A new approach to evolve English education

Oct 13, 2012

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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

〈Corporation〉
- ANA
- TOYOTA
- KDDI
- Shiseido
- Nomura Security
- Toshiba
- SONY

200+ Education  600+ Corporation
Miyazaki Nihon University Affiliated Junior and Senior High School

Miyazaki Nichidai Senior High School
(1400-1500)

Miyazaki Nichidai Junior High School
(250-350)

Special Academic (232)
English (140)
General Studies (587)
Business (299)
Art & Design (172)
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?”
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
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)
**Effectiveness / Results**

- Pending
- First impressions
- Bottom line...
Future Plans

• Future of e-learning
• The e-classroom
• Leading not following
• Expansion locally
Thank You
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' and
  students 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!