



# Best of both worlds...

A look at the innovative **english360** programme

BE DIFFERENT

# Ways to be different..

## **Customer relationship management**

Give an experience students remember

Personalise, personalise

Keep in touch

## **Outreach**

VOIP programmes

## **Broader product offers**

English +

ESP specialisms

Blended programmes

Post-sessional courses

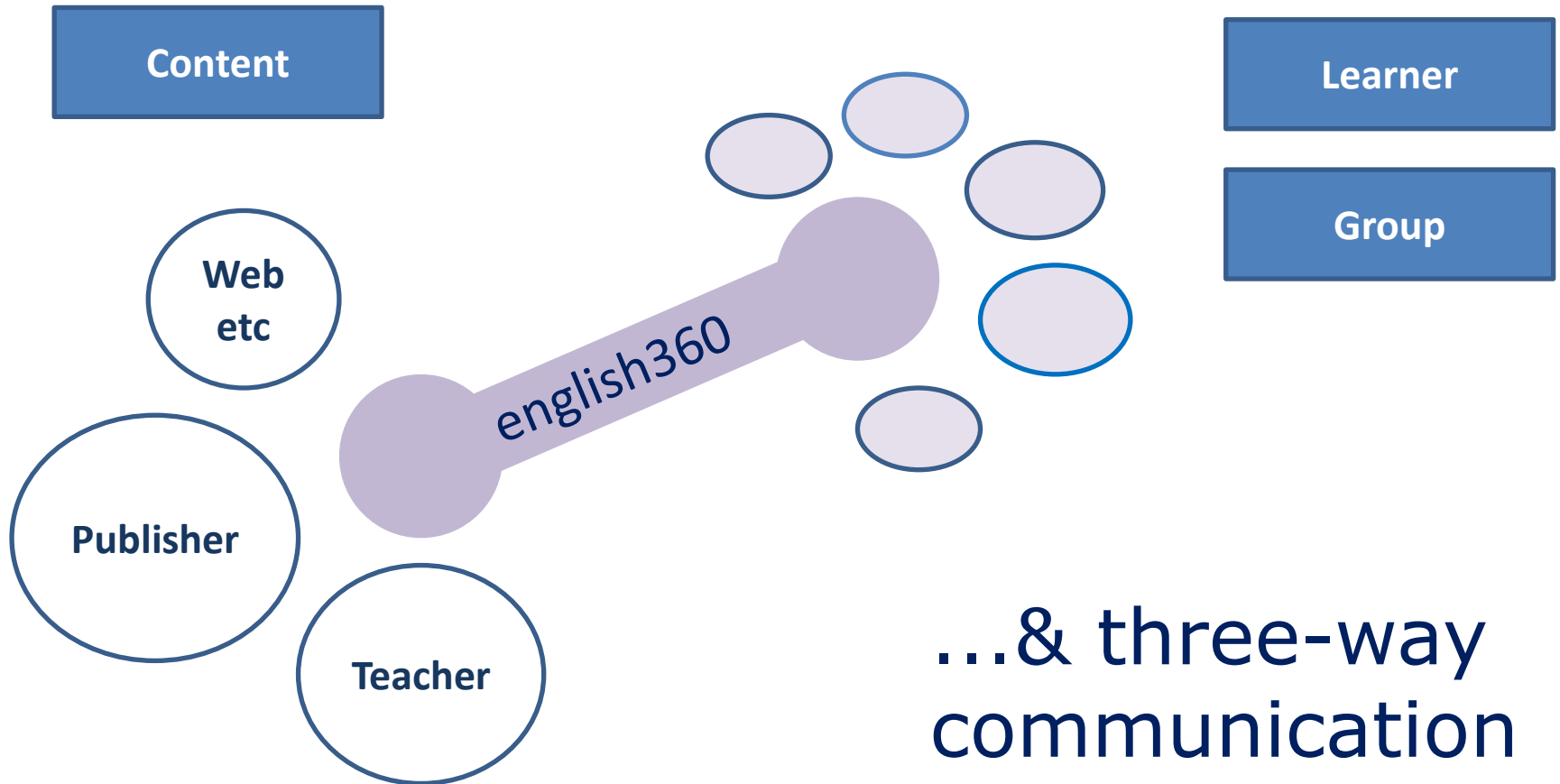
# Ways to be different..

