media presence
- increase connections with alumni
- highlight programs who partner with the TESOL program
 - show prospective students the possibilities of a career in TESOL



KEY TRENDS TO BE ADDRESSED

Reaching the “right” people

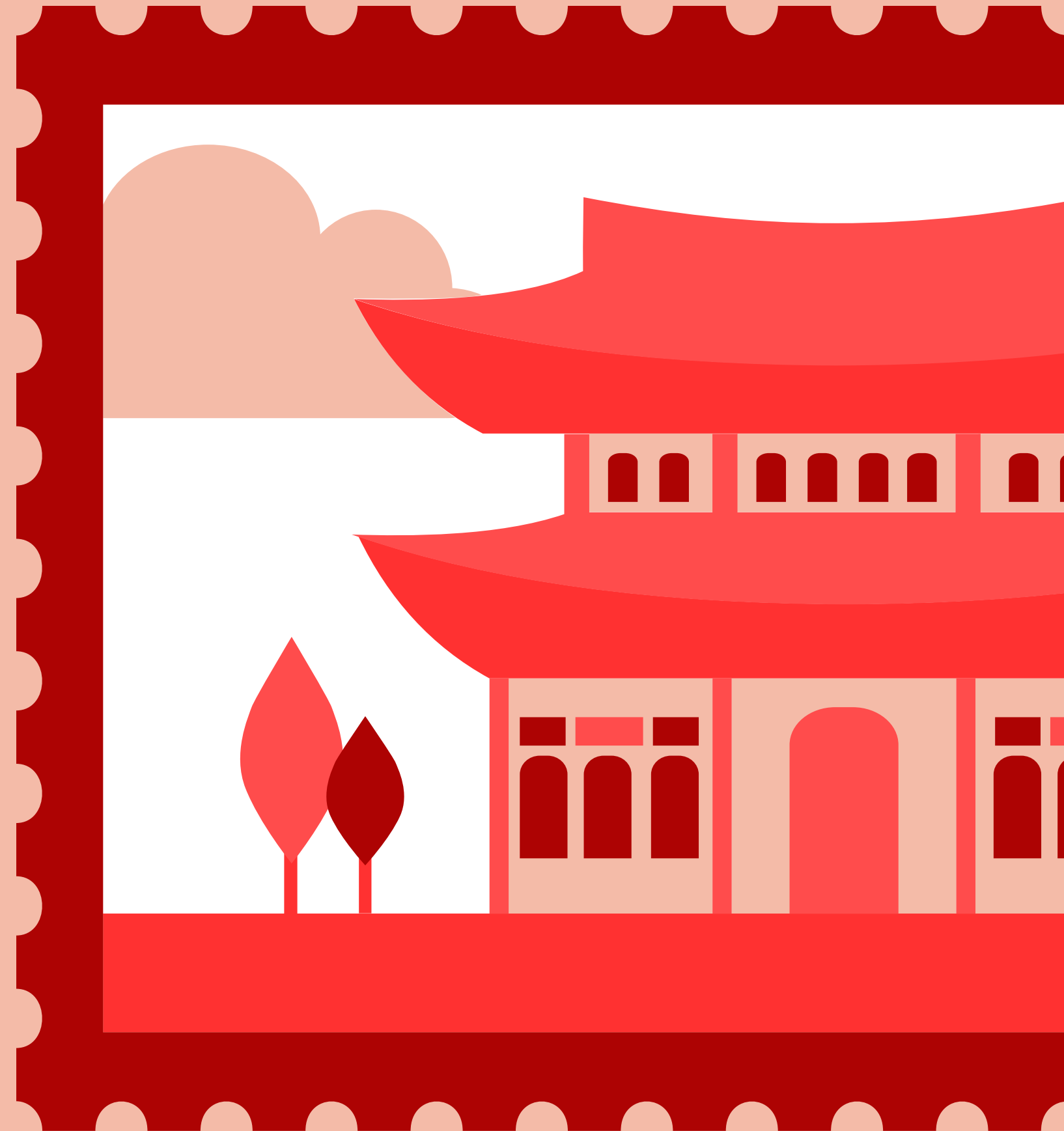
- low awareness combatting with high interest from relevant majors
- relatively small capacity
 - raise awareness but not too much



KEY OFFERINGS TO BE HIGHLIGHTED

- Spend a gap year getting paid to be immersed in another culture
 - Help international students learn about Wisconsin/USA culture
- Be the reason someone gets an education in underserved areas
- Better understand the English language and how it has become so universal

CAMPAIGN STRATEGY



TARGET DEMOGRAPHICS

AGE RANGE

PRIMARY

First- & Second-year undergraduates

SECONDARY

professors & advisors of relevant majors



MAJOR

involving or adjacent to linguistics, international studies, education & foreign languages,
specifically Asian language / linguistics

TARGET GEOGRAPHICS

PRIMARY

Undergraduate
students currently
enrolled in + attending
UW-Madison

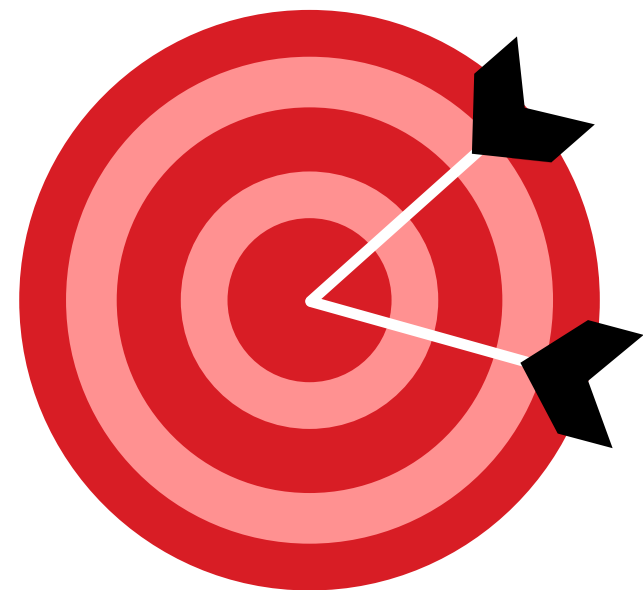


SECONDARY

Prospective students of
UW-Madison who are
interested in linguistics
and world cultures

TARGET PSYCHOGRAPHICS

MOTIVATIONS



Passion for Teaching,
Cultural Exchange, &
Global Travel

VALUES



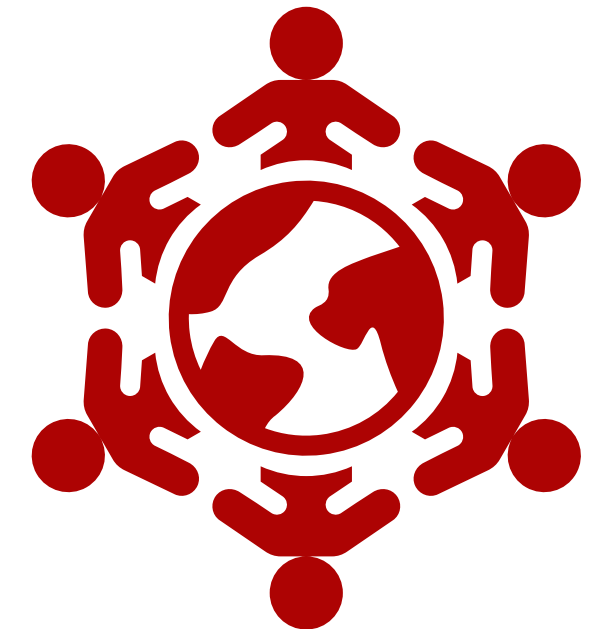
Cultural & Global
Curiosity, Making a
Positive Impact on
Community

LIFESTYLE



Engages in Language,
Cultural, & International
Activities; Prioritizes
Meaningful Experiences

INTERESTS



Foreign languages,
Education, &
Cross-Cultural
Communication

CUSTOMER PROFILE

THIS IS THOMAS!
HE IS A PROSPECTIVE TESOL
CERTIFICATE STUDENT!

