

Customer Success Story:

# Dodge City Community College



Higher Education | English Language Learning -  
Blended Learning and Supplementary Study



## Developing English Literacy for Employment and Assimilation

### Challenge

Dodge City Community College (DCCC) sought an online language-learning solution to build English language skills. The college serves a diverse community of learners in Dodge City, representing many native languages. DCCC needed a program that would build English language proficiency for local workers employed in various types of businesses and increase these individuals' community engagement. Many businesses were willing to pay for courses for employees and had proactively contacted the college regarding English as a Second Language (ESL) courses. In 2005, DCCC responded to this need by offering both Workplace ESL and Academic ESL courses. As the program grew, DCCC looked for a solution that would blend with classroom instruction and offer anytime, anywhere access to expand learning beyond classroom hours. The college needed to expand the classroom offering to include an online component, which would increase digital access to meet the training needs of the community.

### Implementation

DCCC utilized the Rosetta Stone® Foundations for Higher Education solution (formerly TOTALe® PRO). Students enrolled in the eight-week, two-credit courses were required to complete four hours of study per week—three hours through direct instruction and facilitation with college faculty plus one hour using the Rosetta Stone solution. DCCC offered morning and afternoon courses to accommodate the busy work schedules of learners and made the campus computer lab available from 8:00 a.m. to 8:00 p.m. to ensure that learners had ample computer access. English skills were built using the Rosetta Stone program, utilizing both blended learning and supplemental-study instructional models. Rosetta Stone student workbooks were required as part of courses to improve English writing skills. Administrator Tools (formerly Rosetta Stone Manager™) were used to monitor and manage learner study. At the end of each course, the college recognized the success of participants with a ceremony for learners and their families.

### Benefits

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

- Built critical language skills for participants to increase employment opportunities and workplace success
- Increased annual enrollment by 500% since 2005 in Workplace ESL and Academic ESL courses
- Increased self-advocacy capabilities, giving learners a voice in the community through English-language skill development



*"Rosetta Stone complements the direct instruction of language skills and competencies. Students learn needed skills to advance in the workplace and assimilate into the broader community."*

Greta Clark  
Professor of Workplace and  
Academic Course ESL Training  
Dodge City Community College

## Investing in Employment Success

The need for ESL instruction at DCCC has increased significantly since 2005 due to local businesses proactively reaching out to the college for ESL courses for employees. Initially, the college offered ESL classes at work sites. As the program expanded, all ESL courses were brought back to the DCCC campus to offer a more scalable, digital delivery that could better meet growing demand for course offerings. The college helped learners increase opportunities for workplace advancement by building critical English language skills in the program. Companies with employees participating in the program recognized the significant value in building language skills and tended to fully fund participants' tuition costs associated with the DCCC ESL program. In addition, many organizations elected to increase pay rates of employees who completed courses. Employees were required to take courses outside of work hours, which meant that DCCC had to offer flexible course hours and open up the availability of computer labs. Many organizations would use their human resource departments to promote the DCCC ESL program internally—to increase awareness as well as enrollment in available courses. DCCC has found that the ESL program is serving all levels of employees within the companies that are participating. Companies have realized increased business value from the program, including improved safety in the work environment and the increased ability to promote participating employees to other areas within the organization.

## Focusing on Literacy and Assimilation

The primary focus of the ESL program at DCCC is to build English literacy for participants. In addition, the college focuses on helping learners build the language skills necessary to assimilate within the community. At DCCC, assimilation success means building language skills that allow learners to use English in daily routines, including interactions within the community and in their personal lives. Greta Clark, professor of ESL, stated, "Rosetta Stone complements the direct instruction of language skills and competencies. Students learn needed skills to advance in the workplace and assimilate into the broader community." Offering courses that build English literacy, DCCC has enabled learners to have a voice in the community and to more effectively exercise their rights as members of a democratic society. The college focused on developing the communication skills learners would need to participate in their community without having to migrate back into communities where only their native language is spoken. With a focus on the family, DCCC wanted to build English language skills to enhance the family unit, giving parents and children the ability to speak the language of their new community together. DCCC offered a community on campus for learners to work with one another and to form a social network of other learners like themselves. Participants realized they were not alone and relied on one another to provide support through the program.

## Building Critical Skills

DCCC implemented the Rosetta Stone® Foundations solution to build critical English skills for participants, whether through blended learning in the Workplace ESL courses or as a supplement to the Academic ESL offerings. The Rosetta Stone solution has significantly increased listening comprehension and learners' confidence to speak the language with others. Through utilizing the Rosetta Stone student workbooks, DCCC was able to build and reinforce the English writing skills of learners. The college found that grammar development of participants improved significantly with the program. There was an increase in learners' ability to create grammatically correct sentences in the absence of explicit grammar instruction in the classroom. "Learners are motivated to use the solution. Rosetta Stone encompasses all learning styles and nurtures the students' natural motivation to study. We've observed that our students are keen to use Rosetta Stone," said Greta Clark. The college also found that using the Rosetta Stone solution improved participants' computer skills as well as their cognitive and problem-solving skills.

## Realizing Benefits

Implementing the Rosetta Stone solution at DCCC provided many benefits to learners and the college. First, through blended learning and supplemental-study instructional models, learners were able to build the critical language skills necessary for success in their current employment. In addition, it opened up opportunity for advancement in their current jobs, and some learners were awarded with a pay-rate increase from employers upon completion of the program. By increasing English literacy, learners were able to increase engagement in the community at large. Last, the college itself was able to grow annual enrollment by over 500% since 2005 due to the ability to leverage the digital delivery of the Rosetta Stone solution to create scalable and flexible solutions for larger learner populations.



Dodge City Community College (DCCC) is a comprehensive community college, operating with an open-door admissions policy within Ford County, Kansas, and a nine-county service region. The college is governed by a locally elected board of trustees and is responsible to the community it serves and to the state of Kansas.

The college recognizes the existence of individual learning styles and is committed to providing quality instructional programs, student support services, and affordable lifelong-learning opportunities. The college challenges students to initiate and maintain academic, vocational-technical, physical, spiritual, social, and personal growth.

 [www.dc3.edu](http://www.dc3.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.

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