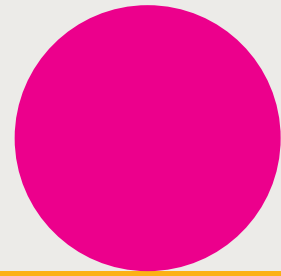




**Cambridge Assessment
English**



English language transformation services

Our expertise

Working with governments, schools,
universities and employers

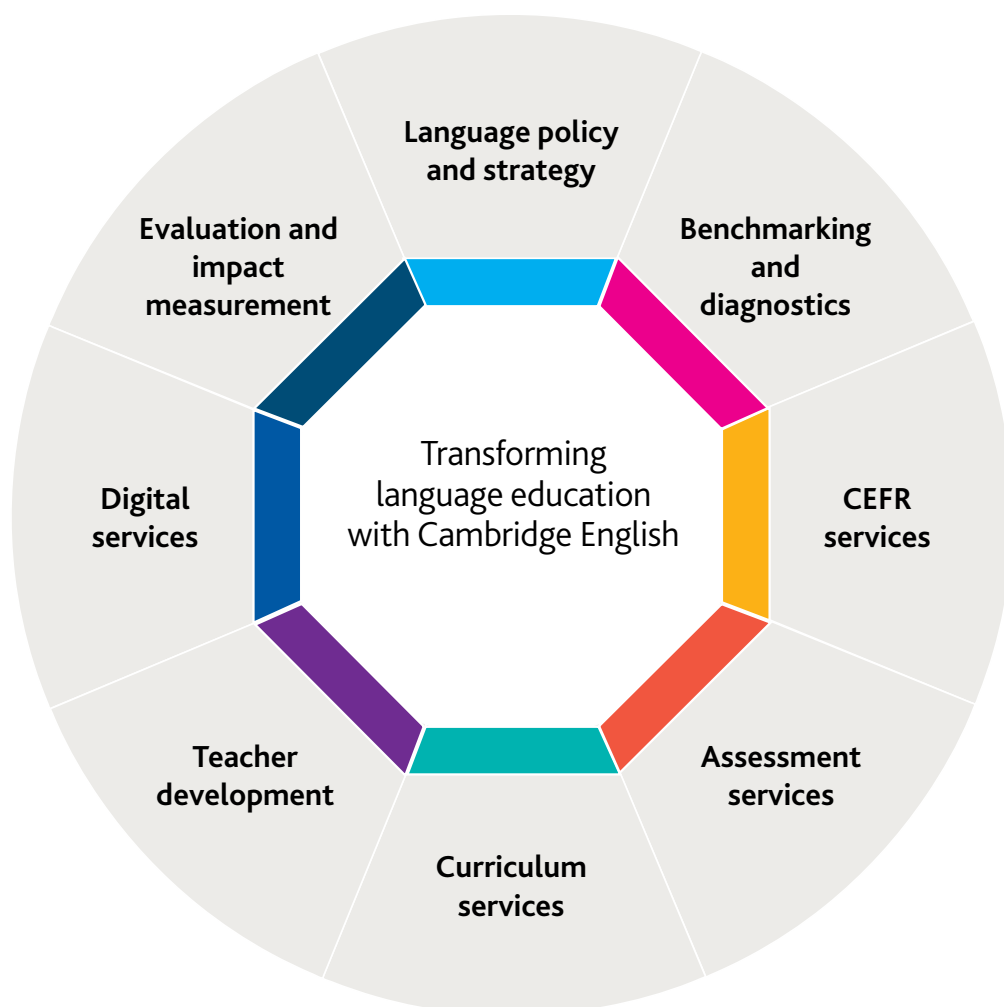
Our approach to English language consultancy covers strategic planning, implementation and evaluation.

English is a global language and a tool for education, mobility, employability and opportunity. Improved English language education systems can be the key to creating a sustainable economy and providing opportunities for young people.

We work with ministries of education, education institutions and employers all over the world to help improve English language learning, teaching and assessment.

We work in partnership with policymakers and educationalists in country to deliver positive educational impact, in line with national requirements.

