



DATA
RESEARCH

2018 - 2025

TESOL CONFERENCES

ROI

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Conference Outreach Impact

TESOL ROI Analysis (2018–2025)

To better evaluate the impact of our conference outreach, we analyzed TESOL conferences attended between 2018 and 2025, tracking performance trends over time. Specifically, we assessed return on investment (ROI) by examining the average number of potential candidates reached annually, email leads generated, sessions presented, average session attendance per year, and the number of potential applicants who ultimately applied—compared to final acceptances.

These insights will guide our **Fall 2025 Marketing & Outreach Strategy**. As we work to balance TESOL and non-TESOL conference participation, this data-driven analysis supports more intentional decisions about which TESOL conferences deliver the strongest recruitment ROI.

We've also included a list of TESOL conferences not attended during this period for future evaluation.

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TESOL Conferences 1

Attended From 2018-2025

- AMTESOL
- ARKTESOL
- AZTESOL
- Carolina TESOL
- CATESOL
- ConnTESOL
- COTESOL
- Dakota TESOL
- GATESOL
- ITBE

- ITESOL
- INTESOL
- KYTESOL
- LaTESOL
- MATSOL
- MDTESOL
- MELED
- MIDTESOL
- MITESOL
- NJTESOL

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TESOL Conferences 2

Attended From 2018-2025

- NNETESOL
- NYSTESOL/NYTESOL
- OhioTESOL
- ORTESOL
- PRTESOL
- SETESOL
- SSTESOL
- TexTESOL II
- TexTESOL IV
- TNTESOL

- VATESOL
- WAESOL
- WATESOL
- WITESOL

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How many TESOL Conferences Attended Per Year?

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2018	2019	2020	
4	18	14	
2021	2022	2023	2024
5	22	26	18

A. Exhibits & Attendees | 2018–2025

Conference		
AMTESOL	3	391
ARKTESOL	2	250
AZTESOL	3	122
CarolinaTESOL	2	498
CATESOL	7	693
ConnTESOL	1	120
COTESOL	4	310
DakotaTESOL	3	213

Conference		
GATESOL	4	538
ITBE (Illinois)	1	500
ITESOL	5	90
INTESOL	3	310
KYTESOL	3	135
LaTESOL	3	250
MATSOL	2	800
MDTESOL	4	207

The number of attendees reflects the average per year for conferences attended multiple times, or single-year attendance for those attended only once.

B. Exhibits & Attendees | 2018–2025

Conference		
MELED	5	995
MIDTESOL	6	238
MITESOL	6	250
NJTESOL	1	2500
NNETESOL	4	110
NYSTESOL	4	517
OhioTESOL	4	500
ORTESOL	1	150

Conference		
PRTESOL	2	?
SETESOL	1	?
SSTESOL	3	246
TexTESOL II	1	178
TexTESOL IV	2	142
TNTESOL	2	150
VATESOL	2	200
WAESOL	5	197