A first-year
student at
UW-Madison

passionate about helping
others. In high school, he
was a peer tutor

studying
Asia Lang

enjoys
traveling

enjoys engaging in
other languages
and cultures

curious about
adding a certificate
to his degree



TNSA FOR THOMAS

TARGET

Underclassman studying linguistics, international studies, or a related field

NEEDS

- a career trajectory to follow into post-grad
 - preferably involving traveling
- an intentional and purposeful avenue for pursuing passions for international cultures and helping others
- ideally adding a certificate to his major

SOLUTIONS

- A PAID post-grad opportunity to travel, explore diverse cultures, and gain meaningful experiences by serving global communities
- Training to effectively teach the English language and American culture to international students

ACTIONS

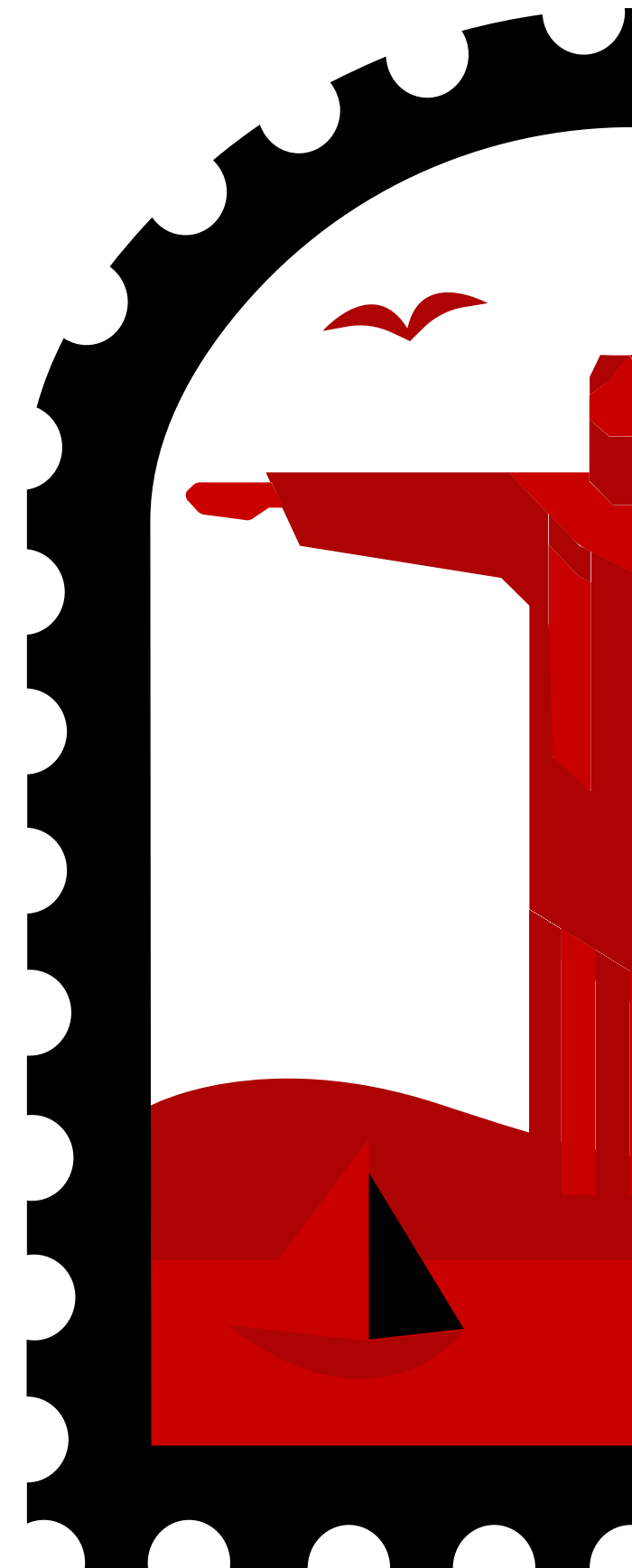
Enroll in relevant coursework and declare the TESOL Certificate!

BIG IDEA + MAIN MESSAGE

English is your superpower

The TESOL Certificate provides a purpose for your passion by giving direction to your desire to travel abroad and help people while doing so.

The program, which can be completed within a year, can give you the confidence to apply skills you already know to circumstances that need them.



EXECUTION

Refresh and rethink promotion

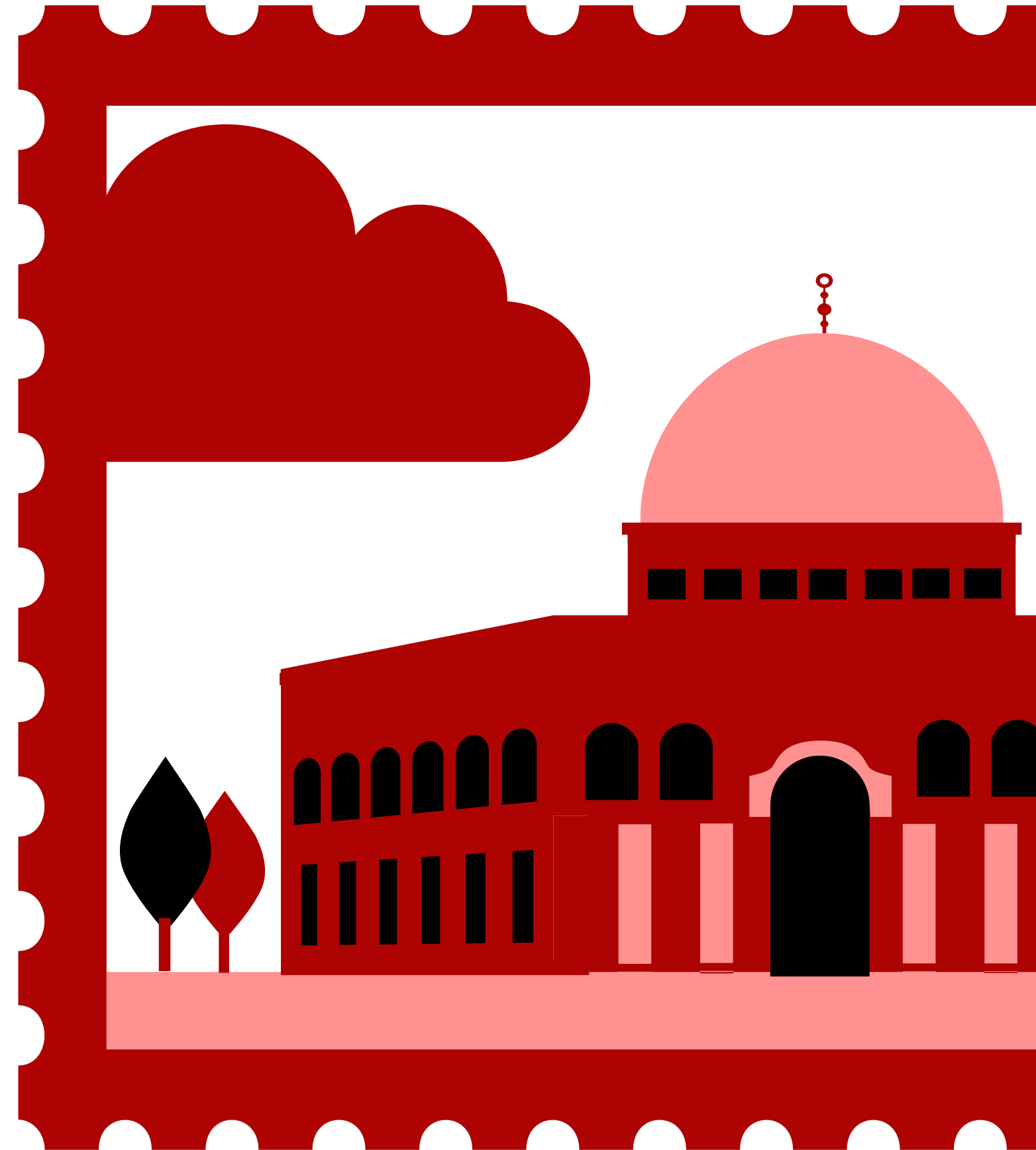
- **Modernized Marketing Materials:**
Revamp promotional efforts to boost certificate awareness
 - Refresh & update the website
 - Launch an Instagram account
 - Create LinkedIn alumni group
 - Design updated flyers
 - Collaborate with relevant organizations and advisors to expand reach