We develop long-term partnerships, taking time to understand strategic objectives and challenges, the strengths of existing systems, and help you deliver improvements with lasting benefits.



Our packages can be tailored to meet your needs. You can choose a single solution, or combine them as required.

🖱️ cambridgeenglish.org/consultancy/our-expertise

Explore how we approach the task of transforming language education in partnership with ministries of education, education institutions and employers in our case studies.

🖱️ cambridgeenglish.org/consultancy/case-studies

Language policy and strategy

We can support you in developing a clear language policy and strategy that will help your learners to achieve success in English. We can apply the Cambridge English Language Policy Framework to build a customised language policy for your ministry of education, university or institution. This language policy will set the standards and guide the strategic plan for developing your language education.

Benchmarking and diagnostics

We can help you evaluate your English language education system by testing the language skills of your learners and teachers, and analysing the factors within and outside of school that affect learner performance. The resulting data can be used to support the development of an evidence-based strategy for improving language learning and monitoring progress.

CEFR services

The Common European Framework of Reference (CEFR) is an international standard for defining and describing language proficiency. We can provide guidance on effectively using the CEFR, ensuring curriculum and assessments are aligned with the CEFR or supporting the adaptation and validation of the CEFR for a local context of use.

Assessment services

We can deliver a range of assessment services that are contextualised to your local needs and will support sustainable improvements in English language education. We consider a range of approaches and can design and develop bespoke assessments or work with you to enhance your existing qualifications through targeted training and capacity development.

Curriculum services

We use an evidence-based approach to provide high-quality curriculum review and development for your unique context. Our work will be informed by our experience with the CEFR, plus data and research into learner progression from the English Profile project, the Cambridge Learner Corpus and learner examination data.

Teacher development

We support the professional development of teachers worldwide, helping to improve standards by enhancing teachers' language, practical teaching skills and assessment literacy. We work with you to design and deliver teacher development programmes using our internationally respected teaching qualifications and courses.

Digital services

We can help the development of digital learning in your schools by designing new resources and pedagogical content for use both in and out of class. Using the Cambridge English Digital Framework for language teachers we can assess your needs and work with you to improve digital learning, through services including digital content, classroom tools and integrated mobile technologies.

Evaluation and impact measurement

Educational transformation projects need to be designed to deliver a specific set of intended outcomes. We provide rigorous evaluation and impact research services to help you investigate how a project has led to transformational change in the learning, teaching and assessment processes and procedures. Our research is world leading and documents lessons learned and success stories.

Language policy and strategy

How we can help

Language policies and their supporting strategies are designed to be action oriented, with a focus on establishing strategic goals for language education and implementing the activities needed to reach those goals. Resources need to be allocated to support the delivery of initiatives related to learning, assessment and teaching set out in the language policy. We adopt a collaborative approach with you to develop language policy and strategy according to international best practice, whilst remaining highly attentive to local needs and educational contexts.

What we offer

A language policy is based on a number of goals articulated in our Language Policy Framework. The framework provides a conceptual foundation for language policy and establishes goals related to learning, curriculum, assessment, teaching and resources. The principles of this framework ensure we deliver a policy that:

- lays out pathways for academic progress that support professional growth and development
- sets out the conditions to improve learning progression over time
- is aligned with international standards
- adds value in the workplace and academic world
- focuses on intercultural communication
- supports curriculum setting and measuring outcomes
- supports institutional change and provides a model of change management leading to ongoing improvements over time
- delivers language education that is fit for purpose
- creates a research-friendly environment for teachers
- fosters innovation in teaching and assessment
- positions the institution as a thought leader in teaching and assessment.

We provide a number of language policy services:

Language policy development

Working with ministries, universities and other institutions to research and draft language policies that set the high-level goals for language education.

