

Saving Thousands? Evaluating the ROI of Tutoring

Teenagers today have varying interests: music, sports, theater, technology or foreign language. Parents are often faced with balancing and evaluating teen expenditures in relation to family budgets. Sometimes when looking at the myriad of options such as guitar or violin lessons, sports clubs or theater studies, foreign language tutoring is often reviewed against the others based solely on cost — commodity. Of course, in every class there is that one student who is a virtuoso and goes on to million dollar fame and glory in the music business or a singer who dances onto Broadway, but parents generation after generation tend to agree there is not a always a financial gain to children's activities beyond the expense. While no one can put a price on creating happy, healthy teens and eventually cultured, responsible adults, Today's world has far more places for parents to spend their hard earned take-home dollars.

Since tutoring affects academics, short-term impact is often most noticeable in secondary school grades. Therefore, tutoring is usually considered for students struggling in a particular subject matter like math. IBCLI certainly tutors Japanese students who need one on one tutoring plans because their learning style is not being met in the general education classroom. While there are graduated levels of math classes in all schools across America, there are not level related classes of foreign language. Observation reveals talented foreign language students are often bored or frustrated in their regular classroom because their classmates are not always as motivated to practice or master foreign language. Factually, additional instruction for any talented students in any subject, even Japanese, may actually offer greater long-term benefit.

While its true not all talented foreign language students take advantage of their natural abilities by actually entering into a foreign language major or minor in post-secondary education, tutoring of talented students can in fact offer great financial return on investment or time savings. Japanese is still a unique and rare language. Talented junior high students engaged in tutoring may be able to test out of required courses in high school. This opens their daily schedules to more core courses or elective classes or a coveted study hall. Talented high school students engaged in supplemental after-school language instruction increase their prospects after graduation. One cannot under-estimate the value of time for teens or college students.

While we love teaching Japanese because we're Japanese or have bicultural families, an IBCLI parent whose profession is in the money business actually pointed out to us a different perspective on their tutoring investment. His decision to accommodate monthly tuition was based on the potential financial return of studying Japanese. Here's just a few interesting thoughts from that conversation. "Parents spend thousands of dollars a year on various children's activities, but few offer a return...Foreign language opens doors to colleges, universities and ivy league schools. Foreign language improves opportunities for my student to earn valuable scholarships and study abroad experiences."

To paraphrase his wisdom, the ability to enroll and then test out of foreign language requirements in post-secondary education can save parents tuition money. Calculations show future, potential savings between \$1100—\$6900 dollars at university or \$3700—\$12,000 in Ivy League education costs. Therefore, potential of fiscal return on an approximate \$1000/year investment for an private advanced language studies program during the teen years is far greater than many other teenage activities out there.

We learned these calculations include the 3-9% increase that most colleges apply with each new semester. The cost of various teen music and sports activities increases each year. Yet, the price of tutoring usually remains constant with far fewer rate increases. (For calculations, please visit the ROI pages on our web-site.) He continued, "Thinking beyond education, the coming generation of adults will be facing a highly competitive global market place of job hunters. To be successful, my child needs to be cross-culturally savvy. And statistically there are few people who understand Japanese. Having a foreign language mastery automatically increases internship and employment opportunities. So despite the fact there is no guaranteed return on the money I'm spending now, the potential is worth the present monthly tutoring expenditure, which might otherwise go to clothes she'll just outgrow. Bottom line, I want my child to study at IBCLI to try to gain applicable, real world foreign language proficiency. My wife and I have realized our daughter will NOT gain this opportunity in regular school surrounded by less motivated students. So for us the cost of studying with a professional dedicated to our goals is well, as the commercial says ... priceless."

2006 Study Programs

It looks to be an exciting year! What began three years ago with a summer language camp has now developed into five, fun Japanese programs. Tutoring year began January 4, 2005 and will run until December 13, 2005. (Like last year, we'll share our winter holiday support hours later before Thanksgiving.) Here's an overview of our programs:

Kanji Camp

Three levels of summer Day Camp for students wanting to explore Japanese language and culture.

