LanguageBird®

2023
IMPACT
Report

A global community connected through language learning

Contents

A Letter from the Founder

Dear LanguageBird families, partners, and friends,

I founded LanguageBird in 2015 to offer high school students access to more diverse options for language courses. By taking advantage of the newest technological advancements, LanguageBird revolutionized language education with students participating in live, online, one-to-one language courses with native-speaking instructors. This has allowed students to learn at their own pace with instruction tailored to their learning style. It also prepares students for an increasingly globalized world by gaining an understanding and appreciation of other cultures, languages, and people.

As a firm believer in centering learning around students' needs, interests, and learning styles, I created the first accredited global language school to teach 100% live, online via video chat. Developing an adaptable, practical, and project-based curriculum to fit my vision for LanguageBird was the first step. Then, our teachers were hand-picked and trained to use the curriculum for personalized instruction to involve students directly, foster creative thinking, and allow the incorporation of their interests into their learning.

Over the years, LanguageBird's accredited courses have grown to 15 language options with more anticipated and have allowed thousands of students to learn the language that best fits their educational, personal, and future professional goals. Our growth demonstrates students need flexibility, customization, connection with their instructors, and choice in which language they study for superior learning outcomes.

I am extremely proud of the team of educators assembled, both our administrators and our large and growing global teaching staff. As we continue to grow and create top-quality programs to match the needs and desires of our families, we are committed to student success through knowledge of material and memorable experiences that can only be created through human connection.

In the following pages, please find our first impact report consisting of data we have collected and will present to you about our students, teachers, and program effectiveness. Thank you to our families, teachers, and staff who participated in collecting and presenting this snapshot of where LanguageBird is in 2023.

Kind Regards,

Dr. Karyn A. Koven
Founder/President
LanguageBird

LanguageBird creates a community of learners who master speaking new languages with confidence. Students connect one-to-one with an engaged instructor for self-paced language learning and cultural discovery.

OUR MISSION

About LanguageBird

All of our lessons are taught by connecting students to fascinating people from around the world. Students have flexibility in their schedules and can earn high school or middle school credit from wherever they are. We offer very beginner to the most advanced levels of language study. Students connect globally and engage in cultural studies with a native speaker, which increases their digital citizenship skills and offers the opportunity to practice speaking comfortably, fluidly, and confidently.

Many LanguageBird students are earning high school or middle school credit, but LanguageBird also works with any student aged 13 and older. Due to the one-to-one format, courses can be tailored to student needs at any age and language ability.

