



# **Recommendations: Good Practice Approaches to LLL UNED (SPAIN)**

LOGIC:

Implementing the lifelong learning Concept in SNA-  
Responding to the changing needs of dynamic  
economies

*Deliverable D1.4*

**Title:** University Centre for Languages at Distance (CUID)

**General information** (such as e.g. established since, core numbers, objective/mission statement, target groups)

The CUID (University Centre for Distance Learning of Languages) is a teaching unit specialized in teaching languages that reports to UNED Vice-rectorate of Continuous Education (Vicerrectorado de Formación Permanente).

The centre was established in 2001, and offers 13 languages at different levels, that are adapted to the European Common Frame for Languages: English, French, German, Italian Portuguese, Spanish, Catalan, Galician, Basque, Chinese, Russian, Arabic and Japanese.

The courses are taught following UNED's own methodology, that is a semi-distance modality that combines a variety of learning resources like face-to-face workshops, printed teaching materials, teaching materials developed for autonomous learning in different multimedia formats, collaborative working spaces and telematics communications in the virtual rooms. All this resources are offered to improve the quality of learning; however its use is not compulsory, they are support material: teaching units, self-correcting exercises and communications spaces between students and teachers. All these resources are offered through the UNED e-platform.

The mission statement is to promote the learning of languages, both through face-to-face and distance methodology. The target group is all students over 18 years old in the Spanish territory, since the UNED has associated subsidiaries spread throughout the country, and no academic diploma is required to enrol.

The face-to-face workshops, which are available but not compulsory, are organized by some of the over 50 associated subsidiaries, and the size of the groups ranges from 12 to 25 students. The associated subsidiaries offer, in addition, telematic rooms with computers with access to the Internet. From these rooms, students can access the sites for distance learning, which are of course also accessible from home.

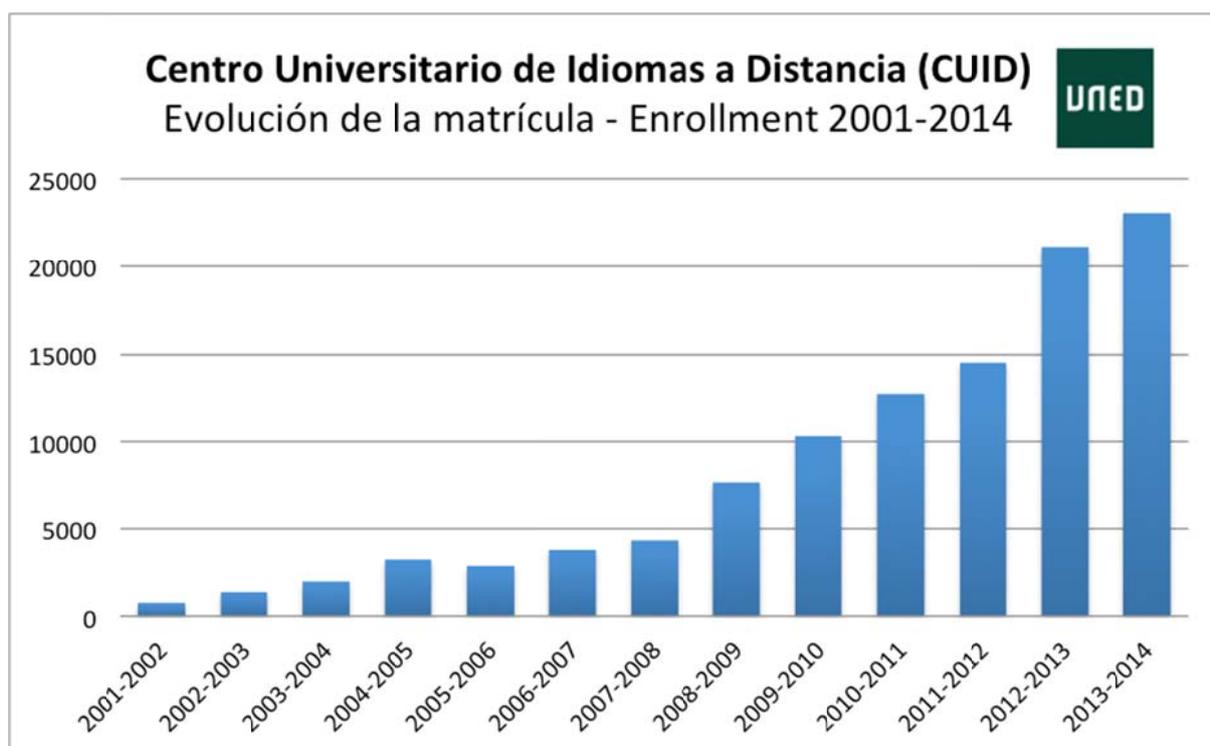
The written examinations are to be seated in any of the associated subsidiaries (at student's choice), and for the oral examination a new software is recently being used as long as the student counts with a computer equipped with webcam.

