



EXCELLENCE IN LANGUAGE EDUCATION



# FOSTERING QUALITY IN LANGUAGE EDUCATION

## THE ROLE OF THE EUROPEAN LANGUAGE LABEL



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### ABOUT EAQUALS

Excellence in language education

### BECOMING A MEMBER

Do you provide quality language training?

### OUR NETWORK

Members & project partners

### THE CEFR

Common European Framework



More about membership

### News



March 2nd, 2011  
EAQUALS International Conference 2011

February 28th, 2011  
Eclipsing Expectations - Sabanci University School of Languages

December 19th, 2010  
International Conference ICT for Language Learning - Call for papers



### EAQUALS accreditation

Accreditation shows that providers of language courses meet international standards



### EAQUALS Certificate of Achievement

Information about EAQUALS CEFR-based certificates of achievement for students



### EAQUALS events

EAQUALS runs yearly international conferences and workshop meetings

# The Association



- An international NGO with participatory status at the Council of Europe, now based in the UK
- Mission: to foster and contribute to the development of quality in language education
- A unique international accreditation scheme for language education
- 108 accredited member institutions and 23 associate members in 26 countries

# Current EU projects

- The Network of European Language Labelled Initiatives and Projects (NELLIP), led by Pixel
- The Quality Guidelines project
- The European Profiling Grid (EPG) Project



Aim: to provide an instrument that can be used to assess language teaching competences, and will enable teachers to assess their own competences

Process:

- testing out the pilot Grid (DE, EN, ES, FR, IT)
- Producing final versions and a user guide.





## TO PROMOTE QUALITY IN LANGUAGE LEARNING THROUGH THE WIDER APPLICATION OF THE CRITERIA USED TO AWARD THE EUROPEAN LANGUAGE LABEL

- networking among language learning initiatives that have already received the European Language Label with the aim of enhancing their impact, transferability potential and sustainability.
- developing a methodology for the effective planning and implementation of high quality language learning initiatives using the criteria used for the assessment of initiatives awarded the European Language Label
- informing language education providers about the European Language Label scheme

# What is 'quality'?

“Quality is simply meeting the requirements of the ‘customer’ “ (John Oakland)

“Quality is a customer determination based upon a customer's actual experience with a product or service, measured against his or her requirements - stated or unstated, conscious or merely sensed” (Armand Feigenbaum)

# Quality in education

## WHO IS THE CUSTOMER?

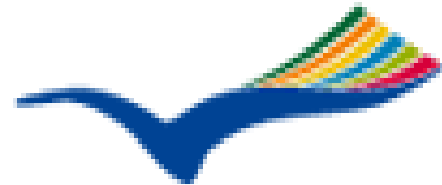
- The pupils/students?
- Their parents?
- Society?

## WHAT ARE THEIR 'REQUIREMENTS'?





**European Language Label**



**Education and Culture DG**

**Lifelong Learning Programme**

# NATURE AND PURPOSE OF THE SCHEME

The European Language Label is a competitive scheme for giving awards to high quality projects

It is designed to:

- *“encourage new initiatives in the field of teaching and learning languages*
- *reward new techniques in language teaching*
- *spread the knowledge of their existence and thereby promote good practice”*



# EUROPEAN CRITERIA

## Initiatives should:

- be **comprehensive** in their approach. Every element should ensure that the needs of the students are identified and met.
- provide **added value** in their national context - a tangible improvement in the teaching or learning of languages, in terms of quantity or quality.
- **motivate** the students and teachers to improve their language skills.
- be **original** and **creative**.
- have a **European emphasis**. They should be adapted to Europe's linguistic diversity and make use of this advantage understanding between
- be **transferable**. They might potentially be a source of inspiration for other language initiatives in different countries

# IT ENCOURAGES HIGH QUALITY BY:

- Recognizing, rewarding projects that are innovative and effective and giving them national and international profile
- highlighting new possibilities and new ways for teachers to support language learning, especially through projects that directly involve learners in activities and media beyond the normal confines of the classroom.
- Linking students and teachers in different schools and institutions, and often in different countries.



# THE SCHEME ALSO...

Focuses national attention on language learning projects that would remain 'hidden'.

