

Customer Success Story:

# Baldwin County Public Schools



K-12 Education

World Language – Independent  
and Complementary Study



Education

## Implementing a world-class learning environment

### Challenge

Baldwin County Public Schools (BCPS) located in Bay Minette, Alabama is committed to providing students in K-12 a world-class education, and that includes implementing a state-of-the-art school environment in support of this mission. The district has built a curriculum that includes preparing students for the world of intelligent machines and empowering them to participate in the global community through language acquisition beginning in kindergarten and continuing through graduation. In support of the district's language initiative, BCPS sought a technology-based solution to provide students with the opportunity for long-term language learning.



## Baldwin County Public Schools

### Implementation

In 2013, BCPS implemented a district-wide language-learning program for students and staff. The district utilized the Rosetta Stone® Language Lessons Version 3 for K-12 (formerly Rosetta Course®) solution to:

- Begin language study in kindergarten
- Focus on daily study of languages
- Provide cost-effective offering for all to participate
- Expand study beyond the classroom
- Allow minimum of two languages learned upon graduation
- Build skills to test out of foreign language at high school level
- Support 1:1 technology initiative

### Benefits

As a result of the implementation of the Rosetta Stone® solution, BCPS has experienced the following benefits:

- Cost-effective language-learning initiative to all students
- Expanded language offerings and opportunities
- Bridged funding shortages for direct instruction in early grades
- Provided complementary study for secondary language programs
- Supported electronic textbook initiative

*"Understanding that technology is leveling the playing field in the world job market, the Rosetta Stone solution has provided students with the tool they need to build the language skills necessary to compete and succeed in an increasingly global community."*

Dr. Alan Lee,  
District Superintendent,  
Baldwin County Public Schools

## World class education

BCPS has a mission to deliver world-class education. This includes preparing students for a world where intelligent machines are a driving force and language skills are required for students to be competitive. The district believes that if students are going to be prepared for a global economy, they need to be at least bilingual if not multilingual upon graduation. BCPS also believes that language learning needs to begin early in order for students to achieve the language skills required for success. Operating under budget constraints limiting direct instruction in the early grades, the district used the Rosetta Stone® solution to leverage technology to offer language study and build towards proficiency in multiple languages upon graduation.

## Support technology vision

In 2011, the district launched Digital Renaissance, an initiative to change the way students study and learn. The program focuses on 1:1 technology to empower students to learn in new ways, leveraging technology. In 2012, all high schools in the district went to 1:1 technology and in addition, the Rosetta Stone solution was adopted for a pilot language program initiative. During the 2013-14 academic year, the district fully implemented 1:1 technology K-12 and offered language learning through the Rosetta Stone solution across the district. Implementing the Rosetta Stone program has provided a technology solution for language learning in support of this initiative. To gain community support of the district's technology vision, Dr. Alan Lee, District Superintendent, gave over 130 presentations to community leaders and groups. The district has a track record for gaining community support for education programs. In 2004, the Baldwin County School System was recognized by the American Association of School Administrators and Sodexo School Services for its strong relationships between schools and community partners.

## Environment for learning

The Rosetta Stone solution provided flexibility for a successful implementation of independent and complementary language study beginning at the elementary school level. The following program highlights have added to effective learning for students at the district:

- Engaging program motivates students to learn
- Learner ability to study a language of interest
- Expanded language offerings beyond the classroom to 25 available languages.
- Leverage technology provided by 1:1 technology initiative
- Daily "in-school" access to the program
- Proprietary speech recognition to build confidence to communicate

## Strategic goals achieved

Through the implementation of the Rosetta Stone solution, BCPS has realized a net savings of over 33% per student in the district. Unable to staff a language program beginning in the early grades due to budget constraints, the district looked for a technology solution to bridge this need. Through the cost-effective implementation of a technology solution, the district has been able to repurpose funds initially slated for textbooks to invest in technology. This has allowed the district to begin language programs at the elementary versus secondary school level. The program provided complementary language support for existing foreign language programs and offered students the opportunity to test out of foreign language coursework if language mastery is achieved prior to entering secondary school.

*"With an emphasis in the district on student-centric learning, students and parents have authority over the language studied in the Rosetta Stone solution, further engaging and empowering the learning process."*

Dr. Alan Lee, District Superintendent,  
Baldwin County Public Schools

## About Baldwin County School District

Baldwin County is located in the southwest corner of the state, bordered by the Gulf of Mexico, Mobile Bay, Florida, and adjoining counties in Alabama. It is one of the largest counties in land area east of the Mississippi River, home to more than 200,000 residents, and is one of the fastest growing counties in Alabama. In partnership with the community, the Baldwin County Public Schools' mission is to provide a quality education that fosters learning.

 [www.bcbe.org](http://www.bcbe.org)

## 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