Conference		
WATESOL	6	124
WITESOL	3	140

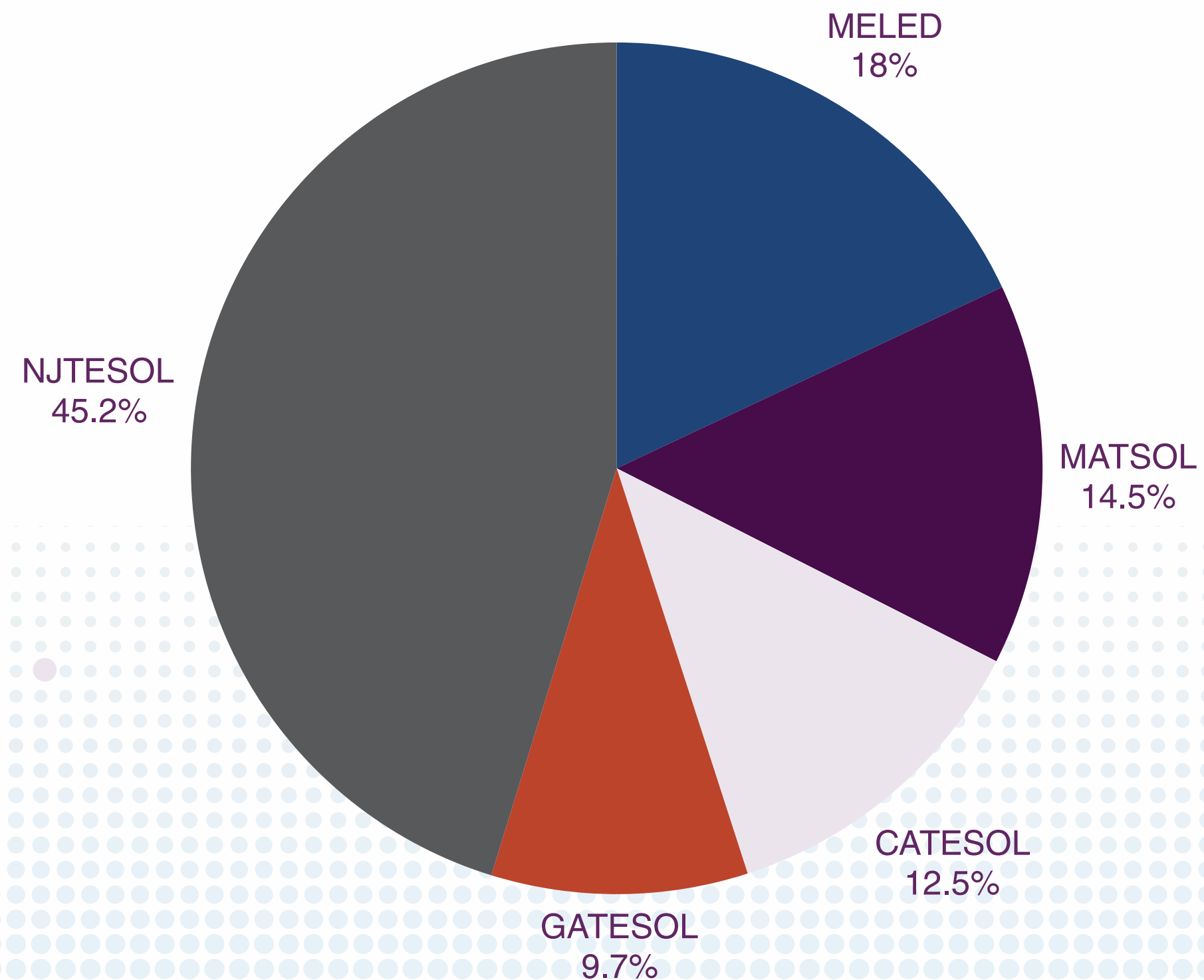
The number of attendees reflects the average per year for conferences attended multiple times, or single-year attendance for those attended only once.

TOP 5

TESOL CONFERENCES WITH MOST ATTENDEES ON AVERAGE PER YEAR



2018 - 2025



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A. Exhibits & Emails | 2018–2025

Conference		
AMTESOL	3	193
ARKTESOL	2	38
AZTESOL	3	23
CarolinaTESOL	2	131
CATESOL	7	281
ConnTESOL	1	52
COTESOL	4	76
DakotaTESOL	3	50

Conference		
GATESOL	4	189
ITBE (Illinois)	1	20
ITESOL	5	80
INTESOL	3	81
KYTESOL	3	42
LaTESOL	3	54
MATSOL	2	64
MDTESOL	4	59

The number of emails is the exact number of emails we have collected between 2018 and 2025.

B. Exhibits & Emails | 2018–2025

Conference		
MELED	5	117
MIDTESOL	6	147
MITESOL	6	168
NJTESOL	1	52
NNETESOL	4	63
NYSTESOL	4	156
OhioTESOL	4	151
ORTESOL	1	13