2022-2023 Students and Languages

Student enrollment greatly increased in 2019 and remained high in 2020, 2021, and 2022 following the Covid-19 pandemic. Students choose to study languages with LanguageBird because they see the academic value and impact of LanguageBird's approach. Learners with connect anytime, anywhere to passionate, experienced teachers who love to teach their language and culture. Each student learns with a world-class instructor using an exceptional project-based curriculum that focuses on the individual student and their learning goals. The languages we currently offer include:
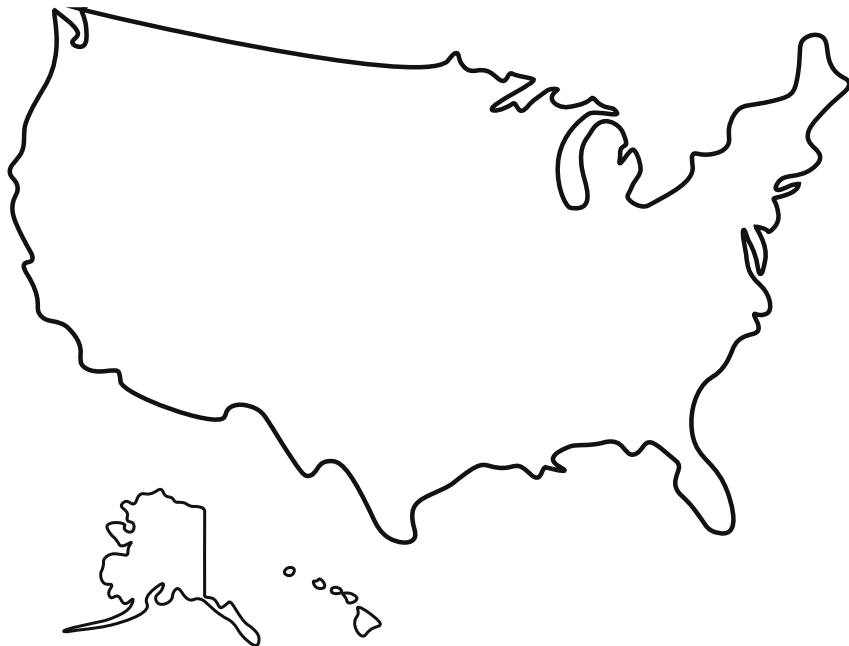
- ASL
- Arabic
- English (ESL)
- French
- German
- Greek
- Hebrew
- Hindi
- Italian
- Japanese
- Korean
- Mandarin
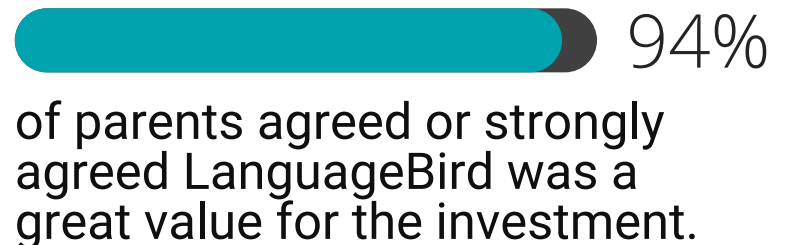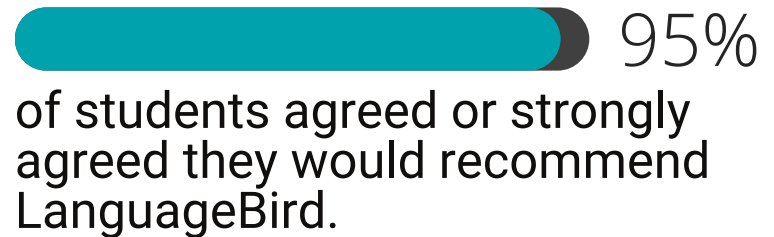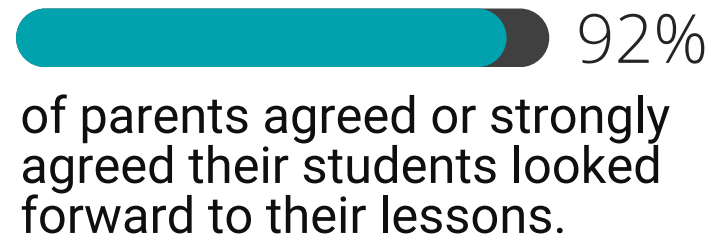- Portuguese
- Russian
- Spanish

Since LanguageBird was founded we have worked with students from over

1200+ Schools

Across **50 States** and **26 Countries.**

Additionally, 3500+ students have successfully completed programs to complement their school curriculum.

92%

of parents agreed or strongly agreed their students looked forward to their lessons.

95%

of students agreed or strongly agreed they would recommend LanguageBird.

94%

of parents agreed or strongly agreed LanguageBird was a great value for the investment.

Learning Outcomes
HIGH SCHOOL PROGRAMS

The High School Program is designed to help students develop communicative skills and to prepare them for further study in the language. Lessons are college-preparatory and academically rigorous, covering a full year's worth of material in 24 lessons. The Middle School Program prepares students to seamlessly continue their language learning in high school and cover one year of middle school courses in 24 lessons. The goal is to equip students to function in a culture that speaks the language of study; use the language in meaningful contexts for personal enjoyment, enrichment, and potential future travel; and appreciate the role of the language and culture in a global context through regularly conversing with a native speaker.

