

A new approach to evolve English education

Oct 13, 2012

Mr. Michael Holmes – Miyazaki Nihon University Senior High School

Ms. Akira Kusamoto – Reitaku University

Atsuyoshi Shimazu – Rosetta Stone Japan Inc.

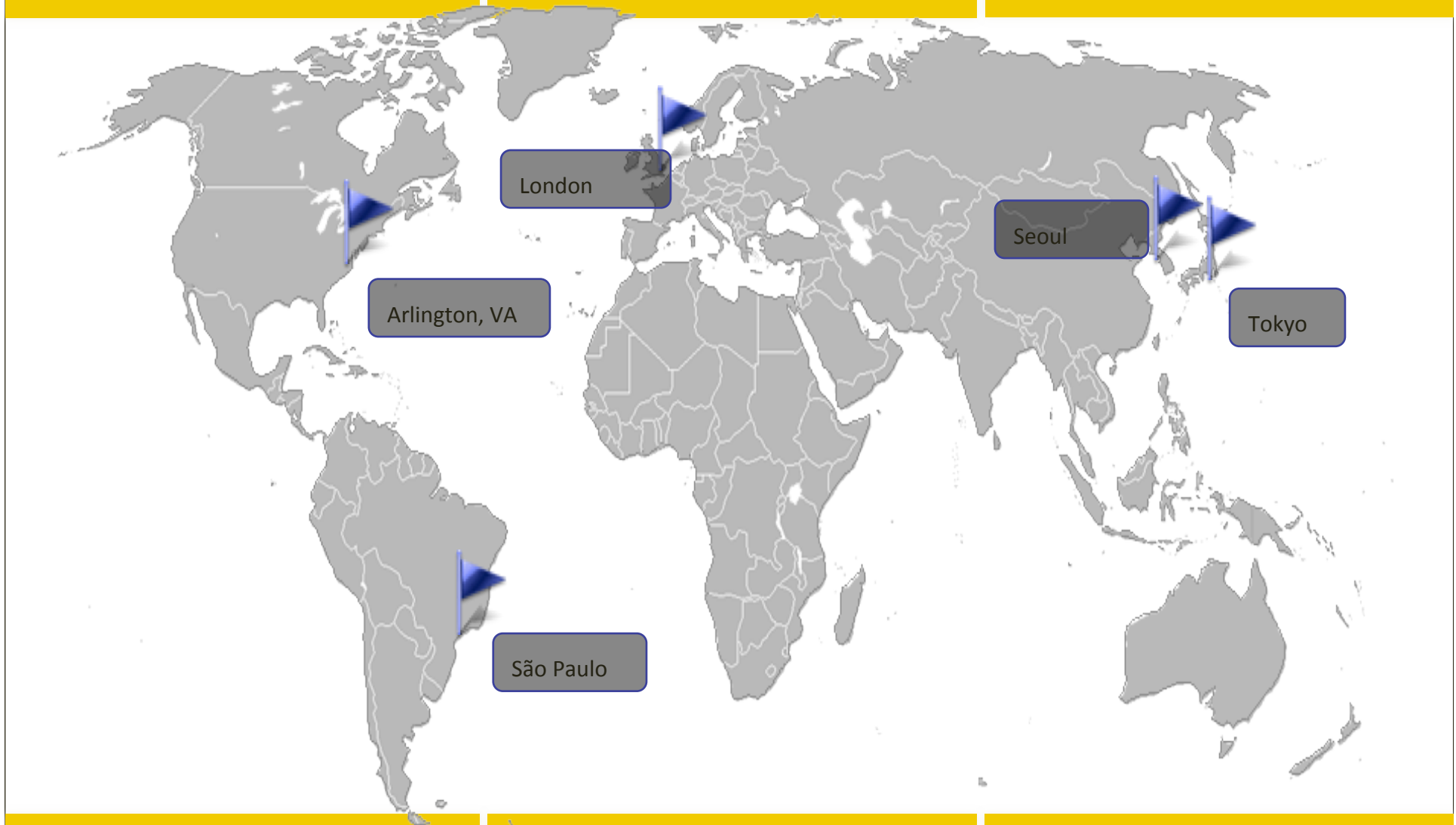


Education

Based in Arlington, VA

International Offices

Founded in 1992



Learners in 150+ countries

30 Languages

NYSE-listed Company

Our Mission



- We deliver the best technology-based solutions for learning languages
- Every day, our innovations help people improve their lives and make the world a better place

