



## UNIVERSITAT DE BARCELONA

### About the University of Barcelona

The University of Barcelona is the most important public higher education institution in Catalonia, meeting the needs of a large number of students and providing the widest and most comprehensive range of higher education courses. The UB is also the nerve center for university research at a national level and has become a European reference for research, both for the number of research programs it has carried out and for the excellence achieved by these programs.

▶ [www.ub.edu](http://www.ub.edu)

# Key language skills available to all

## Challenge

The University of Barcelona (UB) needed an online service that would facilitate access to language learning for all students, teaching staff, and administration and services personnel. With the aim of contributing to the development of key language skills for the 21st century, the University needed a program that would improve language skills in a global community. The UB was looking for a self-study program, not based on academic credits, that would complement the language training offered by its language school. The UB needed a program that not only offered flexibility and benefits for students, but also professional development for teaching, administrative, and service staff.


## Implementation

The UB has implemented Rosetta Stone as a complement to its face-to-face courses and in order to promote languages that are not currently offered at its language school. The UB created a Virtual Learning Environment (VLE) to complement the program, which included language study resources and language forums to create a virtual community of Rosetta Stone student users. For its part, the teaching staff matched Rosetta Stone content to the Common European Framework of Reference to ensure that the skills needed to pass the certification exams were developed and practiced. LMS (Learning Management System) reports were used to monitor and manage the progress of participants, who were given three months to complete a level within Rosetta Stone.

## Benefits

The introduction of Rosetta Stone has brought the following benefits to the UB:

- Increased capacity to offer language training: the number of languages available at the University increased by 38%.
- Return on investment through flexible license reuse.
- Possibility of joining language courses and preparing for official certifications.



***"The implementation of Rosetta Stone at our institution has been a success. Not just the students, but also the teachers and other employees of the University have had the opportunity to learn languages online in a flexible and dynamic way".***

—Òscar Serra Salvia, Project Manager,  
University of Barcelona

## Implementation for best results

The University of Barcelona implemented a language program using the Rosetta Stone product and support from the University's virtual campus. In order to offer the possibility of studying anywhere, anytime, the UB used the Learning Management System (LMS), with Moodle technology, bringing the program to both students and teaching, administration, and services staff. In addition to providing participants with the ability to study 24 languages using the Rosetta Stone program, the UB assembled virtual materials that included language study resources and language forums to encourage student learning. By offering a self-study program without academic credit, the UB made it easier for participants to develop key language skills, at their own pace. Óscar Serra Salvia, project manager, had this to say about the program: "Students and teachers who have used Rosetta Stone have rated the product very highly. The most notable aspects are its flexibility, ease of use, and the possibility of learning several languages at once". Students were required to complete one level of Rosetta Stone in three months of study. Progress was monitored and managed through the LMS platform, and participants who did not meet the targets were contacted to encourage them to complete the program. Participants who failed to meet minimum expectations were re-assigned as appropriate, allowing the UB to ensure that efficient use was made of the service.



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## Principal language skills in practice

The University recognized the important value of Rosetta Stone for the diversity of languages it offers for virtual study. The UB saw a significant increase in demand for languages such as German, Chinese, and Portuguese. This was mainly due to labor market needs and the professional opportunities provided for university students. Students were able to learn several languages with the same license they were assigned in the program. In addition, students were comfortable in the Rosetta Stone learning environment and motivated enough to study more than one language, thanks to the consistent teaching design across all languages, creating an environment conducive to success. This was evident at the University, where more than 30% of participants studied more than one language with Rosetta Stone. To ensure that participants could use the basic training offered by the Rosetta Stone program in preparation for language certificates, the faculty developed an internal linking of the Rosetta Stone program with the Common European Framework of Reference (CEFR), which ensured alignment with CEFR objectives. The teaching staff also adapted the language exams according to the Rosetta Stone structure so that students could continue studying at a higher level at the UB's language center.

## Benefits achieved

The UB has gained many benefits from the implementation of Rosetta Stone. Firstly, it has been able to significantly expand the language learning model beyond the classroom by offering all students, as well as teaching, administration, and service staff the opportunity to learn a language. In addition, the UB has increased its language offerings by more than 38%. The possibility of reassigning licenses to new students meant that the UB was able to offer more than 1,400 students the opportunity to learn a language, by acquiring 600 licenses. This allowed it to realize a return on its investment. Finally, the Rosetta Stone program has offered participants a training portal to develop key language skills, either to access a course at the language center or to obtain a language certification that would increase their employment opportunities.

### About Rosetta Stone

Rosetta Stone is dedicated to using the power of language and literacy education to change people's lives. Millions of inspired learners have used our online and mobile solutions at home, in the workplace, and in schools around the world.