



Case Study

University of Central
Lancashire (UCLan)

Higher Education

Independent and Complementary Study
for Programme Internationalisation

Language study for 21st century careers

Challenge

The University of Central Lancashire (UCLan) blends knowledge and relevant practical experience to equip graduates with career skills needed to succeed in today's globalised workforce. UCLan's Worldwide Learning Centre (WLC) supports organisations and individuals aspiring to enhance their international capabilities, including language competency and cross-cultural communication. In support of Language 2017, the university's medium-term strategy for internationalisation, UCLan sought a technology-based solution to provide students with innovative opportunities for language study.

Implementation

The Worldwide Language Advantage Programme offers language training and professional development opportunities to students, staff, and the regional business community. In 2010, the WLC implemented a noncredit, self-study programme providing access to Rosetta Course™ lessons and featuring:

- Up to two levels of study during the academic year
- Programme support from the Worldwide Team
- Optional conversation classes during term-time
- Registration throughout the year
- Free access for students and a fee for community participants
- Award of a Worldwide Achievement Certificate upon course completion

Benefits

As a result of the Worldwide Language Advantage Programme implementation of the Rosetta Stone® solution, UCLan realised the following benefits:

- Increased active learners by 248%
- Expanded language options beyond classroom languages by 150%, from 11 to 20 languages
- Offered flexibility and personalisation to match learner goals
- Provided complementary study
- Supported UCLan strategy of internationalisation
- Increased learner motivation and interest in learning languages



"The Worldwide Language Advantage programme with Rosetta Stone proved the ideal pathway for students whose circumstances didn't allow them to commit to a year-long classroom based course. Students found Rosetta Stone to be an innovative and interactive way to learn a language which allowed greater flexibility and autonomy."

— Sofia Anysiadou
Worldwide Learning Centre
Resources Coordinator
School of Language, Literature and
International Studies
Worldwide Learning Centre

Plan For Internationalisation

The University of Central Lancashire (UCLan) identified the need to offer innovative language study as a 21st century university goal. To meet that challenge, the Worldwide Learning Centre (WLC) implemented the Rosetta Stone® solution, an interactive approach designed to equip learners with language skills needed in multicultural and multilingual settings. Participants elected to study a language without receiving academic credit not only for career reasons but also for heritage learning, study abroad support, and personal travel. The WLC designed a flexible programme to help increase interest and participation that also recognised the challenges faced by learners such as unpreparedness and previous unwillingness to learn languages.

Foundation For Success

Once participants registered for the course for the academic year they were assigned a license to access the Rosetta Stone platform via computers in the WLC. In preparation for language learning, participants attended an introductory orientation workshop led by WLC staff that addressed frequently asked questions about programme design and functionality. Opportunities were offered to participate in weekly conversation classes in the targeted languages studied.

"Rosetta Stone allowed us to open up language learning to members of staff and the local community enabling them to fit language study around their busy schedules."

— Sofia Anysiadou
Worldwide Learning Centre
Resources Coordinator

Environment For Learning

The interactive Rosetta Stone solution allowed participants flexibility as typically required for successful independent study. The WLC surveyed language learners to evaluate the programme impact, finding that:

- Environment promotes language-learning success
- Immersion methodology contributes to learner engagement
- Proprietary speech-recognition feature boosts learner confidence to speak new language
- Personalised study allows learners to tailor the programme to specific learning goals
- Inviting space at the Centre offers a home-like environment
- Worldwide Café encourages learners to congregate and speak with others
- Conversation classes adjust to student needs and abilities

Strategic Goals Achieved

The Worldwide Language Advantage Programme continues to meet the challenge identified by UCLan in its strategic plan. Since 2010, UCLan has seen active learners in the programme increase by 248%, with over 600 learners currently participating. Options for participants have expanded beyond classroom languages by 150%, with 18 Rosetta Stone languages now offered.

The Rosetta Stone solution has provided learners flexibility in how and when language study occurs and allows learners to pursue personalised language goals. Finally, UCLan's strategy for internationalisation has been advanced as learners are motivated to participate in this innovative language study programme.

About University of Central Lancashire (UCLan)

The University of Central Lancashire (UCLan) in Preston was founded in 1828 as the Institution for the Diffusion of Knowledge. UCLan offers state-of-the-art facilities and world-class teaching and support to help undergraduate students succeed. The university has evolved over the years to become a world-class institution, recognised with its inclusion in the 2010 QS World Rankings—the first Modern University in the UK to gain this status. UCLan aims to create the perfect blend of knowledge, practical experience, and relevance to equip its graduates with the confidence and skills they need to get ahead in the world of work.

www.uclan.ac.uk

About Rosetta Stone

Rosetta Stone is a global leader in technology-based learning. We offer our clients scalable language and learning solutions for individuals, single classrooms, and entire organisations.

Our solutions have been implemented in over 20,000 schools and in more than 17,000 private and public sector organisations, and they are used by millions of learners in over 150 countries throughout the world.



Education