

# English Language Learning(ELL) Trends to Act On: 2019

## Trend

The **growth and diversity of the U.S. ELL population** will continue to affect the education market providing educational publishers with a huge opportunity to develop and market materials to advance their learning



## Current Reality

### The Most Recent Data from the National Center for Educational Statistics



**Nearly 5 million ELLs** in U.S. public schools in the fall of 2015, **9.5% of all U.S. public school enrollees**



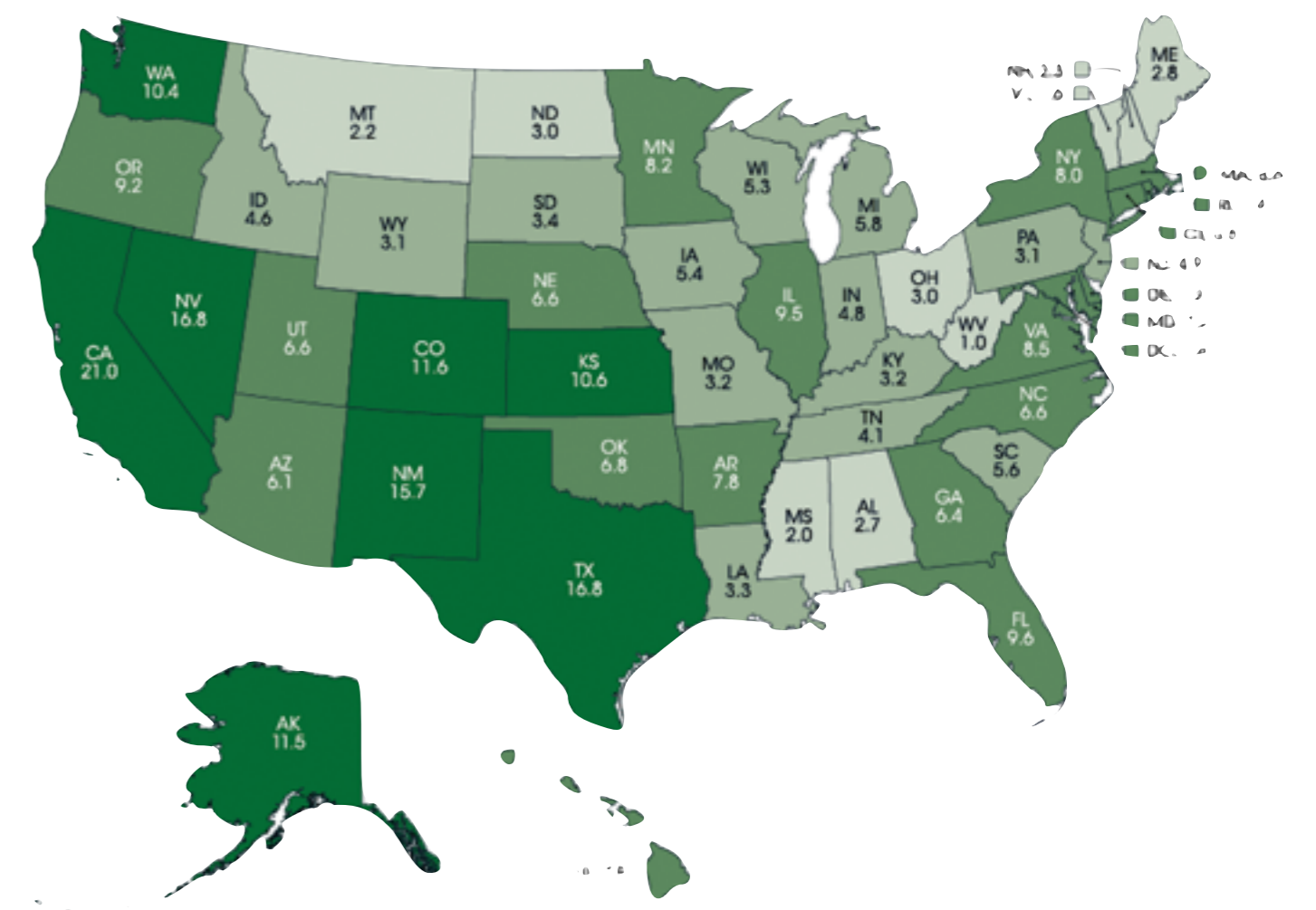
This was an **increase from 8.1% in 2000** and continues to grow



