



Laureate International Universities is an international network of universities offering undergraduate and graduate degree programs to more than 675,000 students worldwide.

The Laureate English Program was founded with the aim of providing students with a minimum level of English by the time they graduate from a Laureate institution. The LEP is based around Touchstone Blended Learning.

TOUCHSTONE

Visit the Cambridge University Press website to get in touch with your local sales representative.

www.cambridge.org/elt/touchstone

CASE STUDY

Laureate International Universities has a stated objective through the Laureate English Program (LEP) to provide all students with an opportunity to reach an intermediate level of English language proficiency while attending a Laureate institution. The Common European Framework of Reference for Languages (CEFR) identifies this sufficient level as B1. The challenge for Laureate was to develop even beginner students' English language competency to an intermediate level with limited face-to-face study hours.

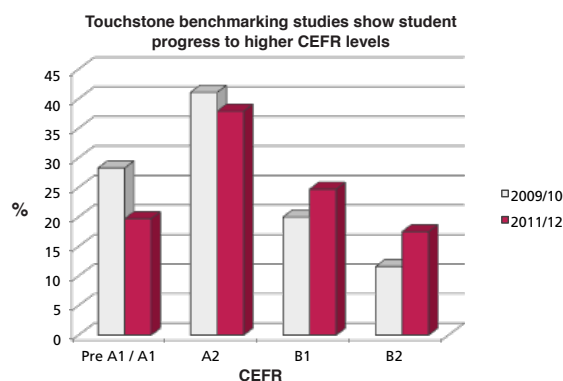
TOUCHSTONE

Touchstone is a completely customisable suite of print and digital course components that can be delivered 100% online, 100% in print, or anywhere in between. The LEP curriculum is anchored by Cambridge University Press's groundbreaking Touchstone Blended Learning Program: the first course of its kind that truly integrates classroom and online content.

Touchstone has hundreds of hours of highly interactive materials, including audio and video as well as a social networking extension. A cutting-edge Learning Management System tracks learners' progress and allows teachers to carry out sophisticated results analysis. Different universities in the Laureate network have the freedom to run the English Program as they see fit; Touchstone gives these universities the freedom to leverage the tools available to them to teach the course most effectively.

PROVEN RESULTS

The impact of using a Blended Learning Program like Touchstone is well proven. Research was carried out at a number of Laureate universities in Europe, Asia and South America to investigate the impact of implementing Touchstone. Classes were benchmarked in 2010 and 2012 after implementing Blended Learning in 2011. There was a marked progression with a shift up the CEFR scale to the intermediate (CEFR B1) and upper-intermediate (CEFR B2) levels, and fewer at beginner levels (CEFR A1/A2). These results illustrate that by providing increased opportunities for use of English outside of the classroom and making more effective use of classroom time (i.e. focus on production skills), blended work can be more effective.





UNIVERSITÉ INTERNATIONALE DE CASABLANCA

Université Internationale de Casablanca (UIC) was founded in 2010 and is one of the first accredited private institutions in Morocco. The university is composed of three schools: Business and Management, Health Sciences and Engineering.

TEACHING TOUCHSTONE



As a part of the LEP, UIC has implemented Touchstone into its English courses. Touchstone has allowed the university to not only have a solid curriculum that students enjoy in class, but also the ability to teach more in less time. Teachers use the Touchstone Learning Management System (LMS) to track, monitor and communicate with students to help them progress independently.

Beyond the books, the university is constantly fine-tuning the way their students interact with the course. Every year their teaching staff re-evaluates their curriculum and decides how best to combine the print and digital course components for face-to-face contact time and independent learning. Teachers continue to experiment with Touchstone and each year they learn more about how to leverage course components.

The online content can be used in many different ways: some lessons will suit face-to-face class time; some will suit independent learning in the LMS. The flexibility of Touchstone Blended Learning gives universities like UIC the ability to fine-tune and optimise their teaching approach according to their students and number of contact hours.

I have enjoyed teaching with Touchstone and find the teacher's book to be user-friendly and clear. Students have enjoyed the unit topics and find the vocabulary and grammar to be relevant and interesting and the workbook exercises on the LMS reinforce the lessons.

Jenny Hall (Teacher)

Loubna Daoudi (Student)

Touchstone has made learning English very easy, both in class and independently. With enough practice, I could easily learn how to have conversations based on real-life language.



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