

A background photograph of three people in a meeting. A man with a beard and mustache, wearing a green sweater over a blue and white checkered shirt, is smiling and looking towards the camera. A woman with dark curly hair, wearing a red and blue plaid shirt, is looking down at some papers. A man with glasses and a beard, also wearing a plaid shirt, is in the foreground, looking towards the woman. They are in a room with a stone wall and large windows.

# 10

## Questions to Ask Before Selecting a Corporate Language Training Provider







Voxy's Chief Education Officer, **Dr. Katharine Nielson, PhD**, answers the top 10 questions you need to ask before selecting a language provider for your team.

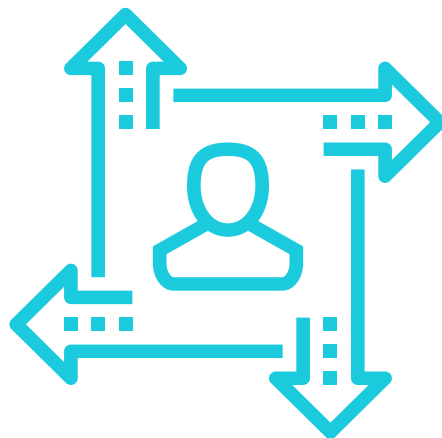
### ABOUT THE AUTHOR

Dr. Nielson leads a team of curriculum specialists, data analysts, and research associates to develop test items, curate language learning content, develop curricula, and run empirical studies at Voxy. Prior to this, she investigated the efficacy of technology-mediated language training at the University of Maryland Center for Advanced Study of Language and served as the Academic Director of Foreign Languages at University of Maryland, University College. She's spent twenty years teaching languages, researching how to teach languages, and teaching people how to teach languages in various settings around the world.

# 1

## WHAT'S THE MOST EFFECTIVE METHOD?

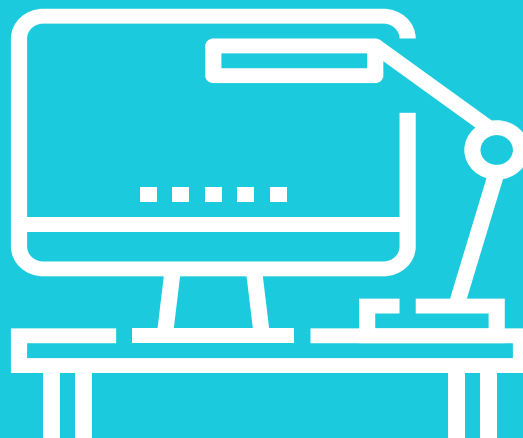
Language learning providers are using blended learning solutions to maximize the benefits of both technology and in-person classes. However, because most of their methods have relied on using technology to foster outdated teaching techniques, they have proven to be inefficient and misaligned to learners' true needs. The most efficient method is to offer students access to real-world content from their daily lives that matches exactly what they need to learn and to complement their lessons with high-quality, personalized instruction to get just-in-time feedback when they need it the most.



## 2

### HOW DOES THIS METHOD FIT INTO OUR TRAINING PROGRAMS?

The most important step is finding a language learning provider that offers a platform that is easy to integrate with your existing training materials, aligns to your goals, and that is scalable, meaning it will be able to adapt to your organization's needs as they change over time. Make sure that the program starts with a needs analysis and a proficiency test to measure your employees' current proficiency level, so it can design a personalized course that matches your organization's needs and offers self-study lessons, live tutoring sessions, daily progress reports and multi-platform access.



# 3

## ARE THE INSTRUCTORS NATIVE SPEAKERS? ARE THEY CERTIFIED?

Listening to a native speaker is a good way to learn, but that does not mean that person is an expert in second language acquisition. Always make sure your provider has instructors with degrees in applied linguistics, TESOL (for English), language teaching and/or a CELTA certification. The most important quality you should look for are teachers who want to create classes that are focused on the students' needs.



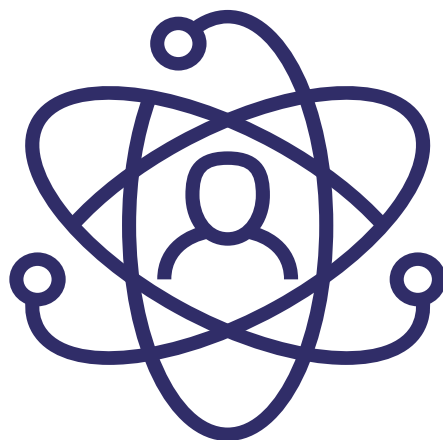




# 4

## IS THEIR METHOD MAPPED TO INTERNATIONAL STANDARDS?

It's essential that your provider follow a framework validated and mapped to the international standards your students need, such as ACTFL, ALTE, CEFR, ECEF, ILR or GSE. They should also have recurring assessment tests, not only to measure students' proficiency, but also to inform teachers of the students' strengths and areas of improvement so that they can use this information when planning their own classes.