	Staff	Teaching tools	
	Teacher	Paper	Digital
<b>Customer relationship management</b>			
Give an experience students remember	√	X	√
Personalise, personalise	√	X	√
Keep in touch	√	X	√
<b>Outreach</b>			
VOIP programmes	√	X	√
<b>Broader product offers</b>			
English +	√	√	√
ESP specialisms	√	√	√
Blended programmes	√	X	√
Post-sessional courses	√	X	√

# Keeping in touch...



# Three-way content integration...



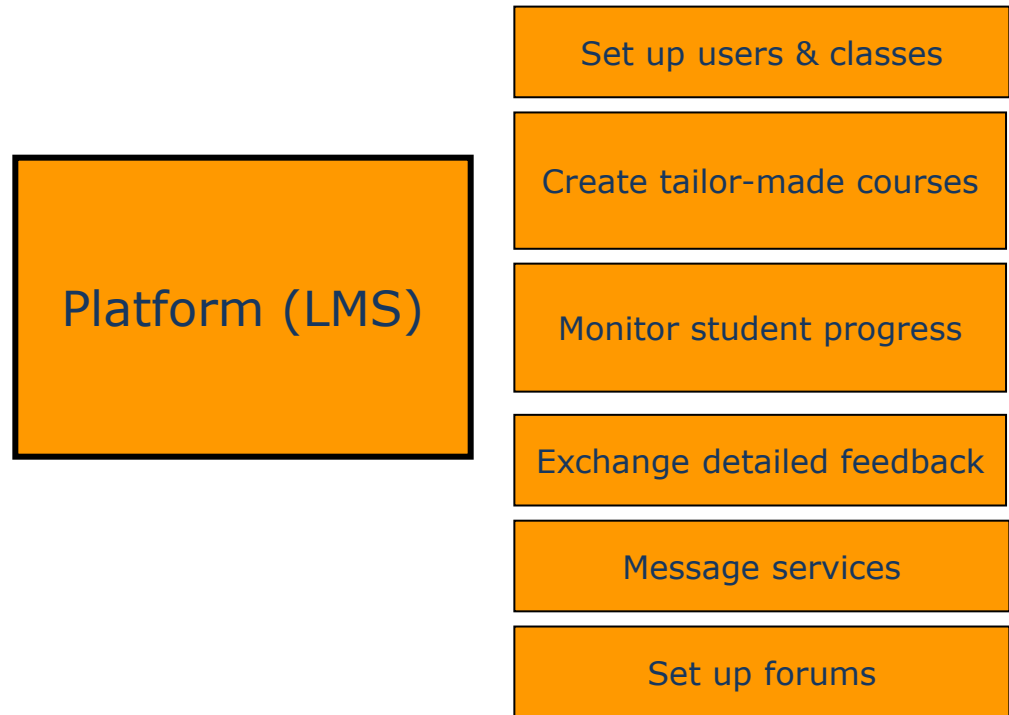
...& three-way communication

# Structure of the Service

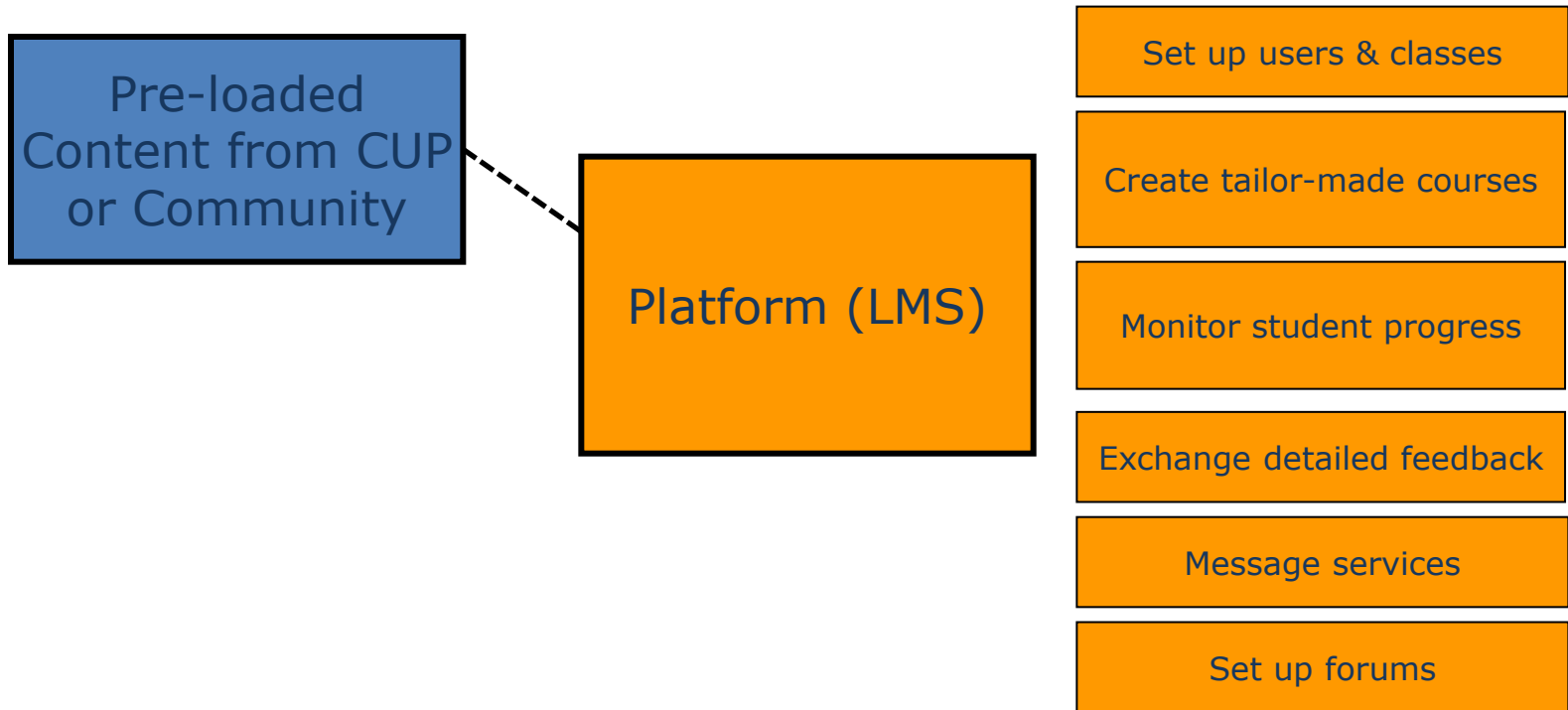


Platform (LMS)

