

Case Study

CASE STUDY DETAILS

U.S. Ski and Snowboard Association

- www.ussa.org
- 400 national team athletes and coaches

U.S. Ski and Snowboard Association Offers Language Learning to Its Athletes and Coaches with Rosetta Stone Enterprise

About the U.S. Ski and Snowboard Association (USSA)

The U.S. Ski and Snowboard Association (USSA) is the Olympic organization for skiing and snowboarding and manages the U.S. Ski Team and the U.S. Snowboarding Team. The USSA provides athletic programs in seven sports including alpine skiing, cross country, disabled alpine and cross country, freestyle, ski jumping, Nordic combined, as well as snowboarding.

The USSA provides opportunities for athletes in the most exciting Olympic action sports. It is driven by a vision to be the best in the world, with an emphasis on building character through strong personal values. The USSA's programs provide education, development and competition opportunities for young athletes, from grassroots USSA club programs up through national teams and the Olympic Winter Games.

The USSA is the national governing body for Olympic skiing and snowboarding, as well as the parent organization to the U.S. Ski Team and U.S. Snowboarding Team. Programs are implemented through a national network of 400 USSA Clubs. The USSA has 30,000 members, including over 22,000 athletes, with over 50,000 fans and donors providing ongoing support.

Situation

USSA members travel to locations all over the world for competitions, such as the Winter X Games as well as the FIS World Championships, which have competitions in various countries from Korea and Japan to France.

Solution

To prepare the athletes and staff for international travel, Rosetta Stone® Enterprise, a web-based, on-demand, language-learning program available in more than 30 languages, was implemented to the more than 400 national team athletes and coaches throughout the United States. Athletes, coaches and administrators (including sports directors and physical therapists) were provided online access to language learning in high-demand languages including French, German and Japanese.

Results

Athletes are especially excited that the Rosetta Stone software is easily accessible from anywhere in the world where they can get Internet service. The athletes are taking advantage of learning more than one language.



About Rosetta Stone Enterprise

Rosetta Stone® Enterprise is a cost-effective language training solution that harnesses the power of technology to provide immersion-based, self-paced study, accelerate language learning and provide quantifiable measurements of success. Rosetta Stone Enterprise builds language skills, helping organizations maximize their talent pool and improve communication internally and globally. Used by thousands of companies worldwide for all levels of learning, Rosetta Stone Enterprise is uniquely scalable and flexible to any business or organization's needs. Innovative features include advanced speech recognition technology that helps learners to start speaking a language quickly with correct pronunciation and an intuitive user interface that captivates and engages users. The program is offered in more than 30 languages and can be accessed online by employees anywhere at any time. The program also offers Rosetta Stone Manager, a built-in management tool that provides powerful, easy-to-use administrative and reporting functionality for tracking employee success easily. These tools deliver easy-to-read reports and graphs that track learner activity, progress and scores — providing organizations with key information needed to confirm a return on their language investment.

About Rosetta Stone

Rosetta Stone Inc. is changing the way the world learns languages. Rosetta Stone offers an interactive solution that is acclaimed for its speed and power to unlock the natural language-learning ability in everyone. Available in more than 30 languages, the Rosetta Stone language-learning solution is used by schools, organizations and millions of individuals in over 150 countries throughout the world. *Inc.* magazine named Rosetta Stone one of the 500 fastest-growing companies in the United States and for the third year Deloitte and Touche has named it one of the fastest-growing technology companies in Virginia. The company was founded in 1992 on the core beliefs that learning a language should be natural and instinctive and that interactive technology can replicate and activate the immersion method powerfully for learners of any age. The company is based in Arlington, Va. For more information, visit RosettaStone.com.



“Everyone at the USSA is thrilled to have the opportunity to begin learning various languages that will be extremely useful for our travel and use at international competitions.”

Luke Bodensteiner
Vice President of Athletics
U.S. Ski and Snowboard Association

To speak to a language-learning consultant about the right solution for your organization, please contact us.

(800) 811-2755
RosettaStone.com/organizations