Evaluation and Accreditation of Quality in Language Services

EAQUALS MEMBERS MEETING

21st -23rd November 2013

**Eurocentres London Central
56 Eccleston Square
London SW1V 1PH**

Introduction

Dear Colleagues,

To make EAQUALS membership more worthwhile for all of us, we are launching a new format for our internal meetings at our 2013 November event. One main focus will be to make sure all members know what resources are available for direct use as a result of all the projects carried out within our Association. The second, equally important focus will be to give participants a chance to share best practice and ideas that really work.

By introducing this new format we will aim to:
- Identify best practice in EAQUALS and make sure this is disseminated between members by exchanging expertise, ideas and approaches that work really well in EAQUALS institutions
- Ensure wider participation and contribution by members in the development of our projects in future
- Establish main areas of interest which members would like to further improve and develop within EAQUALS

We hope to achieve all this by launching four Themes that represent major areas of interest to members:
- Best practice in quality management
- Best practice in the classroom
- CEFR, curriculum and assessment
- Business and marketing management

To introduce you to the themes, and to give you the freedom to choose those which most interest you and your institution, we will organize this year's November meeting in the following way: first you will be able to attend a presentation in one of the four themes to hear what has been achieved so far and what has already been produced (and is available for members' use) in these areas. These presentations will be delivered twice during the meeting so that you can sample the topics in more than one strand. After that you will have a chance to choose one theme and join a discussion group and exchange ideas and best practice with other members.

We hope that you will find the event enjoyable and useful.

Best wishes
Mila Angelova, Vice Chair

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Evaluation and Accreditation of Quality in Language Services
EAQUALS MEMBERS MEETING

	THURSDAY, 21st NOVEMBER
11.00	**Registration** Reception area & Room G.03
12.00 - 13.00	**Buffet lunch** Students' lounge
	INSPECTOR PROFESSIONAL DEVELOPMENT
13.00 - 15.00	**Inspector Professional Development – Standardisation** Room: 2.05
15.00 - 15.30	**Coffee break** Students' lounge
15.30 - 17.00	**Inspector Professional Development continued - Introduction to V7 of the Accreditation Scheme** Room: 2.05
17.00 - 18.00	**Inspectors' Forum** Room: 2.05
19.30	**INFORMAL DINNER** Gustoso Ristorante, 35 Willow Place, London, SW1P 1JH
	FRIDAY, 22nd NOVEMBER
08.30 – 09.15	**Registration**
09.15 - 09.30	**Welcome** Michael Fullarton, Eurocentres Head of Schools & Ludka Kotarska, EAQUALS Chair Room: 2.05
09.30 - 10.30	**Version 7 of the inspection scheme and the e-learning scheme** Susanna Dammann, Director of Accreditation & Consultancy & Tim Goodier, Eurocentres Chair: Sarah Aitken Room: 2.05

Evaluation and Accreditation of Quality in Language Services
EAQUALS MEMBERS MEETING

Time					
10.30 – 10.55	**Coffee break** Students' lounge				
11.00 – 11.30	**Discussion and feedback from members on Version 7 and e-learning scheme** Susanna Dammann & Tim Goodier Chair: Sarah Aitken Room 2.05				
11.35 - 13.00	**Plenary: In times of rapid change, how is technology adding quality to the provision of English language learning?** **Nik Peachey** Chair: Mila Angelova, EAQUALS Vice-Chair Room 2.05				
13.00 – 14.00	**Buffet lunch** Students' lounge				
14.00 – 15.30	**Theme 1** **Best Practice in Quality Management** Presentation: Using EAQUALS resources **Commonality and Collegiality: reviewing EAQUALS Staff Management resources** Jo Watson Room: 1.03	**Theme 2** **Best Practice in the Classroom** Presentation: Using EAQUALS resources **Using the European Profiling Grid and the Teacher Development Framework** Richard Rossner, Sue Hackett, QQI, Deniz Kurtoglu-Eken, Sabanci University, Laura Muresan, QUEST Room: 1.04	**Theme 3** **CEFR Curriculum and Assessment** Presentation: Using EAQUALS resources **CEFR-based tools and resources: latest developments** Mila Angelova & Ela Jarosz, Bell Krakow Room: 1.05	**Theme 4** **Business and Marketing Management** Presentations **Creating a digital environment for language schools** David Coarsey, Guided e-learning & **Using Facebook in your school: content, promotion, advertising & analytics** Stephen Shortt, Alpha College Room: 1.06	
15.30 – 16.00	**Coffee break** Students' lounge				

Evaluation and Accreditation of Quality in Language Services
EAQUALS MEMBERS MEETING