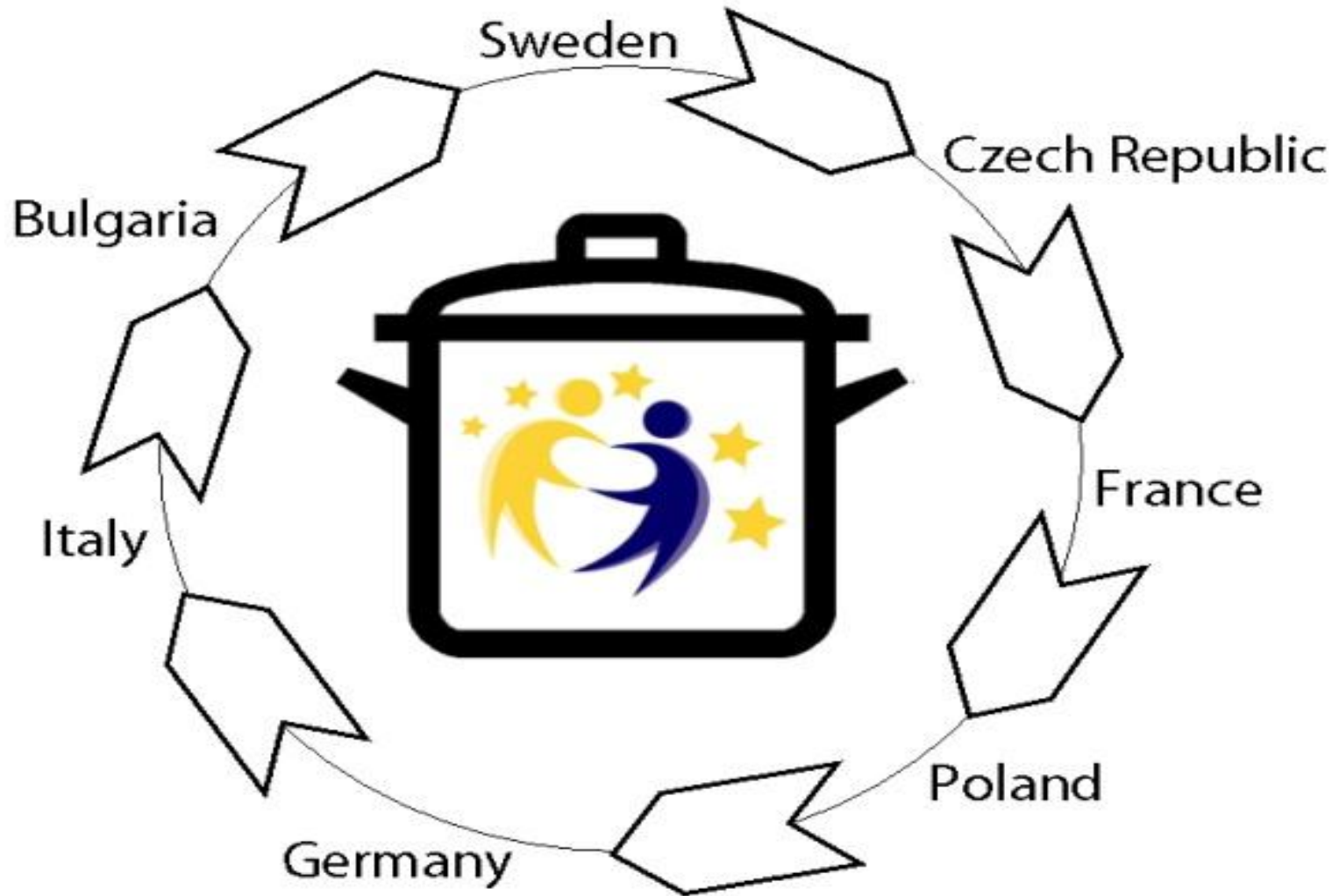
- Sparking ideas in others involved in language education
- Setting examples of ways of starting and running such projects
- Putting language educators in touch with one another



# A SIMPLE EXAMPLE

- In Cambridge, Italian parents donate Italian children's books to the public library
- They form a reading and story-telling group for Italian children in the city to help them keep their home language
- Spanish parents copy this idea for their children
- The library has an expanded function and more Italian and Spanish families are in touch

# HOW TO BE A CHEF IN EUROPE



# A MORE COMPLEX EXAMPLE

**“Chefs have to be able to use English in their professional lives actively on the European labour market. There must be more to it than learning kitchen vocabulary, translating menus and talking about recipes!”**

**An e-Twinning project: trainee chefs from all over Europe come together to get to know:**

- one another
- the other countries' systems of vocational education
- what it is like to work as a chef in the different European countries.

# PROJECT QUALITY - FACTORS

- **Needs:** does it meet the requirements of the target group(s)?
- **Effectiveness:** are aims SMART, appropriate, well expressed and being achieved?
- **Practicality:** is the design right for the aims and context?
- **Management and execution:** are they efficient and smooth?
- **Communication:** is it efficient and effective?



Specific

Measurable

Agreed

Realistic

Timebound

# THE SCOPE OF THE LABEL

- Not just schools – also adult education, university, community activities, vocational
- Not just European languages – also the non-European languages spoken in the community (Urdu, Chinese, Arabic, Tamil....)
- Not just widely taught languages, but less widely taught languages (Welsh, Basque, Irish...)
- Not just face to face – also on-line and via e-twinning

# QUALITY IN LANGUAGE EDUCATION MEANS:

- Positive outcomes such as better preparation for the world of work, professional development for teachers, greater awareness, positive attitudes to diversity
- moving beyond the walls of the classroom and the covers of the textbook
- Bringing youngsters and adults into situations where the language really needs to be used
- Forging new opportunities for communication and understanding in the local community and internationally
- Building on the ideas of others
- Promoting plurilingualism and pluriculturalism

# Summary

USED WELL, THE EUROPEAN LANGUAGE LABEL AWARD SCHEME CAN

- ENCOURAGE AND CONTRIBUTE TO ALL OF THESE POSITIVE DEVELOPMENTS AND
- HELP BUILD A WORLD IN WHICH LANGUAGE LEARNING PLAYS ITS PART IN THE DEVELOPMENT OF A MORE TOLERANT AND BETTER INTEGRATED SOCIETY