Students are expected to:
1. Listen to the language spoken by a native speaker to gain phonemic awareness.
2. Practice listening, speaking, reading, and writing in the language.
3. Develop the ability to communicate and express themselves in the language.
4. Gain awareness of cultures, customs, and viewpoints through interaction with a native speaker.
5. Increase their awareness of the internet as a tool and an informational and educational resource to connect with people around the world and discover new cultural knowledge.
6. In addition to the required one-to-one hours with the instructor, students are expected to demonstrate weekly progress through assignments completed independently.

"My favorite part of my LanguageBird program is that they have specific teachers for those who struggle with ADHD/ADD. It really helps when you have a teacher who understands why you are constantly distracted or understands why you need a minute to calm down or to relax and get focused."

ROCCO R., ASL 2 STUDENT

Other Programs

The most popular program at LanguageBird is the High School Program which represents 87% of programs purchased in 2021. However, LanguageBird does offer other programs which are complementary to the High School Program. They can also be taken independently from the High School Program.

- Tutoring, Test Prep, or Conversational Lessons
- Global Seal of Biliteracy
- Chirp Room® Chat Rooms

High school students can also select different program options (Achieve and Excel Program), which combine our High School Core Program with supplemental Mastery Lessons. These programs are ideal for students who need extra support or practice beyond just their hour-long lessons.

Chirp Room® Chat Rooms and Culture Camp offer additional opportunities to explore languages and cultures with other students. Students can also take the Global Seal of Biliteracy, an internationally recognized credential that certifies proficiency in any of our offered languages, to demonstrate their language-learning accomplishment

"The Korean courses I have been taking have completely changed my approaches to language learning. My weekly improvements are visible and I learn something new with each class! The courses are also interesting, fun, and easy to follow. Thank you LanguageBird for the incredible quality classes!"

JILLIAN M., KOREAN 2 STUDENT

Results

Each student comes to LanguageBird with different and unique needs and are at varying stages in their language-learning process. Instructors use one-to-one teaching in an online format using textbook independent and project-based curriculum to build strong student-teacher relationships and to cultivate students' academic confidence while studying language and culture. These areas are examined in detail in the following pages.

- One-to-One Teaching
- Student-Teacher Relationships
- Online Instruction
- Language and Culture
- Academic Confidence
- Textbook Independent and Project-Based Curriculum

"I have learned more in my almost 4 levels of Mandarin with LanguageBird than I did in 7 years of Spanish at my old school. The accountability, personalization, and relationship with my teacher has been amazing."

JACK C., MANDARIN 4 STUDENT

One-to-One Teaching

CUSTOMIZE YOUR LESSONS TO YOUR INTERESTS, STRENGTHS, AND LEARNING STYLE

At LanguageBird, we know that the best way to learn is through a one-to-one tailored format. Instructors design lessons to accommodate students' interests and learning styles, and teach at a pace that is comfortable yet challenges each student. We firmly believe there is no better or faster way to learn than private lessons with an expert instructor.

When students were asked what aspects of the LanguageBird teaching philosophy they liked most, **73% of students indicated the one-to-one teaching format was one of the things that they liked most, and 70% indicated the tailored lessons.**

For students who deal with anxiety learning and then speaking a new language, this one-to-one model provides them a safe, supportive environment where they can practice and make mistakes. In fact, when students were asked what aspects of the LanguageBird teaching philosophy they liked most, **66% of students indicated that because of the LanguageBird teaching philosophy, they did not feel stressed or anxious during the lessons.** Not all students deal with stress and anxiety in language learning, but for those who do, the LanguageBird way can help them navigate those issues.

Parents also saw the benefits of this approach. **97% of parents reported that the instructor supported their students in their education and described them as amazing, wonderful, excellent, or great.**

More on One-to-One Instruction

I used to enjoy group dynamics in a classroom setting, but since I joined LanguageBird, I LOVE teaching Japanese in a one-to-one environment because I can do so much more and make my lessons more personalized based on each student's interests, needs, and pace! I can pay very close attention to their strengths and weaknesses, and students feel more comfortable and relaxed speaking and learning the Japanese language. I cannot speak enough about the benefits of the individual lesson.