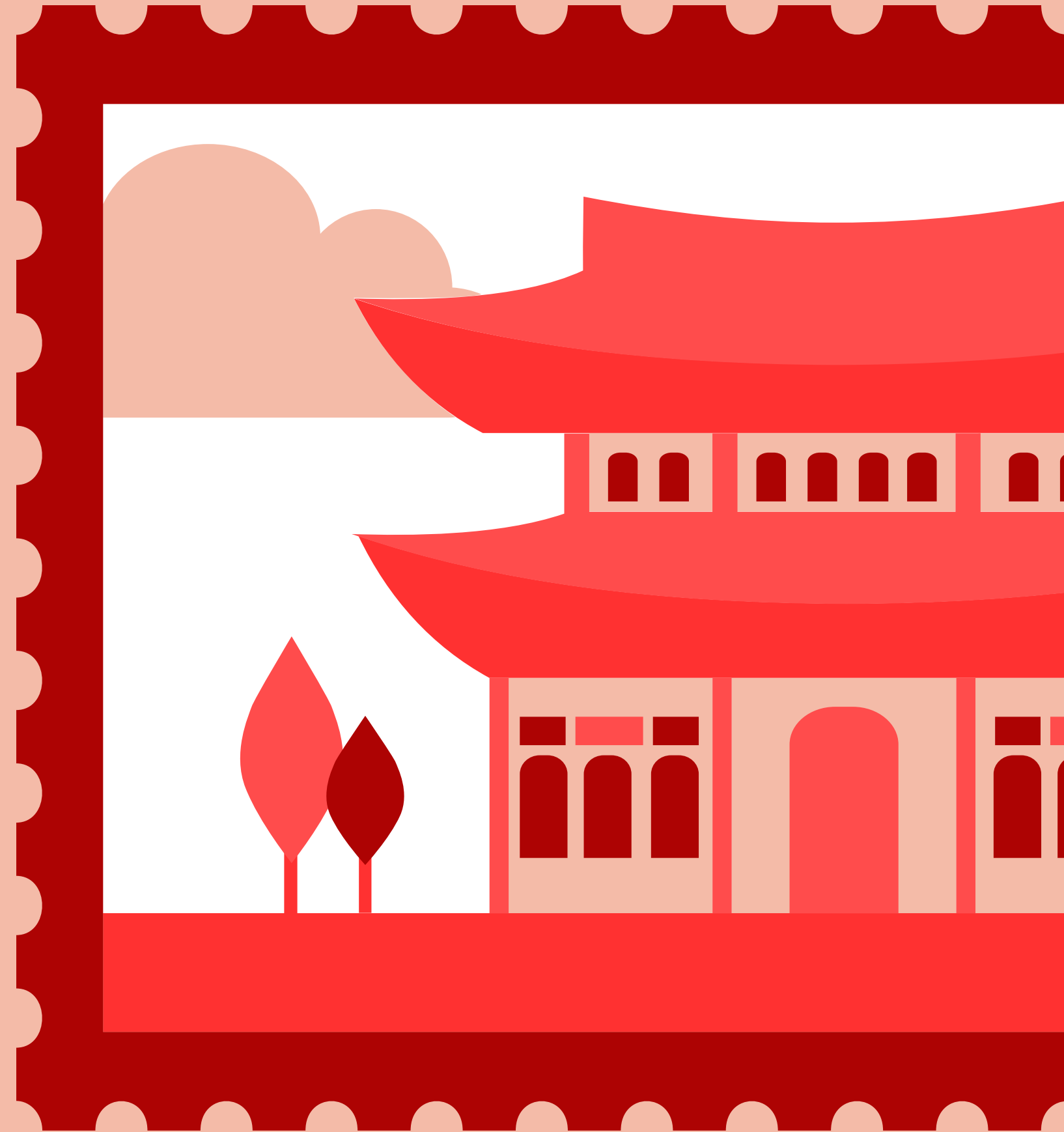
EXECUTION

Refresh and rethink promotion

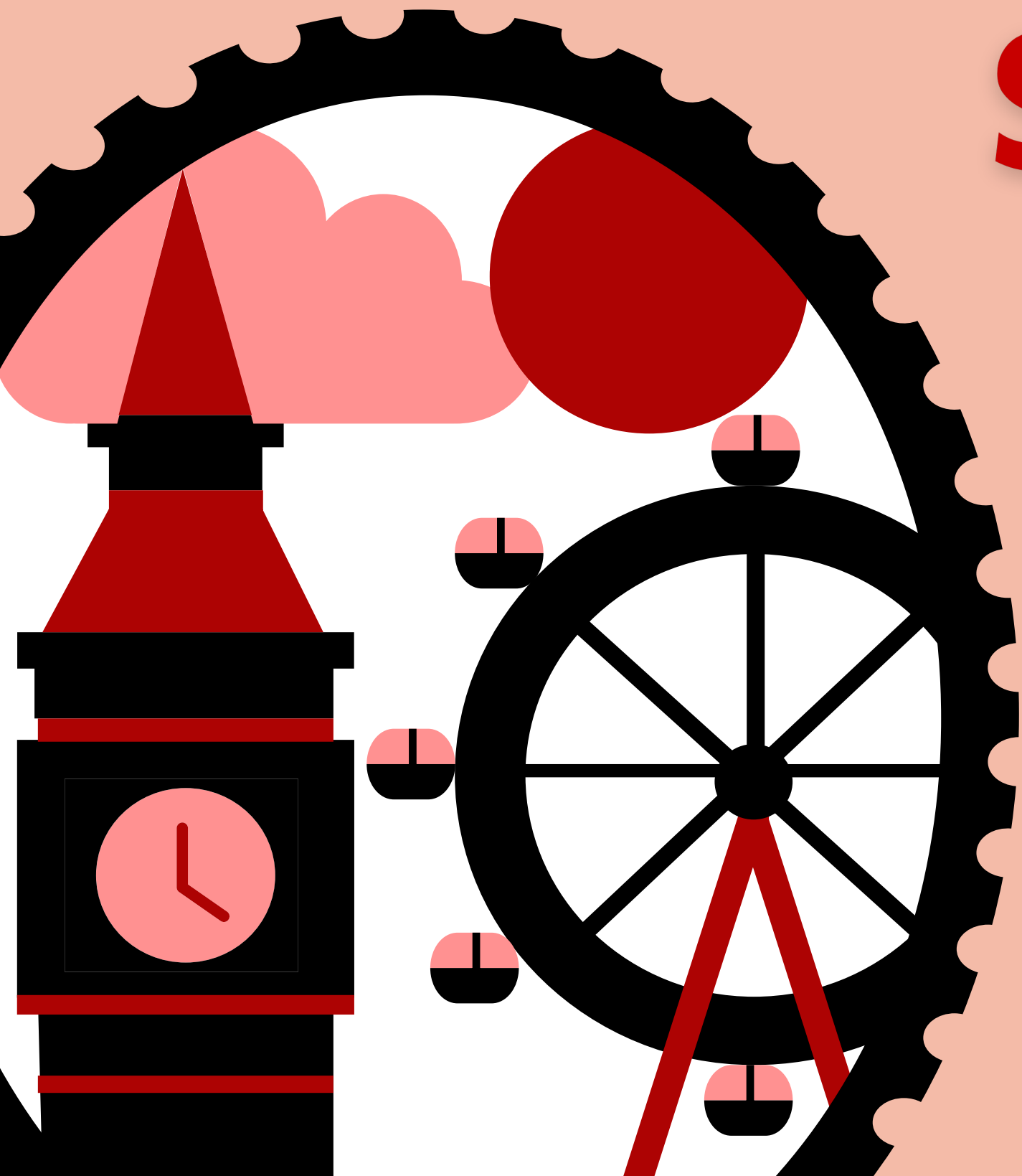
- **Engaging Alumni Features:**
Showcase alumni experiences to inspire interest in the program
 - Highlight the TESOL certificate as a pathway to travel and earn post-grad
 - Use social media for alumni spotlights and success stories



CREATIVE + DELIVERABLES