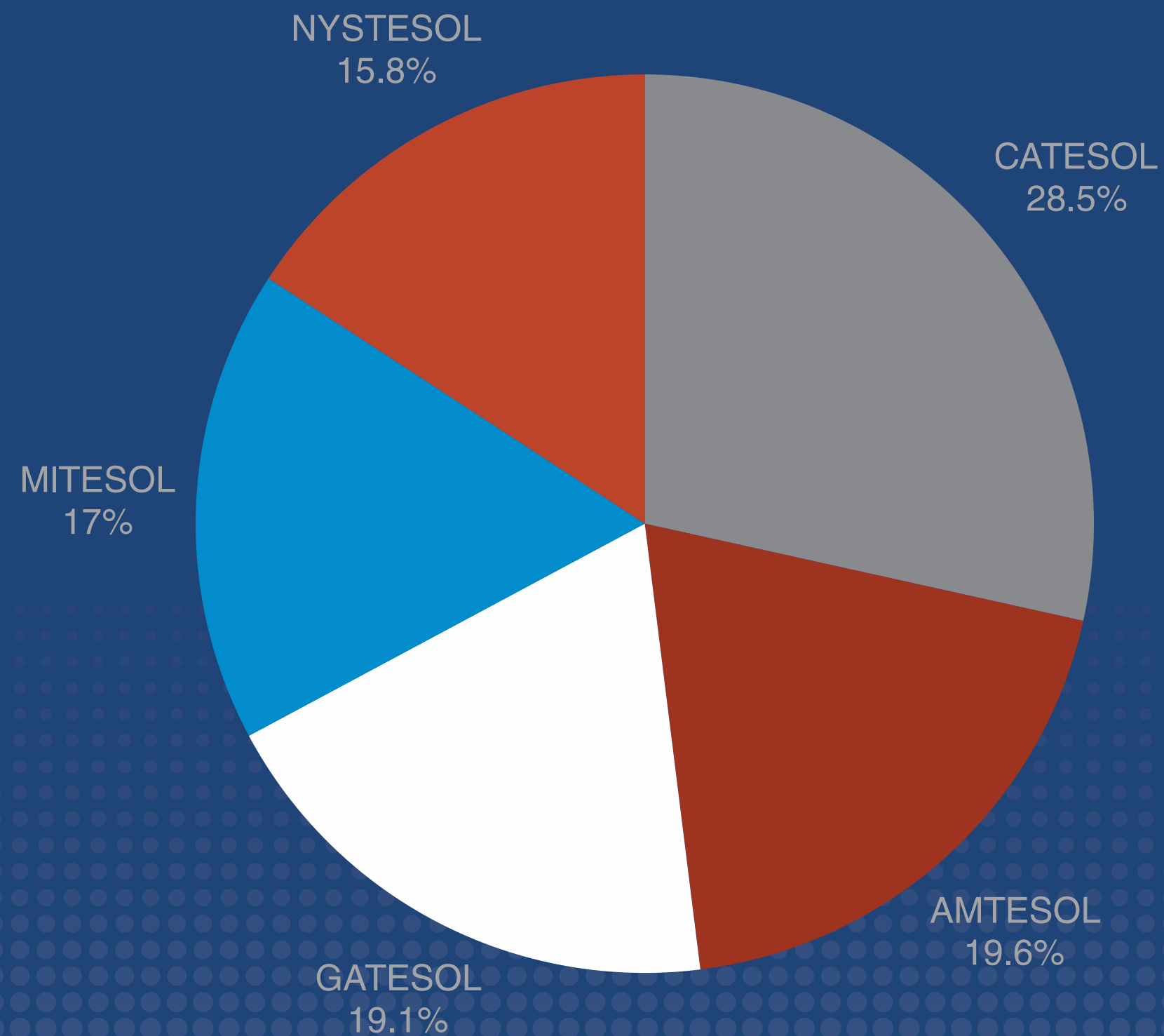
Conference		
PRTESOL	2	79
SETESOL	1	15
SSTESOL	3	13
TexTESOL II	1	23
TexTESOL IV	2	28
TNTESOL	2	86
VATESOL	2	15
WAESOL	5	80

Conference		
WATESOL	6	99
WITESOL	3	40

The number of emails is the exact number of emails we have collected between 2018 and 2025.

