



# COVID-19 Economic Impact on Language Industry Non-Profit Associations

## Introduction

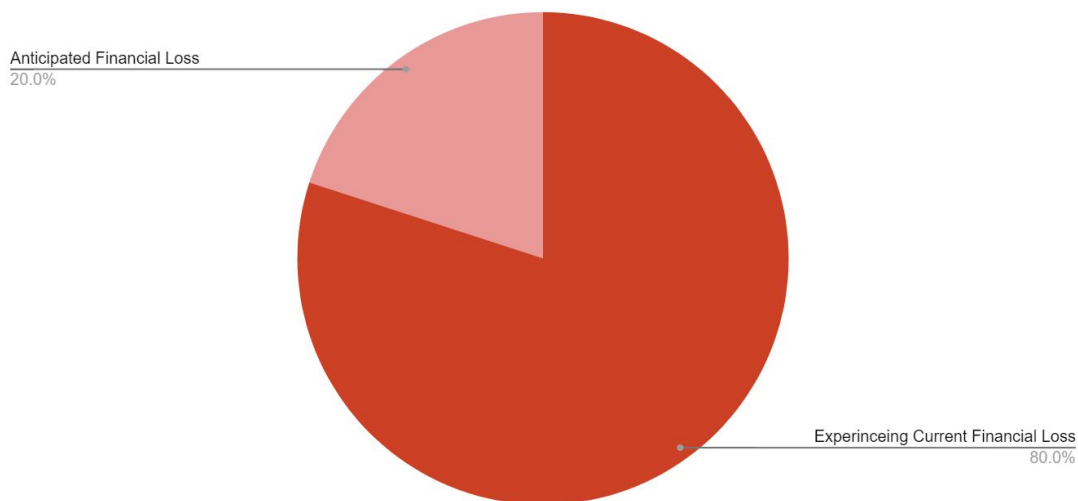
On March 17, 2020, JNCL-NCLIS staff conducted a brief survey to gauge COVID-19 related economic challenges facing member associations. Several of JNCL-NCLIS member associations have been required, on very short notice, to cancel their annual meetings. Nearly 10% of our member delegates responded to this brief survey, a small but representative sample of the critical need for federal aid. The results of this survey are intended to inform Congressional leaders of the intense and crippling economic effects cancellations due to COVID-19 have caused, threatening the existence of many small to midsize nonprofits.

## Survey Responses

### Cancelled events and monetary loss

Unsurprisingly, 100% of our respondents have either current or anticipated financial loss directly related to COVID-19 cancellations. While some associations have not yet cancelled their events or calculated their exact loss, they all anticipated great financial loss and a decrease in attendance based revenue.

COVID-19: Financial Loss for Associations



### Respondents narrative of loss and expected loss

Associations are feeling the financial impact of cancelling revenue dependent events ranging from training to workshops to annual conferences.

Significant revenue loss ranges from \$65,000 to \$225,000, from 30% revenue loss to threatened bankruptcy.

The chart below is a summary of highlighted responses from the free-form response question asked at the conclusion of the survey.

Cancelled workshops
Unable to follow through to provide paid services to K-12
Threatened bankruptcy
Loss of 30% revenue
Loss of \$65,000
Trickle down effect, anticipated loss in 2021
Planning for conferences that may not happen
Cancelled annual conferences
Revenue loss due to refunding tickets
Large fees and non-refundable payments associated with last minute conference space/vendor cancellations

A complete list of answers to this question are available in Appendix A.

### Recommendations to Leadership from Survey Results

Small non-profit associations, which provide significant benefit to their communities, such as on-going professional development for k-12 teachers, need relief under the stimulus bill, such as no-interest loans or direct assistance.

## Appendix A

### Responses to “Please leave any additional comments regarding your association's need for relief due to COVID-19”

*In order received*

- We have had to cancel a workshop and incurred financial losses on the venue reservation. Our greater concern is the strong possibility that we will cancel our annual conference, which would represent a revenue loss of approximately \$65,000.
- We have cancelled a workshop and an officers' meeting because of the virus
- We're a technical assistance center who provides program and professional development services to school communities across the country. Where schools pay for our services, they can't pay if we're not able to access and train their school community leadership, teachers, etc. Somethings are now being done virtually, but our annual conventions in the Summer and Fall WILL see a decrease in participants or may be cancelled. These events provide 30% of our annual budget.
- We have had to cancel our annual spring conference for K-16 World Language educators. This affected 350 attendees from across the region, as well as other states, along with 48 vendors and their representatives. As we had to cancel less than 2 weeks before the conference, there were many expenses that cannot be recouped. While the convention center and hotel did not hold us to the normal penalties that would have been incurred, we did still have to pay penalty fees. As a non-profit organization, with normal operating expenses and the conference expenses that could not be avoided, we cannot afford to give everyone full refunds. We are trying to mitigate the losses by asking registrants/exhibitors if they are willing to donate their registration to the organization rather than take a refund. Only 19% have offered their fees as a donation, so the organization does stand to take a large loss. I do not yet have a dollar figure for the loss until all details are worked out.
- Our conference was to be held early April. We risk losing \$226,000, which would bankrupt our association.
- Our conference is in the Fall. Our concern is we will lose money if we have to cancel the conference. We are preparing for this conference now without knowing if it will take place.
- The timing of our convention coincided exactly with the escalation of Covid-19 -- even on Monday when we were all about to arrive at the convention destination, Covid-19 was on the radar screen but nothing had been cancelled and no restrictions placed on travel, public gatherings, groups sizes, or school and community activities. By Thursday morning, our convention was underway, but Covid-19 cancellations, K-12 and post-secondary closures were being announced; By late that evening, we cancelled all convention activities after 1:30 PM on Friday (essentially 2 full days of convention events and activities). Cancelling was our only option; our small non-profit will experience significant financial losses as a result.
- Both associations count on the Fall conference to fund their conference for the following year, so not having a conference Fall 2020 will have a knock-on effect for 2021. This will have a profoundly detrimental effect on professional development opportunities for World Language teachers across two states where there is already a shortage.