



# Cambridge ESOL Greece Newsletter

*Issue: September 2010*

*Designed and edited by Cambridge ESOL, Athens*

## Introduction

Dear Colleagues,

We would like to welcome you all to the fourth issue of our newsletter; the first one in the start of an academic year that we feel is set to be a **milestone** for Cambridge ESOL's activity.

Over the last two years we saw our exams receive **further exposure** and **recognition** globally and in Greece. The introduction of the revolutionary **Computer-based testing format** multiplied our exam dates and provided candidates with many more opportunities for taking our exams while **English for Schools** received the warmest of welcomes as a range of new exams tailored to suit the needs and interests of the young students that dominate the local market. In support of all these innovations, the design and production of a **wide range of support materials** set out to help teachers and students make the most out of the available preparation resources.

Our **optimism**, deriving from your positive response to all our new developments mentioned above, can only be carried into this academic year, reflected in both the way that we plan to operate and in the **ongoing expansion** of our products and services: the launch of **FCE for Schools**, a new version of the most popular B2 level exam in the world, in **May 2011** is aimed at making B2 level examinations more accessible to school-aged students. All this, amidst a gradual switch to the title '**Cambridge English**' for all our exam suites that we feel will further distinguish the quality and benefits that only a Cambridge exam can offer!

Before we present you **in person** with all these new developments in your schools, in our **seminars** or at the **various events** that we are participating again this year, we would like to invite you to read more about how we

plan to reinvent ourselves, always to the benefit of you, our colleagues and your students.

**We wish you all a fulfilling, creative school year.**

## Price freeze of Cambridge ESOL examination fees

Cambridge ESOL is delighted to announce that it will not be levying an increase in the University board fee charged to its authorised examination centres for its examination fees in Greece for the academic year 2010/2011.

Following consultation between Cambridge ESOL in the UK and the Greece office, this decision has been taken in order to support our stakeholders in Greece who may have been adversely affected by the current economic crisis.

We hope that our colleagues in the Greek ELT sector will welcome this decision and join us in our support to our candidates and their families during the extremely turbulent current economic climate.

## Cambridge English

**The most valuable English qualifications in the world!**

This year will see the launch of '**Cambridge English**', a new title which gives us a simpler and more powerful way of promoting our exams, products and services. It will allow us to make people aware of the brand values and benefits of '**Cambridge English**' before they have to deal with the details of our individual products and services. It will make it easier for customers and stakeholders to understand who we are and what we do, and to buy in to our core brand values.

One of our priorities in implementing this change will be to develop a clear narrative of what '**Cambridge English**' represents - a unique approach to language testing, and

[www.CambridgeESOL.gr](http://www.CambridgeESOL.gr)





a concept of English as an inclusive, accessible international language, valuing diversity and emphasising communication, rather than a specific national or social variety.

***New messaging and visuals for the other exams will roll out later in the year and we expect rollout to be substantially completed by September 2011. The new materials feature the 'Cambridge English' title with the strapline Cambridge English - The most valuable English qualifications in the world.***

***New names for the other exams will also be launched later in the year.***

***Please note that 'Cambridge English' is an umbrella term for what we do - it is not a replacement name for the organisation. We remain University of Cambridge ESOL Examinations or Cambridge ESOL, as more commonly referred to in the Greek market, although we will also focus on our fundamental identity as a part of Cambridge University.***

***More details of our new branding and all our new campaigns will become available in the next few months.***

## FCE for Schools

*The new version of First Certificate in English (B2 level) for school-age students is here!*

The successful introduction of KET for Schools and PET for Schools in 2009, two exams that have set **new standards** in the linguistic assessment of young students, is followed this year by what we, at Cambridge ESOL know is set to be a complete turning point in how **B2 level** candidates are tested: **FCE for Schools – a new version of the First Certificate in English (FCE) available in 2011 on the following dates:**

**Sunday 8 May**

**Saturday 3 December**

Cambridge ESOL exams are increasingly being used in primary and secondary education around the world, **especially at B2 level**. We always felt honoured by the

trust that educators around the world have put in our exams – we do, however, also realise that this trust comes with a great responsibility for us: to make sure that our exams are **appealing, accessible** and **fair** to the hundreds of thousands of teenagers that have buoyed them to the top!

### Overview

**FCE for Schools** is specially tailored to suit the needs and interests of pupils and young learners.

The **format** for the new exam is the **same** as the existing First Certificate and covers the **same range** and **level** of English language skills. The **content** of the exams will be **designed specifically** for this age group, covering topics and situations that they are likely to be familiar with. By including language typically used in the classroom, the new exam is **ideal** for use in schools where language learning is integrated with other elements of the curriculum.

### Characteristics of FCE for Schools

- **Same national and international recognition, format and level** of language skills as the FCE
- An **ideal, friendly** exam for young students interested in B2 level assessment
- **Content** designed specifically for young students
- Available to **all** candidates regardless of their age and teaching background
- Follows on from the successful Preliminary English Test (**PET**) for Schools
- The term “**for Schools**” is strictly an age reference and does not pose any restrictions to any candidate’s participation in the exam!