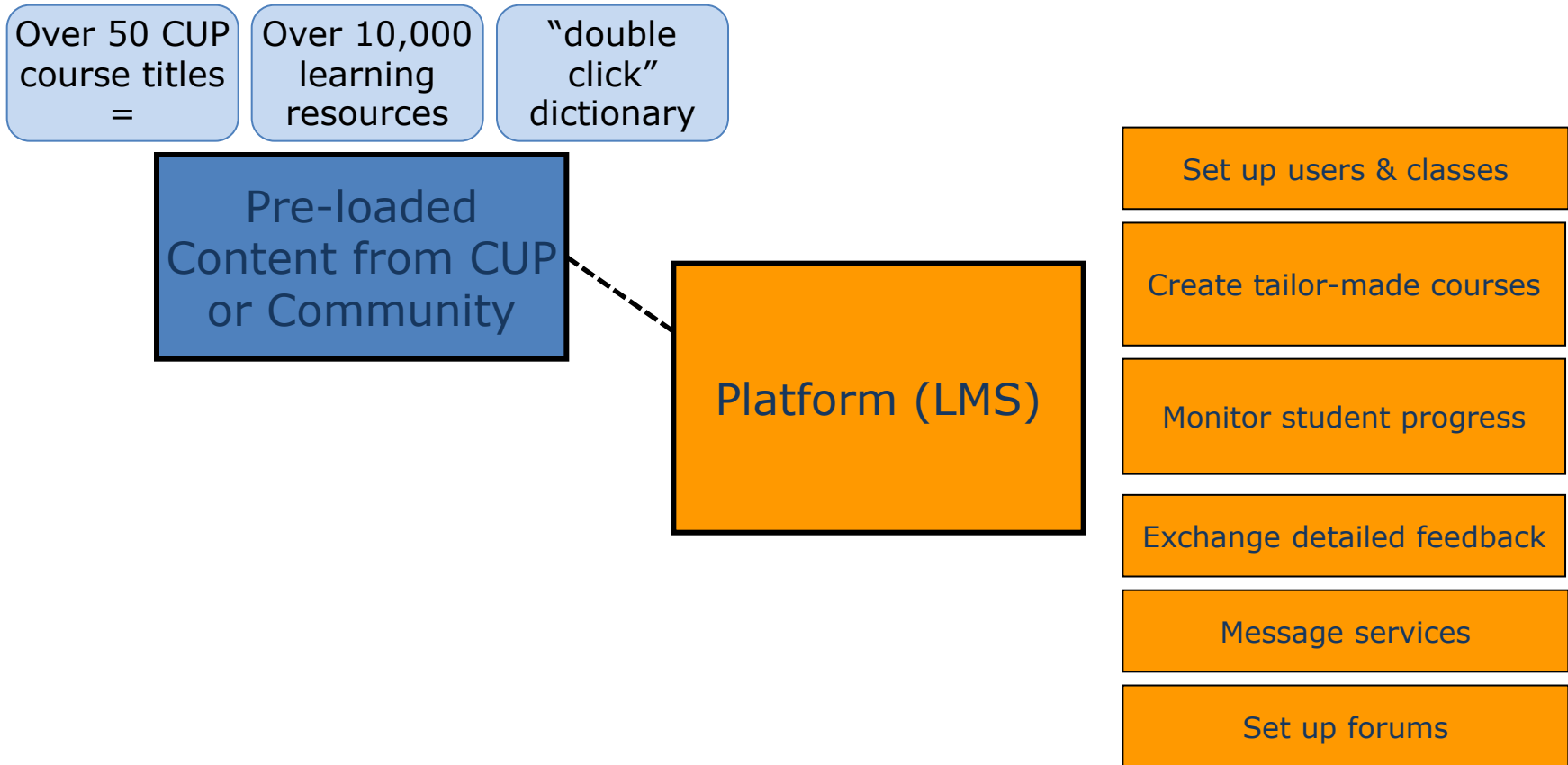
# Structure of the Service



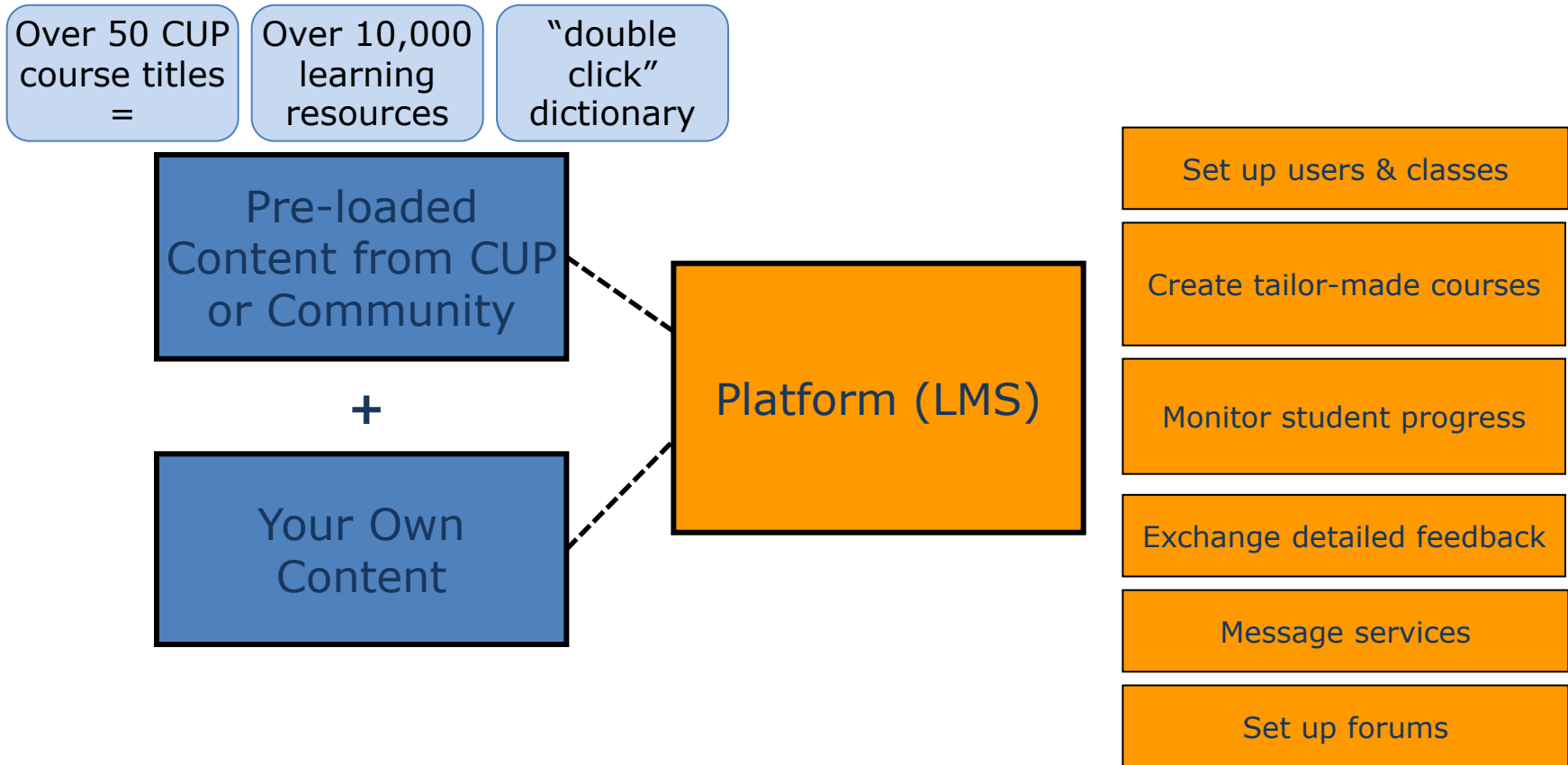
# Structure of the Service



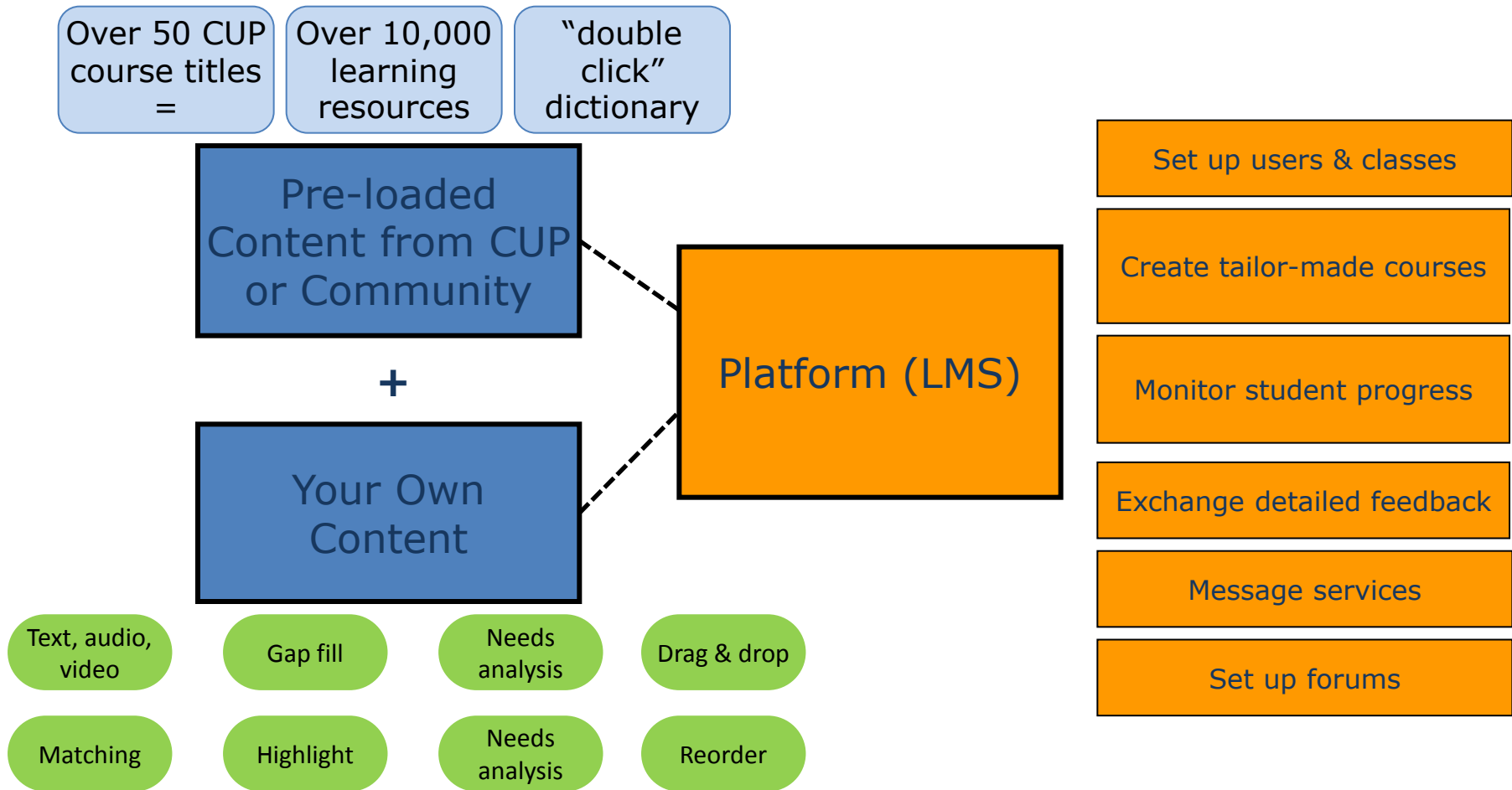
# Structure of the Service



# Structure of the Service

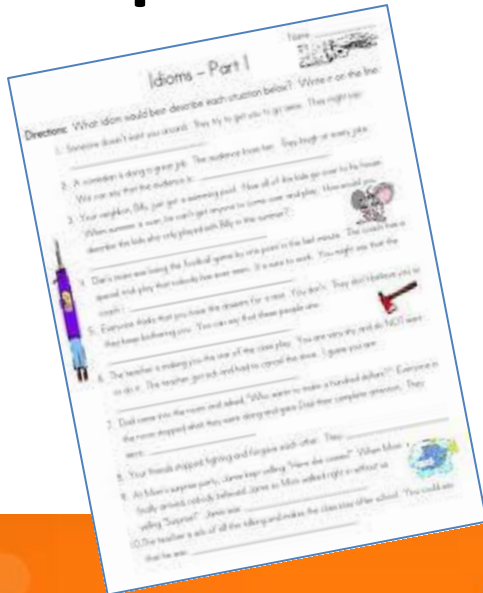


# Structure of the Service





+




# Three basic levels of access:

- Student
- Teacher (also Moderator)
- Administrator

**Students**  
**personalised platform**  
**and courses:**  
calendar, messaging and  
performance tracking


# English360 overview: Students


World English Blend [switch schools](#)

 World English Blend

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Gabriel | [Help](#) | [Log out](#)

 Welcome to World English Blend

 Hello, Gabriel  
[View profile](#) | [Edit profile](#) | [My library](#)

### Courses




Choose the course you want to visit and get started!