ELL students speak **more than 400 languages**

Percentage of Public School Students Who Were English Language Learners, by State

- Less than 3.0 percent (9 states)
- 3.0 percent to 5.9 percent (14 states)
- 6.0 percent to 9.9 percent (20 states)
- 10.0 percent and higher (8 states)



These demographic changes could lead to an increased demand in a broad range of languages for

**Translation**  
Machine-assisted translation  
Trans-adaptation

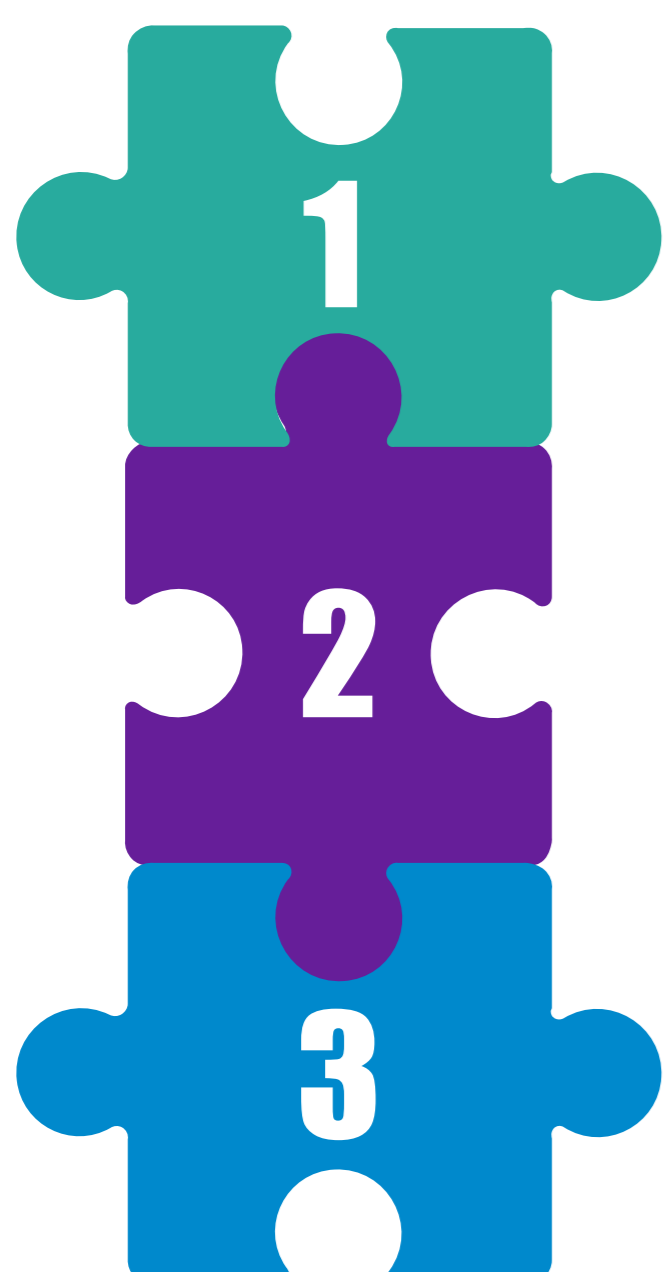
**Localization**

**Dubbing**  
Voice-over  
Voice Acting

**Narration for Audio & Subtitles**  
Closed Caption for Video

**Sound Engineering**  
Video Editing

## Factors influencing the ELL market



### 1 Assessment

The increase in formative assessment is putting a spotlight on how ELLs are assessed by teachers in the classroom. Assessments need to be developed that are able to disentangle the effects of language proficiency on content proficiency

### 2 Every Student Succeeds Act (ESSA)

ESSA has made accountability for ELLs a priority requiring states to address this in their ESSA plans

### 3 Personalized Learning and Education Equity

The current focus on personalized learning and equity will affect how English language learners are taught and will further increase the demand for supplemental teaching resources



To download the White Paper, please scan QR Code or go to the link



<https://goo.gl/i5Ymig>