

Perspectives on the Value of Language Study Programs

Tutoring as a Commodity

All parents are concerned with balancing teen activities and expenses with family budgets. When it comes to considering IBLCI programs, some parents only look at tuition costs comparison with other Teen Activities or other programs they feel are similar. Parents not looking at psycho-educational, academic and financial benefits of our programs may end calculating the expense based on a perceived weekly session time. Via this approach some parents reduce the program to an hourly commodity calculating the expense to their perception of “cost per hour” solely based on their POV--the time the child is engaged in the program.

Tutoring as a Service

IBLCI parents are focused on the **value of our program vs. the cost**. Parents whose student's are enrolled in IBLCI tutoring or instruction programs view us as language doctors, specialists helping their student to achieve greater personal potential in foreign language. Parents committed to our programs are focused on the ROI for their investment. For some ROI may simply be improving current grades in language classes at school. Yet, the reasons families invest in our programs are numerous:

- ☑ Families noted their student was very “frustrated” at school due to the lack of pace and opportunity to engage skills in large classes taught below their level.
- ☑ Families were frustrated with the level of language competency of their student's school teacher.
- ☑ Families are concerned the student learn from native Japanese or native speaking Japanese instructors with real world Japanese experience.
- ☑ Families want their student to gain real world language competency for their student.
- ☑ Families have higher aspirations for communicating with native Japanese than their student's school classmates.
- ☑ Student needs help in Japanese language and finding strategies for their child's learning style at school.
- ☑ Families want to save college tuition costs and student study time.
- ☑ Families want to broaden their child's access to better colleges.
- ☑ Parent wants their child to have greater opportunity to be accepted at Ivy League Schools (Harvard, etc.)
- ☑ Parent wants to open study abroad opportunities and invest \$2000 in a Japan overseas experience that will afford their child more than 10 days visit.
- ☑ Families want to widen opportunities for future employment internships.
- ☑ Families want to offer their child to have advantages in the future employment marketplace.
- ☑ Families concerned with student learning culture clues and social etiquette with their language for helping their child facilitate positive and productive cross-cultural relationships.
- ☑ Families have “risky” a month time commitment and dollar investment -- “tried” our services and observed various results for their student.

Contemplating ROI . . .

Average Parent Investment in Teen Activities

Sports Clubs	\$150.00/term
Music Groups	\$150.00/term
Traveling Teams	\$800.00/sport
Math Tutoring	\$ 90.00/month
Orthodontia	\$120.00/month
Music Lessons	\$ 75.00/month
Instrument Rental	\$ 50.00/month
After-school Snacks	\$ 50.00/month
School Lunches	\$100.00/month
Scouting Activities	\$125.00/month
Health Club Fees	\$ 50.00/month
Clothes	\$ 50.00/month
Cell Phone	\$ 40.00/month
New Video Games	\$ 35.00/month
Internet/DSL	\$ 80.00/month
Movies & Snacks	\$ 20.00/outing
School Sporting Events	\$20.00/month
Music CDs	\$ 15.00/month
Video Purchases	\$ 40.00/month
Video Rentals	\$ 24.00/month

predominantly information from the article,
The Hidden Cost of Teen-agers, MSN Money

Loyal IBLCI parents understand that it takes a minimum of one hour for an instructor to prepare for a basic lesson and between two to three hours to prepare for teaching advanced lessons. Thus, the value of the service is no longer just an hourly expense, IBLCI is a specialty program. Additionally, our parents understand monthly tuition cost has been amortized over the course of the year to cover variety of lessons involving both main instructors and support native Japanese instructors of varying specialties who will be helping IBLCI to implement a high quality program. . In essence we are language doctors. IBLCI does this to help family budgets by keeping tuition constant. Therefore, the monthly tuition is seen as an investment, which covers their student's access to numerous tools, games and resources for language learning.