TOP 5

TESOL CONFERENCES WITH MOST EMAIL SIGNUPS PER YEAR



2018 - 2025



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Email Leads Converted to Applicants

TESOL Conferences 2018-2025

In-Person Program

11 Applicants

11 Accepted



Online Program

22 Applicants

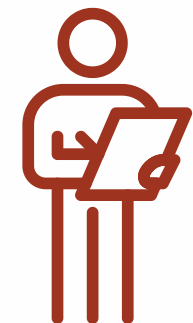
12 Accepted



Advanced Hybrid Program

18 Applicants

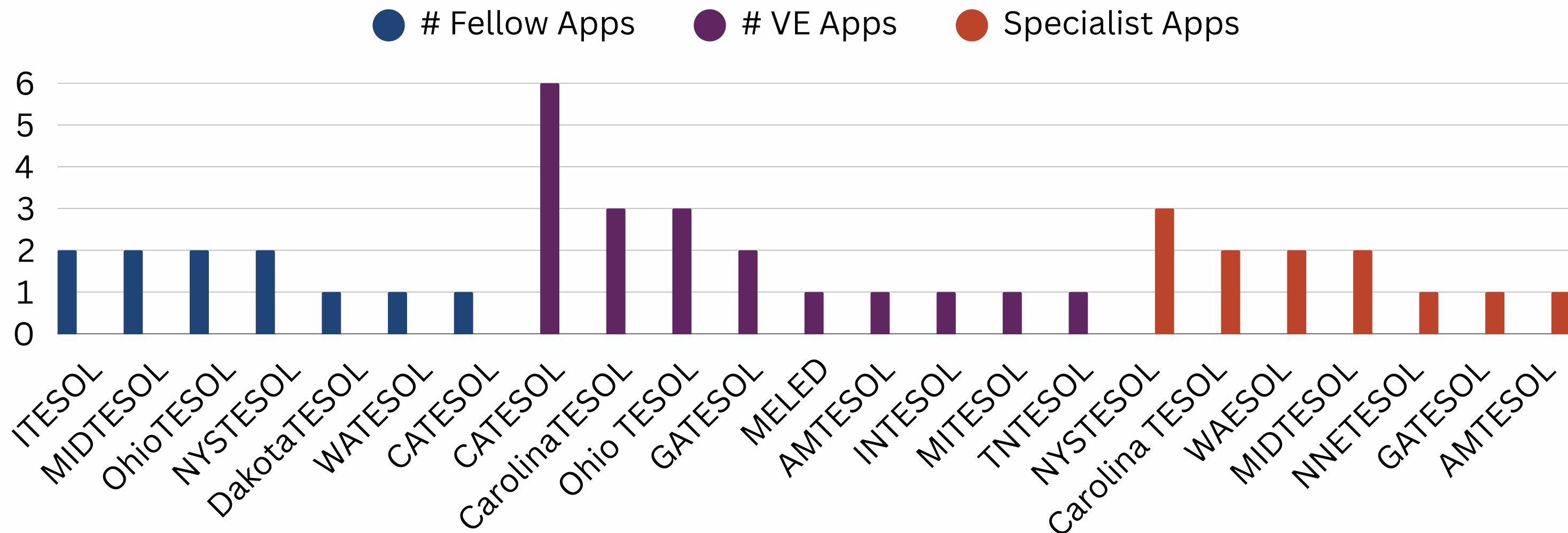
14 Eligible



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Email Leads

Converted to Applicants Per TESOL Conference (18-25)



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A. Sessions & Attendees | 2018-2025

Conference		
AMTESOL	3	26
ARKTESOL	1	50
AZTESOL	3	11
CarolinaTESOL	2	32
CATESOL	9	16
ConnTESOL	0	N/A
COTESOL	6	18
DakotaTESOL	3	19

Conference		
GATESOL	4	21
ITBE (Illinois)	0	N/A
ITESOL	5	20
INTESOL	2	7
KYTESOL	2	12
LaTESOL	3	51
MATSOL	2	11
MDTESOL	3	23

Session attendance reflects the average number of attendees per session, either across multiple years or from a single year for conferences where we presented only once. At some conferences, we had 2 or more sessions per year.

B. Sessions & Attendees | 2018-2025

Conference		
MELED	5	20
MIDTESOL	5	18
MITESOL	6	21
NJTESOL	0	N/A
NNETESOL	2	14
NYSTESOL	6	13
OhioTESOL	6	34
ORTESOL	1	8

Conference		
PRTESOL	2	13
SETESOL	1	5
SSTESOL	3	15
TexTESOL II	1	10
TexTESOL IV	2	18
TNTESOL	0	N/A
VATESOL	2	10
WAESOL	5	15