Language policy implementation

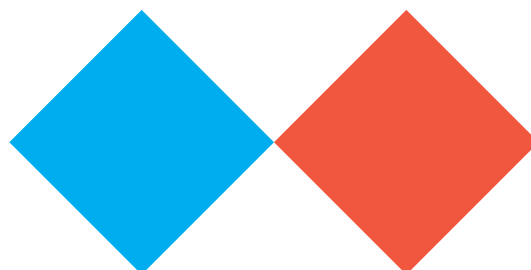
Supporting the implementation of activities to help institutions reach their high-level goals. These activities cover areas such as curriculum, learning materials, teacher development, and assessment.

Language policy evaluation and quality assurance

Providing expertise to monitor and evaluate language policies through time and measure outcomes.

Key benefits for you

- Positioning as a leader in cutting-edge language teaching and assessment
- Principles of good practice and action plans to guide implementation
- Quality assurance of language learning, teaching and assessment
- Guided learning and assessment practices for teacher and student education



Benchmarking and diagnostics

How we can help

Cambridge Assessment English can help you evaluate your English language education system by testing the language skills of your learners and teachers, and collecting information on the factors within and outside of school that affect learner and teacher performance. The resulting data can be used to support the development of an evidence-based strategy for improving the current standard of language learning.

What we offer

Benchmarking students

We provide a modern, cost-effective and efficient online service. A typical benchmarking service would include the following elements:

Sampling

We undertake sampling in consultation with you, following the sampling approach used in large-scale education surveys, such as PISA and TIMSS. Alternatively, all students within a learning system can be tested.

Testing for students

Comprising online language assessment testing skills in reading, writing, listening and use of English. We can also assess speaking and writing skills as required.

Questionnaires

Online questionnaires for students, teachers, parents and educational institutions in order to collect information on the factors within and outside of the school that affect learner performance.

Results report

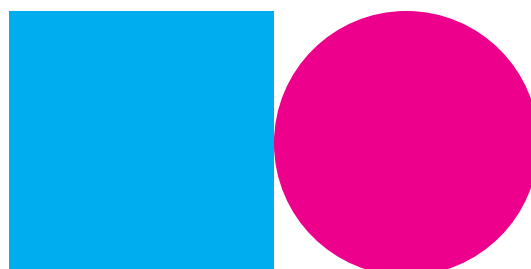
The deliverable from our benchmarking service will be a detailed profile of language competence with language proficiency mapped to the Common European Framework of Reference (CEFR). The output will be in the form of a report that includes recommendations with regard to how to improve the learning and teaching of English.

Benchmarking teachers

The typical benchmarking service for teachers would include sampling, testing for students, questionnaires and a results report with the addition of an online teaching knowledge benchmarking test.

Key benefits for you

- As part of the University of Cambridge we provide the advantage of a reputable, objective evaluation, considering internal and external factors that may affect performance
- A research-based approach to the alignment of language competence to international standards
- Established baseline that can be used to measure progress or assess future outcomes
- Recommendations to support the development of an evidence-based strategy for future interventions to improve English language education



CEFR services

How we can help

The Common European Framework of Reference (CEFR) is an international standard for defining and describing language proficiency. We can draw on our experience in the development of the CEFR to provide guidance on its effective use, ensuring alignment of curricula and assessments or supporting the adaptation and validation of the CEFR for a local context of use. Curricula and assessments that are aligned to the CEFR are a sign of quality, indicating that language provision meets international standards.

What we offer

There are four main services which may be delivered as stand-alone activities or as part of a larger education reform programme:

Alignment

We can provide a detailed analysis of existing curricula or assessments to review and support alignment with the CEFR.

Training workshops

We can present ways in which the CEFR can be used as a tool to inform learning, teaching and assessment or in the planning and implementation of educational reforms at an institutional or a national level.

Workshops are designed to focus on familiarising language professionals with CEFR descriptors and how these can be used in teaching, curricula development, learning material selection, assessment and measuring learning outcomes.

They can be tailored to your needs and aims, such as building capacity through a top-down information-sharing model (train the trainer), or application to a specific area of assessment.

Adaptation

We can support you in adapting the CEFR for a specific local context of use through any or all of the following:

- training on how to modify or adapt the CEFR
- project plans or methodology
- needs analysis to inform the modification of descriptors
- review of your existing modified CEFR descriptors
- modification or development of CEFR descriptors
- report creation, documenting the adaptation project.