16.00 – 17.30 (repeat of the 14.00 sessions)	Theme 1 (repeated) **Best Practice in Quality Management** Presentation: Using EAQUALS resources **Commonality and Collegiality: reviewing EAQUALS staff Management resources** Room: 1.03	Theme 2 (repeated) **Best Practice in the Classroom** Presentation: Using EAQUALS resources **Using the European Profiling Grid and the Teacher Development Framework** Room: 1.04	Theme 3(repeated) **CEFR Curriculum and Assessment** Presentation: Using EAQUALS resources **CEFR-based tools and resources: latest developments** Room: 1.05	Theme 4 (repeated) **Business and Marketing Management** Presentations **Creating a digital environment for language schools** & **Using Facebook in your school: content, promotion, advertising & analytics** Room: 1.06	French Core Inventory project meeting Chair: Brian North Room: 2.02
17.30 – 17.45	Delegates sign up to join one of the Saturday morning Discussion Groups				
19.00	FORMAL DINNER Grand Imperial Restaurant, The Grosvenor Hotel, 101 Buckingham Palace Road, London SW1W 0SJ				
SATURDAY, 23rd NOVEMBER					
09.15 – 10.45	Discussion Group Theme 1 **Best Practice in Quality Management** Swapshop: Sharing best practice in EAQUALS institutions Facilitator: Jo Watson Room: 1.03	Discussion Group Theme 2 **Best practice in the Classroom** Swapshop: Sharing best practice in EAQUALS institutions Facilitators: Binnie Hadjidimitrova, AVO Bell School of English & John Haagensen, Eurocentres Room: 1.04	Discussion Group Theme 3 **CEFR Curriculum and Assessment** Swapshop: Sharing best practice in EAQUALS institutions Facilitators: Mila Angelova & Ela Jarosz Room: 1.05	Discussion Group Theme 4 **Business and Marketing Management** Swapshop: Sharing best practice in EAQUALS institutions Facilitators: Walter Denz & Ian Powney Room: 1.06	French Core Inventory project meeting continued Chair: Brian North Room: 2.02
10.45 – 11.15	Coffee break Students' lounge				

EAQUALS MEMBERS MEETING

11.15 – 11.40	Reports and conclusions from Discussion Groups Chair: Mila Angelova Room: 2.05
11.45 – 12.45	Plenary: Questions and Challenges for Quality Management in Language Education Frank Heyworth Chair: Ludka Kotarska Room: 2.05
12.45	Close of meeting Ludka Kotarska Room: 2.05

SESSION SUMMARIES		
THURSDAY		
13.00 – 15.00	**Inspector Professional Development - Standardisation**	This will take the form of an 'Open Space' with discussion in small groups facilitated by members of the Accreditation Panel. Topics will be suggested by the delegates and may include: What we look for in assessing teaching using the EPG; Report writing – the new Guidelines and the use of 'mixed' grades; How to handle the final feedback session; Assessment vs consultancy
15.30 – 17.00	**Inspector Professional Development Introduction to Version 7 of the Accreditation Scheme:**	Susanna Dammann and the Version 7 Working Group will give an overview of the new inspection scheme categories and criteria and the rationale behind them; the new Report Template; the new Manual
17.00 – 18.00	**Inspectors' Forum**	Open to appointed inspectors only. This is an opportunity for EAQUALS inspectors to share maters of concern to them, raise questions for discussion and share practice.
09.00 – 12.00	**Board Meeting**	Closed meeting of EAQUALS Board in Room G.03
13.00 – 15.00	**Executive Committee**	Closed meeting of the EAQUALS Executive Committee in Room 2.04
FRIDAY		
09.30 – 10.30	**The revised Version 7 Inspection scheme and the e-learning accreditation scheme**	Susanna Dammann and Tim Goodier, Chair of the E-Learning Working Group, will present the work of the project groups which are updating the general inspection scheme and designing a scheme to accredit e-learning.