Conference		
WATESOL	4	12
WITESOL	2	11

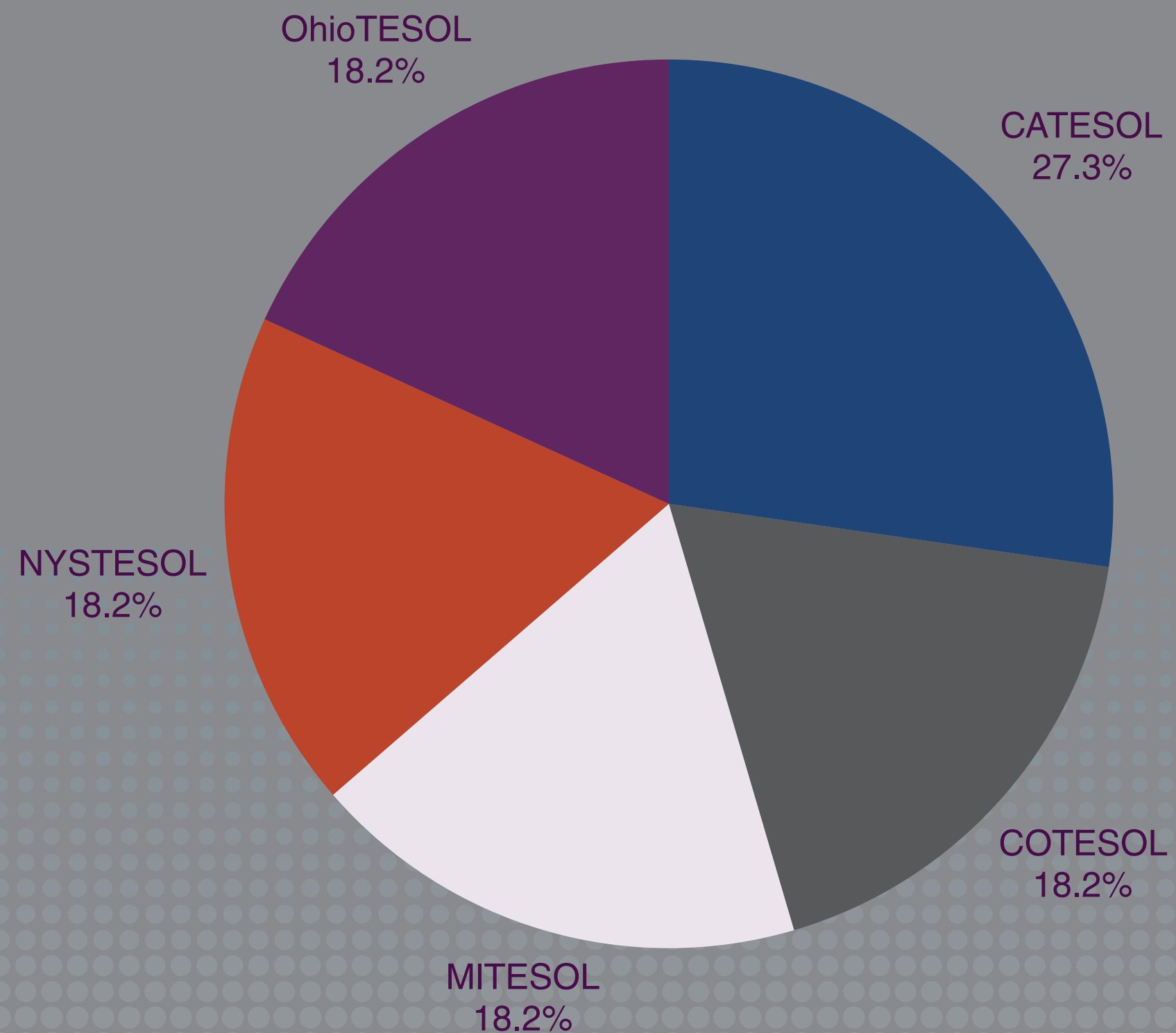
Session attendance reflects the average number of attendees per session, either across multiple years or from a single year for conferences where we presented only once.
At some conferences, we had 2 or more sessions per year.