In case the students are also studying a degree, they are eligible for credits when they pass specific levels.

Students can enroll any level, but it is advised that it should be the most adjusted to the knowledge, and for it, a self-correcting proof is offered for free in the CUID website to assess the own level if desired.

**More detailed description of the action** (*number of attendees/participants, focus/course offer, duration, pricing, financing, promotion/marketing etc.*)

The amount of students during the course 2013-2014 was around 23.000 students, with a steady increase since its creation, as the following graphic shows:



The courses start in November and end in May; the ordinary price is 326 euros (2014-2015). For English (levels A1, A2, B1, B2), an online course it is also offered at the price of 133 euros. This course is equal to the regular course, only students are not eligible to join the face-to-face workshops. After the course, a diploma is issue at the cost of 20 euros.

For students and alumni a reduced price is offered: 218 euros (2014-2015). Workers from UNED, both lectures and administrative staff, are also offered this reduced price.

The main advertising channel is the institutional UNED website. Some discretionary campaigns have been done in printed press, specifically in free newspapers. TV or radio has not been used for promotion, except for when a media has been interested in the centre, which has been very rarely. No social network advertising has been done but it is a desire of

the current director to begin with it. In addition to the individual student, CUID counts with a number of agreements with institutions, especially public institutions rather than private companies like the National Tax Authority, National Security Institutions, Civic halls and so on. These agreements are usually done as the institution gets interested and approaches CUID.

**Success factors and recommendations from this case study for LOGIC** (*e.g. synergies of opportunities that could be identified and considered at the Partner Country Universities of the LOGIC consortium*)

### **Success factors**

The following points have been identified as reason for success:

1. There exists a need for language courses in the market (they fill a market gap);
2. there are no qualification restrictions for entry;
3. the platform is easily to use;
4. voice recognition technology, which includes pronunciation exercises;
5. fees are inexpensive;
6. the accreditation by UNED is valued;
7. and finally, one of the most important reasons, the flexibility of the method for the student, which lets them to study at the time, place and media that best suits them (asynchronous learning materials), and with optional but not compulsory face-to-face classes.

### **Synergies and opportunities identified**

There is clear synergy to offer the course to university students and those preparing the access to university in UNED. This synergy runs also the other way around, as the language course may act as an entry door to the university as the student gets to know the methodology and the university.

Courses are offered to administrative staff of the university and teachers, their families, and alumni at a discount (218 euros in 2014-2015), with an enrolment rate ever higher and with the direct positive repercussion in the training of human resources, with clear internal benefits.

In addition, courses are a source of financing for associated subsidiaries: even though they have to carry the cost of lecturers, the balance is positive in terms of income.



Big families and disabled students are offered a 50% discount; and thanks to the online platform CUID reaches a public otherwise excluded from studying due to lack of mobility; thus its social contribution, as well as in general terms for UNED, is remarkable.

The CUID is formed by many of the teachers of the Faculty of Philology of UNED, so knowledge, marketing (channels), labour and administration present costs synergies.

Main future opportunities have been identified in offering translation services to lecturers and researchers for publication purposes, among others; and the addition of new languages and new levels to existing languages as students are already demanding them.