### Advantages of FCE for Schools

- Increases the **motivation** of students to learn
- Gives students the **confidence** to actively use all four skills – reading, writing, listening and speaking



- **Inspires enthusiasm** to move on to higher level exams, such as the **Cambridge English Advanced (CAE)** and **Cambridge English Proficiency (CPE)**
- Its global recognition gives students a great **competitive advantage**.

### Support and preparation material

As with all of Cambridge ESOL's certificates, there is a lot of support material to help you prepare for **FCE for Schools** which includes:

- Handbook
- Sample papers
- Online practice tests

To receive more information on resource materials, exam dates and seminars on **FCE for Schools** please visit [www.cambridgeesol.gr](http://www.cambridgeesol.gr) or get in touch with one of our authorised examination centres.

### New admissions rules to boost opportunities for overseas students at UK Universities

International students planning to study at UK universities can now use English language certificates to gain UCAS Tariff points – in the same way as they have traditionally done with 'A' Levels. The inclusion of Cambridge ESOL examinations in the UCAS Tariff will significantly boost opportunities for thousands of overseas students coming to UK universities each year.

Under the new arrangements announced today, overseas students applying to UK universities in 2011 will be able to gain valuable UCAS Tariff points if they hold selected high level English tests from University of Cambridge ESOL Examinations. Dr Mike Milanovic from Cambridge ESOL says this will significantly increase the pool of talented students available to admissions officers. He explains:

*"This is an excellent move which will benefit overseas students, their peers and the University sector as a whole. Each year thousands of overseas students bring a wealth of cultural experience to UK universities, but it's*

*essential they have the necessary language skills to cope with the demands of academic life. By awarding points to linguistically competent students who have already proved a high level of English ability, admissions officers will have access to a pool of even more exceptionally talented individuals."*

Cambridge ESOL – a department of Cambridge University – is the world's only English language assessment provider to gain this prestigious accreditation from UCAS, the organisation responsible for managing applications to higher education courses in the UK. Cambridge provide over 3 million exams a year, and Dr Milanovic, says today's news is part of a growing trend in the university sector which has seen language ability being held in the same regard as more traditional skill sets:

*"More and more universities are recognising the importance of language ability as an essential skill. Last year over 30 higher education institutions in the UK supported the inclusion of Cambridge ESOL in the UCAS Tariff points system, and I think this news is very encouraging."*

The two Cambridge English language certificates that will be accepted are Cambridge ESOL's *Advanced* and *Proficiency* which have become an internationally recognised standard of language ability in a range of sectors.

#### About the UCAS Tariff:

The UCAS Tariff is the system for allocating points to qualifications used for entry to higher education. It allows students to use a range of different qualifications to help secure a place on an undergraduate course. Further information can be found at [www.ucas.com](http://www.ucas.com)

#### Computer-based (CB) CAE a success

Following the success of the first CB exam sessions for **KET**, **PET** and **FCE**, another successful Computer Based exam session, this time for **CAE**, comes to prove the rising popularity of this new format.

The CB CAE session took place in July and marks an important stage in the roll out of computer-based exams, which are now available at over **250 centres worldwide**. This number is growing rapidly as the



majority of Cambridge ESOL exams are increasingly available to be taken as **computer-based tests**.

CB tests follow the **same test format** as the Paper-based versions. The speaking part of the CB test is conducted in **exactly the same way** as with the Paper-based version - through face-to-face assessment. Cambridge ESOL has also developed some **new, online practice tests** on this very flexible format that will hopefully provide a clearer picture of the test's appearance and functionality. Available through the Cambridge ESOL website, the tests can be found by following the link below:

<http://www.cambridgeesol.org/exams/exams-info/computer-based-practice.html>

More information on Computer based exams can be found at [www.cambridgeesol.org](http://www.cambridgeesol.org)

## Advanced exam is 'English for university' choice

**Cambridge English: Advanced – the Certificate in Advanced English – has enjoyed a recent surge in growth in candidate numbers and also in recognition from universities and other educational establishments.**

The introduction of a computer-based version of the test, and the increase in test dates have contributed to this popularity, but more importantly, **Cambridge English: Advanced** is now acknowledged around the world as a robust and thorough test of language at level C1 of the Common European Framework of Reference. C1 is the crucial level for those wanting to use English for studying demanding subjects at university level where detailed use of language is important. Achieving C1 shows candidates can display not just an advanced understanding of English vocabulary and grammar, but also the maturity and skills to discuss abstract or cultural topics and the ability to understand complex arguments and express opinions.

**Cambridge English: Advanced** offers a thorough assessment of all aspects of using English at the C1 level, and the exam format and materials have been carefully chosen to reflect the level and pace of work necessary to successfully complete university study. This depth and breadth of assessment mean that the successful candidate has the confidence to take on a demanding

course of study, and universities know that a candidate with the Cambridge English: Advanced certificate has the necessary skills to succeed.