SOCIAL + DIGITAL



INSTAGRAM PROFILE



@uwtesol

Message

Follow



5 posts 1455 followers 10 following

TESOL Certificate

Official Instagram of the Teaching English to Speakers of Other Languages Certificate at the University of Wisconsin–Madison

linktr.ee/uwtesol



@uwtesol

TESOL Homepage

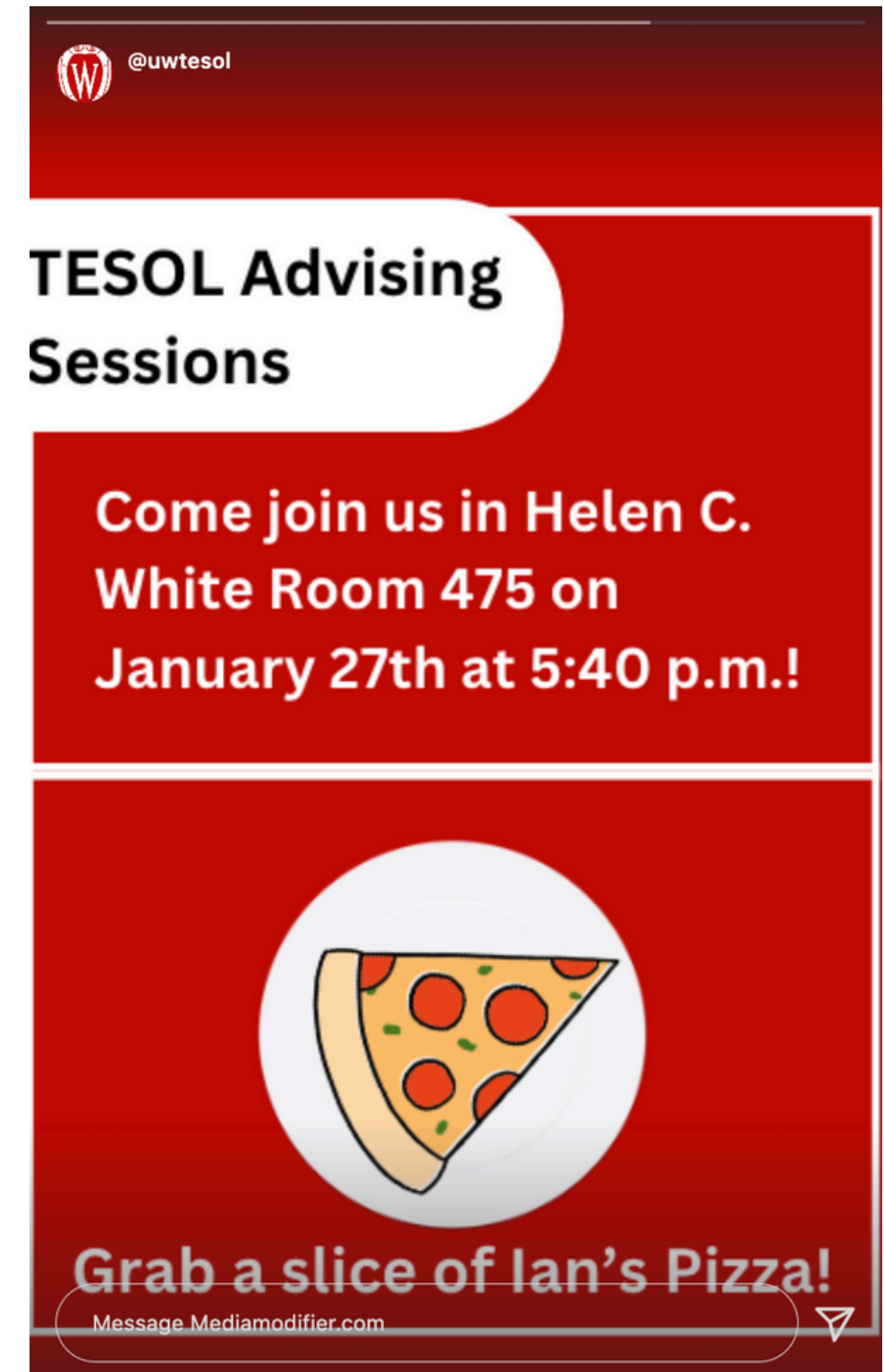
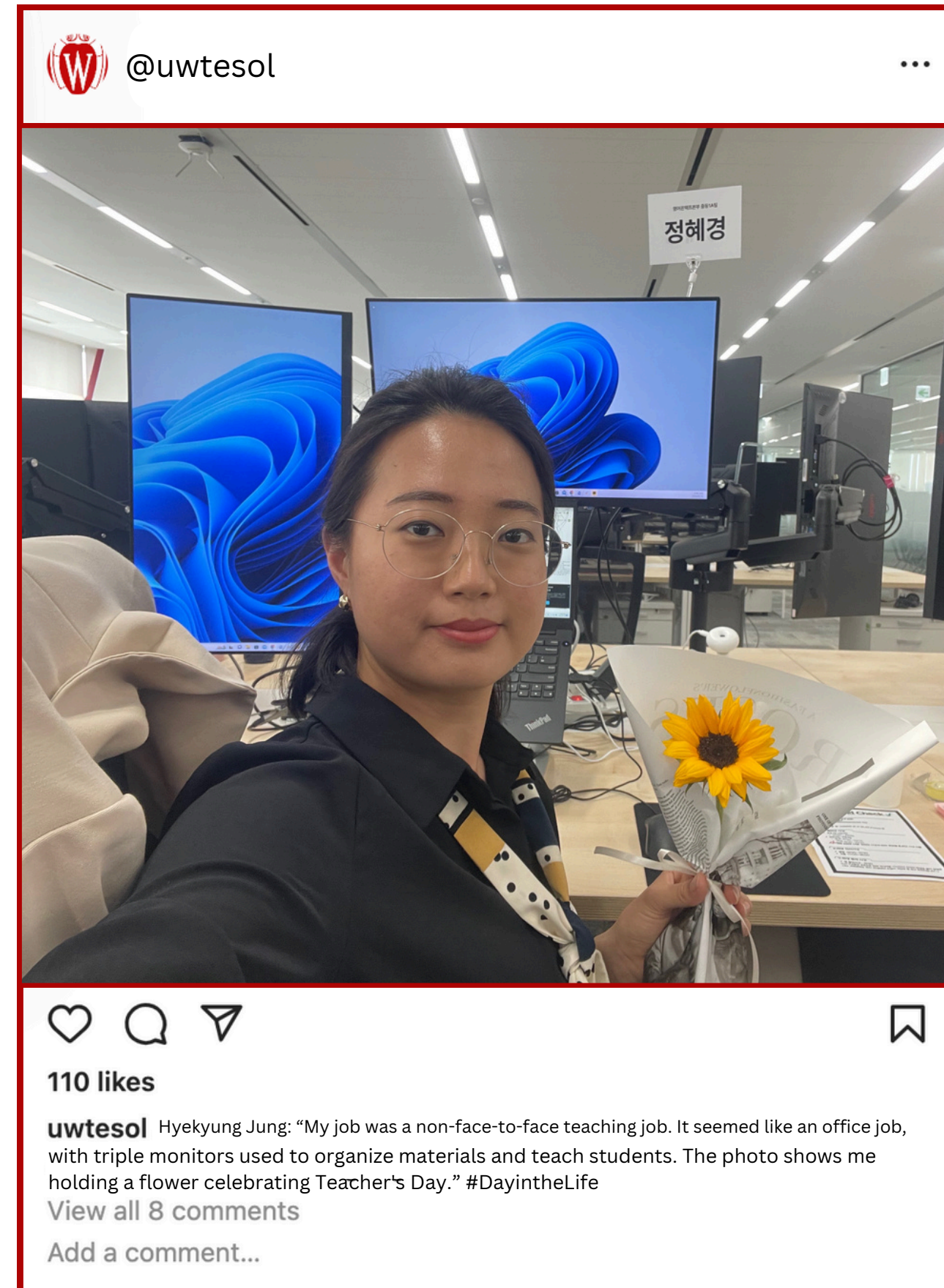
LinkedIn

