

# LearnEnglish Connect

FROM THE WORLD'S ENGLISH EXPERTS

LEARNING ENGLISH HAS THE POWER TO TRANSFORM LIVES

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A smiling male teacher wearing a white thobe and ghutra with a black agal, and glasses, is interacting with a young male student in a white shirt. They are in a classroom setting with colorful posters on the wall. The teacher is holding a tablet and looking at the student.

# **LearnEnglish Connect**

A NEW EFFECTIVE, AFFORDABLE & ACCESSIBLE LEARNING  
AND ASSESSMENT SOLUTION DESIGNED SPECIALLY TO  
SUPPORT YOUR EXISTING ENGLISH PROGRAMME

# INTRODUCING THE BRITISH COUNCIL

As the world's English experts we have a proven track of delivering effective teaching and assessment in the Middle East and North Africa (MENA) region for over 70 years

We have taught English to over 100 million people in over 100 different countries. In MENA alone, we have over 1,200 British Council staff members working with governments, institutions, teachers and students to develop and implement effective English teaching and learning solutions which create life-changing opportunities.

Our research from across MENA has revealed that there exists a huge appetite for online learning:

- **82%** of students who used a British Council online course found it a rewarding and enjoyable learning experience
- **81%** of students who trialed the online course enrolled in the full course
- After trialing the course the majority of students said it was easy to use and the content understandable
- Students also reported that the platform's ease of use and engaging activities overcame the commonly perceived pitfalls of online learning. We achieve this by:
  - Our easy-to-use website
  - Providing clear, simple instructions
  - Courses designed to suit the student's ability
  - Teaching useful, practical English skills
  - Providing feedback and advice on the student's progress
  - Encouraging and developing self-access learning

Source: AMRB Research on Learn English Pathways MENA 2014

# LearnEnglish Connect

## A new English learning and assessment solution

The package provides institutes with great new resources to support their regular teaching programmes and improve their students' English language skills.

Through LearnEnglish Connect students gain:

- An expanded English vocabulary
- Better grammatical competence
- A wider grasp of practical phrases and expressions
- Improved listening and reading skills
- More time to focus on speaking skills in face to face classes
- Increased confidence in their English ability
- Experience of learning online and improved IT skills
- An internationally recognised British Council Certificate as well as an Aptis Report

And because LearnEnglish Connect is tailored to each Institution's needs, it supports all students regardless of their ability level.

### HOW LearnEnglish Connect WORKS

#### 1. AN ENTRY TEST

Students first take the British Council's short, user-friendly Online Placement Test. This ensures that students are placed on a course appropriate to their English level.

#### 2. THE ONLINE COURSE

Our online course supports the institute's face to face English programme by providing students with 30-40 hours of engaging interactive exercises that make learning English fun and enjoyable. Students can access the course at any time and the British Council can provide guidance on linking its contents to your main teaching programme. Students' progress is monitored and teachers can access regular reports on their development.

#### 3. THE Aptis ENGLISH TEST & AN INTERNATIONALLY RECOGNISED BRITISH COUNCIL CERTIFICATE

Once the student has completed the course they take the exit test: Aptis. Following the test, students are awarded a British Council Certificate and an Aptis Report stating their CEFR level of English competency.

#### 4. TEACHER SUPPORT & TRAINING

LearnEnglish Connect comes with a purpose-built support package for teachers and institutions. Additional tailor-made training courses can be provided, along with regular seminars to help teachers ensure that their students are getting everything they possibly can from LearnEnglish Connect.



# CREATING LIFE CHANGING OPPORTUNITIES

RESEARCH SHOWS THAT PEOPLE WITH SOME ENGLISH SKILLS  
HAVE BETTER EMPLOYMENT PROSPECTS THAN THOSE WITH NONE\*.  
AND GOOD ENGLISH SKILLS ALLOW PEOPLE TO IMPROVE THEIR  
STANDARD OF LIVING\*\*.

\* The Economist Intelligence Unit Survey 2013

\*\* UN Report on GNP Worldwide 2013



THE PACKAGE PROVIDES TEACHING INSTITUTIONS WITH GREAT NEW RESOURCES TO HELP STUDENTS DEVELOP THEIR ENGLISH LANGUAGE SKILLS ALONGSIDE THEIR EXISTING COURSES, BOOSTING THEIR CHANCES IN THE JOB MARKET.

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## **LearnEnglish Connect is designed specially to support your English programme**

The package is flexible and can be adjusted to suit your needs in the following ways:

- You decide the start and end dates of the online course, and when students take their tests.
- You have full access to all the online course materials
- Each student is assigned an individual account so both teachers and students can monitor their individual progress and development.
- LearnEnglish Connect also offers learning resources to enrich your existing curriculum which can help students improve their English language skills in the classroom
- The British Council can provide support for teachers and students in order to help your institute get the best results from LearnEnglish Connect

## PROVEN RESULTS

LearnEnglish Connect is being delivered across the MENA region. In 2014 LearnEnglish Connect was deployed in six universities in Morocco, reaching 20,000 students. Teachers said that the students became more motivated in their English learning and made faster progress. These students also showed increased confidence in using technology as a learning tool and in studying independently.

LearnEnglish Connect has been delivered to Gabes University in Tunisia and students have made significantly more progress than they did when only receiving face to face English lessons. Feedback from teachers indicates that not only are students benefitting from the educational value of LearnEnglish Connect, but they are now also more motivated to learn and improve their English skills.

80%

believed the course had improved their English language skills.

90%

enjoyed the learning experience.

95%

would like the program to be part of the regular curriculum.

**SO WHY NOT HELP YOUR STUDENTS TOO?  
CONTACT US TODAY AND LET US GIVE YOUR  
STUDENTS THE LearnEnglish Connect ADVANTAGE.**



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# INTERNATIONALLY RECOGNISED BRITISH COUNCIL CERTIFICATE AS WELL AS AN Aptis REPORT

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