

case study

Cornelsen Group

Cornelsen Selects Saba Centra Live for Collaborative Learning

Solution Overview

Industry — Media, Publishing

Challenge

Replicate the classroom environment online to deliver training to teachers, high school students and adult education students

Benefits

- Over two years, delivered online education to more than 1,600 German primary school teachers with a dropout rate of only 2.3%
- Supports the largest e-learning school project in Germany, reaching 40,000 students in 180 high schools
- More efficient and convenient training for adult education students
- Enables alternative means of peer-to-peer and student-to-teacher communications

Solution

Saba Centra Live

Founded in 1946, the Cornelsen Group has 1,400 employees and is one of the leading educational publishers in Germany, with more than 11,000 living titles and 1,200 new titles added every year. Supporting education from primary school to continuing education for working professionals, Cornelsen empowers lifelong, active and self-motivated learning tailored to individual interests and needs.

The company is considered a pioneer in the field of electronic learning media. Cornelsen Software has been providing software and e-learning for educational markets since 1988.

“ For the subject English, which places great importance on speaking, the learning platform facilitates authentic language transmission. Special communication tools offer an optimal basis for the exchange of knowledge. ”

Martin Hüppe, CEO
Cornelsen

Business Need

- E-learning initiative by German state of Nordrhein-Westfalen to replicate the classroom environment online: deliver training conveniently to teachers and educate high-school and adult-education students on home and lab computers
- Reach more students with fewer teachers and reduce cost of education

Application

- Deliver online education to more than 1,600 German primary-school teachers
- Provide 40,000 high-school students with blended learning in core subjects
- Online learning for adult education students studying for high-school diplomas

Implementation Highlights

- Successful English as a Second Language (ESL) training for more than 1,600 teachers in state of Nordrhein-Westfalen
- In fall 2003, started the largest e-learning school project in Germany, reaching 40,000 students in 180 high schools

Benefits Achieved

- During a two-year period, trained 1,600 teachers with dropout rate of only 2.3%
- More efficient and convenient training for adult education students
- Alternative means of peer-to-peer and student-to-teacher communications at high schools

Details of Application

From August 2001 to August 2003, Cornelsen used Saba Centra Live for Virtual Classes as a blended learning component for its “Prime Time” e-learning project aimed at delivering online education on how to teach English as a second language to more than 1,600 elementary-school teachers in Nordrhein-Westfalen.

In fall 2003, Cornelsen started “Abitur Online.” This e-learning initiative delivers online education to adult-education students studying for high-school diplomas, and will enable 170 high schools with more than 40,000 students in Nordrhein-Westfalen to substitute 25% of classroom teaching in math, language and social sciences with online learning. These high-school students use Centra Live as an alternative means for peer-to-peer and student-to-teacher communication.

Details of Implementation

- The “Prime Time” project ran from August 2001 through August 2003. More than 1,600 elementary-school teachers would meet face-to-face once a month and online using Centra Live once every two weeks to receive education on how to teach English as a second language.
- Role of Cornelsen: technological and didactical platform design and delivery, content design in English and German, tutor training, teacher and student support.
- Cornelsen kicked off the “Abitur Online” project in fall 2003; it ran through 2006. This project was jointly managed with the state of Nordrhein-Westfalen and was the largest e-learning school project in Germany.

Reasons for Success

German teachers provided extremely positive feedback on the “Prime Time” project. Success factors were the excellent course materials and the flexible blended learning approach of meeting in person once a month and online every two weeks.

“Online courses offer the chance to link schools and homes as places of learning and to bring together participants in virtual learning groups. The participants can also be trained according to individual preferences. Online learning can take place not only regardless of the location of the participant but also in simultaneous communication with others.”

Martin Hüppe, CEO
Cornelsen