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Eurofest: a sustainable and collaborative initiative

Alison Organ

York St John University

Frameworks for collaboration and multilingualism

Languages in Higher Education Conference 2016

University of Warwick

6 July 2016

Rationale

Theme A: “Transitions in languages education”

- Routes into Languages: success stories ☒
- Innovative collaborations in outreach ☒
- Sustainability of collaborations post-funding ☒
- Transitions in and out of higher education ☒

1. Background

2. How to run the event

3. Mutual benefit

4. Sustainability

5. Expansion and development

Background

- *Eurofest* is a simulated international trade fair, developed by the Selby Modern Languages Forum, to encourage the active use of modern foreign languages.
- Year 8 students from local schools choose to promote either a product which they have designed themselves, or a town or area of their choice.
- They design their stand and practise their 'script' at school, in advance of the event.
- On the day, they are visited by students, university staff, PGCE trainees, native speakers and business partners, who ask them questions based on the script. These judges score them on different categories (of which more later), then we present certificates at the end of the day.
- In the afternoon, while the scores are being collated, they take part in language taster sessions, language quizzes, 'why study languages' talks, and campus tours.

Background



Background

- *Eurofest* was run for the first time in June 2008 and it is now an annual event at Selby College, where it is used to bring in students from feeder schools for promotion and transition purposes. It was so successful that it won a European Award for Languages in 2009 and was also awarded the Euro London Appointments Business Prize in 2009.
- This funding allowed for the production of packs, to enable other institutions to run the event. We ran it for the first time last year at York St John University, and it is being held for the first time this year at Leeds Beckett University.

Preparing for the event

- Schools are sent information before Christmas and register their interest.
- They are then sent a reminder in the new year, and book places (max 4 teams per school).
- At this point they are sent more detailed information on how to prepare their pupils for the event, including:
 - the choice of trade or tourist stand
 - role play sheets in French, German and Spanish
 - information about the day

Preparing for the event

Au Salon Eurofest - At the Eurofest Exhibition

Student's Card

S = Student's role

C = Customer's role

S **Bonjour, monsieur/ madame. Je peux vous aider?**
(Can I help you?)

C Pouvez-vous me montrer vos produits?
(Can you show me your products?)

S **Voici...** (Here...)
(Student presents the products)

C Avez-vous d'autres... couleurs/ tailles..?
(Do you have other... colours/ sizes..?)

S **Oui, nous avons...** (Yes, we have... *give examples*)

C C'est combien? (How much is it?)

S **C'est... l'unité/ pour 10/ le kilo...** (It's... each/ for 10/ per kilo...)

C Je voudrais... (I would like...) (*Says how many or how much*)

S **Quel est le nom de votre société?**
(What is the name of your firm?) (*Student writes out order*)

C *Customer gives name of a French company. (Can be imaginary).*

S **Comment ça s'écrit?** (How do you spell that?)

C *Customer spells the French name.*

S **Quel est votre adresse et votre numéro de téléphone?**
(Address & Telephone number?)

C *Customer gives an address and telephone number. (Student writes it down)*

S **Merci beaucoup, monsieur/ madame. Au revoir.**

C Au revoir.

Preparing for the event

En la Oficina de Turismo

Student's Card

S = Student's role

C = Customer's role

S **Buenos días, Señor/Señora. ¿Le puedo ayudar?**

(Can I help you?)

C **¿Qué hay para ver y hacer en la ciudad ?**

(What is there to see and do in the town?)

Student should say at least three things.

C **¿Tiene un mapa de la ciudad o un folleto?**

(Do you have a map of the town or a brochure?)

Student should show/give a map and/or a leaflet.

C **¿Hay un buen hotel en la ciudad?**

(Is there a good hotel in the town?)

C **¿Dónde está el hotel?**

(Where is the hotel?)

Student should show hotel on the map and give directions in Spanish.

C **¿Hay un buen restaurante?**

(Is there a good restaurant?)

C **¿Dónde está el restaurante?**

(Where is the restaurant?)

Student should show restaurant on the map and give directions in Spanish.

C **¿Qué tiendas hay?**

(Are there any shops in the town?)

Student should say what kind of shops there are and mention the market.

