



Case Study Texas A&M - Commerce | Higher Education | Foreign-Language Professional Development

Building Communication through Professional Development

Challenge

Texas A&M University-Commerce sought a language-learning solution to build critical communication skills for full-time faculty and staff. With over 50 different countries represented on campus, A&M-Commerce needed a solution that offered a variety of languages to meet the needs of an ever-increasing diverse student population. The university wanted a program that could teach and enhance language skills in order to provide better service to international students. Additionally, the university needed a language education solution to help faculty and staff become conversant while traveling abroad. A&M-Commerce wanted a solution that could be offered to faculty and staff to provide professional development in a motivating environment that would be flexible enough for anytime, anywhere study without the constraints of classroom instruction.

Implementation

Texas A&M University-Commerce implemented the Rosetta Stone® Enterprise online solution in the summer of 2010. By 2012, the Rosetta Stone TOTALe® had been implemented which provided faculty and staff the ability to reinforce and practice their language skills from the Rosetta Course® solution in the TOTALe social environments of Rosetta Studio® and Rosetta World®. More recently, a contract was implemented that required participants to log three hours of study per week. Equal to any credit course offered on campus, this was a 200 percent increase from previous policy. Learners were required to sign the contract when they enrolled in the program. If participants did not reach the agreed upon minimum and did not communicate circumstances preventing their meeting minimum requirements, their license was reassigned to other learners on a first-come, first-served basis. The administrative tool, Rosetta Stone Manager™ was used to monitor and manage the way people studied.

Benefits

A&M-Commerce realized the following benefits:

The online solution for faculty and staff conservatively impacted the university in incremental revenue to the tune of over \$100,000 as it freed up at least 30 classroom seats for additional university students.

Foreign language skills were significantly improved. Demonstrated performance on curriculum activities resulted in 150 percent increase in reading skills, 100 percent in pronunciation skills, and 75 percent in speaking skills.



At a Glance:

Since 1889, Texas A&M University-Commerce has been known as a leader in providing excellent education and service. Our brand is built around the concept that personal involvement and relationships are essential to the success of our students as they obtain their degrees and transform their lives.

The words of our founder ring as true today as they did in 1889, "Ceaseless industry, fearless investigation, unfettered thought, and unselfish service to others." Our core values of integrity, innovation, and imagination form the foundation on which we aspire to deliver a rigorous learning experience to any deserving student.

"Having the ability to offer our faculty and staff an opportunity to develop skills in languages other than English is inspirational and continues to enhance our university's globalization initiatives."

—Heidi Wright
Training and Development
Manager, Texas A&M- Commerce

Focusing on professional development

Texas A&M University-Commerce offers the Rosetta Stone® TOTALe® platform to full-time faculty and staff through the training and development department. The program has provided invaluable language skill development—especially in an e-learning global marketplace. It has also helped build the communications skills necessary in dealing with a widely diverse student body. "Rosetta Stone has helped us communicate more effectively with our foreign student population," says Heidi Wright, Training and Development Manager at A&M-Commerce, "and even though our campus is located in rural northeast Texas we have over 50 countries represented." Offering a language-learning program provided faculty and staff the critical language skills needed to effectively communicate in teaching assignments that required international involvement and study abroad programs. Pearl Lind, Rosetta Stone administrator said, "We are fortunate to have the support of the university in offering programs like Rosetta Stone free of charge to our faculty and staff for personal enrichment and professional development opportunities."

Implementing for success

The key to the successful launch of the language-learning initiative was the implementation plan A&M-Commerce put in place to ensure effective usage of licenses. When assigned a license, participants were required to sign a contract that specified minimum requirements and expectations of the program. Participants received a package of electronic materials including the User's Guide and program components as well as setup documentation. According to Lind, the contractual agreement contributed to the high success rate and helped students take charge of their learning. A link to resources on the Training and Development

Website is planned for later this year. Initially, participants were required to study a minimum of one hour per week but increased to three hours when TOTALe was implemented. The 200 percent increase in the minimum requirement mirrors the time commitment required per week for any credit-bearing course that faculty would otherwise select. Although not currently offering the Rosetta Stone curriculum for credit, treating the license assignment as a course increased the perceived rigor and helped ensure that learners were serious about the project when they signed up to learn a language.

Realizing Benefits

The effective implementation of the Rosetta Stone solution provided significant value to A&M-Commerce. The scalability and flexibility of the online program saved the university time, money, and manpower, while creating a revenue stream estimated at around \$100,000. A&M-Commerce has also realized an increase in the development of language skills. A comparison of performance in language-skill activities of the assigned Rosetta Stone curriculum was made between new learners who had less than one month of study versus experienced learners with over three months of study. Improvements in language-skill development were measured by the decrease in standard deviation related to the scores received on these activities between the two groups of learners. Comparing performance of the two groups, reading skills for experienced learners increased over 150 percent. Additionally, performance on pronunciation activities increased over 100 percent and there was an increased performance in speaking activities of over 75 percent.

Providing an environment for success

Texas A&M University-Commerce created an environment to promote successful language learning. By implementing TOTALe in 2012, the university was able to offer practice environments in the Rosetta Studio® and Rosetta World® platforms as requested by learners who wanted to put their new language into action. Participants wanted to socialize their language skills and gain confidence prior to using them "in-country." TOTALe fulfilled this need. The university also provided a computer lab for faculty and staff. Rosetta Stone brown bag lunches were offered on a monthly basis to help motivate and encourage participants to communicate in their new language with others in the campus community.

Monitoring and managing progress

A&M-Commerce actively manages learner accounts to ensure the most effective use of available licenses. Reports are generated on a biweekly basis on learner progress to update and take action as needed. The university provided its participants the opportunity to suspend licenses for personal or professional changes in schedule. If progress dropped below minimum requirements, licenses were reassigned to new learners on a first-come, first-served basis. Participants were sent a spreadsheet twice a month identifying the learners that had or had not met the requirements. Progress on the entire group of learners was sent to every participant. Administrators found that by sharing this document with all of the participants, motivated performance that exceeded minimum requirements.

About Rosetta Stone

Rosetta Stone is the global leader in language-learning software. We have over 20 years of experience in developing award-winning innovations that improve the lives of people and operations of organizations every day. Our proprietary and proven immersion method leverages interactive technologies to replicate the environment in which people learn their first languages and activates learners' natural aptitudes for learning a new language regardless of their language backgrounds.

We offer our clients scalable solutions for a variety of needs, from single classrooms to entire organizations and individual learners. Our solutions are implemented in over 15,000 schools, in more than 10,000 private and public sector organizations, and are used by millions of learners in over 150 countries throughout the world.

