

Customer Success Story:

Dillard University



Higher Education

Intensive English Program
for International Students



Education

Language program empowers international students

Challenge

Dillard University is a fully accredited private, historically black university (HBCU) in New Orleans. Dillard wanted to expand its language offering component of the Office of International Students and Study Abroad programs, as well as to meet a need for intensive English language programs that was not widely met at HBCUs. In 2012 Dillard created the Center for Intensive English Language (CIEL), a non-credit program for international students. Dillard sought an interactive program to complement classroom instruction and equip students with the language skills needed to assimilate into the academic program.

Implementation

In 2012 Dillard blended the Rosetta Stone® Foundations for Higher Education online solution (formerly TOTALe® PRO) with the intensive English classroom program. Interactive lessons, online conversations with native-speaking tutors, and online access to engaging activities aligned with the existing curriculum to provide:

- Adaptable implementation to meet diverse needs of student groups
- Virtual language lab allowing students to build skills independently
- Flexibility for students to spend 3-5 hours per week in the program
- All-skills development for beginners, especially oral communication
- Specific skill development for advanced students, primarily reading and writing

Benefits

Dillard realized several benefits as a result of the Rosetta Stone® implementation, including:

- Enhanced development of reading and writing skills
- Increased speaking confidence in and out of the classroom
- Faster assimilation of students into the university environment
- Greater engagement after participating in online conversation sessions and community activities



DILLARD
UNIVERSITY

"You have to practice the language and the interactive lessons give students the opportunity to do so outside of the classroom."

Re'Shawn Rayford,
Center for Intensive English
Language Coordinator

Strengthen Language Skills

Integrating the Rosetta Stone® Foundations solution into the overall intensive English program gave international students access to online language learning. Core *Language Lessons* with proprietary speech-recognition technology provided immediate pronunciation feedback to increase speaking confidence in the classroom and across campus. *Live Tutoring*, online conversations with native-speaking tutors, provided safe, friendly sessions for students to practice speaking. Beginning students conversed online in their second semester, while advanced students had access to online tutors immediately. Students explored online *Games and Activities* to practice language skills alone or by engaging with other learners in shared games and activities to reinforce language skills. Online learning to improve reading, writing, speaking, and listening skills complemented material taught in the classroom. This blended approach provided a broad platform that encouraged and motivated students as they learned English.

Support Credit Offering

By establishing the CIEL program, Dillard prepared students to apply for admission to full academic programs. With the Rosetta Stone® solution, students:

- Acquired speaking, listening, reading, and writing skills needed to succeed in the classroom and beyond
- Gained added support in a blended-learning environment
- Accessed the language lab to learn, practice, and reinforce language
- Extended study beyond both the lab environment and the English program classroom

Tailor To Fit Unique Needs

Dillard University designed a blended-learning solution to equip international students with needed English language skills. By adding an online platform to its existing classroom program, Dillard gained flexibility to revise and modify use of the program based on both individual and cohort needs. Beginning students started with an All Skills focus at Level 1, featuring interactive core lessons in the first semester and online conversation and activities in the second semester. Online language learning provided an encouraging path for students to gain greater confidence in the larger digital environment. Intermediate and advanced students focused on strengthening targeted skills by accessing the entire online solution of core lessons, online conversation, and reinforcing activities immediately.

"Rosetta Stone [Foundations] reinforces what students are learning in the classroom."

Re'Shawn Rayford, Center for Intensive English Language Coordinator



Since 1869, Dillard University has been committed to providing students with a quality four-year liberal arts education. Dillard is a fully accredited private, historically black university. In 2010, *U.S. News & World Report* ranked Dillard among the nation's Top 10 HBCUs, based on comprehensive undergraduate studies. Dillard also was awarded a Top 10 Ranking in 2010 for liberal arts schools in the social mobility category by *Washington Monthly*. Graduates of Dillard represent a wide range of highly successful global leaders in fields ranging from medicine and law, to higher education and international business, to arts and entertainment.

 www.dillard.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.

 Education