

# The Future of Now: Canada at the Crossroads

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FASTER, HIGHER, STRONGER:

TECHNOLOGY, LEARNING AND IDENTITY

## SUMMER CONFERENCE 2017

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# OVERVIEW



- ◉ How Canada is perceived by others...the good, the bad and the challenge
- ◉ British Council Canada, working in partnership to create innovative solutions to enhance your international activity
- ◉ KPU – Case Study: Bettering placement testing for students, faculty and the department



# The Good...the Bad...Make my Day: The Challenge Ahead



# THE GOOD



## Strengths:

- Surveys
- Immigration
- Brand



# The Bad...



## Weaknesses:

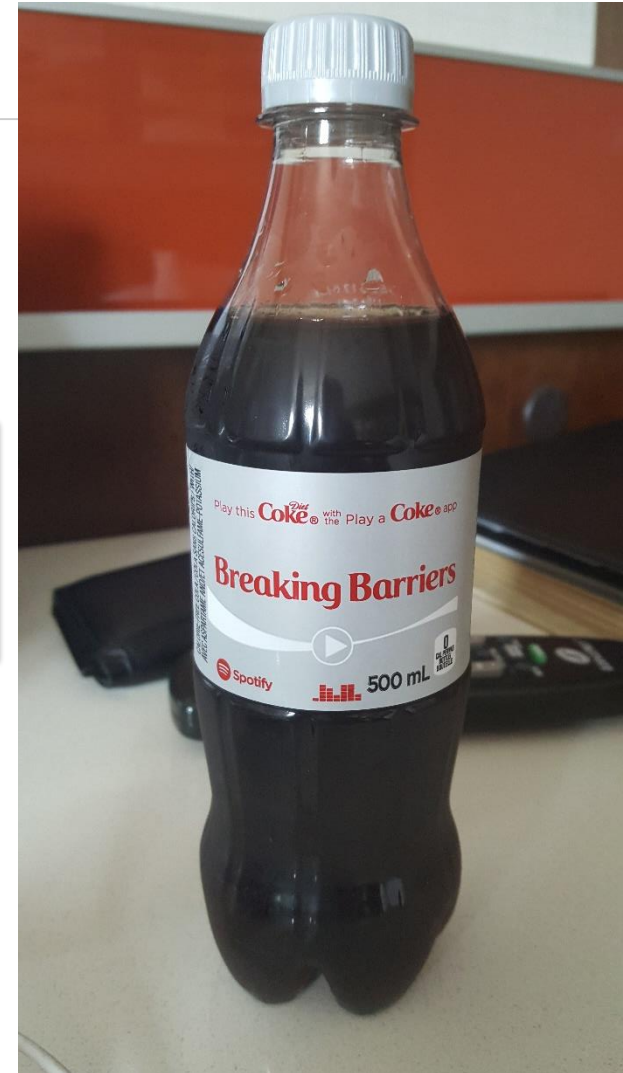
- Surveys
- Immigration
- Brand



# Make My Day...The Challenge Ahead



CHOOSE  
WISELY



# Our Work, British Council Canada



- British Council is the UK's leading cultural relations organization that has delivered excellent work for more than 80 years in over 110 countries; In Canada, we work across through a wide array of partnerships within Arts, Education & Society and English & Exams.
- Our wider portfolio includes:
  - English Teaching
  - English Language Assessment
  - Teacher Training Resources
  - Student Mobility Support, UK Universities
  - Promoting Higher Education policies & best practices
  - Art for Social Inclusion
  - Digital Arts & Innovation



 **BRITISH  
COUNCIL**

**Aptis**  
Forward thinking  
English testing

**BCCIE**  
**SUMMER**  
**CONFERENCE** 



# English, Education Intelligence, Assessment & more...



The British Council offers a wide range of English, Education & Exams services that include:

- High stakes English tests,
- Consultancy & partnerships, and,
- Education Intelligence and Innovative Digital Channel Products.

We deliver the IELTS test through our network of local test centers; professional examinations, and we offer innovative language assessment tools such as APTIS through an array of flexible business models.







# CANADA, Momentum is NOW !!



- The Series of events shaping the current geopolitical picture of the world position Canada as a solid alternative for international student traffic, this reflects in the increasing numbers in this sector; in a trend that clearly indicates continued growth, some of these factors are:
- Canada remains a strong immigration destination in the post Trump/Brexit era.
- Canada's perception as a study destination has overtaken UK and US.
- Canada has seen a 25% Increase of international students admissions
- Investment in higher education expected to improve infrastructure

*“Canada is perceived as a world leader in turning ideas into solutions, science into technologies, skills into middle-class jobs and start-up companies into global successes.”*

How can the Canadian Higher Education Sector make of this moment its ***Finest Hour?***

# British Council Partnerships



- The British Council is driven by partnership, learning together and promoting positive change. Through our work in education intelligence, English and a worldwide network of committed people, we aim to make difference to the lives of millions!! in the UK and around the world.
- Joining forces with the British Council delivers our partners tangible benefits:
  - Enhance your brand
  - Gain access to our network of expertise
  - Achieve your corporate social responsibility aims
  - Learn English with the world leader in English language training & assessment
  - Gain access to a solid base in best practices within the higher education sector



# KPU and Aptis



# KPU Background



- English Language Studies Department at Kwantlen Polytechnic University
- Student population in ELS  
(Domestic 25%, 75% International)
- Place students in courses using IELTS (4.5 – 6.0) or TOEFL
- Or ELS Placement Test (developed by KPU)

# ELS Placement Test



- ◉ Three components:
  - Accuplacer (computer based)
  - Writing Test
  - KIST – Kwantlen In-house Speaking Test  
(Two instructors interview a student with 3 major tasks for 15 minutes)

Used together to place students into appropriate level of R/W and L/S courses.

# Placement Testing Issues



- ◉ Complex institutional procedures for scheduling students for the Placement test
- ◉ Time/systems required for scheduling instructors for the KIST test
- ◉ The no-show factor
- ◉ High cost to the institution (paying faculty)
- ◉ In-house testing of recent arrivals doesn't allow for effective course planning

# How can we make this better for students, faculty and the department?



- The ELS Assessment Committee was tasked with finding a new test that would fit certain criteria:
  1. Easily administered
  2. Transportable (testing done at KPU and abroad)
  3. Objective (piloted and tested)
  4. Affordable

How can we optimize class sections and better utilize faculty strengths?



# The Search



- ◉ Began period of research of existing commercial tests and trials with overseas partner schools in China (several years!)
- ◉ Nothing met all the criteria for both remote testing reliability and for in-house use
- ◉ We heard about a new test in development at the British Council (*BC*) so we approached them for more information

# Initial Research and Pilot Phase



- Aptis seemed to meet the criteria:
  - easily administered by *BC* Testing Centre overseas or locally at KPU
  - objective (computer and evaluators)
  - cost to student similar to in-house test
- Trials with students showed encouraging patterns that lined up with placement into our courses

# Benchmarking Phase



- ◉ With ELS department approval, began a mutually beneficial relationship with *BC* as we moved into a more formal working partnership
- ◉ Tested students at every level over three different sessions
- ◉ *BC* conducted extensive analysis of the data and provided cut scores that we were pleased to see lined up well with the pre-requisites for our levels

# Implementation Phase



- ◉ Now in the process of negotiating the SLA to establish three main objectives:
  1. Onsite testing for local students
  2. Testing Centre for Partner institutions
  3. Offsite testing (in country of origin)
- *BC* to provide training to invigilators
- Faculty still involved in final placement of student
- can still meet f2f with students at the testing session (if at KPU)



# Thank you

## Any questions?

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