**Alumni and
Student Showcase**

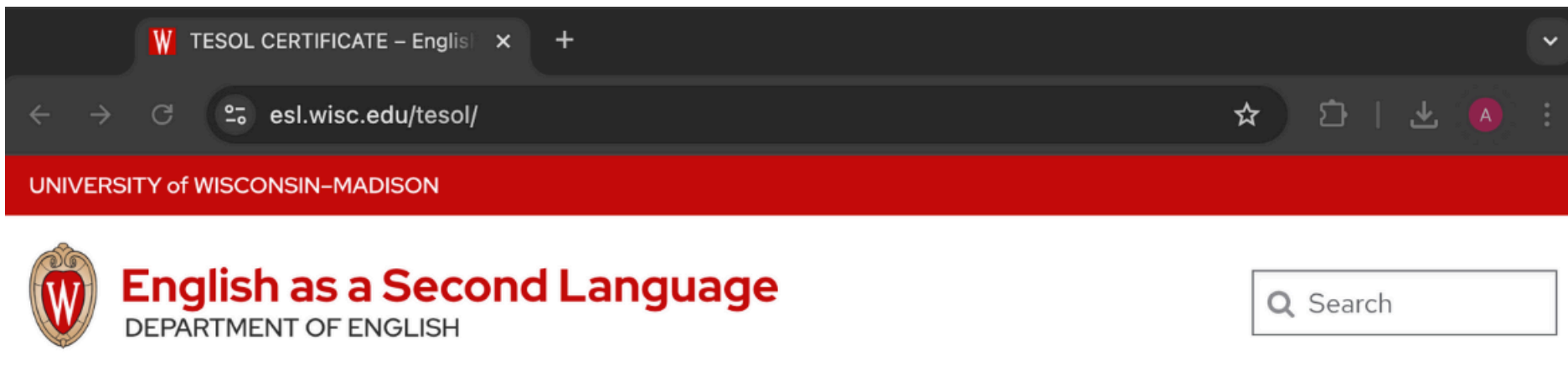
Hyekyung Jung

Linktr.ee

INSTAGRAM POSTS



UPDATED WEBSITE



TESOL CERTIFICATE

Our TESOL Certificate program provides extensive training to prospective ESL teachers, especially for positions abroad. Certificate holders report being prepared and confident for overseas English-teaching jobs and are recognized for their knowledge and teaching skills. You'll find our former students teaching English in Spain, Turkey, Tasmania, Thailand, Colombia, Ecuador, Korea, China, and many other places around the world. Find information about the requirements for our [15-credit undergraduate certificate](#).



Why TESOL?



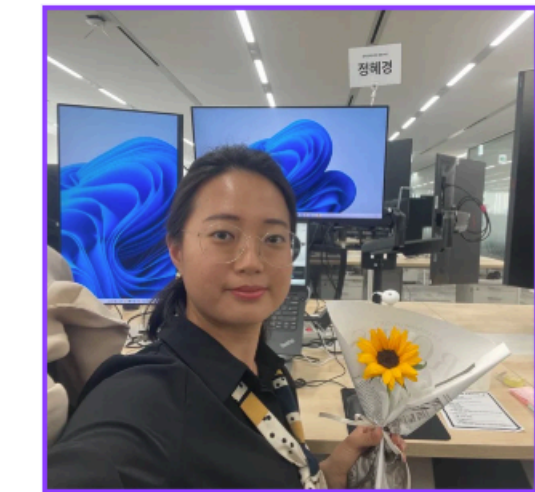
Undergraduate Requirements



Meet the Instructors



Alumni



Advising & Careers



Connect

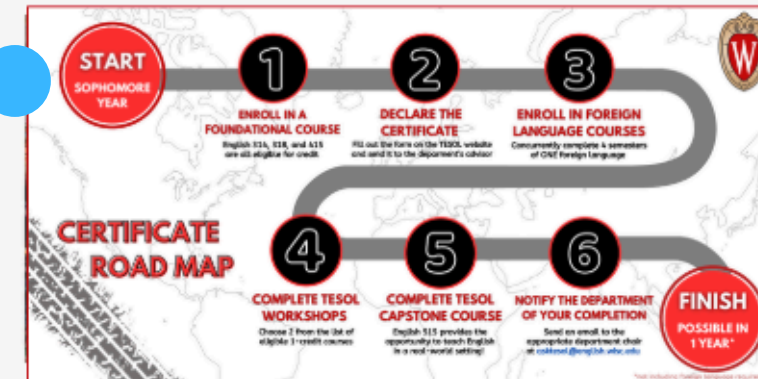


English as a Second Language
DEPARTMENT OF ENGLISH

Roadmap

Courses

Undergraduate Requirements



Courses

The certificate requires 115 credits as follows:¹

Foundation Courses

[English 314 3 cr. Structure of English](#)

