



# An Update From Cambridge ESOL

**Manchester, 4 March 2011**

**Jon Grant  
Business Development Group  
UK**



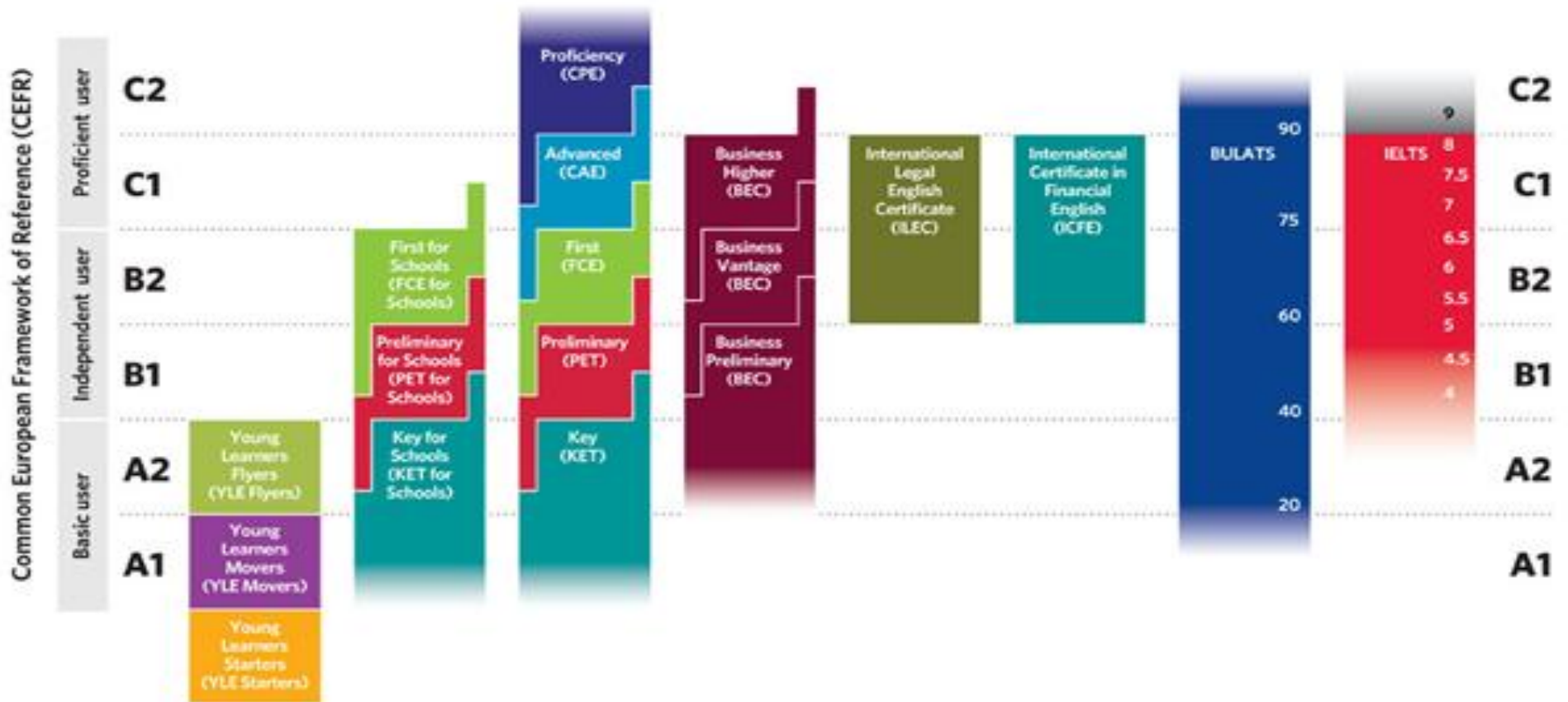
# **In the Cambridge ESOL environment ...**

- **New partnership**
- **New CEFR alignment**
- **New promotional materials**
- **New campaigns and strategies**
- **New events**



