



Case Study

Barack Obama Male Leadership Academy

Education:
Grades 6–12

World-Language Blended Learning and Independent Study

Preparing Students for a Global Community

Challenge

The Barack Obama Male Leadership Academy (BOMLA), part of the Dallas Independent School District, needed a foreign-language solution for learners in grades 6–12. With a focus on Latin, Chinese, and Spanish the school needed a program to blend with classroom instruction and allow students to earn credit for foreign-language study. The academy looked to extend classroom instruction beyond the school day through implementing an anytime, anywhere online solution. Finding a solution that would build communication skills and activate the confidence to speak was very important in support of international study-abroad opportunities. With a focus on building global communication skills, BOMLA wanted a solution that would allow students to explore other languages offered by Rosetta Stone beyond the languages offered in the classroom.

Implementation

In 2011, BOMLA implemented the Rosetta Stone® solution for all students in the school to learn Spanish, Latin, and Chinese beginning in grade 6. Utilizing a blended-learning model, Rosetta Stone was used to help build core language skills in a project-based environment, allowing students to utilize these skills when presenting project deliverables in the language learned. Learners spent an average of one and a half hours per week in the program. Through the online solution, BOMLA was able to extend instruction outside the classroom, whether at home, before or after school, or in computer labs during the school day. The administrative tool, Rosetta Stone Manager™, was used to monitor and manage learner progress.

Benefits

BOMLA has realized the following benefits from implementation of the Rosetta Stone solution:

- Significant increase in learners' willingness and confidence to speak, exhibited in participation in international programs
- 67% increase in enrollment due to attractiveness of program
- Ability to offer core instruction in the for-credit language program
- Support of long-term goal to build critical skills for 100% college placement and graduation
- Ability to provide core language instruction required to support 50% student participation in international programs and partnerships by graduation

**At a Glance:**

The Barack Obama Male Leadership Academy located in Dallas, Texas, is the first all-male public school in Texas. The academy opened August 2011 with 205 students in grades 6 through 9 and plans to add a grade level each year through 12th grade. Operating as part of the Dallas Independent School District, the academy strives to prepare young men for manhood within a small learning environment, with an emphasis on the development of their skills for leadership and service. The mission of the academy is to develop young men into impactful leaders through the development of their intellectual, moral, physical, social, and emotional skills for the global society of tomorrow.

"Our teachers currently utilize a blended-instructional and supplemental-homework model to support student acquisition of the languages. The mastery of Latin and Mandarin was exemplified and measured this summer during several of our students' travel to Italy and Taiwan."

—Nakia Douglas
Principal, Barack Obama
Male Leadership Academy

Preparing leaders with global skills

BOMLA's mission is to "develop young men into impactful leaders through the development of their intellectual, moral, physical, social, and emotional skills for the global society of tomorrow." The academy has internalized this throughout the community, and it has focused on implementing programs and instruction that would uphold this objective. The academy has recognized that to prepare learners to be global citizens, the academy must prepare them to be bilingual if not multilingual upon graduation. With language studies beginning in sixth grade, all students are required to study Latin plus either Chinese or Spanish in the classroom prior to graduation. In addition, the academy offers learners the ability to independently study languages not offered in the classroom.

Leveraging external partnerships

The academy has established external partnerships with organizations in Taiwan and Italy, which allows students to experience the culture of the language they have studied. In addition, these students are able to put into practice new language skills developed with classroom instruction and the Rosetta Stone program. Students successfully participated in the study-abroad programs during the summer of 2012, and they felt confident communicating with native speakers in the language learned. During the Taiwan program, students spoke in Chinese to a crowd of over 2,000 native

speakers—and they were broadcast to an additional half-million people via the web. Nakia Douglas, principal at the academy, stated, "Students within our foreign-language courses at the Barack Obama Male Leadership Academy at B.F. Darrell have greatly benefited from our usage of the Rosetta Stone® system. Our students were able to actively participate in simple conversations during their journeys abroad." Future international expansion includes an exchange program with China.

Implementing for success

BOMLA is dedicated to delivering a quality education, with an extended school day from 8:00 a.m. to 4:00 p.m., as well as requiring students to attend leadership training two Saturdays per month. The academy looked for ways to utilize technology to support and expand classroom instruction. Through the online solution, BOMLA was able to extend instruction outside the classroom, whether at home, before or after school, or in computer labs during the school day. The Rosetta Stone solution provided BOMLA the ability to blend Rosetta Stone content into classroom instruction for Latin, Chinese (Mandarin) and Spanish (Latin America). Students were able to build and reinforce core language skills, which are key to classroom success. Learners spent an average of one and a half hours per week in the program, and they significantly increased their confidence to speak their new language by the end of the academic year. Since BOMLA is structured as a project-based learning campus, students were able to utilize language acquired to deliver presentations on project topics completely in the new language learned. In addition, communication during study-abroad programs was greatly enhanced by the Rosetta Stone solution. "The mastery of Latin and Mandarin was exemplified and measured this summer during several of our students' travel to Italy and Taiwan," stated Nakia Douglas.

Realizing benefits

BOMLA has seen a significant increase in learners' confidence to speak their new language. This was exhibited both inside and outside school environments. The academy has also been able to use the program in support of high school credit for students in grade 7 and higher. Through utilizing Rosetta Stone to deliver core

language instruction in support of classroom curricula, learners at BOMLA had great success participating in international programs and partnerships. This supports BOMLA's long-term goal to have over 50% of learners participating in a study-abroad program by graduation. Implementations like the Rosetta Stone solution have worked toward the academy's goal to have 100% of graduates attend college and complete a degree. Last, the Rosetta Stone solution has contributed to a 67% increase in enrollment due to the effectiveness and quality of programs offered by the academy.

About Rosetta Stone

Rosetta Stone Inc. is the global leader in language-learning software. With 20 years of experience behind us, we're continuing to develop award-winning innovations that improve the lives of people and the operations of organizations every day.

Our proprietary, proven method leverages interactive technologies to replicate the immersion environment in which people learn their first language, and it activates each learner's natural aptitude for acquiring a new language regardless of language background.

We offer our clients scalable solutions for a variety of needs, from individual learners to single classrooms to entire organizations. Our solutions have been implemented in over 20,000 schools and in more than 17,000 private and public sector organizations, and they are used by millions of learners in over 150 countries throughout the world.

