

Customer Success Story:

DPR Construction



Corporate | ESL Workforce Development



Business

Focusing on Employee Development and Safety

Challenge

DPR Construction's mission is "To Be One of the Most Admired Companies by the Year 2030." This drive is clearly reflected in their focus on employee development. DPR sought a powerful language-learning solution that would build foundational English language skills for craftsmen and foremen in the field. In addition, the company wanted to meet the needs of its operations staff, encouraging engineers and managers to learn Spanish, often the native and primary language spoken by field employees. DPR's strong culture of learning supported this language initiative. The company demonstrates its commitment to a high-quality workplace by striving for zero safety incidents in its construction projects. A program designed to increase the ability of employees to communicate on the job was just one of many established by the company to maintain and improve its safety record.

Implementation

The company implemented the Rosetta Stone® Language Lessons Version 3 for Business online solution (formerly Rosetta Stone Enterprise). Learners were expected to study a minimum of 20 hours per year to ensure that licenses remained active. Progress was monitored initially through Rosetta Stone Administrator Tools, formerly Rosetta Stone Manager™, bundled with the online solution. The company moved the program to its own Learning Management System (LMS), including its reporting tools. Employee progress was monitored closely to reallocate licenses and optimize use. Although employees could complete the program on the job, the majority elected to study from home. This provided a meaningful incentive to learn a new language by allowing employees to learn anytime, anywhere, at their own convenience. Having experienced successful implementation since 2009, the company transitioned to the Rosetta Stone Foundations for Business platform (formerly TOTALe® PRO) in December 2012.

Results

The effective implementation of the Rosetta Stone online solution contributed to DPR Construction experiencing the following results since its first year of implementation:

- Contributed to programs in support of stellar safety record
- Provided over 140% ROI through online delivery versus classroom instruction
- Increased internal and external communication



"Who we build is as important as what we build. Rosetta Stone has been a successful tool that has enabled DPR employees to communicate and connect with people inside and outside our company."

Liz Tershel
Rosetta Stone
Program Administrator
DPR Construction

Promoting employee development

DPR Construction implemented the Rosetta Stone® Language Lessons Version 3 online solution as part of its culture of learning that provides quality professional development programs to employees. The company's language-learning initiative was aligned with DPR's core value of "Ever Forward," which challenges employees to learn and grow within the organization. Field employees were encouraged to sharpen their English language skills, which increased opportunity for advancement and promotion. In addition, some members of the operations staff elected to learn Spanish, often the language of the field employees.

Emphasizing safety first

DPR Construction upholds tremendous pride in its work. The company's goal is to have zero defects in all of its construction projects, and within the organization it promotes having an Injury Free Environment (IFE). While having one of the lowest safety incident ratings in the industry, the company wanted to offer programs that could further promote increased safety. The implementation of the Rosetta Stone solution provided employees with the skills necessary to communicate better on the job, including understanding critical information to meet safety guidelines and comprehending safety instructions communicated to them. The Operations Staff was also empowered to learn Spanish, the language of their field employees, to help communicate safety procedures in the workplace.

Improving communication

Communication between company employees at all levels greatly increased. Managers noticed an increase in the confidence of employees who were not native speakers of English to communicate in English with coworkers and managers. In addition, employees were empowered to participate in small-group conversation. One manager expressed, "I did not know they [three field employees] were participating in the [Rosetta Stone] program. With that being said I have seen their English improve. All three are good at communicating one-on-one and in small groups." Employees were able to take their new language skills and communicate outside of the workplace as well. As Liz Tershel, Rosetta Stone Program Administrator, states: "Who we build is as important as what we build. Rosetta Stone has been a successful tool that has enabled DPR employees to communicate and connect with people inside and outside our company."

Managing growth

DPR managed the growth of its Rosetta Stone online solution licenses successfully. The company monitored and managed learner study, ensuring that licenses were being utilized. Licenses were reassigned to new learners who were not making progress. Initially, DPR used Rosetta Stone Administrator Tools to monitor learners, and then it transitioned to its own Learning Management System (LMS). DPR added licenses whenever demand exceeded license availability and caused waiting lists to grow. In 2012, DPR expanded license availability by 30 percent and began offering Rosetta Stone Foundations to employees. This solution provided learners with live sessions facilitated by native speakers through the Live Tutoring environment (formerly Rosetta Studio®) to practice language with other learners. In the Games and Activities community (formerly Rosetta World®), learners put their language into play by participating in language activities either on their own or with other learners and native speakers.

Experiencing results

The effective implementation of the Rosetta Stone online solution added significant value to DPR Construction. Since the first year of implementation, the program has supported the company's commitment to safety. This program along with others that the company has implemented has led to a stellar safety record. The company had a decrease of 35 percent in its incident rate since implementing the Rosetta Stone solution. In 2008, the company had an incident rate of 1.44. Company results for 2012 show an incident rate of 1.17. According to the US Bureau of Labor Statistics, the company's current incident rate is 92 percent below the average for other nonresidential general contractors. In addition to contributing to safety, the company has also estimated additional value of over 140% in ROI generated from offering a web-based solution versus classroom study.



About DPR Construction

DPR Construction is a unique technical builder with a passion for results. Ranked in the top 50 general contractors in the country over the last 10 years, they are a national commercial contractor and construction manager that has grown with their customers by delivering measurably more value. Whether it is a multi-million-dollar technical facility or a conference room renovation, they execute every project with relentless accountability. They listen to customer goals. They develop strategies based on customer business. They track their own performance. They do everything they can to earn trust and build great lasting relationships.

 www.dpr.com

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.

 Business