Night Ninjas

Evening individual Tutoring for the Challenged or Advanced student of Japanese.

Kanji Club

Advanced Japanese Studies club for students wanting to gain real world practice or certification in Japanese.

WARRIORS

Group instruction for a student developed clubs of 4-6 students wanting fun supplemental language study and practice time.

JSP

Japanese for Specific Purposes is instruction for adult learners in groups of 4-6 people. JSP is for professionals wanting to study Japanese as a hobby or for professional purposes. JSP is graduated into Japanese levels I, II or III.

And of course for our Japanese friends, the Eikaiwa—English Studies program continues to grow.

Community Outreach

IUPUI Continuing Studies. The Fundamentals Japanese course will be held at IUPUI Carmel (CLC) for eight (8) Tuesdays, April 11 – May 30; 6:30 – 8:30 p.m.



LET'S GO!

**INTERNATIONAL BUSINESS
LANGUAGE AND CULTURE INSTITUTE**

A BlazeCom Company

the founders of:

Kanji Camp
Japanese Language & Cultural Exploration

www.KanjiCamp.info

TO:

INSIDE THIS ISSUE:

**Fairly EVALUTATING the EXPENSE of TUTORING
... parents short-term cost invests in potentially saving
thousands in the long-run.**



Japanese Exploration & Language Programs

- ☉ Honors Japanese Studies Program
- ☉ Individual & Group Tutoring
- ☉ KanjiCamp Summer Submersion
- ☉ Japanese for Specific Purposes



English Tutoring & ESL/ESP Program

- ☉ English for Specific Purposes
- ☉ Individual & Group Tutoring
- ☉ Translation & Transition Assistance

Need other language tutors?

Spanish? French? We'll help you connect!

Contact Us . . . 1-866-758-3841 tel/fax

Parent Postings

Thanks for your questions...

- Q: We're considering the cost of tutoring, can I ask how you decided the pricing of your tutoring programs?
- A: While most of our clients focus on the value of our services and unique programs, curriculum and branded instruction, as in any business industry there are standards, competitive marketplace and cost of doing business. We know exactly what we offer and its value. Setting tuition was assessed in relationship to the natural time expense it takes an instructor to implement a tutoring lesson. An example of this would be a little known fact that it takes quality instructor 1-2 hours of preparation time to prepare for tutoring one student for one hour with a student-centered, specialized education plan. Similarly, it takes a good instructor 2-3 hours to prepare for tutoring a group or class of 4-6 students, each with unique learning styles. The value of a professional educator's time must be considered. The advantage of a group is that the instructor fees can be shared. Secondly, like as business, the owner whether an individual or team needs to consider the expenses involved in providing a tutoring service, whether it be photocopying, game development or transportation, etc. As with any business, there are hidden costs to being a tutor. Most people don't realize how much additional time has been spent by us in developing cutting edge materials that work for student demographics or money invested in developing learning games. Unlike other languages there are limited resources in America about Japanese language. I mean let's face it, its not like we can go to Walmart and buy board games or videos in Japanese or run to Barnes & Noble to buy Japanese language texts...of course like any industry there are considerations in determining fair and competitive service fees. We do our best to amortize our rates and pass as much value and savings to our clients. Most importantly, families tell us we are very good at what we do and they are comfortable with their investment in services!
- Q: Why aren't text books or materials included in the cost of tutoring?
- A: Texts are purposely not included in tutoring tuition because their individual cost is frankly hard to predict. Each program uses different curriculum and each student has different needs. Key resource books are chosen for students based on their individual needs. Clients would have to pay higher tuition rates to account for such a varied cost if we included them. Additionally, the best books for learning Japanese rarely are found locally. Most come straight from Japan, so there's also unpredictable exchange rates to consider. Most importantly, we want to talk to parents in advance about the purchase of materials, not just slap them with an unexpected bill. Also, occasionally, we find pristine used books and like to pass those savings on to families.