[English 318 3 cr. Second Language Acquisition](#)

[English 415 3 cr. Introduction to TESOL Methods](#)

Second Language Acquisition and Teaching Courses

[English 515 3 cr. Techniques and Materials for TESOL](#)

Students must take 3 credits of TESOL Workshops during the same semester. Each spring, 3 of the 6 one credit workshops are offered in alternate years

[English 615 1 cr. TESOL Workshop: The Teaching of Listening and Speaking \(spring\)](#)

[English 614 1 cr. TESOL Workshop: Pedagogical Grammar II \(spring\)](#)

[English 616 1 cr. TESOL Workshop: The Teaching of Reading \(spring\)](#)

[English 617 1 cr. TESOL Workshop: The Teaching of Writing \(spring\)](#)

[English 618 1 cr. TESOL Workshop: The Teaching of Pronunciation \(spring\)](#)

[Why TESOL?](#)

[Meet the Instructors](#)

[Requirements](#)

[Alumni](#)

[Advising and Careers](#)

[Connect](#)

Contact Information

Joe Nosek
Advisor/ESL Director
5127 Helen C. White Hall
joseph.nosek@wisc.edu

Preamtip Satasuk,
Academic Program
Specialist,
5134 Helen C. White Hall
asktesol@english.wisc.edu

Phone 608.263.3780 or
visit 5134 Helen C. White
Hall

Tabs

Contacts

Admission Requirements

Undergraduates: Enrollment in any one of the required certificate courses and a degree program at UW-Madison.

Undergraduate Certificate Requirements

Starting Fall 2023 academic requirements for the program are as follows:

- Complete a **15-credit** program of prescribed upper-division courses, including a practicum (covered during your course work).
- Maintain a cumulative minimum GPA of 3.0 in all TESOL courses.
- Native English speakers must satisfactorily complete at least four college-level semesters (or the equivalent, such as 4 years in high school) of one language prior to or completed concurrently with certificate coursework. For non-native English speakers, English fulfills this requirement.
- Demonstrate English proficiency of spoken and written English commensurate with the role of language model. Nonnative English speakers must have a score of at least:
 - 50 on the [SPEAK test](#) or
 - 26 on the iBt speaking section, with an overall score of 100 on the iBt or
 - 600 on the paper version of TOEFL
 - 7 on IELTS.

This certificate records a course of study at UW-Madison; **it is not necessarily** equivalent to professional certification by other bodies, such as the Wisconsin Department of Public Instruction.

Application Process

1. Download the [Undergraduate TESOL application](#).
2. Return signed application to asktesol@english.wisc.edu.



START

**SOPHOMORE
YEAR**

1

**ENROLL IN A
FOUNDATIONAL COURSE**

English 314, 318, and 415
are all eligible for credit

2

**DECLARE THE
CERTIFICATE**

Fill out the form on the TESOL website
and send it to the department's advisor

3

**ENROLL IN FOREIGN
LANGUAGE COURSES**

Concurrently complete 4 semesters
of ONE foreign language

4

**COMPLETE TESOL
WORKSHOPS**

Choose 2 from the list of
eligible 1-credit courses

5

**COMPLETE TESOL
CAPSTONE COURSE**

English 515 provides the
opportunity to teach English
in a real-world setting!

6

**NOTIFY THE DEPARTMENT
OF YOUR COMPLETION**

Send an email to the
appropriate department chair
at asktesol@english.wisc.edu

FINISH

**POSSIBLE IN
1 YEAR***

*not including foreign language requirements

**CERTIFICATE
ROAD MAP**

Testing Information

MSN-ESLAT SPEAK IELTS **TOEFL**

TOEFL is the most widely-accepted English-language proficiency test in the United States. Our regular academic classes will prepare you for the TOEFL test by covering all the skills you need to succeed in an academic environment. We do not offer specific TOEFL prep classes nor have a TOEFL center on site.

For details about the test, go to <http://www.ets.org/toefl>

Alumni & Friends

The TESOL alumni represent a wide range of international and linguistic interests. These outstanding individuals have forged trailblazing paths to success in the professional world, and they bring their rich knowledge and experience back to the school through visits, lectures, and other donations of time and resources.

Join the LinkedIn

<https://www.linkedin.com/groups/122431/>



NGO: Educate Girls Now

In January 2023, the Afghan English Language Tutoring Project was launched, a new collaboration between ESL and the NGO Educate Girls Now (EGN).

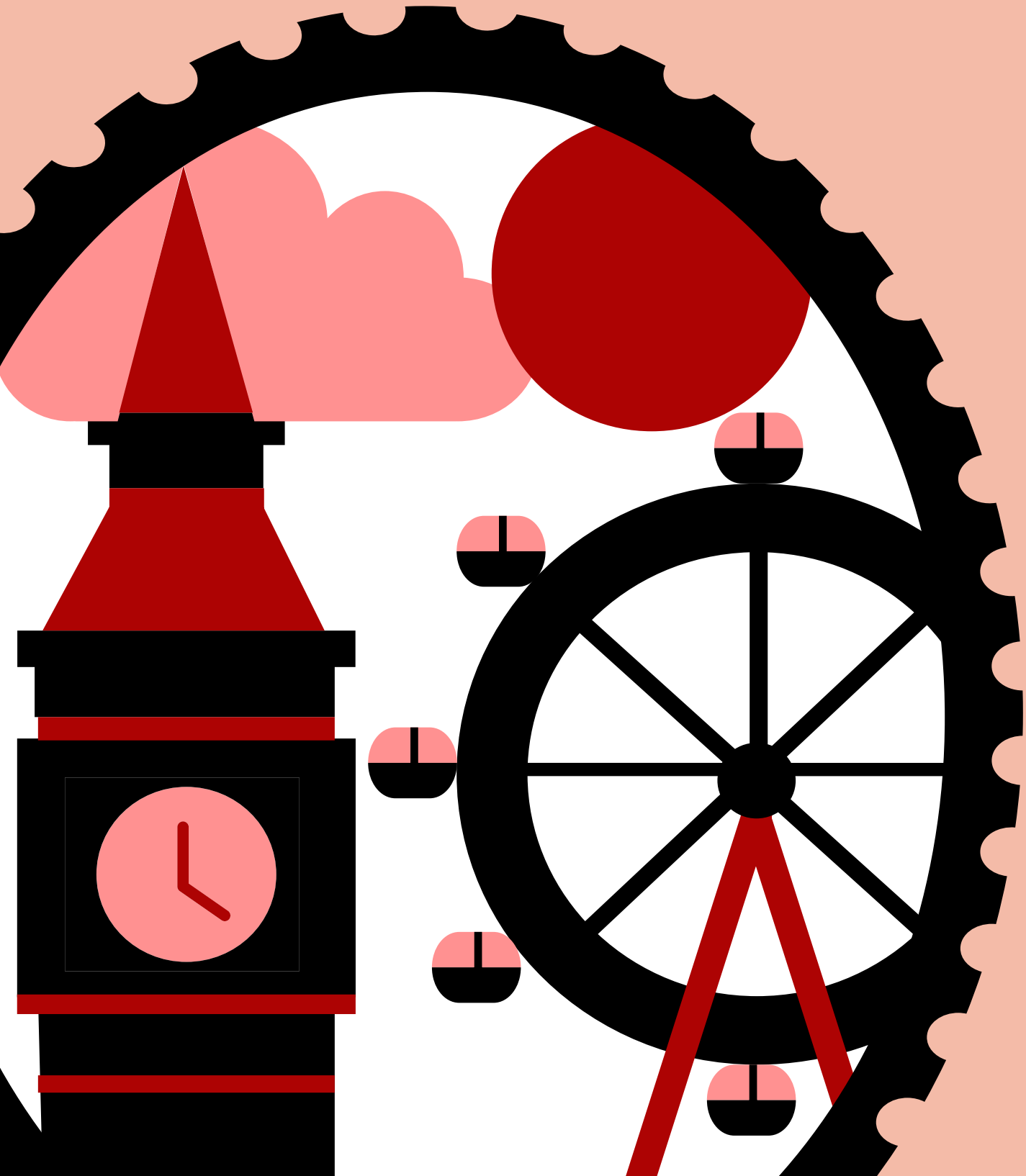
- Students enrolled in introductory TESOL course, English 415, serve as English language tutors for girls and young women who have been deprived of educational opportunities in Afghanistan.