TOP 5

TESOL CONFERENCES WHERE WE PRESENTED THE MOST AMOUNT OF SESSIONS



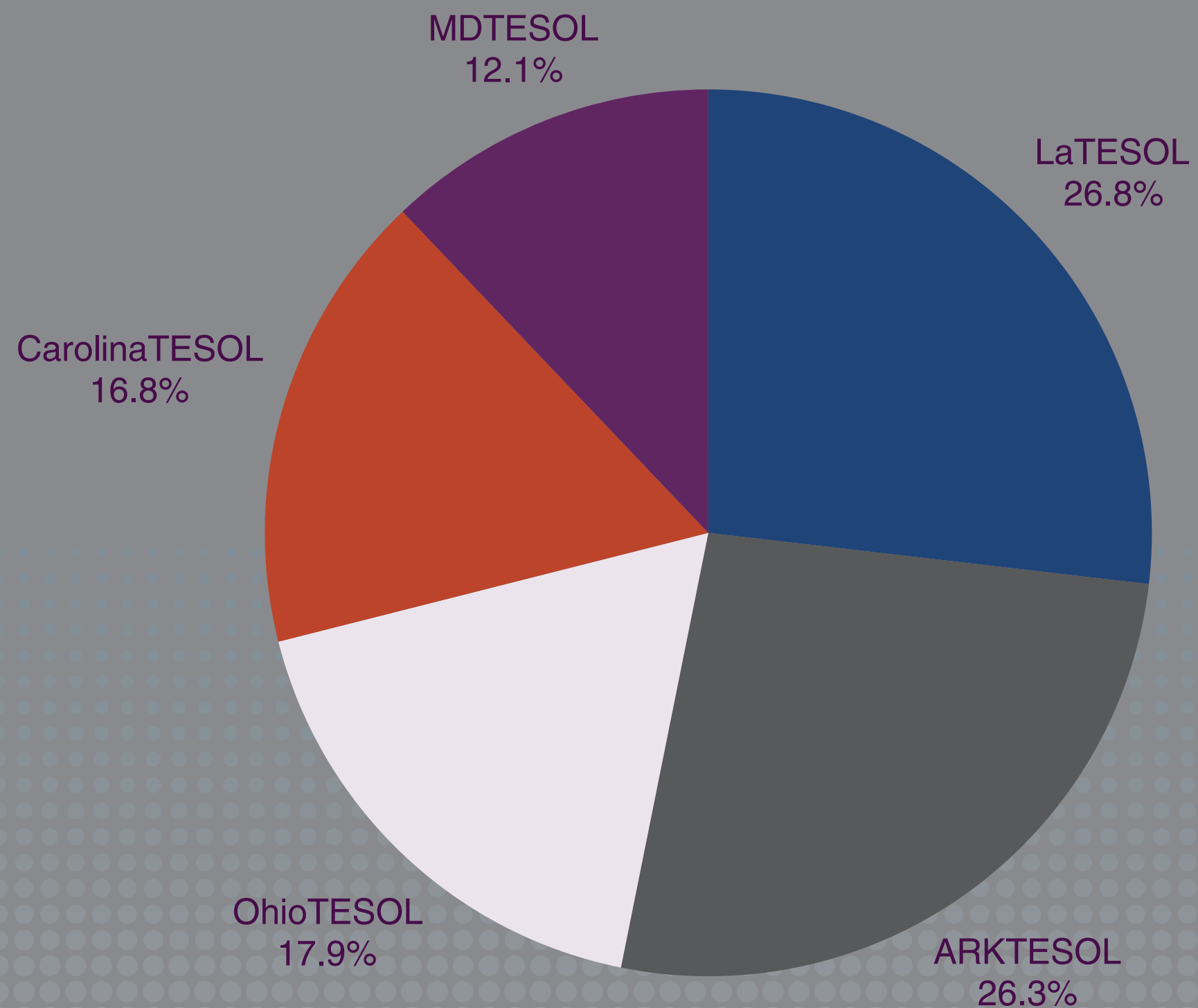
2018 - 2025



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TOP 5

SESSIONS WITH THE MOST AVERAGE NUMBER OF ATTENDEES PER YEAR



2018 - 2025

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Unattended TESOL Conferences

- Alaska TESOL
- Hawaii TESOL
- Iowa TESOL
- KATESOL
- Nevada TESOL
- North Carolina TESOL
- OKTESOL
- PennTESOL-East
- RITESOL
- South Carolina TESOL
- UT-TESOL
- Vermont TESOL
- West Virginia TESOL
- NEFTESOL
- NMTESOL
- TexTESOL V

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