English Training Group

San Salvador, January 1, 2012

ESEN (Escuela Superior de Economía y Negocios), www.esen.edu.sv is a private nonprofit university founded in 1993, and considered the best university in El Salvador. In order to study at ESEN, applicants need to take a test administered by The College Board and complete a personal interview. Every year only 200 new students are incorporated. The total student population is about 800 in three different fields: Business and Economics, Law and Engineering and Business.

I would like to share our accomplishments utilizing the EDO methodology and approach in our market, especially at ESEN, and to thank Edusoft for all the help, dedication and support given in order to achieve our academic goals.

In 2003, the administration detected the need for its students to have and develop a strong understanding and knowledge of the English language, therefore learning how to communicate effectively in English became a requirement for students. The study plan was modified to include English classes for all fields and English also became a graduation requirement. We looked in the international market for a certification. After evaluating a few, we decided that TOEFL® was the right choice for the institution. We adopted the paper and pencil test and demanded that students wanting to graduate need to score 500 of the 677 possible points. After the first year the minimum score was raised to 525, and the following year to 550.

In 2005 we found out about ETS® changing the test format and migrating to an internet based test. ESEN started moving in that direction. Our goal was to learn the new methodology as well as becoming a test center and myself the Test Center Administrator.

After meeting all requirements, in 2006 ESEN became a test center identified by ETS® as STN11421A. We set a new minimum score for students to graduate: 80 out of 120 possible points.

In 2010, I was approached by Edusoft and introduced to their teaching methodology. At the beginning my perception was **"impossible to teach English with this approach".** After being exposed and testing it my perception changed so I presented to ESEN's administration the new tool and we opted for implementing a Blended Learning methodology to teach English to the students and prepare them to take and achieve the minimal TOEFL® iBT score requirement. The teaching approach was changed due to all the tools in the EDO platform- like the speaking section, grammar book and dictionary incorporated, forums, magazines, link to the fairly new BBC® and the flexibility to access, practice and study 24/7. I felt that since our goal is

Calle a San Antonio Abad, # 16, San Salvador.
2274-9283/ 7160-6771
www.grupoetg.net

English Training Group

for our students to take and achieve a certification that measures the four communicative skills (listening, reading, speaking and writing) and EDO methodology offers the same, it was a winning match.

We had and have full support from Edusoft, especially from the IT department for the implementation and follow up.

When comparing the old, traditional face-to-face methodology and the new Blended approach, we found that students now show a higher motivation level to learn and practice communicating in English and teachers have the opportunity to complement topics taught in the different units. The TMS is an excellent tool to track progress like time on task, class completion, assign automated tests, and guide students in their learning process. Previously, our schedule had included 5 face-to-face classes a week. With the Blended methodology we dropped to 4 based on obtained results. I think we will end with 3 Blended sessions a week.

We have incorporated speaking and writing tasks from the TOEFL® iBT teaching and practice methodology, utilizing the ETS® guidelines and rubrics. As a result students are effectively communicating in those areas. In 2011, we measured students' results and compared TOEFL® scores with the ones obtained by students learning with the Blended methodology. As a result we validated what the EDO comparisons chart reflects. We have an 82 % success rate in achieving the desired target of 80 points and we have students achieving up to 110 out of 120 possible points.

So far since the implementation of EDO in El Salvador, we have 3 universities and various public and private companies utilizing EDO and learning via Distance Learning and Blended Learning methodologies.

As always we are looking forward to continuously improving and growing in 2012 with the help and support from EDUSOFT.

Regards,

Guillermo Villavicencio
Academic Director

Calle a San Antonio Abad, # 16, San Salvador.
2274-9283/ 7160-6771
www.grupoetg.net