Kumi Omoto, Japanese Instructor

I have been teaching English and Spanish as a second language for about 14 years now. I have taught in both a traditional classroom and personalized one-to-one instruction. From experience, I would have to say that the latter has proven to be the most beneficial for my students. First of all, you cannot help yourself but tailor each lesson to each student's needs and interests. This becomes one of the greatest motivations for the student to actually learn their chosen second language. Incorporating each student's interests in lessons is not something that can be done in a classroom full of students, which is why in a traditional classroom we don't get the chance to spark every student's interest in learning the language.

To me, one-to-one instruction is a very rewarding experience for both the teacher and the student. As a teacher, I get to challenge myself to use my creativity to make the lesson as engaging and fun as possible, and the student gets the opportunity to increase their language skills with a native-speaking teacher without having to worry about others in the class.

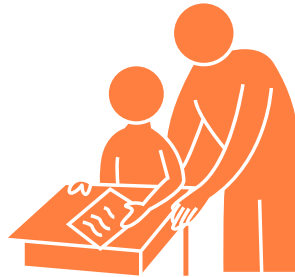**Fabiola Teruel-Matheu, Spanish Instructor**

Student-Teacher Relationships

Traditional language classrooms do not work for every student as teachers must attend to 25+ students and cannot differentiate instruction to each student. At LanguageBird, students learn one-to-one with an expert instructor who will design lessons to accommodate students' interests and learning styles, and they will teach at a pace that is comfortable yet challenges each student.
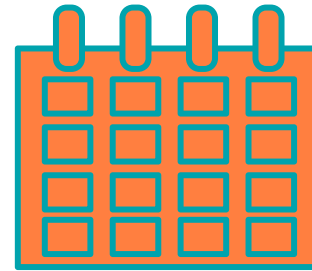
94%
of students felt that their instructor was personable and took the time to get to know them.

93%
of students said that the instructor was one of the things that they liked most about the course.

84%
of students felt that their instructor created structured and organized lessons.

87%
of students felt that their instructor was able to create interesting and fun lessons.

Building Digital Literacy Skills

LANGUAGEBIRD BELIEVES IN COMMUNICATION BETWEEN PEOPLE, NOT ROBOTS OR SOFTWARE

In our increasingly connected world, digital literacy skills are important to prepare students for their future education and career. Because all instruction and materials are online, LanguageBird students build digital literacy skills alongside their language skills.

We primarily use Microsoft Teams because students and instructors can meet, chat, and share homework and resources easily and effectively, but also because Microsoft Teams also allows instructors to record lessons so students can re-watch and review materials after class.

Additionally, students utilize other programs to access additional materials prepared and shared by their instructors. Students learn to download materials, log into programs, navigate across platforms, send chat messages, and write thoughtful emails.

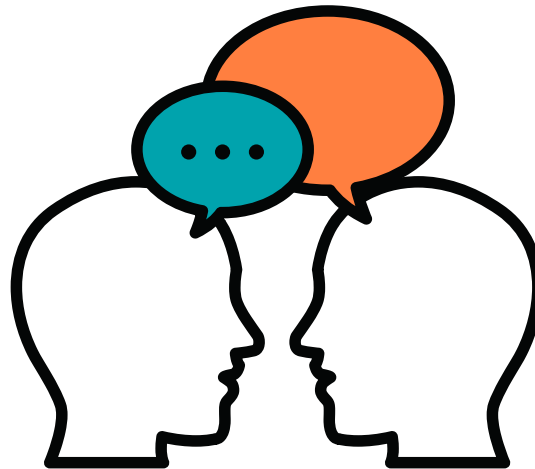Through connection with people, students learn to navigate technology and build digital literacy.

93% of parents said their student had a fine, good, or very good experience with Microsoft Teams.

Language and Culture

At the core of our mission is creating a community of learners who master speaking new languages with confidence, and who engage with instructors for self-paced language learning and cultural discovery. By working one-to-one with skilled instructors who are native speakers of the language and culture, students build their global citizenship and cultural literacy in a way that they cannot in the traditional classroom.