# 5

## HOW DO I KNOW IF THE CONTENT IS RELEVANT FOR MY LEARNERS?

If your provider is teaching phrases like “Janie kicks the ball,” it’s probable that your students will abandon their courses quickly. Students need relevant content from their daily lives to stay motivated and engaged. Your provider needs to deliver a wide range of real-world content that actual native speakers consume in real-life activities. The advantage is that students will get the opportunity to practice reading, writing, listening and speaking with real language in context from real sources.



# 6

## HOW DO I KNOW IF MY EMPLOYEES ARE USING AND LEARNING FROM THE PROGRAM?

Among the most important metrics for assessing the value of your educational technology products and their impact on learners are engagement and proficiency over time. The ideal platform will provide all users detailed insight into learning at your organization, including usage across mobile and web applications, total hours studied, scores on proficiency tests, percentage of learners advancing from one proficiency level to the next, and more. In addition to providing learners access to their own progress reports, a best-in-class platform will also provide program administrators access to granular, longitudinal data that allows them to ensure the program is meeting its objectives and delivering a positive ROI for the organization as whole.





## WHAT IS THE ROLE OF TECHNOLOGY IN MY LANGUAGE TRAINING PROGRAM?

As technology becomes more accessible, distance-learning programs enable corporations, universities and language schools to expand language learning opportunities to all students, regardless of where they live or their language learning needs. But we shouldn't use technology just for the sake of technology. We should use it to offer motivating content, individualized instruction and guidance from certified teachers.







# 8

## IS INVESTING IN TECHNOLOGY A COST-EFFECTIVE MEASURE?

You don't need to build an expensive, high-tech lab in order to provide quality language instruction. As long as your provider understands your technological infrastructure, you shouldn't have to worry about connectivity speed, streaming audio lessons or live tutoring sessions. Ask your provider if it has a cloud-based platform, which will reduce infrastructure and IT costs, make it easier for teachers to orchestrate multiple platforms and offer students unlimited access to a seamless learning experience anytime, anywhere.



# 9

## DO I GET EXPERIENCED, DEDICATED SUPPORT?

Whether you have 100 or 10,000 learners in your program, it is essential to have strong support services available to all stakeholders in your organization—both learners and program administrators—before and after launching your program. There are many moving parts in online learning, from designing lessons and courses aligned to your organizational needs to setting curriculum objectives, enrolling learners, creating engagement programs (such as email campaigns and mobile push notifications), and much more. The right language learning provider will offer a dedicated and experienced team that works closely with you to configure a suite of support, implementation, and engagement services which can be optimized to provide unique solutions for your learners and administrators alike.

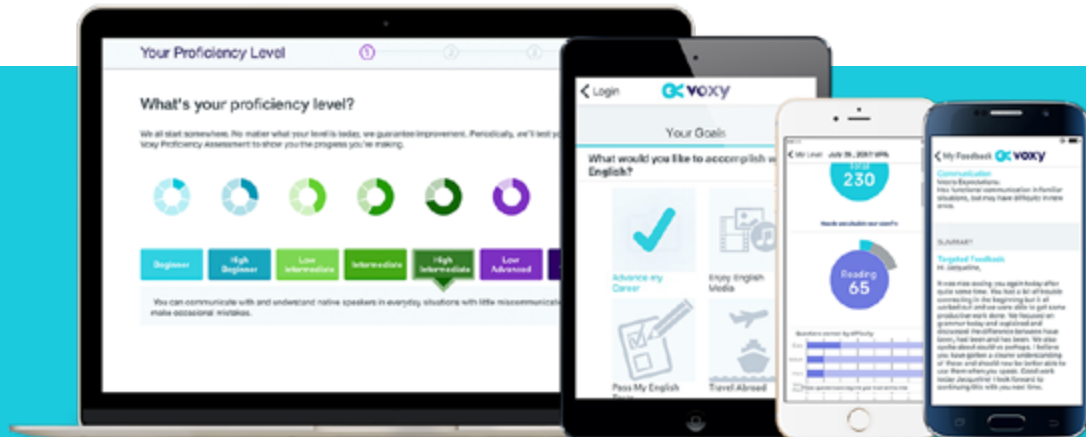


10

## HOW IS VOXY DIFFERENT FROM THE OTHER LANGUAGE LEARNING PROVIDERS?

Ask us. Ask if our teachers are certified to teach English as a second language. Ask them if we have a pedagogy team that tailors courses to students' real-world needs. Ask us if we use authentic audio, video and text-based content from the Associated Press, Bloomberg and Financial Times. Ask us if we have a full-time group of developers in New York City building cutting-edge technology. Ask if we have a dedicated activation team to motivate and engage learners. Ask us about personalized instruction. We're confident that you'll see how Voxy is changing the way the world learns English.





## Ready to See Voxy in Action?

SCHEDULE A DEMO

LEARN MORE: [Voxy.com](https://voxy.com)

CONTACT US: [info@voxy.com](mailto:info@voxy.com)