

Customer Success Story:

Fox Valley Technical College

Higher Education

Foreign Language-For-Credit
Online Language-Lab Course



Education

Building Critical Skills for Employment

Challenges

Fox Valley Technical College (FVTC) needed an online language solution to enhance classroom instruction in building critical language skills for learners to use in the workplace and enhance future employment opportunities. With a focus on mastery and proficiency in the language learned, FVTC sought a program that would build long-term retention allowing learners to activate the language they learn in classroom and business environments. The college serves nontraditional students with families, work, and busy lives needing an online solution that was scalable and flexible allowing learners 24x7 online access to study language.

Implementation

FVTC implemented the Rosetta Stone® Foundations for Higher Education (formerly TOTALE® PRO) solution as a one-credit online language-lab course to give students an option to complement language skills learned in a traditional language classroom. In addition, the language lab was offered to any student who wanted to build and/or reinforce skills without enrolling in a traditional language course offered in the classroom. Based on the syllabus for the 18-week course, the college required weekly minimum study with the Rosetta Stone solution. This included one hour in Language Lessons (formerly Rosetta Course®) and 30 minutes in Games and Activities (formerly Rosetta World®) per week. Participants were required to earn a minimum score of 85% on all activities. Learners had to complete multiple Live Tutoring sessions (formerly Rosetta Studio®). The language faculty also developed culture lessons in support of culture study in the language learned. Students also participated in discussion boards, allowing them to practice writing skills with other learners. Rosetta Stone Administrator Tools (formerly Rosetta Stone Manager™) were used by faculty to monitor and manage learner study. Based on performance, students were assigned a grade at the end of the 18-week course.

Benefits

FVTC realized the following benefits from implementing the Rosetta Stone solution:

- Built critical employment skills for participants
- Increased language-course offerings in fall 2012 by 17.5%
- Created for-credit language-lab course alternative
- Realized a 36% increase in speaking, 35% increase in pronunciation, and 28% increase in grammar skills based on performance on curriculum activities



"Rosetta Stone technology provided FVTC a unique opportunity to offer language labs online complementing the in-class instruction. Because of its flexible format, many busy professionals, students with two jobs, or busy parents sign up for our program."

Dr. Marie R. Martin, Director,
Global Education & Services
Fox Valley Technical College

Implementing for success

FVTC implemented the Rosetta Stone® Foundations solution to provide a one-credit language-lab course for learners. Some learners enrolled in the course to build or reinforce language skills required to complement traditional language courses offered at the college. One learner stated, "The Rosetta Stone program has been very beneficial as a refresher course before starting classroom Spanish next semester." Others selected the course to strengthen language skills without enrolling in the language-learning classroom. Through implementing an online solution, students were able to access the Rosetta Stone solution for anytime, anywhere study that accommodated the busy schedules of FVTC participants. The college initially rolled out the program in Spanish and then expanded offerings in the fall 2012 semester to seven additional languages that FVTC also offered for classroom study. With a focus on building proficiency and confidence to speak the new language, FVTC required that learners met minimum weekly benchmarks in the program, completed culture activities, and participated in discussion boards. Students were required to spend one hour in Language Lessons, earning an 85% minimum on each activity, and 30 minutes in the Games and Activities environment per week. The lab course required completion of multiple Live Tutoring sessions and culture lessons developed by faculty. Administrator Tools were used to monitor and manage learner study. Learners were sent e-mail messages throughout the course with feedback on their course progress. Faculty followed up with individual students, as needed, to help ensure completion of requirements. Upon completion, learners received a letter grade for the one-credit course, based on performance.

Building confidence to communicate

The college recognized that building confidence to speak new language learned was critical to success in workforce environments. Through its proprietary speech-recognition technologies, the Rosetta Stone solution gave students the opportunity to work on pronunciation. Participants activated their natural language-learning ability and built confidence to start conversations with others and keep them going. The Rosetta Stone Foundations online social environments—Live Tutoring and Games and Activities—provided learners additional opportunities to practice the language learned. In Live Tutoring sessions, learners participated in live online conversations facilitated by a tutor who was a native speaker of the language being learned. The tutor and up to four learners practiced speaking new language in a group setting. Learners put their language into play by participating in online Games and Activities on their own or with other learners and/or native speakers. In addition, learner discussion boards were used that allowed students to practice written communication skills.

Creating value

The college focused on providing programs in support of workforce skills and to prepare learners to participate in the global community. With the age of learners ranging from 16 to retirement, the need for diverse, innovative program offerings increased. The Rosetta Stone implementation aligned with the college's vision statement of providing "a model of innovation and distinction in technical education, recognized as an outstanding gateway to rewarding careers." Given the enrollment of nontraditional learners, FVTC recognized the importance of offering an online language-lab course to strengthen skills and/or complement classroom study. This innovative course offering provided value to the college by expanding course offerings and enrollment, and by allowing FVTC to reach a new learner population that prefers online instruction.

Realizing benefits

FVTC has realized many benefits from implementation of the Rosetta Stone solution. Enrollment in language courses has grown due to the language-lab offering, giving students more options to earn credit for language study. FVTC increased language-credit offerings by over 17.5% during the fall 2012 semester. Course offerings are expected to continue to grow as they expand into new languages in future semesters. Offering the one-credit lab course supported FVTC's goal of delivering programs to build critical employment skills for participants. Based on performance on curriculum activities, FVTC learners have realized, on average, a 36% increase in speaking skills, 35% increase in pronunciation skills, and 28% increase in grammar skills.



About Fox Valley Technical College

Fox Valley Technical College (FVTC), established in 1912, offers more than 200 associate degrees, technical diplomas, certificate programs, and instruction related to 15 apprenticeship trades, in addition to providing services to business and industry. Serving approximately 50,000 people annually, the college delivers associate degree, diploma, and certificate-level educational programs which provide the skills and knowledge necessary to address occupational competencies from initial job entry to advanced certification. FVTC provides training and education to upgrade the occupational skills of individuals and the business and industry workforce.

 www.fvtc.edu

About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organizations.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organizations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.



Education