Validation

Further to the adaptation offering, we can validate your adapted CEFR descriptors to ensure alignment. Validation can be achieved through any or all of the following:

- instrument development or guidance on developing instruments for validation
- data analysis or guidance on data analysis
- report creation, documenting the validation project and results
- Cambridge Assessment English endorsement of the localised CEFR.

Key benefits for you

- We work with you to develop capacity by transferring our expert knowledge and skills and adapting to your context
- As part of the University of Cambridge, we provide the advantage of a reputable, objective evaluation as well as effective and standardised use of the CEFR in language learning, teaching and assessment
- Quality assurance and official endorsement from Cambridge Assessment English

Assessment services

How we can help

Cambridge Assessment English is the world's largest provider of English language assessment. We bring our expertise in assessment design, delivery, operations and alignment to the Common European Framework of Reference (CEFR) to provide a range of bespoke assessment consultancy services. These services are delivered by world experts in assessment and are aimed at sharing best practice to ensure students are offered fair, valid and reliable assessments. We adopt a holistic approach, sharing our knowledge with you to develop your own capacity in order to create assessments that meet internationally recognised standards which suit your context.

What we offer

These separate services can be offered as stand-alone activities or as part of a complete capacity-building project.

Assessment review

Our assessment experts conduct an evaluation of your English language tests to determine test validity and offer guidance on areas for improvement.

Exam alignment

We can provide verification of your exam's alignment to the CEFR, producing an analysis report and providing you with recommendations.

Test audit

We examine your processes and documents related to test production and administration, and offer guidance on how you can improve the process, realising efficiencies and operational cost savings.

Test design consultancy

Our assessment experts provide you with guidance and expertise when designing a new test construct or advising on test design. The level of involvement will depend on the existing tools, structure and testing system that you have in place.

Assessment training

We provide face-to-face training on all aspects of assessment, from theory to practice, enabling you to build capacity in your team and feel confident that you are meeting international standards.

Endorsement

Our experts audit your processes on an annual basis against specified requirements and monitor your adherence to these processes. We would then agree with you a joint statement that is displayed on the candidate's certificate.

Key benefits for you

- We work with you to develop capacity by transferring our expert knowledge and skills and adapting to your context
- As part of the University of Cambridge, we provide the advantage of a reputable, objective evaluation
- We adopt a research-based approach to the alignment of your assessments to international and national standards
- We can help you increase efficiency and effectiveness of your exam production processes, with the potential for a reduction in operational expenditure in the future

Curriculum services

How we can help

Education institutions often want guidance regarding learning objectives, content and delivery in order to optimise teaching and learning. Our curriculum experts can provide support to help you achieve this in line with international standards. We take an evidence-based approach to what it means to learn English and draw on our experience in the development of the Common European Framework of Reference (CEFR). We bring a wealth of data and research on learner progression from the English Profile project, the Cambridge Learner Corpus and learner examination data in order to offer high-quality curriculum evaluation and development.

What we offer

Curriculum evaluation

Our experts can provide a curriculum evaluation which may involve analysis of:

- overall quality
- the meeting of desired outcomes
- the relationship with the wider education context
- alignment to international and national standards
- the match between expectations of language learning
- alignment of methodology with content
- alignment of curriculum to assessment.

Curriculum mapping

Our experts can use the detailed analysis from our evaluation in order to carry out a mapping process of your curriculum or learning materials to international and national standards.

Implementation support

We can work with you to develop teacher training solutions that suit your curriculum and needs. We can provide training via face-to-face workshops, online or a mixture of both. Our experts can provide training to education personnel, national teacher trainers and teachers. Our training courses aim to raise the quality of teaching and learning by:

- understanding and implementing new or revised curriculum frameworks
- teaching according to international and/or national standards as set in your curriculum

- transforming classroom instruction and reflective practice
- raising teacher awareness and response to individual learning needs
- evaluating, designing and adapting classroom materials according to learning needs.