 Gammatour  Presentation Skills

[View all courses](#)

### News & Updates [Edit settings](#)

[All News & Updates](#) | [General](#) | [Courses](#) | [Events & Attendance](#)

-  You have been added to the course **Presentation Skills** as a learner. 04 Jan 2011 16:47
-  Clare Briggs has sent you a **message**. 19 Dec 2010 11:13
-  You have been added to the course **Professional English in Use Medicine for FOCAN** as a learner.


### Calendar [View all](#)

20 Jan 2011	Gammatour <b>Gammatour</b> 19:00 Room 4
24 Jan 2011	Gammatour <b>Gammatour</b> 19:00 Room 4
27 Jan 2011	Gammatour <b>Gammatour</b> 19:00 Room 4
31 Jan 2011	Gammatour <b>Gammatour</b> 19:00 Room 4
03 Feb 2011	Gammatour <b>Gammatour</b> 19:00 Room 4

### Network [View all](#)

# Learning calendar

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## January 2011


[Add new event»](#) Switch calendar

[« December 2010](#) | [February 2011 »](#) [This week](#) | [Today](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27 19:00 Gammatour	28	29	30 19:00 Gammatour	31	1
2	3 19:00 Gammatour	4	5	6 19:00 Gammatour	7	8
9	10 19:00 Gammatour	11	12	13 19:00 Gammatour	14	15
16	17 19:00 Gammatour	18	19	20 19:00 Gammatour	21	22

# Messaging services

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## Messages


[Compose a new message](#)

[Inbox \(12 new\)](#) [Sent messages](#) [Deleted messages](#)

Subject	From	Date
<input type="checkbox"/> <b>You are now a member of Presentation Skills</b> Clare Briggs welcomes you to your...	Clare Briggs	04 Jan 2011
<input type="checkbox"/> Lesson to review presentation on 20 Dec 2010 20:30 The class Lesson to review...	Clare Briggs	19 Dec 2010
<input type="checkbox"/> You are now a member of Professional English in Use Medicine for FOCAN	Javier Gonzalez	13 Dec 2010
<input type="checkbox"/> <b>You are now a member of Bucaramanga_Demo_CRB_December 2010</b> Nick Baker	Nick Baker	12 Dec 2010
<input type="checkbox"/> <b>UDES on 13 Dec 2010 01:00</b> The performance event UDES has just...	Nick Baker	11 Dec 2010
<input type="checkbox"/> You are now a member of Master D Clare Briggs welcomes you to your...	Clare Briggs	01 Dec 2010
<input type="checkbox"/> <b>You are now a member of Jonathan's course</b> Clare Briggs welcomes you to your...	Clare Briggs	26 Nov 2010
<input type="checkbox"/> <b>Your request to join Thorough 360 Demo has been accepted</b> Congratulations! Your request	Carlos Álvarez	24 Nov 2010
<input type="checkbox"/>  English360 online learning platform - Please confirm your registration Welcome to English360	Carlos Álvarez	24 Nov 2010
<input type="checkbox"/> <b>You are now a member of Presentation Skills in a Hostile Environment</b> Clare Briggs	Clare Briggs	24 Nov 2010
<input type="checkbox"/> <b>Presentation Skills in a Hostile Environment is no longer available</b> Sorry, Presentation	Clare Briggs	24 Nov 2010


# Track class attendance...

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 Gammatour


Results & Attendance Events Feedback Members Forum

ⓘ Actions ▾

View by type

- Attendance ▾
- Online time
- Course scores

 **Gabriel Ferreira**

 Print Results

	Class attendance (no.)	Class attendance (%)	Class attendance (hrs/mins)
Gabriel Ferreira:	102 of 104	97%	03 hrs 00 min


**Class attendance detail**

Date	Class title	Class attendance (%)	Class attendance (hrs/mins)
04 Jan 2010	Gammatour intermediate class	100%	01 hrs 00 min
07 Jan 2010	Gammatour intermediate class	100%	01 hrs 00 min
11 Jan 2010	Gammatour intermediate class	100%	01 hrs 00 min
14 Jan 2010	Gammatour intermediate class	100%	01 hrs 00 min

# Track student course scores...

Gammatour Results & Attendance Events Feedback Members Forum Actions

View by type  
Attendance  
Online time  
Course scores

 **Gabriel Ferreira**  
Print Results


### Course scores summary

Gabriel Ferreira	Average for this course's members
Correct answers: 138 of 432	353 of 702
Overall score: <b>32.0%</b>	<b>50.0%</b>