"Our partnership is a tribute to the UW ESL Program and English Department's generosity of heart, commitment to education, and the desire to empower these amazing young girls and young women. This is one of the best educational opportunities and sources of hope for our students amidst all the darkness that surrounds them. It has truly been a lifeline to the girls in the aftermath of the Taliban takeover and the dashing of their hopes of ever obtaining an education."



TRADITIONAL OUTREACH



BROCHURE

Requirements

Complete a 15-credit program, including a practicum teaching.

Maintain a cumulative minimum GPA of 3.0 for TESOL courses.

Native English speakers must complete at least 4 college-level terms of another language.

Non-native English speakers must demonstrate spoken and written English proficiency.



“This certificate made my college experience, and I could not be more thankful for the people I have met and the things I have learned along the way.”

Questions? Contact Us!



Joe Nosek

Advisor/ESL Director

5127 Helen C. White Hall
joseph.nosek@wisc.edu

Preamtip Satasuk

Academic Program Specialist

5134 Helen C. White Hall
asktesol@english.wisc.edu



(608) 263-3780



esl.wisc.edu/tesol



5134 Helen C. White Hall

TESOL Certificate Program

Teaching English to Speakers of Other
Languages



English as a Second Language
DEPARTMENT OF ENGLISH

BROCHURE

Coursework

Foundation Courses

Eng 314 (3 cr.) Structure of English

Eng 318 (3 cr.) Second Language Acquisition

Eng 415 (3 cr.) Introduction to TESOL Methods (must precede Eng 515 & 613-618)

Second Language Acquisition and Teaching Courses

English 515 (3 cr.) Techniques and Materials for TESOL

Eng 613-618 (1 cr. each) TESOL Workshop – **Choose 3 in the same semester!**

See esl.wisc.edu/tesol for more details!



Why Should I Get a TESOL Certificate?

The TESOL program opens the door to many post-grad and internship opportunities in the US or abroad!

TESOL is for students passionate about language, culture, and international global issues.

The TESOL program is great for students who want to travel post-grad while making an impact through the power of language.

Gain the skills and confidence to teach English and understand why English is a universal language.

The certificate entails a manageable workload that can be completed in just a year.

How Do I Get In?

Prerequisites

Undergraduate or special student status.

**Special student applicants must have an undergraduate degree prior to enrollment.*



Application Process

1. Explore the details of the certificate program at: esl.wisc.edu/tesol
2. Download and complete the TESOL Certificate application and DARS certificate declaration.
3. Submit your application at any time. Applications are reviewed as they are received.

POSTER



English as a Second Language

DEPARTMENT OF ENGLISH

About Us

This 15-credit certificate offers students extensive training, which provides them with the skills and confidence to succeed as English teachers. Certificate holders earn a highly respected professional credential that positions them as sought-after candidates for teaching positions around the world. Certificate alumni report being prepared and confident for overseas English-teaching jobs.



Benefits

- Find a job and earn money post-graduation or during a travel/gap year traveling the world and experiencing other cultures while teaching English in another country.
- Teach English abroad or in Madison as part of a paid student internship.
- Gain experience teaching English to others in professional settings as a possible future career path.
- Understand why English has become a universal language.
- Directly impact individuals through the NGO program.

Where Can TESOL Take You?



Our alumni have taught in:
Spain, France, Thailand, Mongolia, Kazakhstan, France, Germany, Argentina, Chile, Columbia, Mexico, China, Japan, Korea, Vietnam, Morrocco, Kenya, Tanzania, Brazil, Ukraine, Lesotho, Turkey & more



Certificate can be completed
in one academic year

PROFESSOR OUTREACH



English as a Second Language
DEPARTMENT OF ENGLISH

Dear Professor ____[name]____,

I am writing to discuss sharing more about the TESOL (Teaching English to Speakers of Other Languages) certificate with your course ____[course name]____. To provide a bit of background, the TESOL Certificate provides training for students looking to teach English as a second language, especially those looking to work abroad. We have seen great success in certificate holders securing and prospering in teaching jobs abroad. More information is available in the attached flyer.

Your course highlights ____[relevant course material]____, a topic/module/idea that TESOL students explore throughout the certificate. We are a small yet mighty program looking to reach a broader range of students here at UW-Madison. Please let me know if you can share the attached flyer with your students and if I [or a colleague] could come in to provide a short presentation with more information.

Thank you,

[attach updated poster]

[Professor Spreadsheet](#)



Course Title	Course Description	Relevance	Professor Name	Contact	Reccomendation
ASIALANG 101	First Semester Chinese: Introduces the sounds, basic grammar along with 400 characters of standard spoken Chinese. It also teaches beginner-level communication skills in everyday life.	Targeting students in Asian Language and Linguistics	Tianlu Zhang	tianlu.zhang@wisc.edu	ASIALANG CLASSES: We reccomend sending mass emails to all of the stuednts enrolled in ASIALANG courses, as well as emailing these professors directly to come speak at their classes.
ASIALANG 102	Second Semester Chinese: Introduces the basic grammar along with 400 Chinese characters of standard spoken Chinese. Students with prior experience in the language are required to take a placement test administered by the department.	Targeting students in Asian Language and Linguistics	Tianlu Zhang	tianlu.zhang@wisc.edu	See above
FRENCH 101	FRENCH 101: Oral practice and conversation, grammar, reading, vocabulary building, and study of French and Francophone cultures.	Targeting Students in French Language and Linguisitics	Heather Allen	hwallen@wisc.edu	FRENCH COURSES: We reccomend sending mass emails to all of the stuednts enrolled in French courses, as well as emailing these professors directly to come speak at their classes. Speak about TESOL Certificate and TAPIF program
SPANISH 101	SPANISH 101: All basic language skills: listening comprehension, speaking, reading, and writing. Requires no previous knowledge of Spanish.	Targeting students in Spanish Language and Linguisitics	Prof. Fernando Tejedo-Herrero	lftejedo@wisc.edu	SPANISH COURSES: We reccomend sending mass emails to all of the stuednts enrolled in Spanish courses, as well as emailing these professors directly to come speak at their classes. Speak about TESOL Certificate and NALCAP program as well as the ESC Internship.
LINGUIS 101	LINGUIS 101: Elementary theory and practical work in phonetics, phonology, morphology, and syntax, with attention to formal grammar.	Targetsing students in Linguistic courses	Rebecca Shields	rashields@wisc.edu	LINGUISTICS COURSES: We reccomend sending mass emails to all of the stuednts enrolled in LINGUIS courses, as well as emailing these professors directly to come speak at their classes.
LINGUIS 571	LINGUIS 571: In-depth study of all components of the grammar of a language.	Targetsing students in Linguistic courses	Rebecca Shields	rashields@wisc.edu	
CS&D 120	CS&D 120: The impact of cultural and linguistic diversity on the field of Communication Sciences and Disorders (CSD); different ideas about what culture is, how culture influences different aspects of communication, and how cultural and linguistic differences intersect with neurodiversity, and with difficulties in speech, language, hearing, voice, and swallowing.	Targetng students in Communication Sciences and Disorders classes	Margarita Kaushanskaya	kaushanskaya@wisc.edu	Communication Sciences and Disorders: We reccomend sending mass emails to all of the stuednts enrolled in CS&D courses, as well as emailing these professors directly to come speak at their classes.