# Cambridge English

A range of exams to meet different needs



# Cambridge Placement Test Available to English UK members

- Online
- Adaptive
- On demand
- All CEFR levels (Pre-A1–C2)
- Immediate results
- General English
- Listening, Reading, Use of English
- 30 minutes
- Large bank of questions – all pretested



# BULATS

<b>Online Test (Adaptive)</b>	<b>Listening, Reading &amp; Language Knowledge</b>	<b>Approximately 60 minutes</b>
<b>Online Speaking test</b>	<b>Speaking</b>	<b>12 minutes</b>
<b>Online Writing Test</b>	<b>Writing</b>	<b>45 minutes</b>

# Speaking test



Cambridge ESOL's first online Speaking test

- Candidate wears headphones with microphone
- Candidate watches tutorial
- Candidate takes test – no interaction with keyboard or mouse except to enter personal details
- Pre-recorded questions are presented to candidate who has a certain amount of time to respond after a tone
- Responses are recorded and stored as they are gathered

# Part One Interview

00:09

You will be asked 8 questions.  
Listen to each question and respond after the tone.  
Look at the timer to see how much time you have to give your answer.

**Question 1**





# Writing test

- Candidate watches tutorial
- Candidate takes test
- Candidate types their answers to a short Part One task (e.g. an email) and to their choice of two longer Part Two tasks (e.g. a letter or memo)
- Responses are stored as they are written

# Part One

43:19

Answer the question below.  
Type **50-60** words.

Part One:  Part Two:

You have received this message from your Managing Director.

From: John Linden, Managing Director

Subject: Customer Complaints

We have recently received a number of complaints from our customers. In the last month they have returned 20% of goods because of poor quality. I need to know today what is causing this problem. What can we do about it, and how soon can this be done?

Write a reply to John Linden:

- explain what the problem is
- say what can be done about it
- say how soon this can be done.

Dear Mr Linden

Words: 3



# Marketing Resources

## Gold Catalogue

- All exams explained
- All support products explained
- Exam dates 2010, 2011, 2012
- Teaching Awards

## Local Brochures

- Currently only for London
- Cambridge and Ireland coming



# Other News

- Computer based exams - over 50 centres UK – register 1 week before – results in 2
- On-line courses – IELTS, BULATS, **B1** and CFE
- On-line practice tests – KET, PET, FCE and CAE
- Distance Delta – **Online CELTA**



## Press release

# **Transatlantic tie up to boost opportunities for English language learners worldwide**

Cambridge ESOL and Michigan Test of English

September 24, 2010

A collaboration announced today by departments of two of the world's top universities will give learners around the world greater access to high-quality internationally recognized language qualifications.



# In the UK environment ...

- **BIS Strategy Document – “Skills for Sustainable Growth”**  
(November 2010)
- **UKBA – “The Student Immigration System: A Consultation”**  
(December 2010)
- **UKBA – Review of English language requirements for the points-based system**  
(January 2011)



# **UKBA review of English language requirement for Tiers 1, 2 and 4 of the PBS**

- **New criteria for English language tests published**
- **Expert group to be consulted on CEFR alignments**
- **Submissions to be made by 31 January 2011**
- **New lists of exams to be in use from spring 2011**



## **From the UKBA - English language requirement for spouses (November 2010)**

- From autumn 2010, for non-European migrants applying to come to marry their settled partner
- English at least at A1, before they come to the UK
- Evidence from “one of the UKBA approved test providers”



# Nationalities - UK

- All exams in UK – 165 nationalities – 76% come from these 12 countries
- 1. Spain
- 2. Poland
- 3. Switzerland
- 4. Germany
- 5. Italy
- 6. Czech Republic + Slovakia
- 7. France
- 8. South Korea
- 9. Brazil
- 10. Japan
- 11. China



**Thank you ...**

**Any questions?**



UNIVERSITY *of* CAMBRIDGE  
ESOL Examinations

Experts in Language Assessment



**Jon Grant**

**Tel: 0207 2270661**

**Email: [Grant.j@CambridgeESOL.org](mailto:Grant.j@CambridgeESOL.org)**

