

Business Language Champions programme 2007/08 - West Midlands Overview

Aim: To create 6 partnerships between schools and businesses to promote the importance of languages beyond the classroom and improve languages uptake.

Target exceeded: 12 new partnerships were delivered

Examples of activities:

- 12 business representatives visited partner schools to deliver presentations and activities such as completing translations, holding mock interviews and creating advertising slogans
- 1 group of students participated in company visit
- 3 schools took part in specially prepared assemblies followed by Q&A
- 2 schools took part in language taster sessions and language quizzes

Results:

- Increased languages uptake at 6 schools (more than doubling at 2 schools)
- Maintained languages uptake at 3 schools
- Created sustainable business links at all schools
- Increased awareness amongst pupils, parents, staff and management
- Created 26 pieces of press coverage in local newspapers, ITI bulletin, UKTI Export Magazine and other publications
- Created case studies for each partnership
- Arranged for activities to continue in existing partnerships
- Helped schools to develop new language resources
- Built up better relationships with local businesses
- Recruited BLC to speak at RintoL event in Telford
- Built cooperative links with RintoL and other partners

Testimonials:

“I cannot thank the RLN enough for arranging Angela’s visit. The first group ran out of time because they had so many questions for Angela and were ‘buzzing’ all day with the thought of new possibilities.”
– Susan Nicklin, language college co-ordinator, Kings Norton Girls’ School

“The presentation and quizzes really got our students involved and they were particularly interested to learn about the variety of roles which demand languages and the salaries they could potentially earn if they continue with their studies.” – Giuseppa Mirisola Haines, languages teacher, Lyndon School

“The day was well planned and the students engaged in the activities offered with enthusiasm. They were clearly interested to hear the needs of businesses and be assured that their future skills were in demand. I

would urge companies to come forward and participate in such events to help the RLN achieve its task.”
- Gisèle Pellegrini, director of Positive G