

LEARN TEACH INSPIRE
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OUR STRATEGY 2019 - 2023

The English Association is a network of people and organisations who are passionate about English language and its literatures.

Join the Association, be part of our community and access a range of benefits!

EA THE ENGLISH ASSOCIATION



The English Association is a membership body for individuals and organisations passionate about the English language and its literatures. Our membership includes teachers, students, authors, and readers, and is made up of people and institutions from around the world.

Our aim is to further the knowledge, understanding and enjoyment of English studies, and to foster good practice in their teaching and learning at all levels, by

- encouraging the study of English language, literature and creative writing in the community at large
- working toward a fuller recognition of English as core to education
- fostering discussion about methods of teaching English at all levels
- offering timely conferences and lectures alongside our uniquely extensive and diverse portfolio of publications
- responding to national consultations and policy decisions about the subject

Our members can expect:

- timely, relevant and action-focused professional development events
- access to cutting-edge research through our publications
- a curated collection of high-quality resources for teachers at all levels of education
- a route to participation in national and international debates about the teaching and learning of English language, literature and creative writing
- to be part of an engaged community that is rich in diversity and difference

Our work matters because:

- We know that the study of English language, literature and creative writing equips young people with important skills that will make them attractive to employers.
- We know that a robust discipline of English studies has much to contribute to other disciplines across the arts, humanities, and sciences.
- Most importantly, we know that the study of English has value in its own right.

Our vision is of a world with a deeper knowledge, understanding, and enjoyment of the English language and its literatures; a world in which the value of the study of English to education, career, and personal life is recognised by all.



The political, economic, social and technological factors that shape the nation are also affecting our discipline.

The uncertainty and ideological divisions caused by Brexit mean that education policy is taking a back seat, while austerity measures further undercut the government's commitment to the arts and humanities in education.

In the last decade, the recession, the government's CMA guidelines and increased tuition fees have pushed students and their advisors to focus on the 'value for money' that a graduate education can deliver, which, combined with the government's push for STEM education has led to a decline in numbers of those who study English at A Level and university.

Schools are increasingly expected to evidence their quality with exam data, meaning that teachers don't have the time or scope to deliver the creative, rich, varied curriculum they may have enjoyed at school.

Over a century after the Association was founded in 1906, the Association remains proud of the work that it undertakes on behalf of our broad and diverse community, across the spanprimary, secondary and higher education, and from early life experiences to adult learners.

As well as promoting the importance of English Studies for the four nations of the UK, our work is increasingly international in its scope. This ranges from electing leading international scholars and educators as English Association Fellows; developing collaborative international networks in and beyond Europe; and exploring new ways of communicating ideas across national and regional borders. As a scholarly association we are committed to explaining the educational benefits and imaginative potential of English as a global language and literature, and in exploring the humanist values of openness, respect, equality and tolerance.

We continue to argue, at this critical time, both for emphasizing the importance of English within the humanities and for strengthening the European context within which English Studies and students of English have flourished up to now.

The Association's strategic goals must engage with these challenges if it is to continue to deliver on its mission to further the knowledge, understanding and enjoyment of the English language and its literature.

GOAL 01 Secure the future of the discipline by promoting the value of the study of English

WE WILL ACHIEVE THIS BY

Increasing awareness amongst young people of the value of the study of English to their personal and professional lives

KEY PERFORMANCE INDICATOR

Halting the decline of enrolments to English A Levels (Ofqual) and degree courses (UCAS, HESA) by 2022

GOAL 02 Take a proactive approach to shaping national and international debate

WE WILL ACHIEVE THIS BY :

Developing our online presence by using our website, social networks and other media to engage with schools more effectively

KEY PERFORMANCE INDICATOR

Increase in relevant engagements with followers and commenters from secondary and maintained schools

GOAL 03 Enable teachers to deliver engaging and exciting learning at all levels of education

WE WILL ACHIEVE THIS BY :

Carrying out horizon-scanning and commissioning/curating of resources within Education Committees; building an online space for new and curated resources; delivering teacher workshops that are directly linked to live issues in secondary education

KEY PERFORMANCE INDICATOR

Feedback from all-member survey and from attendees at teacher workshops

GOAL 4 Ensure our resources and and events are relevant to the needs of all members

WE WILL ACHIEVE THIS BY :

Reviewing membership benefits based on an all-member survey

KEY PERFORMANCE INDICATOR

Increase in the number of overall members, with an increase in the number of members from maintained schools and secondary education