Services for Government

Cloud-based national language schools

Share your culture with the world
EXECUTIVE SUMMARY

In this increasingly global world, English, as the lingua franca of the international business world, is undoubtedly necessary for both individual and corporate competitiveness. At the same time, though, globalisation is elevating the importance of maintaining a strong sense of national identity - your national language is central to this.

Your national language holds the key to retaining your national heritage and sharing your culture with the world; if it dies out, vast cultural treasures such as books, customs and art, that provide your people with a richness of history and a strong sense of pride risk being lost with it. Your national language defines your identity as a nation, and your peoples’ sense of self. This is why it is so important to maintain. Not only that, but it helps to integrate non-natives into your culture and plays a crucial role in securing a strong competitive economic position.

EF’s 50 year history in language learning means we have the expertise to ensure that your national language thrives. We are experts in creating virtual learning experiences that truly engage and motivate learners. Our pedagogical acumen has been shaped through 50 years of research and development supported by our research partners at Cambridge University, Harvard Business School, Moscow State University, Peking University and Sao Paulo University.

EF Custom™ schools are tailor-made virtual learning environments for your national language, built on our award-winning learning platform EF Efekta™. EF Custom™ schools offer 24/7 on-demand, multi-media self-study learning, the option of live, teacher-led virtual conversation classes and advanced progress reporting functionality so you can track the difference the school is making. This is all wrapped up with best-in-class project management support.

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THE IMPORTANCE OF YOUR NATIONAL LANGUAGE

At EF, where our mission is to open the world through education, we believe there is a strong link between the strength of nation’s identity and the economic, social, and cultural benefits both on an individual and a national level.

This strength of identity is grounded in your national language, which, in turn, impacts on the following:

- **Business** is made between individuals and your national identity and customs are key to forming bonds with people of different cultures. Your national language is the source of that national identity.

- Your national language doesn’t merely consist of words and grammar; it also represents a way of thinking and a mindset that is unique to your country and/or culture.

- Vast national treasures in the form of books, art and culture risk being lost for the next generations.

- Your national language, alongside another world language, gives your citizens the advantage of bilingualism, which is a real advantage in the global arena. Research also shows that bilinguals have more evolved cognitive abilities and are better at filtering and focusing.

- How well individuals integrate within a country and are able to contribute to their new communities depends largely on their ability to communicate, and adequate local language skills are crucial for this.

We are confident that with our knowledge and expertise gained in language training over the past 50 years, EF can provide the best possible solution to solve these challenges. We can partner with you to create a custom-built national language school to help integrate individuals in many ways, for example:

- **Immigration**: It gives selected target audiences locally such as migrants, expats and exchange students an opportunity to better understand the country and operate more efficiently. There are great economic, cultural, and social benefits to be gained as a result.

- **Education**: It can be used in the national educational system to teach students a second language with improved quality and consistency, replace/complement text books and help with cost savings.

- **Universities**: The platform can be developed and used to help universities around the world that would like to teach the language as part of their curriculum.

- **Engaging dispersed cultures**: First, second and even third-generation migrants that have moved to all corners of the world can have access to their historical heritage while at the same time learning their native tongue through such a school.
In today’s fast-paced world, we have come to expect 24/7, on-demand service availability to fit around our busy schedules; and language learning is no different.

Learners need the flexibility of learning wherever and whenever suits them to really engage with the training and for it to have maximum impact. There are many benefits of cloud-based learning over traditional physical classroom learning for both learners and Governments:

**For learners it is all about:**

- **Convenience:** Cloud-based training should mean ‘on-demand’; learners can organize their language learning to fit into their busy schedules rather than having to fit fixed classroom sessions into their diaries.
- **Personalization:** Each person learns at their own pace and in their own way, allowing faster learners to progress quicker.

**For Governments it is all about:**

- **Consistency:** With cloud-based learning, Governments can ensure that learners are getting access to the same consistent quality, they get a high standard of language learning, no matter where in the country they may be.
- **Cost effectiveness:** Cloud-based training is dramatically more cost-effective than traditional physical classroom methods - there is no need for printed course materials, classroom facilities, travel, accommodation or other overheads.
- **Scalability:** On-demand delivery means effortlessly scalable capacity that grows in line with your needs.
A NATIONAL LANGUAGE SCHOOL WITH EF

At EF, we have developed a powerful language learning platform that is trusted by thousands of companies worldwide. We are now making this award-winning solution available to Governments around the world for their own language learning service with EF Custom™.

EF Custom™ Offers:

- **Real teachers** - We enable unlimited access to virtual conversation classes hosted by real teachers. Learners can also participate in writing classes cloud-based and get their assignments back with comments from a native-level teacher.

- **Task-based progression** - Progress is made via a series of relevant tasks so learners can immediately apply their knowledge to everyday scenarios.

- **Accessibility** - Your EF Custom™ school will be open 24/7, 365 days a year, so learners can log-on whenever they have a free moment.

- **Personalized learning paths** - Learners anywhere can learn at any time and at their own speed, according to their skill level. They receive instant feedback and build their confidence in a non-threatening environment. Through this approach learners will progress faster and their language proficiency will improve more quickly.

