



CELTSEM: General course information



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Section 1

Introduction to CELTSEM

Welcome to the English UK Certificate in ELT Student Experience Management (CELTSEM).

The course started in 1993, and until 2012 was called the Welfare Officer's Certificate Course. From 2012 to 2021 it was called the Certificate in Student Services Management.

The course has continued to evolve and develop, responding to changes in the roles and responsibilities of a 'welfare officer' or 'student services manager', and has been renamed to CELTSEM to reflect the broader and more changeable responsibilities of student-facing staff within an ELT centre.

1.1. Course owner and manager

The course is owned and managed by English UK. Eleanor Thomas is your first point of contact for enquiries. If Eleanor is unavailable, please contact either Siobhan Baccas or Huan Japes at English UK.

Eleanor Thomas, eleanor.thomas@englishuk.com
Siobhan Baccas, siobhan.baccas@englishuk.com
Huan Japes, huan.japes@englishuk.com

1.2. Course team

Liz Granato has been an Accreditation UK inspector since 2007. She has been a tutor on the English UK Certificate in Student Services Management (now CELTSEM) course for many years. She previously worked in the ELT private sector as an academic and centre manager and has managed all aspects of student services.

Glen Mitchell is an Accreditation UK and IALC inspector whose experience includes academic and schools' management. He has worked both in the UK and overseas in an ELT career spanning 30 years. Having managed teams in multi-centres, he is particularly aware of the need for strong organisation skills, effective communication techniques, and the importance of customer care and quality control.

Barbara Lewin is a safeguarding trainer and consultant with many years' experience of working within the ELT sector. She has worked in both the academic and students' services teams within ELT centres in a range of roles, including Group Safeguarding Lead. Barbara delivers training and advice to centres across the UK. In 2016, Barbara founded and chairs the Sussex Safeguarding Forum to share information and consult with the relevant local government authorities.

1.3. What you can expect from us

We make every effort to ensure that the course provides you with:

- Teaching which covers both practical and theoretical aspects of your job
- Support to enable you to complete the course successfully
- Knowledge and tools to help you achieve a better quality of work life
- Ideas and the confidence to improve the services provided by your organisation.

In terms of the product, we will provide you with:

- Self-study materials: the 'course book', is divided into six sections. The sections provide the essential 'building blocks' of the course. You should read the relevant section before the face-to-face session. This is important because it is not always possible to cover all the content during the sessions and you may have specific questions you would like to ask.
- Intensive training sessions: the synchronous sessions are the cement that holds the building blocks together.

They provide an opportunity to discuss the various concepts and ideas and establish a network of peers with whom you can exchange views, difficulties and suggestions. It is critical that you attend the intensive sessions for successful completion of the course.

- On-going support: we can help you with your studies if you are having difficulties with the course. Please contact us immediately – it's better to tackle problems sooner rather than later.

Each year we update and try to improve the course, drawing on course feedback, English UK member recommendations and other specialists in the field. If you feel at any time that you have any recommendations for improvement, please let us know.

1.4. What we expect of you

We estimate the course will take approximately 120 hours to complete. We can provide you with support, however it is your responsibility to:

- be acquainted with the course before enrolling: you and another person (in a managerial position) at your centre must be sure the course is right for you. Replacements during the course will not be able to gain a certificate (see below), and refunds are not possible
- read the study materials, completing the Think Sheets as you go
- attend all the training sessions: the synchronous elements of the course are vital. Missing more than one session will result in not being awarded a certificate
- be punctual: time is very limited, and we need to maximise our use of it
- complete your assignments on time
- become familiar with associated materials that you may come across
- participate: student services are not an exact science, and your views are just as valid as anybody else's, so do question and be constructively critical of what you read and hear. Your contributions will be very welcome
- communicate: not just with us, but with other members of the course. Networking is one of the keys to success on the course and beyond.

Remember that centres sponsoring applicants are making a considerable investment in money and time. If possible, why not meet your manager once a month to discuss how the course is progressing?

1.5. Certification criteria

To successfully complete the course, participants must:

- Attend at least five out of six synchronous sessions
- Complete tasks and coursework to a satisfactory level
- Meet deadlines for coursework and task completion
- Participate actively with colleagues in the sessions and during collaborative tasks.

1.6. Participant changes and late applications

It is possible for a centre to change their participant (for example, if a participant leaves an organisation). However, please note that this change must be agreed with English UK and the course tutors and the above criteria apply which may make certification impossible.

1.7. Complaints procedure

English UK is committed to providing you with an outstanding educational experience and we take your welfare and satisfaction very seriously. If you have any problems, the primary contacts are the course team for academic matters and English UK for everything else.

If course team are unable to assist you, or you don't want to involve them in your complaint, then contact English UK directly.

Section 2

Course details

2.1. The course book

The course book:

- provides structure and schedule for the learning process
- provides preparation for and follow-up after the taught elements
- provides research activities related to your own and each other's institutions
- provides a means for dissemination of information related to the course.

There is a module for each topic area in the syllabus. Further information on each module can be found on pages 6-7.