## Cambridge English: Advanced can now mean C2 for high-achievers

**Cambridge English: Advanced** is a high level exam for those needing to combine knowledge of the English language with fluency and sophistication. High-achieving candidates taking Cambridge English: Advanced sometimes display ability beyond the C1 level. To recognise this, candidates achieving an A grade will now receive a Cambridge Advanced certificate at Level C2 – equivalent to a C pass in our highest test, the Certificate of Proficiency in English. Candidates achieving grades B and C at **Cambridge English: Advanced** will receive certificates at Level C1. This certification has been accredited by UK's national exam regulator, **Ofqual**.

## Cambridge ESOL Online for Preparation Centres

Do you want to:

- get faster access to your candidates' exam results?
- be part of the Cambridge ESOL community?
- receive more support and information about our exams?

**Cambridge ESOL has launched a new website exclusively for schools who prepare and enter candidates for Cambridge English exams.**

Ask your centre to register you today, and start enjoying the benefits.

- View and download your candidates' exam results
- Get the latest information about our exams
- Get 10% discount when you buy support materials for your candidates
- See the range of exam dates available

Visit

<http://www.CambridgeESOL.org/home/school.html>

for more information.



## TKT Practical ready to launch

The new TKT Practical module is now live, giving teachers around the world the chance to gain certification for their practical teaching abilities.

TKT Practical complements the range of teaching tests and awards offered by Cambridge ESOL and can be taken together with other TKT modules or on its own. Lots of centres have already expressed an interest in the new module. TKT Practical is the latest in a series of new TKT modules; a module on teaching young learners is already in the pipeline for launch next year.

## Our presence in upcoming events

With a view to promote our exams whilst providing top scientific knowledge on English Language Teaching we will once more engage into an extensive participation in **various ELT events** throughout the country. You can find Cambridge ESOL representation at the following events:

- **The International Publishers Exhibition** on 29<sup>th</sup> August 2010 at the Capsis hotel in Thessaloniki
- **The PALSO Northern Greece Conference and Exhibition** on 30<sup>th</sup> and 31<sup>st</sup> August 2010 at the Met hotel in Thessaloniki
- **The International Publishers Exhibition** on 4<sup>th</sup> and 5<sup>th</sup> September 2010 at the Divani Caravel hotel in Athens
- **The EUROPALSO Conference** on August 29<sup>th</sup> at the Athens Imperial hotel in Athens.

Our planned talks at the above events will focus on the new **FCE for Schools**, offering information on the **logic** behind its creation, on its **content** and **format** and the **benefits** to school-aged **B2 level** candidates.

You can also keep up to date with all the events where we can be found throughout the year by checking the relevant page on the Greek website on a regular basis:

[www.cambridgeesol.gr/resources/events-area.html](http://www.cambridgeesol.gr/resources/events-area.html)

## Business English learners to get boost from new online preparation course

Hundreds of thousands of students who learn English for the workplace each year can now benefit from new online preparation courses for the popular **BULATS**.

The BULATS preparation courses – from Cambridge ESOL and New Zealand-based Vital English – are available in two versions: the **BULATS Blended Learning Course**, combining online and classroom study, and the 100% online **BULATS Self-study Course**.

The blended learning version of the course is delivered using a mix of online and face-to-face learning which can be adjusted depending on the needs of the learners – whereas the self-study course is delivered entirely online allowing maximum flexibility to the learner.

Both courses which are made up of 50 hours of study are designed to develop English language ability across the four skill areas of reading, writing, listening and speaking. They both use a range of multimedia including realistic video and audio to enhance the learning experience.

By increasing a learner's knowledge of English in a workplace context the course helps to increase employability and the ability to carry out business on an international scale.

## Air France chooses Cambridge ESOL to assess the English Language skills of its staff

Air France has appointed the experts in language assessment, Cambridge ESOL, to assess the language skills of its workforce of nearly 63,000 employees. The three year contract with Cambridge ESOL is to use its Business Language Testing Service (BULATS).

Cambridge ESOL, a department of the University of Cambridge, won the tender issued by the airline last December. Air France will be working with Cambridge ESOL to replace the existing language assessment tests used by the training department of the group to evaluate nearly 6,000 employees each year.

“These tests are on demand and adaptive, which allows them to fit our needs perfectly,” explains Frederic



Mesplès, general purchasing manager at Air France. “I believe that Cambridge ESOL is a benchmark for certification in English.”

Dr Mike Milanovic, Chief Executive of Cambridge ESOL, said:

“English is the global language of business and in today’s highly competitive global economy, effective communications is a must for businesses who have staff and customers spread across the globe. BULATS was designed for companies like Air France who need an accurate and reliable business language testing service for training and staff development. The aviation industry relies so heavily on communication and this project will allow the airline to benchmark the English language skills across their entire organisation”.