- **Progress reporting** - EF’s state-of-the-art reporting tool allows learners to monitor their own progress against key performance indicators.

- **A focus on communication** - EF’s core objective is to give learners the self-confidence to speak a language in any type of real-life situation.

You’re in good company:

EF’s learning platform was selected by the 2008 Beijing Olympics, the 2014 Sochi Olympics and Paralympics committees and (in the world’s largest ever language training program) the 2016 Rio Olympics and Paralympics where it has been chosen to supply more than 1 million Olympics staff and volunteers ahead of the games.
1. **Academic Framework Development**
EF creates the technical framework and structure of the school and provides academic consulting and training services to ensure the school generates real learning outcomes. The client develops the academic outline for the course.

2. **Courseware Development**
The Client writes the self-study content to be used in the cloud-based school as well as that for the cloud-based teacher services. EF’s linguistic experts will support and advise on this and provide quality assurance based on our 50 years of language learning experience.

3. **Platform Customization**
EF creates your unique cloud-based learning environment based on our award-winning EF Efekta™ platform. EF uploads the academic content provided by the Client and integrates the chosen self-study elements of the platform such as a dictionary interface, study tools and virtual, live teacher services.

4. **Virtual Teacher Services**
If virtual teacher services are required, EF provides the framework and infrastructure to enable this and manages their training and scheduling. The Client employs and manages the teachers.

5. **Technical Support and Maintenance**
EF provides technical maintenance and upgrades to the core school platform alongside comprehensive customer support.

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**THE PROCESS**

*EF language experts will work closely with your technical and language experts to understand your needs and requirements.*
OUR LANGUAGE LEARNING PHILOSOPHY

Linguists agree that the best method of learning a language is through a ‘communicative approach’ that focuses on using the language in real conversation, rather than too much studying of vocabulary and grammar. This approach has developed more recently around practicing conversation in real-life scenarios or ‘tasks’.

After 50 years in the language training industry, we know that this task-based approach to learning is the fastest, most effective way of learning a new language, and this is why we base the EF Method™ around it.

But we have taken it further. We’ve also learnt, that apart from ensuring the very best learning curriculum content, there are two other critical criteria for learning a language, and without them students simply give up:

1) Conversation practice
2) Structure and encouragement

These are, of course, best provided by teachers. But we don’t ask our teachers to teach in the traditional sense. We have been pioneers for years in an alternative approach to learning, which is now accepted as the modern way of learning. In our model, teachers are still at the very core, but instead of being the ‘content trainer’ they play the role of mentor, coach, conversation practice partner and helper. We call it ‘Flipped Learning’, and we’ve found it really is the fastest way to learn.

Our flipped learning model – the EF Method™ – focuses on dialogue and the use of authentic language. The student is shown how to Learn new language concepts themselves, and then immediately Try them out in real-life situations, and ‘immersing’ them in a live conversation class with a teacher and Apply what they have learnt. They can then embed what they have learnt in a private tutorial with their personal teacher who can focus on areas of improvement, and Certify the students’ progress. Our EF Custom™ schools are based on this same ethos which is what makes them so effective.
Retention of knowledge and the flipped classroom:

Flipped learning approach results in better knowledge retention

The flipped classroom

- **Video**: Inspire - Explain - Engage
- **Tutorial**: Teach - Explain
- **Activities**: Practice - Engage
- **Workshops**: Reflect - Discuss - Implement - Anchor

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CASE STUDY: TATARSTAN REVIVES ITS NATIONAL LANGUAGE WITH EF

The Background

EF Education First, the global leader in language training for businesses, governments and education, has been a partner of the Republic of Tatarstan (a semi-independent republic within the Russian Federation) since 2011. In this time, using their cloud-based English language School EF Efekta™, EF has helped to improve the English language proficiency of nearly 10,000 Tatar citizens, including English teachers, doctors and civil servants. Based on the success of this project, EF was selected by the Tatar government to tackle another important language-based project, this time focusing on the Tatar national language.

Tatar is the second largest spoken language in the Russian Federation. Over 7 million people worldwide speak Tatar, 5.4 million of them live in Russia, but only 2 million out of the 4.5 million inhabitants of the Republic of Tatarstan speak Tatar. During the Soviet time, Russian was the primary language taught at schools at the expense of minor languages such as Tatar. Higher Education was not available in the Tatar language, which had the knock-on effect of lowering its social status among the younger population. This was the situation until the beginning of the 1990s when the political climate in the country began to change. In 1992, the Russian and Tatar languages were declared equal state languages. Since that date, increasing the number of Tatar speakers has been high on the political agenda in the Republic of Tatarstan. The President of the Republic of Tatarstan, Rustam Minnikhanov, wanted to reinstate Tatar as an official language in the Republic alongside Russian, to revive the Tartar culture, help the Tatar people reconnect with their historical roots, and give them a sense of pride and place.

