

Customer Success Story:

University of Barcelona



Higher Education | Foreign-Language Independent Study



Education

Offering Access to All to Build Critical Language Skills

Challenges

The University of Barcelona (UB) sought an online language-learning solution that could make language learning accessible to all students, faculty and staff across the campus. To support the development of critical 21st-century skills, the university looked for a programme that would align with virtual campus initiatives as it implemented the university's Self-Access Centre to prepare learners for success in a global community. UB needed a solution that would support a self-study, non-credit programme that would broaden language offerings beyond what is available in the language school, allow participants to build skills that could be used to complement languages offered and enable them to develop required proficiency to successfully pass language certifications. UB needed a programme with the scalability and flexibility to be offered not only to students but to faculty and staff for professional development.



Implementation

UB implemented the Rosetta Stone® solution to complement current language programmes and build skills in languages currently not offered in the language school. Offering a virtual self-study option for faculty and staff, the university utilised its Learning Management System (LMS) to create and deliver virtual coursework, which included the Rosetta Stone Language Lessons Version 3 programme (formerly Rosetta Course). UB created additional virtual learning environments (VLEs) to support the programme—including language-study resources and language forums to build a virtual learner community. As a result of the partnership between Rosetta Stone and the university's language school, the language faculty adapted its assessment and level-placement test, customising it to the programme's structure and content. This allowed students to use the Rosetta Stone solution to test out of the UB language course to enroll in courses at the school. In addition, the faculty correlated Rosetta Stone content to the Common European Framework of Reference, ensuring that the programme build the skills required to pass certification exams that were critical to learner success. LMS reporting was used to monitor and manage learner study. Participants were required to complete one level of the programme within three months.

Benefits

UB has realised the following benefits from implementing the solution:

- Increased ability to meet critical language instruction outside the classroom, growing available languages by over 38%
- Over 130% return on investment (ROI) due to flexibility of licences
- Enabled the testing out of language courses and preparation for certification

"The implementation of the Rosetta Stone® solution in our institution has been a success. Not only students, but also teachers and other university staff have had the opportunity of learning languages online with a flexible and dynamic method."

Òscar Serra Salvia,
Project Manager
University of Barcelona

Implementing for success

The University of Barcelona implemented a language programme utilising the Rosetta Stone® solution in support of the university's virtual campus initiative. Offering anywhere, anytime study, UB utilised its Learning Management System (LMS), powered by Moodle, to deliver the programme to students, faculty and staff. In addition to giving participants access to study 25 languages with the Rosetta Stone programme, UB developed virtual coursework to support learner study that included language-study resources as well as virtual language forums. Offering a self-paced, non-credit option, UB enabled participants to build critical 21st-century language skills that could be used to test out of courses in the language school or prepare for language certifications. Participants would complete the Rosetta Stone solution through self-paced study. Òscar Serra Salvia, Project Manager, commented on the programme: "We have had very positive feedback from students and teachers that have tried Rosetta Stone. The most remarkable aspects are its flexibility, easiness of use and the possibility of learning various languages simultaneously." Learners were required to complete one level of the Rosetta Stone solution in three months of study. Progress was monitored and managed through the LMS platform. Non-achievers were contacted to encourage completion of the programme. Licences of participants that didn't comply with the minimum expectations were reassigned accordingly, allowing UB to ensure effective utilisation of the solution.

Developing critical language skills

The university found significant value in the Rosetta Stone solution through the diversity of languages provided for virtual study. UB saw a significant increase in the need for German, Chinese and Portuguese language skills. This was primarily due to the business influences and job opportunities afforded to university students. Learners could become multilingual utilising the same licence assigned to them in the programme. In addition, learners felt comfortable in the Rosetta Stone learning environment and were motivated to expand studies beyond a single language due to the consistent instructional design across all languages, creating an environment for success. This was in evidence at the university as over 30% of participants studied more than one language with the Rosetta Stone solution. To ensure that participants could use the core instruction provided with the Rosetta Stone programme to prepare for language certifications, the faculty developed an internal correlation of the Rosetta Stone programme to the Common European Framework of Reference (CEFR), successfully showing alignment to CEFR objectives. The faculty also adapted their language exams based on the Rosetta Stone structure so students could test out of language courses, allowing them to begin study at a higher level in the UB language school.

Building scalable value

The university's vision with the language-learning initiative was to provide all students access to languages in order to prepare them for international careers. In addition, the university wanted to build the critical life skills required for participants to succeed in a global community. The Rosetta Stone solution provided a scalable and flexible solution to deliver on this vision. UB was able to leverage licences to the Rosetta Stone solution to meet the needs of a large population of learners, rotating the licences amongst learners for optimal utilisation. The utilisation of the university's LMS platform for virtual language-learning instruction provided a cost-effective delivery that expanded language offerings beyond the traditional language classroom. The university developed virtual courseware to provide critical language resources to support learning. Knowing that learners need to be actively engaged in an online learning environment to be successful, UB created a virtual community, providing interaction between participants and creating a community in support of language-learning success.

Realising benefits

UB has realised many benefits from the implementation of the Rosetta Stone solution. First, it has significantly expanded language learning beyond classroom instruction, opening up the opportunity to learn a language to all students, faculty and staff. In addition, UB has increased the study of available languages by over 38%. Because licences could be reassigned to new learners, UB was able to offer over 1,400 students the opportunity to learn a language through the purchase of 600 licenses. This allowed UB to realise over a 130% ROI. Last, the Rosetta Stone programme provided participants a solution for building core language skills—to either test out of a course in the language school or to obtain language certification required for employment success.



About the University of Barcelona

The University of Barcelona is the most formidable public institution of higher education in Catalonia, catering to the needs of the greatest number of students and delivering the broadest and most comprehensive offering in higher educational courses. UB is also the principal centre of university research at a state level and has become a European benchmark for research activity, both in terms of the number of research programmes it conducts and the excellence these have achieved.

 www.ub.edu

About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organisations.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organisations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.

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