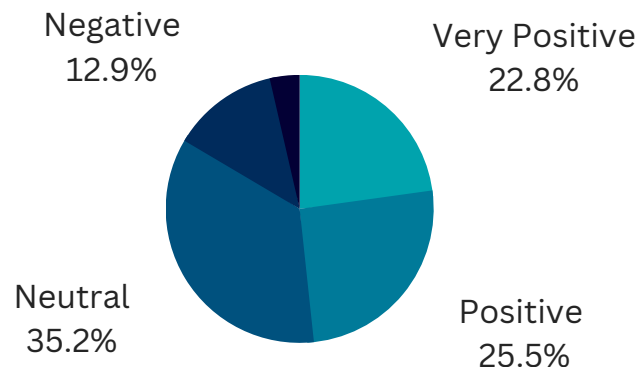**99% of students felt that their confidence in speaking increased.**

Language Learning Attitudes
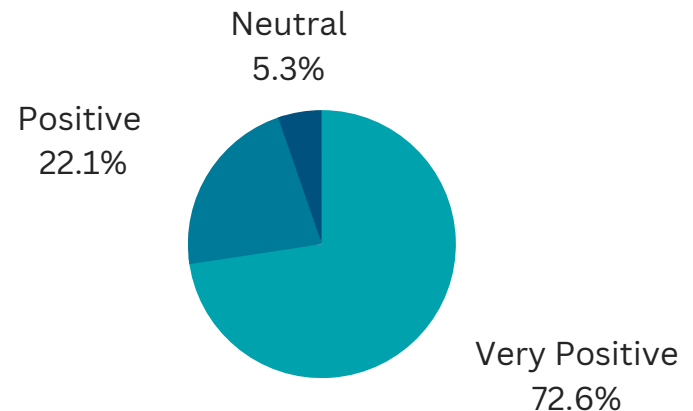
LEARN LANGUAGE USING METHODS THAT INSPIRE

At LanguageBird, we see students who excel, struggle, and are neutral toward language learning. Our instructors meet students where ever they are in their language learning journey, encouraging them to continue learning or helping them find the motivations to learn and hopefully to ultimately find language learning rewarding and a skill they can take with them into their future education and profession.

Before working with LanguageBird only 48.3% of students had a positive or very positive language learning attitude, 35.2% had a neutral attitude, and 16.5% had a negative or very negative attitude. However after working with LanguageBird 94.7% of students had a positive or very positive language learning attitude while only 4.4% had a neutral attitude and 0.9% had a negative attitude.

Before Studying with LanguageBird

Negative
12.9%

Very Positive
22.8%

Neutral
35.2%

Positive
25.5%

After Studying with LanguageBird

Neutral
5.3%

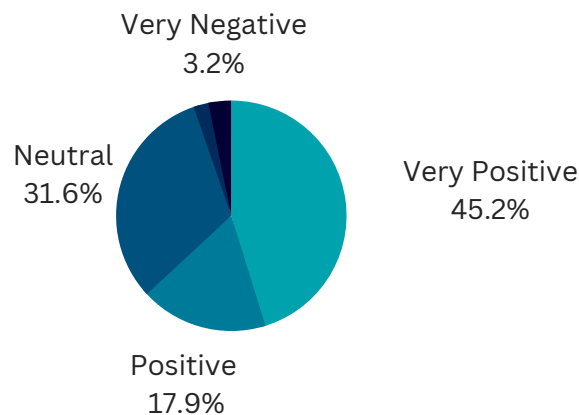Positive
22.1%

Very Positive
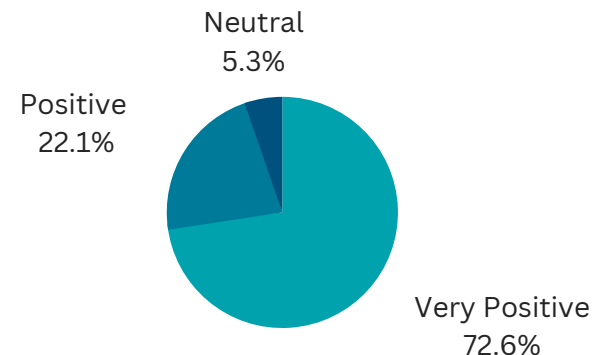72.6%

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Describing the Change

Furthermore, when comparing student attitudes toward language learning before and after working with LanguageBird, we see that 94% of students had a positive change in attitude toward language learning after studying with LanguageBird or maintained a positive attitude toward language learning.