EAQUALS MEMBERS MEETING

		They will give an overview of the new inspection scheme categories and criteria and the rationale behind them; the new Application Form for schools to complete; The new Report Template; the new Manual and the scope and focus of the E-Learning Scheme within Version 7.
11.00 – 11.30	**Discussion and feedback from members on Version 7 and the e-learning scheme**	Delegates will have the opportunity to comment on the development of Version 7 of the accreditation scheme and the e-learning scheme.
11.35 – 13.00	**In times of rapid change, how is technology adding quality to the provision of English language learning?**	In this interactive talk Nik Peachey will explore a number of recent trends in educational technology and look at what they have to offer the language classroom and beyond. Topics will include mobile learning and tablet devices, blended learning, digital literacy and cloud based learning. Nik will examine how these can impact on what happens within our classrooms and how they can add quality to what our teachers do and how our students learn. **Nik Peachey** has been involved in ELT since 1992. He has worked all over the world as a language teacher, teacher trainer and technology trainer. In 2003 he took over and managed the newly launched British Council | BBC TeachingEnglish website http://teachingenglish.org.uk/ and developed it into one of the world's leading web based resources for English language teachers. Since 2007 he has been working freelance as a technology writer, trainer and consultant. He creates custom made face-to-face and online training courses for teachers. In May 2012 Nik won a prestigious ELTon award from the British Council for Excellence in course Innovation for a blended learning course he developed for Bell Educational Services.
14.00 – 15.30 and 16.00 – 17.30	**Presentations: Using EAQUALS tools and resources**	**These sessions will present materials and resources that EAQUALS has developed in each of the 4 thematic areas and explain how they can be used in practice in member schools. The sessions will be repeated so that delegates can attend 2 out of the 4 sessions on offer.** **At the end of the afternoon, delegates will choose which theme to join for the discussion/swap shop session on Saturday morning.**
14.00 - 15.30 *repeated at* **16.00 – 17.30**	**Commonality and Collegiality: reviewing EAQUALS Staff Management resources**	Jo Watson will present current EAQUALS resources in the areas of Staff Management and Teacher Development. She will suggest when and how these resources could be exploited and consider why they may not be better used. Delegates will have the opportunity to share any problems and/or difficulties of Quality Assurance from their own experience.
14.00 - 15.30 *repeated at* **16.00 – 17.30**	**Using the European Profiling Grid and the EAQUALS Teacher Development Framework in your institution**	The European Profiling Grid (or EPG) project involving 11 partners has just ended. The aim of the EPG is to support teacher development and performance management by facilitating self-assessment by teachers and assessment of their work by managers. Meanwhile within EAQUALS a group has compiled a comprehensive open-ended 'framework' based on categories from the EPG to aid the design of in-service training and provide a source of focus points for development. In this session people involved in one or both projects will outline the main content and uses of these tools, point out how they can complement each other, and respond to questions and comments from participants.

Evaluation and Accreditation of Quality in Language Services
EAQUALS MEMBERS MEETING

14.00 - 15.30 *repeated at* **16.00 – 17.30**	**CEFR-based tools and resources: latest developments**	The CEFR has become something of a trade mark for EAQUALS. In this session, Mila Angelova and Ela Jarosz will present key recent developments and familiarize delegates with the resources that are available in this area: the new Speaking and Reading Scenarios, the EAQUALS Certificate of Achievement Scheme, the launch of the Core Inventory for French, and many more. Members' suggestions for further training and support in this area will be welcomed.
14.00 – 15.30 *repeated at* **16.00 – 17.30**	**Creating a digital environment for language schools**	Students expect to have digital access to personal learning, school information and basic tasks, but getting the balance right between face-to-face services and digital support can get confusing, and making this kind of change in a school requires planning. In this session David Coarsey of Guided e-learning will explore 3 questions and how different schools have dealt with them: What are useful services to offer digitally?; How should digital services be offered?; What is involved in implementing digital services?
	Using Facebook in your school: content, promotion, advertising & analytics	Stephen Shortt will provide a practical guide to improving your social media presence on Facebook, to help you to get attention and hopefully to get more customers. His session will include setting your content apart from the rest; engaging with your audience; promoting your best work to more and more clients; paid and organic strategies; running ads to target your potential students and pulling it all together by understanding your analytics.
14.00 – 17.30	**E-learning working group**	Closed meeting for the e-learning accreditation working group in Room 2.06
16.00 - 17.30	**French Core Inventory Project meeting**	Brian North will chair the first meeting of this group which launches the project to develop a Core Inventory for French.
SATURDAY		
09.15 - 10.45	**Swapshops: Sharing best practice in EAQUALS institutions**	**Delegates are asked to choose one of the four themes and join the relevant discussion group to exchange best practice in their chosen area. Group members will be invited to share ways in which their schools deal with one or more common 'problem areas' within each theme.**
09.15 – 11.15	**French Core Inventory Project meeting**	Continued from the Friday meeting.
11.45 - 12.45	**Questions and Challenges for Quality Management in Language Education:**	Over the past 20 years QM approaches have developed widely in language education and a good degree of community of practice has been established – with a major contribution from EAQUALS in this area. But there are still challenges to be faced: there are various models for QM - client satisfaction, fitness for purpose etc. Does it make sense to bundle them together under a single label "QM"? Is there any research evidence of the effectiveness of QM approaches? Is there a risk that quality labels and inspection / audit procedures encourage a superficial conformity? Is it enough to have QM procedures which identify and eliminate defects, or can we also do more to promote positive quality?

EAQUALS MEMBERS MEETING

Point A - Members' meeting venue: Eurocentres London Central, 56 Eccleston Square, London, UK

Point B - Informal dinner: Gustoso Ristorante & Enoteca 35 Willow Place, Westminster, London SW1P 1JH

Point C - Formal Dinner, Grand Imperial, London, 101 Buckingham Palace Road, London SW1W 0SJ