

2023 BUSINESS REPORT

This report provides an overview of JALT business conducted at the national level in the prior fiscal year.

Treasury (Michael Mielke)

In the 2022-2023 fiscal year, JALT registered a net deficit of ¥13,345,205. This deficit will be reduced from last year's assets of ¥27,914,767 to make our present net assets ¥14,569,562.

The annual International Conference was held face to face for the first time since 2019. This conference included an online component as well. Revenues were higher from the conference than last year at ¥21,720,350 but much lower than expected. The conference expenses were also considerably higher at ¥21,153,503, but were in line with the budget estimates.

Advertising revenue decreased by ¥374,210 to ¥621,500. Membership revenues decreased by ¥1,991,362 to ¥27,001,507. Administrative costs increased by ¥4,664,999 to ¥34,972,352 due to going back to face-to-face EBM meetings with the relaxation of COVID restrictions, increased costs for travel, venue rentals, and expenses related to moving the JALT head office to a virtual office space. One significant added cost was for the software to coordinate our hybrid international conference. About 3,000,000 was due to administrative adjustments which take into account previous years' membership income.

In summary, lower than budgeted income predictions combined with higher than budgeted operating costs has resulted in the large net deficit of ¥13,345,205.

As of March 31, 2023, JALT retains net assets of ¥14,569,562. Going forward, it is especially important for JALT to work harder to manage expenses and increase revenues.

Administration (Kenn Gale)

JALT Central Office (JCO) Staffing:

The staff at JCO has been mainly working from home and going to the office in Tokyo as necessary. The mode of communication among the staff and JALT officers has been through online meetings, email, Basecamp and Google Workspace. As VP, myself and the office staff continue to work together closely on a remote basis.

We have been in preparation for the closing of the current JCO office and will be moving to shared office workspace by the end of the 1st quarter in 2023. This transition to ServCorp office space will not only meet our needs, as we have learned that a fulltime large office in Tokyo is no longer necessary and we are able to fulfill all duties with the same level of efficiency, but will further allow us save a significant amount of money which can be redistributed within the organization.

Associate Members (Susan Meiki / Miho Tajima) (May 2022-May 2023)

Current Associate Member (AM) membership as of April 30, 2022 total is 32. For reference in 2022: 25, 2021: 28, 2020: 35, and 2019: 41. Another AM has opted for the 2 year contract. Currently, McGraw-Hill and Shane Corporation (Nellies) have committed to JALT for 2 years. Since we are past international Corona restrictions, an interest in the Japanese market can be seen. The yen / dollar exchange rate also helps. There is a trend of “ed-tech” type companies becoming Associate Members. We hope to showcase them at the November conference in Tsukuba.

Digital advertising has been successful with English Books, ELT Services and Poodll buying space on the JALT web site, Facebook and JALT monthly newsletter, JALT-Talk. Tryalogue is a consistent buyer of full page ads in the TLT.

All documents, JALT media Kit, Advertising kit and Terms of agreement were updated for the April 2023 fiscal year with no major changes. Thank you to those for all of your help in updating these documents.

The Fukuoka conference in November was very successful and a lively part of the conference. No major problems and the Associate Members liked the conference venue and activities planned. We were lucky to have a Swing Ball set up on the 3rd floor with a give-away. Thank you English Books. Attendance of the presentations was a concern and we hope to remedy this at Tsukuba 2023.

The relationship between current AMs and JALT is positive and constructive. Unfortunately, because of Covid restrictions in force we were unable to hold our annual lunch meeting with AMs which has traditionally been a great opportunity to share information and ideas in a comfortable environment.

The November International Conference and Materials Exhibition (Wayne Malcolm) (May 2022-May 2023)

The JALT2022 conference was a return to face to face conferencing for JALT. It was held at the Fukuoka International Congress Center. By all accounts in terms of numbers, presentations, venue, and general feedback the conference was a success. The physical infrastructure of the venue allowed us to have some hybrid and online presentations. Using this venue was illuminating in that we have had to struggle with planning because basic internet operations were hampered by subpar infrastructure.

Unfortunately, revenue was not as high as expected because we bundled a few programs, overall pricing was not as high as past conferences, fewer people due to hesitancy regarding Covid-19, and rationale including, “the venue city, Fukuoka, was not conveniently located.” Regarding the pricing in particular, being online for JALT2020 and JALT2021 the decision was made not to return to pre-pandemic pricing too quickly, and gradually ease into this return. With current inflationary pressures conference pricing will need to be adjusted to keep pace with the overall working environment. Also,

the pricing of any online component will need to be discussed in greater detail. Having an online program will be necessary as the expectation is there, but the size and scope of the online program is a work in progress.

The conference platform, CVENT, had its shining moments, but also some problems. The app with its scheduling feature was very good and useful, but we had some issues with registration process. Solutions to these issues require a better understanding of CVENT and how it works. We are under contract for JALT2023 and JALT2024 so we have some time to work out the processes.

It was clear for JALT2022 that demand for in-person physical conferencing is high and people wanted that. At the same time, our corporate members (Associate Members - AMs), as well as others who did not have the capacity to attend face to face asked if JALT would be maintaining some kind of online or hybrid feature. JALT conference planning will move forward with this in mind so as to create a conference experience that is as inclusive as possible, while keeping a strong focus on building networks through face to face interactions.