### Course scores detail

Folder / Page name	Status	Correct answers	Overall score
▶ Introduction to the course	Not score-able		N/A
▶ Meeting and greeting		52 of 90	58.0%
▶ About town		28 of 36	78.0%

# Track scores unit by unit...



## Gabriel Ferreira





[Send a Message to Gabriel Ferreira](#) [Print Results & Attendance Info](#)

Attendance Online time **Course Scores**

### Course Scores Summary


	Gabriel Ferreira	Average for this Course's Members
Items Correct:	77 of 98	505 of 631
Overall Score:	<b>79.0%</b>	<b>80.0%</b>

### Course Scores Detail

Folder / Page Name	Status	Items Correct	Overall Score
 Introduction to the course	Not score-able		N/A
 Needs analysis	Not score-able		N/A
 Introduction	Not score-able		N/A
 Meeting and greeting		36 of 38	<b>95.0%</b>

# And in detail...


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 **Gammatour**

Results & Attendance


[Events](#)
[Feedback](#)
[Members](#)
[Forum](#)

 **Actions** ▾


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View by type

Attendance

Online time 

Course scores




## Gabriel Ferreira

[Print Results](#)

### Average for members on this course

	Completed activities (no.)	Completed activities (%)	Completed online time (hrs/mins)
Gabriel Ferreira:	406 of 670	61%	09 hrs 00 min
Avg. class online time:	680 of 670	101%	15 hrs 00 min

### Activity detail

Folder / Page name	Completed activities (no.)	Completed activities (%)	Completed online time (hrs/mins)
▶  Introduction to the course	0 of 1	0%	00 hrs 00 min

# Track overall online time...



Gammatour

Course Home

Results & Attendance

Events

Feedback

Members

Discussions

⚙️ Actions ▾

View by Type

Attendance

Online Time

Course Scores

View by Member

Ana Paula Gomes

Christelle Moreau

Gabriel Ferreira

Stefano Rossi

## Online Time

By Member


By Course Content

Member Name	Completed (no.)	Completed Activities (%)	Completed Online Time
Ana Paula Gomes	5 of 5	100%	02 hrs 30 min
Christelle Moreau	8 of 8	100%	03 hrs 40 min
Gabriel Ferreira	6 of 6	100%	01 hrs 20 min
Stefano Rossi	6 of 7	86%	03 hrs 10 min

**Teachers: finding the  
right content and  
creating your own course  
/ resource**

# Finding content...

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Clare | Help | Log out


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Displaying 1-20 of 64 results for

## Cambridge

**Courses** | People | Content

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 **Essential Telephoning in English (resource)**

A2 elementary/pre-intermediate B1 Intermediate business english Cambridge University Press course functional language Listening Speaking Telephoning vocabulary vocabulary

A short course in telephoning from Cambridge University Press for Pre-intermediate (A2) to Intermediate (B1) learners, written by Barbara Garside and Tony Garside. You can copy individual activities, pages and folders from Cambridge University Press resources into your own courses. You can supplement these with other activities authored by you or other educators, and then edit page names and resequence the material to personalise each course.

Created on Fri, Jul 17th 2009, 01:20 62 members

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 **Infoquests from English365 (resource)**

B1 Intermediate B2 upper intermediate business english Cambridge University Press general english lesson plan Listening pdf Reading Research Speaking

Infoquests from English365 accompany the general and business English course from Cambridge University Press. These activities help students develop their online research skills and problem-solving abilities. There are three levels - Pre-intermediate (A2), Intermediate (B1) and Upper Intermediate (B2). You can copy individual activities, pages and folders from Cambridge University Press resources into your own courses. You can supplement these with other activities authored by you or other educators, and then edit page names and resequence the material to personalise each course.


# Course structure


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 World English Blend





TEACH ▾ NETWORK ▾ ORGANISE ▾


Clare | Help | Log out

 CAA sample course





Results & Attendance Events Feedback Members  Actions ▾

## Course contents

- To the student
- 1 - Family
- 2 - People's ages
- 3 - Describing character 1**  
  - Unit 3  
  - [Add a new page »](#)
- 4 - Describing character 2
- 5 - How you feel (excited, nervous, etc.)
- 6 - Love and marriage
- 7 - Your body
- 8 - The senses (smell, taste, etc.)
- 9 - Driving a car
- 10 - Signs (no smoking, for sale, etc.)
- Test 1
- 11 - Television
- 12 - Cinema




 Welcome to  
**CAA sample course**  
CAA course for level 1

### Course summary

-  0 Learners (1 Moderator)
-  0 Remaining classes (0 total)
-  0 Performance events
-  14 hrs 10 mins Online Components

### Learner needs

### News & Updates

-  The item BBC site was removed from the page Carolina's page by **Clare Briggs**.  
14 Jan 2011 17:51
-  The page **Carolina's page** was edited by **Clare Briggs**.  
14 Jan 2011 17:48
-  The course **CAA sample course** has been created.  
14 Jan 2011 17:42

[More News & Updates](#)

# Course / resource structure

## Course Contents

Introduction to the course

Meeting and greeting

About town

**On the phone**

Leaving messages

**Checking details**

Useful language

Part A - Getting through

Emailing

Making bookings

Keeping conversation going

Travelling round the world

Cambridge  
Dictionaries Online

Define a word...