ADVISOR OUTREACH



English as a Second Language
DEPARTMENT OF ENGLISH

Dear ____[advisor name]____,

I am writing in hopes that you can share the TESOL (Teaching English to Speakers of Other Languages) with your ____[department]____ students. To provide a bit of background, the TESOL Certificate provides training for students looking to teach English as a second language, especially those looking to work abroad. We have seen great success in certificate holders securing and prospering in teaching jobs abroad. More information is available in the attached flyer.

Your students focus on ____[relevant major/topic]____, a topic/module/idea that TESOL students explore throughout the certificate. We are a small yet mighty program looking to reach a broader range of students here at UW-Madison. Please let me know if you can share the attached flyer with your students and if I can provide more information.

Thank you,

[attach updated poster]

[Advisor Spreadsheet](#)



Department	Title	Advisor Name	Location	Contact	Starfish
Asian Languages and Cultures	Department of Asian Languages & Cultures advisor	Rachel Weiss	Van Hise Building, Room 1244 12th floor	rweiss@wisc.edu	https://wisc.starfishsolutions.com/starfish-ops/instructor/serviceCatalog.html?tenantId=9315#/connection/10715/schedule
French	Undergraduate Program Manager and Advisor	Mandi Schoville	610 Van Hise Hall	maschoville@wisc.edu	https://wisc.starfishsolutions.com/starfish-ops/instructor/serviceCatalog.html#/connection/109056/schedule
Spanish	Undergraduate Advisor for the Department of Spanish & Portuguese	Karen Francis	Van Hise Hall, Room 1012 10th floor	karen.francis@wisc.edu	N/A
Linguistics	Undergraduate Advisor of the UW-Madison Linguistics	Dr. Rebecca Shields	1166 Van Hise Hall	rashields@wisc.edu	https://wisc.starfishsolutions.com/starfish-ops/instructor/serviceCatalog.html#/connection/10252/schedule
Communication Sciences and Disorders	Undergraduate Advisor for Communication Sciences and Disorders	Katie Christenson	470 Goodnight Hall 1975 Willow Drive Madison, WI 53706	kathleen.christenson@wisc.edu	N/A
Communication Sciences and Disorders	Undergraduate Advisor for Communication Sciences and Disorders	Mianisha Finney, Ph.D.	479 Goodnight Hall 1975 Willow Drive Madison, WI 53706	mcfinney@wisc.edu	N/A

CLUB / ORG OUTREACH



English as a Second Language
DEPARTMENT OF ENGLISH

Dear ____[club/org contact name]____,

I am writing in hopes that you can share the TESOL (Teaching English to Speakers of Other Languages) with your ____[club/org]____ members. To provide a bit of background, the TESOL Certificate provides training for students looking to teach English as a second language, especially those looking to work abroad. We have seen great success in certificate holders securing and prospering in teaching jobs abroad. More information is available in the attached flyer.

Your groups focus on ____[relevant topic]____, a topic/idea that TESOL students explore throughout the certificate. We are a small yet mighty program looking to reach a broader range of students here at UW-Madison. Please let me know if you can share the attached flyer with your students and if I can provide more information.

Thank you,

[attach updated poster]

[Club/Event Spreadsheet](#)



Event/ Org Name	Description	Location	Contact	Reasoning	Event Info
Less Commonly Taught Languages Career Fair	The LCTL Career Fair connects speakers of less commonly taught languages with professional development and career opportunities: Leaders and experts – from government to the private sector and human services – share stories and advice about building a multilingual-professional life.	2025 fair info tbd (will be posted in the Spring)	Info on website: https://lctlcareer.wisc.edu/	The LCTL Fair provides oppertunities that align with the TESOL certificate's mission and goals	Both virtual and in person (more event info coming soon)
Spring 2025 Student Organization Fair	The Student Organization Fair hosted by the Center for Leadership & Involvement is an interactive fair for students to find out information about and make connections with Registered Student Organizations (RSOs) that align with their interests.	Kohl Center	Info on Website: https://cfli.wisc.edu/attending-the-student-organization-fair/	The student org fair offers a wide range of clubs and organizations that seamlessly align with TESOL; capitalizing off of this event will enable us to find our target demographic and make them aware of the certificate and what it has to offer. We reccomend putting flyers around and near the Kohl Center during this time to hopefully carer to our target demographic. Some targeted orgs are listed below:	
Languages of the World Day	Exemplifying the Wisconsin Idea, Languages of the World Day is a signature precollege outreach program at the University of Wisconsin-Madison to introduce Wisconsin high school students to diverse languages and cultures. The program raises awareness of the rich linguistic diversity of the region and world, of the interconnected nature of language and culture, and of the transformative potential of language learning.	Union South	Information here: https://languages.wisc.edu/languages-of-the-world-day/	This event targets high school students and teaches them about languages and the importance of being culturally aware. This would be the perfect oppertunity to provide insight into the TESOL certificate, as many of the students will inevitably end up studying at UW Madison	Date and time: Wednesday, March 5, 2025 from 8:45am-1:45pm Location: Union South, UW-Madison campus Cost: None to attend, but students are responsible for their own lunch and schools are responsible for sub and bus costs
Applied Linguistics Students Association	Informative and active organization amidst the student body at large, and continually persuing academic excellence; all graduate students in the English Language and Linguistics program and Applied English Language program are automatically members	600 N. Park St 6105 Helen C. White Hall Madison, WI 53706	jlmcleod@wisc.edu 608-421-4795 https://www.facebook.com/groups/alsa2012/	Reach faculty in the Linguistics department	
National Student Speech Language Hearing Association, UW-Madison Chapter	Provide guidance and resources to students interested in the fields of speech/language pathology and audiology.	1975 Willow Dr. Madison, WI 53706 United States	NSSLHA.UWMadison@gmail.com https://nsslhauwblog.wordpress.com/ https://www.instagram.com/nsslhauw	Target students focusing on speech/language pathology and audiology	



THANK YOU FOR YOUR TIME!

J445 Sapphire Team