The modules:

- Introduction and managing within a team
- Managing student accommodation
- Risk assessments and emergency planning
- Looking after the welfare of our students
- Safeguarding our students: adults and children
- Customer care and quality control

2.2. Assignments

There will be one assignment per module set by the tutor at the end of each session. The assignments will draw on your experiences and are designed to be very practical: often developing or reviewing documentation, practices or procedures that will be useful for participants and their organisation.

Assignments will be submitted on the English UK CELTSEM Moodle website.

2.3. The training sessions

The course book covers all aspects of the module topic. However, the training sessions, which reflect the topic, may cover a range of aspects or be very specialised.

The sessions will all take place online via Zoom. They will include whole group work and smaller groups using breakout rooms. There will be comfort breaks throughout the day to ensure that you have rest from screen time.

Sessions start at 10:30 and finish by 16:30.

2.4. Course timetable

Online sessions typically last from 10:30 – 16:30 with regular comfort breaks.

Date	Module	Coursework completion
Thursday 17 March 2022	Module 1: Introduction and managing within a team with Glen Mitchell	28 April 2022
Thursday 24 March 2022	Module 2: Managing student accommodation with Liz Granato	28 April 2022
Thursday 31 March 2022	Module 3: Risk assessments and emergency planning with Liz Granato	28 April 2022
Thursday 28 April 2022	Module 4: Looking after the welfare of our students with Barbara Lewin	12 May 2022
Thursday 5 May 2022	Module 5: Safeguarding our students: adults and children with Barbara Lewin	12 May 2022
Thursday 12 May 2022	Module 6: Customer care and quality control with Glen Mitchell	26 May 2022

* all dates correct at time of publication. Any changes will be sent to participants.

2.5. Online delivery

The training sessions will be delivered online using Zoom. It is your responsibility to ensure you have access to a computer/ tablet for each session. We suggest you avoid using a mobile phone if possible.

All of the sessions will be taking place online. It can be tempting to check work emails and do other non-course related tasks in an online setting. We urge you to focus on the training and to do whatever is necessary to avoid distractions.

If you are unable to access the training session, English UK will endeavour to provide a solution where English UK, or the tutor, has direct control over the system, software or settings involved. If the issue lies with your hardware, systems, software, connectivity, settings, etc., English UK may provide assistance to help you resolve the issue but cannot guarantee that any assistance will be successful.

You also accept that English UK cannot be held responsible for any delay or disruption to your access to the online training/event as a result of the following:

- the operation of the internet and/or your connection to it
- any firewall restrictions on your network or the computer you are using to access the training
- failures of telecommunications links and equipment
- any similar issues.

English UK is not liable to offer a replacement training session/event for those who miss the session.

2.6. The modules

Module 1: Introduction and managing with a team

- Introduction to customer care
- Your role within the organisation
- Being a good manager
- Planning and setting targets
- Communicating effectively

In this module we will help you define your role within your organisation. We will identify communication strategies and management techniques that will improve your team's performance and ultimately lead to improved customer care.

Module 2: Managing student accommodation

- Different types of accommodation
- Managing accommodation provision – systems and procedures
- Identifying the different customers and managing their expectations and requirements
- Monitoring accommodation – quality control
- Students in own accommodation

In this module we will be looking at the different types of accommodation we can offer and how to provide, manage and monitor them. We will also consider how to manage customer expectations and requirements.

Module 3: Risk assessments and emergency planning

- Customer care and risk assessments
- Where risk assessments are needed
- How to carry out risk assessments
- Why emergency planning is needed
- Who needs to know what

In this module we will be looking at any risks that could affect the health, safety and security of students. The different areas and types of risk will be considered and ways to mitigate these. We will also look at the areas where emergency planning is needed and how to make sure the right people know what to do.

Module 4: Looking after the welfare of our students

- Informing, advising and supporting students
- Skills and techniques for supporting and disciplining students
- Developing cultural awareness
- Providing students with information about British culture
- Typical problems when working with under 18s

In this module we will look at practical ways that we can take care of our students and exploring the range of problems and behaviours that you may face and how to do deal with them effectively.

Module 5: Safeguarding our students: adults and children

- Who and how are we safeguarding?
- Rules, policy and the law
- Pre-arrival, arrival and departures
- Supervision and review of safety
- Outside class: the social programme and excursions

This module will look at the rules around safeguarding. It will explore how everyone has a role in safeguarding and how safeguarding works in practice.

Module 6: Customer care and quality control

- Defining customer service and setting standards
- Meeting customer expectations
- Strategic and quality management
- Performance reviews
- Dealing with problems and complaints
- Striving for excellence: redefining customer care

The final module will explore ways in which you can monitor your organisation's standards and exceed customer expectations.

Section 3

Join the CELTSEM

3.1. Prices

English UK members - £1,095

Full price - £2,095

The course is payable in full or in two equal instalments. The first instalment will be due within 30 days of invoice. The second instalment will be due by 31 May 2022.

3.2. Apply

Complete the [online application form](#) if you would like to join the CELTSEM.

Applications close on Friday 18 February 2022.

Interest is extremely strong so please do not delay in reading, understanding and submitting the documents. Please note, where course requirements are fulfilled by all applicants, places will be allocated on a first come, first served basis.

If you have any questions about the course, please contact eleanor.thomas@englishuk.com