Define

## Checking details

Speaking Listening B1 Intermediate checking



You have completed this page.

## Lesson goals



FEEDBACK (0)



- checking details

## Introduction



FEEDBACK (0)



Read this text and fill in the gaps using these words.

numbers spell stressing single common

Define this word »

When people leave a **message**, they often clarify it by (1)stressing key words. They also (2) spell ✓ out difficult words, and if the letters are confusing, they clarify them by using a (3) common ✓ word or name (e.g. D for David). It is possible to make difficult (4) numbers ✓ clearer by saying them in a different way or using (5) single ✓ digits, such as 'three seven' for 'thirty-seven'. But people don't always think about these things – so you have to check the details.

# Feedback tailored to learner needs

## Results and Feedback [See the full report »](#)

0%

0/10 Correct

Showcase of Activity types

### Drag & drop

There is no feedback on this page.

Gammatour

### Introduction

There is no feedback on this page.

Gammatour

### Needs analysis

Great, Gabriel! You have identified the level of need you feel you have in each of the areas defined in this Needs Analysis. If you now look on your Dashboard, you will see that your needs are identified there, in a 'tag cloud' at the top of the page. If you would like to add further needs, you can do so by clicking to 'Add a need', on the Dashboard. If you would like to change the level of any of these needs, or to remove one, you can do so by clicking on it. Similarly, you can also quickly search for other activities on any topic you have identified as an area of need. I can also see your needs levels, which will help me to ensure I give you as much opportunity as possible to develop your competence in the areas you have identified. Any questions? Let me know! [Keep reading »](#)

54%

13/24 Correct

Gammatour

### Checking details

Gabriel, what happened here? It appears that you had not finished completing these activities when you submitted your work. If you don't have enough time to answer all of the questions in one go, you can save your work as draft, and then reopen the page to finish it later, submitting it then. [Keep reading »](#)

27 Sep 2010  
Gammatour  
Gammatour  
19:00 Room 4

30 Sep 2010  
Gammatour  
Gammatour  
19:00 Room 4

## Network

[View all](#)



**Clare Briggs** Teacher

English business teacher learn 121 course provider



**Clive Dickinson** Manager



**Ana Paula Gomes** Learner

sales marketing Brazil Sao Paolo English language movies classical music



**Laetitia Laurent** Learner



**Michel Leroy** Learner

# Create interactive exercises...

**Fill in the blanks**

- Fill in the blanks
- Fill in the blank demo
- Add a new page »

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- Matching
- Drag and drop
- Needs Analysis
- Link to a website
- Essay / Short answer
- Page comments
- Viewable PDF
- Course discussions
- File download
- Add a new folder »

## Blind wine tasting

### Introduction


Read this article on **blind wine tasting** and fill in the gaps with the following words:

Label objective glass

### Content

Create blanks by selecting the answer text and clicking "ADD A BLANK"

For an **objective** judgment of any wine, it should be served *blind* — that is, without the taster(s) having seen the **label** or bottle shape. Blind tasting may also involve serving the wine from a black wine glass to mask the color of the wine. A taster's judgment can be prejudiced by knowing details of a wine, such as geographic origin, price, reputation, color, or other considerations.



# Automatic marking, tailored feedback

The screenshot displays the English360 interface for configuring a 'Fill-in-the-Blank' activity. On the left, a 'Course Contents' sidebar lists various activity types, with 'Fill in the blanks' selected. The main area shows the activity configuration for 'Fill-in-the-Blank'. The 'Item Title' is 'THIS IS A NEW GAP-FILL ACTIVITY'. A modal window titled 'Fill-In-The-Blank' is open, showing the following configuration options:

- Answers:** A text input field containing 'SOME'.
- ADD CUSTOM FEEDBACK:** A checked checkbox.
- Custom Feedback:**
  - Correct Feedback:** A text input field containing 'CORRECT - WELL DONE!'.
  - Incorrect Feedback:** A text input field containing 'DO YOU REALLY USE "ANY" IN POSITIVE'.
- Buttons:** 'Save Changes' and 'Cancel and Close'.

# Choose the copyright status for each new activity you create

License

**Inherit from course**  
Creative Commons + No Derivatives + Attribution [View License](#)  
This is the default license, as defined when the course was created.

**All Rights Reserved** No one is allowed to copy or use the information in this work without explicit written permission.

Allow others to use, but not change, my All Rights Reserved content.

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[Cancel](#)

# Key Contact details:

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