Parents also saw the same results in their students. They said that before working with LanguageBird 63.1% of parents felt their student had a positive or very positive language learning attitude, 31.6% felt their student had a neutral attitude, and 5.3% felt their student had a negative or very negative attitude. However, after working with LanguageBird 94.7% of parents felt their student had a positive or very positive language learning attitude while only 5.3% felt their student had a neutral attitude and 0% felt their student had a negative attitude.

Before Studying with LanguageBird

Very Negative
3.2%

Neutral
31.6%

Very Positive
45.2%

Positive
17.9%

After Studying with LanguageBird

Neutral
5.3%

Positive
22.1%

Very Positive
72.6%

Describing the Change

Additionally, 94.7% of parents reported that their student had a positive change in attitude toward language learning after studying with LanguageBird or maintained a positive attitude toward language learning.

"In a school setting, learning Spanish frequently became tedious and dull. My experience with LanguageBird, however, was quite the opposite. I loved learning about the culture and improving my Spanish skills through one-to-one conversation and a flexible and engaging curriculum. I cannot recommend this program enough!"

ELIZABETH H., SPANISH 5 STUDENT

Academic Confidence

WE MEET YOU WHERE YOU ARE

To promote a more authentic or real-world use of language, students are taught with a focus on learning and using language in context. For example, grammatical topics introduced to students are taught and used in authentic or real-world situations. This approach ensures that students are doing more than memorizing grammar points; it presents students with a variety of opportunities to engage in communicative tasks and gain confidence in the grammar and culture of the language they are studying.

98% of students felt that the homework was relevant to learning.

"I took Spanish 2 with Samuel Garcia De La Torre. It was great! He pushed me and built my confidence, and the lessons included my hobbies and sports. It was a lot of fun, and I would 100% do it again."

ERIK M., SPANISH 2 STUDENT

Textbook Independent and Project-Based Curriculum

LEARN USING A CURRICULUM THAT FOCUSES ON WHAT YOU CAN DO IN THE LANGUAGE

Throughout the course, students complete mini-projects, and the final assessment is completed through a project determined by the instructor and student. Students are encouraged to pursue a project focusing not only on their new language abilities but also on their individual interests.

Whether they want to host a late-night show, sing a song, or write poetry in a new language, we motivate our students to challenge themselves and get creative.

When students were asked what was one of the things they liked most about their course, 85% said the project-based or textbook-free curriculum.

"... test scores and measures of achievement tell you where a student is,
but they don't tell you where a student could end up."

CAROL S. DWECK, MINDSET: THE NEW PSYCHOLOGY OF SUCCESS

"I love that the classes are project-based so she gets to write scripts in Spanish and act them out. She's out in the backyard spending 5, 6, or 7 hours writing plays in Spanish and acting them out. It's just been fun to see her enjoy learning so much."

LAURA M., LANGUAGEBIRD PARENT

The Enrollment Process and Beginning Classes

Connect with LanguageBird

To learn more, please call our Admissions & Outreach team. They can discuss what programs would work best for you. You can also learn more from the LanguageBird website by clicking here.

Enrolling and Matching with an Instructor

Once you decide what program and language work best for you, you will complete the enrollment forms and your information will be sent to the Academic Department. They will review your detailed enrollment form and select the instructor that is the best fit.

Starting Classes

You can start classes any time of the year. Classes are scheduled at a time that works for you. You will also receive information to set up Microsoft Teams where all classes will happen.

96% of parents rated the course enrollment process as 4/5 or 5/5

If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.

NELSON MANDELA

![LanguageBird logo]

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