Curriculum package

We can support you in either improving an existing curriculum or aid you in developing a brand-new curriculum by providing you with the following:

- a curriculum framework
- learning objectives to develop key non-language skills
- a syllabus
- schemes of work for long-term planning
- lists of resources and activities
- samples of learners' performance
- formative assessments
- implementation support for teachers.

Key benefits for you

- We work with you to develop capacity by transferring our expert knowledge and skills and adapting to your context
- As part of the University of Cambridge we provide the advantage of a reputable, objective evaluation
- We provide a research-based approach to the alignment of your curriculum to international and national standards

Teacher development

How we can help

The professional development of teachers is the keystone to educational improvement. A vast amount of research has shown that the quality of the individual teacher is one of the most significant variables influencing how much progress students make in school. At Cambridge Assessment English we have a long history of developing teachers through courses, qualifications and support. We can help improve standards of teaching and learning by enhancing teachers' language skills, practical teaching skills, digital skills and assessment literacy. We can also build monitoring and evaluation into the programme to measure impact, ensure it meets your educational goals, and demonstrate success.

What we offer

Benchmarking teacher language levels and teaching knowledge

Using our benchmarking test we can provide a profile of language competence and teaching knowledge for teachers, with language proficiency results mapped to the Common European Framework of Reference (CEFR), an international standard for describing language ability.

Review of current teacher development policy and practice

Our experts can provide a review of practices and policies related to teacher training and development.

Training teachers on how to use curricula

We can support in familiarising teachers with a new, revised, or aligned curriculum and how it is used to support teaching, learning and assessment in the classroom.

Digital consulting on teacher development

We have a specialist digital department that can provide advice on the use of digital in teacher development and training initiatives for pre-service and in-service teachers. Our experts will work collaboratively with you to design context-specific solutions appropriate to technology infrastructure (bandwidth, penetration), educational context and ICT literacy.

Building teacher training capacity

We can help you build your capacity to provide teacher training and development by deploying our master trainers to deliver cascade training programmes.

Teacher development impact study

Our dedicated evaluation experts can investigate the impact of a project or programme on teachers through quantitative and qualitative research.

Cambridge English teaching qualifications and courses

Our teaching qualifications and courses are widely accepted and valued by institutions around the world. They are internationally respected as the quality standard.

cambridgeenglish.org/teaching

Key benefits for you

- We work with you to develop capacity by transferring our expert knowledge and skills and adapting to your context
- Alignment of your teaching methodology and language proficiency to international standards
- Embedding and adapting world-renowned teacher development qualifications into your institution
- Ability to provide reliable data and evidence to effectively monitor your teacher development programmes

Digital services

How we can help

To survive and thrive in language learning and assessment, organisations need to become experts at combining the best of digital with the best of being human, constantly refining as technology evolves. Our assessments can focus learning on what learners need, when they need it, generating data to allow a new level of diagnostic insight. Working with us will help you to use technology to provide the best language-learning journey for your teachers and learners.

What we offer

Digital skills assessment

Our Digital Framework for Language Teachers defines the digital skills that teachers need in order to help them, and their language learners, to benefit from new technologies.

Test my Digital Skills, a self-evaluation tool, can transform the way the Digital Framework is embedded, enabling teachers to understand where their skills lie, to select areas for professional development and to re-evaluate skills as they progress. This tool not only helps individual teachers, it also generates real-time data for institutions and policymakers to analyse skills levels across cohorts.

thedigitalteacher.com/framework

Diagnostic testing platform

Diagnostic testing can generate invaluable data about the strengths and needs of learners at individual, class or larger cohort level. It can help when deciding which areas of language or skills to prioritise, and help ensure that teachers spend time on the things that learners need most. We can work with you to develop and embed diagnostic testing in your learning ecosystem.

Digital learning strategy

We can support you in the development and design of a digital teaching and learning strategy for English language education. The strategy would seek to establish key digital teaching and learning goals as well as success indicators that can be monitored over time.