The Solution

Based on the successes Tatarstan had achieved teaching the Tatar people English using EF’s cloud-based learning school, EF Efekta™, Minnikhanov identified EF as the best partner to help Tatarstan achieve the aim of reviving the Tatar language. He appointed EF to create a cloud-based school based on the same successful platform and technology used in their cloud-based English school, EF Efekta™, but this time to teach the Tatar language. The Tatar version of the school was named Ana Tele.

“The Tatar language is very much in demand, both in CIS countries and abroad. Distance learning, and the innovative methodological approach that EF offers, means that individuals will now have the opportunity to study the Tatar language wherever they are and whenever they have some free time” commented Rustam Minnikhanov, the President of the Republic of Tatarstan.

The Tatar Ministry of Education and Science has been in charge of coordinating this project with EF. The development of the school involved close collaboration between Tatarstan and EF linguists; Tatar developers and other specialists developed the courseware and the interactive media materials, while EF contributed its pedagogical expertise and skills in technical development.

The School consists of nine language levels (aligned with the Common European Framework of Reference for Languages), with structured learning paths and varied study materials consisting of lessons, videos and interactive listening, grammar and pronunciation exercises. Virtual conversation classes with native Tatar speakers are also provided. To assist the Tatar language teachers, the Ministry has even opened up a teacher support center at the Kazan Federal University.
The Results

The first level of Ana Tele was launched in February 2013 for an initial 10,000 students. The school was very well received and the full 10,000 licenses were taken up within a month. Subsequent levels were enabled during 2013, and in February 2014, the school was launched to another 10,000 students, including over 5,000 Russian-speaking teachers at kindergartens. When the kindergarten teachers started training, just 5% of them had a Tatar proficiency level of intermediate and upper intermediate; this has increased to an impressive 44% after just six months of cloud-based language training with the Ana Tele school. This clearly shows the effectiveness and versatility of the EF Efekta™ school technology as a training solution for different languages and populations.

“The implementation of the Ana Tele school has been a breakthrough in the field of state-run language training programs, not only for Tatarstan, but for the whole of Russia.”

Engel Fattakhov
Minister of Education and Science of the Republic and Tatarstan
THE BUILDING BLOCKS OF YOUR CLOUD-BASED SCHOOL

EF custom schools can be tailored to your exact requirements. Alongside the core self-study levels, we have developed a number of modular components that you can incorporate to enhance the learner experience and improve progress rates.

1. After registration, learners have a placement test to establish their starting proficiency level, this ensures they don’t have any over or under-learning.

2. The main content of your school will be formed of self-study lessons for different proficiency levels. Such content will be built around task-based learning, which is widely recognized by linguists as the most effective way to learn a language. Lessons are built around practical tasks and students cannot move onto the next task until their performance has been tested and evaluated on the task in hand.

3. As add-ons to this basic content, you can select from a range of additional features to help learners with particular skills they need to focus on such as a grammar lab, a writing lab, flashcards, a translator, text-to-speech functionality and a pronunciation lab.

4. Incorporating an element of teacher-led learning into the school is very important, so we offer virtual, teacher-led conversation classes which learners can attend without needing to pre-book.

5. It is important for you and the learners to keep track of progress, so we offer progress reporting. This means that learners are able to track how far they have come with their studies.

6. We also have features to cover learner support, help and technical checks.
Registration | Assessment

Level 1
Level 2
Level 3
Level 4
Level 5
Level 6
Level 7
Level 8
Level 9

Pronunciation Lab
Writing Lab
Grammar Lab
Flashcards
Translator

Virtual Group Lessons

Progress Report | Progress Center

Technical Check | Student Support | Help Section
ABOUT EF

EF Education First is the world’s largest privately held education company and a world leader in language training for individuals, multinational businesses, governments and the education sector.

Established in 1965 in Sweden with the mission to “open the world through education”, EF is the world’s leading international education company. With a worldwide network of more than 40,000 staff in 500 offices and schools in over 50 countries, EF has dedicated project management, local service and support teams all over the world. Thousands of companies along with governments, institutions and education organisations worldwide have put their trust in us for a reason – we have proven time and again that our training solutions generate real results.

Some of our clients in the public sector include the French Ministry of Defense, the Italian Police Force, the Tax Authority of Colombia, the Republic of Tatarstan, the Beijing 2008 Olympics, and the Sochi 2014 Olympics. We have also been selected as the Official Language Training Supplier of the 2016 Rio Olympics where we will train more than one million Brazilians in English.

ACADEMIC QUALITY YOU CAN RELY ON

EF has established several long-standing partnerships with leading academic institutions. These partnerships allow EF’s and our partners’ researchers and linguists to work together on joint projects, share research, data and best practices. The results of these joint projects help shape EF’s language training solutions.

Collaboration with Cambridge University
EF has established a Research Unit at the University of Cambridge Department of Theoretical and Applied Linguistics to promote innovation in language learning and assessment. Our distinguished team of scientists and linguists are jointly conducting research at the cutting edge of technology to fundamentally improve the way students learn English.

Research Partnerships
We also have established research partnerships with Harvard University’s Graduate School of Education, the Peking University, University of São Paulo and Moscow State University.