Our international clients



5 million+ Personal consumers

20,000+ Educational institutions

8,000+ Corporations

9,000+ Public sector and non-profit agencies

Our clients in Japan

<Education>

- Reitaku University
- Miyazaki Nihon University
High School
- Akita International University
- Kyoto University of Art and Design
- Chukyo High School

200+ Education

<Corporation>

- ANA
- TOYOTA
- KDDI
- Shiseido
- Nomura Security
- Toshiba
- SONY

600+ Corporation

Miyazaki Nihon University Senior High School

Mr. Michael Holmes



Education

KISWAHILI



学校法人 宮崎日本大学学園

宮崎日本大学中学校・高等学校

MIYAZAKI NIHON UNIVERSITY JUNIOR AND SENIOR HIGH SCHOOL

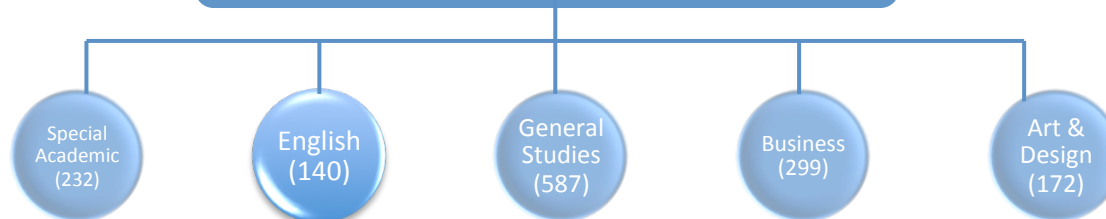


Miyazaki Nihon University Affiliated Junior and Senior High School



Miyazaki Nichidai Senior High School
(1400-1500)

Miyazaki Nichidai Junior High School
(250-350)



Miyazaki Nihon University High School 2012
Miyazaki City, Japan



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The English Course

- The Teaching Staff
- General Instruction
(Language Skills Focus)
- SELHi (2004-2006)
- Speech Contests
- Debate
- Study Abroad
- Graduates “Do you know, where you’re going to?”



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Before Rosetta Stone



Software & Materials

- Free-time study (Connected Speech)
- Increasing use of IT/E-Tech in the classroom
- Staff developed resources (skills)
- System resources
- Ongoing evolution



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Choosing Rosetta Stone

- Student use of technology (ads...cost v. performance)
- Interface
- Working w/ Rosetta Stone team
- Problems (Institutional lethargy, ¥, Sys. Resources, etc.)
- Starting from scratch (3 Year Plans)



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Effectiveness / Results

- Pending
- First impressions
- Bottom line...





Future Plans

- Future of e-learning
- The e-classroom
- Leading not following
- Expansion locally





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Thank
You



Miyazaki Nihon University High School 2012
Miyazaki City, Japan

Reitaku University

Ms. Akira Kusamoto



Reitaku University

- * Private university in Kashiwa, Chiba
- * Founded in 1959
- * 2500 students
- * Programs:
 - Faculty of Foreign Studies
 - Faculty of Economics and Business Administration
 - Graduate Schools
 - Japanese Language Program

German Learners at the Faculty of Foreign Studies

- * Approx. 300 students from the departments of ...
 - 'German Language and Culture'
 - 'English and Communication Studies'
 - 'English Language and Cultures'
 - 'International Exchange and Cooperation' andstudents from exchange programs (China, Korea, USA)
- * German classes
 - for German majors:
 - 6 classes (12h) per week
 - for German as second foreign language:
 - 2 to 3 classes (4h-6h) per week

What we need

- * more learning outside the classroom
- * more pronunciation training
- * autonomous learning (by using a computer software)
- * maximize the use of the CALL-Center
- * more fun in learning
- * preparing for exchange programs

Why 'Rosetta Stone'?

- * intuitive learning
(no japanese, no explanations, more input from pictures and sounds)
- * you have to move your mouth!
- * self monitoring system
- * easy to operate

'Rosetta Stone'-projects

- * 100 online licenses for 'German Level 1-5'
- * participation not mandatory
- * goal: finish 4 units within 3 months
- * reward: some additional points to the German grades
- * 'Rosetta Stone Newsletter' with results of the week
- * 4 projects done since 2010

Outcomes

- * very good for learning basic vocabulary
- * some students made good progress for achieve their goals
- * most students love the program

Future plans

- * improve the CALL-Center learning environment
- * more integration in the German classes
- * charge the students for a small amount of money?



Thank you!