Digital learning platform and resources

We have developed a range of digital resources, apps and products that can support teachers and learners, and we are able to offer off-the-shelf solutions or work in close collaboration with you to create bespoke resources. We can also work with you to provide a customisable, co-branded website of curated learning resources.

Massive Open Online Courses (MOOCs)

We have numerous ready-made MOOCs in English language teaching that you can use straight away, or we can develop a course specifically tailored to your context. We can also provide you with training programmes on how to develop and deliver your own MOOCs.

Digital pilots

Join us in shaping the future of digital language teaching, learning and assessment. Collaborate in cutting-edge Cambridge English pilots to explore, understand and optimise the impact of technology in language education.

beta.cambridgeenglish.org

Key benefits for you

- Rapidly assess and respond to changes in the digital skills requirements of teachers
- Develop capacity by transferring our expert knowledge and skills and adapting them to your context
- A research-based approach to transform teaching and learning in your context
- Ability to exploit real-time data to inform both policy decisions and teaching and learning solutions
- Bespoke digital resources tailored to your requirements and context
- Increase engagement and proficiency

Evaluation and impact measurement

How we can help

As part of the University of Cambridge, we have expertise in the design of effective evaluation programmes to measure the impact of change and help guide developments. We work closely with ministries of education, educational institutions and employers to investigate the effect of English language education initiatives. We can help you establish where you are, determine where you want to go and evaluate when you get there.

What we offer

Using our first-class research, reliable data, sound methodology, expert analysis and evidence-backed recommendations, we can help you make decisions around English language learning and teaching. We can support you with:

- monitoring and evaluating current standards
- providing guidance and support to improve learning outcomes
- improving teaching standards
- establishing quality assurance processes
- informing policymaking.

Studies will fall into four main scales depending on your research questions:

Small-scale study

The 'English in the Park' initiative by the Education Secretariat of Antioquia, Colombia, in 2015 is an example of a small-scale project we have delivered. It involved evaluating teaching practices and stakeholder attitudes, beliefs and perceptions from a sample of 250 students and 70 teachers. Our report served as a reference point for monitoring the effectiveness of the initiative and provided recommendations for its continuation.

Medium-scale study

We have also successfully delivered medium-scale projects, involving the collection of a much larger range of data, and developing the instruments to do so. One such research study looked into the effectiveness of a multi-phase Cambridge English Upskilling Programme targeting 1,000

students and 100 teachers. In addition to stakeholder perceptions, this involved analysis of test score data, classroom observations and comparisons of different factors that affect learning.

Large-scale study

Our study on the SCOPE programme in India is a large-scale impact study that took place a few years into the programme. Around 2,000 learners and 90 trainers participated in the study, which was conducted through several groups of research participants (learners, trainers, policymakers and employers) and various collection instruments (tests, questionnaires and interviews) across multiple locations.

Longitudinal study


A longitudinal impact study would involve the use of retrospective data – comparable data on the same constructs and the same/equivalent instruments, collected at different points in time. A longitudinal study can be small, medium or large scale, depending on its scope.

Key benefits for you

- As part of the University of Cambridge, we provide the advantage of a reputable, objective evaluation of impact
- We provide a research-based approach to help you capitalise on key strengths and mitigate risks to your initiatives
- Recommendations to support the development of initiatives to improve English language education
- A systematic way to analyse project cost and benefits

A few facts and figures about us:

- 5.5 million assessments taken every year
- Accepted by over 20,000 organisations worldwide
- 2,800 exam centres in 130 countries
- Over 50,000 preparation centres
- Providing English language assessment since 1913



We help people learn English and prove their skills to the world

Contact us to learn more about our approach to English language consultancy, and to discuss how we can support you in the development of high-quality English language education.

consultancy@cambridgeenglish.org
cambridgeenglish.org/consultancy

We are Cambridge Assessment English. Part of the University of Cambridge, we help millions of people learn English and prove their skills to the world.

For us, learning English is more than just exams and grades. It's about having the confidence to communicate and access a lifetime of enriching experiences and opportunities.


With the right support, learning a language is an exhilarating journey. We're with you every step of the way.


Cambridge Assessment English
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA
United Kingdom

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