C **Muchas gracias. ¡Adiós!**

On the day

Schools arrive and start mounting their displays



On the day

Schools arrive and start mounting their displays



On the day

Schools arrive and start mounting their displays



On the day

Ready for the judges



On the day

Ready for the judges



On the day

Judges visit the stands and question the students



Scores: (Poor 2) (Average 4) (Good 6) (Excellent 8)

Name of Team	Use of language	Response to questioning	Selling	Creativity	Customer service	WOW factor (Up to 5 extra points)
DL1 - De Lacy Academy Team 1 (French)						
DL2 - De Lacy Academy Team 2 (French)						
MA1 - Mexborough Academy Team 1 (French)						
MA2 - Mexborough Academy Team 2 (French)						

Multilingual Teams (including French)

BH4 - Beverley High School Team 4 (French, German & Spanish)						
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Further teams visited

On the day

Score collation sheet

	Use of language (Poor 1) (Average 2) (Good 3) (Excellent 4)	Response to questioning (Poor 1) (Average 2) (Good 3) (Excellent 4)	Selling (Poor 1) (Average 2) (Good 3) (Excellent 4)	Creativity (Poor 1) (Average 2) (Good 3) (Excellent 4)	Customer service (Poor 1) (Average 2) (Good 3) (Excellent 4)	WOW factor (Up to 2 extra points)	Total	Number of judges	Use of language score divided by number of judges (Best French, German, Spanish or multilingual)	Selling score divided by number of judges (Best Sales Technique)	Creativity score divided by number of judges (Most creative stand)	Wow factor divided by number of judges (Star Performer Certificate)	Final Score (Total divided by the number of judges they were judged by) (Winning)
BH1 - Beverley High School Team 1 (French & German) - Trade	11	10	9	12	12	3	57	4	3	2	3	1	14.25
BH2 - Beverley High School Team 2 (French & German) - Trade	14	14	13	13	13	5	72	4	3.5	3	3	1	18.00
BH3 - Beverley High School Team 3 (French & German) - Trade	16	16	12	15	17	3	79	5	3.2	2	3	1	15.80
BH4 - Beverley High School Team 4 (French, German & Spanish) - Trade	26	24.5	22	23	22.5	6.5	124.5	7	3.71	3	3	1	17.79
CL1 - Canon Lee School Team 1 (German) - Tourist	8	9	8	5	10	2	42	3	2.67	3	2	1	14.00
CL2 - Canon Lee School Team 2 (German) - Tourist	8	6	8	6	8	1	37	3	2.67	3	2	0	12.33
DL1 - De Lacy Academy Team 1 (French) - Tourist	5	5	5	4	6	0	25	2	2.5	3	2	0	12.50
DL2 - De Lacy Academy Team 2 (French) - Tourist	8	9	9	9	11	0	46	4	2	2	2	0	11.50

On the day

Afternoon activities - Japanese



On the day

Afternoon activities – language quiz



On the day

Afternoon activities - BSL



On the day

Afternoon activities



MFL Canon Lee @MFLCanonLee · 5h

Campus tour! #eurofestyork #yorkstjohn



On the day

The results!



On the day

The results!



Advantages for schools

- experiential learning - boosts students' confidence and increases their motivation for languages
- encourages competition – some schools choose teams by voting in class
- develops enterprise skills – design, marketing, teamwork and presentation skills
- highlights the usefulness of language skills in business today
- raises FE /HE and career aspirations

Advantages for event organisers

- brings schools in and gives them a positive experience
- low-cost (approximately £250 for refreshments and student ambassadors)
- increases collaboration between
 - FE/HE institutions and schools
 - FE/HE institutions
 - (FE/HE institutions and businesses)

Feedback from staff

- *Our students benefited a lot from the teamwork activity and from having to present in the target language.*
- *Stands / marketplace event was an excellent vehicle for motivating the students and improving their language skills and confidence!*
- *Great opportunity to use the language for real purposes.*
- *The children were able to experience other languages that our school don't offer and see how other schools work.*

Feedback from staff

- *Pupils got to use French / German to communicate more to people they have never spoken to, and got to have a tour of the university.*
- *An unforgettable event the students will remember for a long time.*
- *More please! The students walked away very much enthused about languages.*

Feedback from students

- *I enjoyed this event. I strongly believe that I have learnt a lot today.*
- *Thank you for everything. I had fun on the activities especially BSL and Japanese.*
- *Sign language can help me not only socially but practically as well.*
- *Very interesting and I learned lots of new stuff.*
- *I hope that other people will enjoy this event as much as I did.*

Feedback from students

- *The best experience ever and incredibly fun.*
- *I loved the extra activities and would love to come again.*
- *It was awesome.*
- ***I enjoyed the fact that all the other schools invited were civilised and the university we were at was beautiful with not everything all modern, and the people there are amazing and all students show respect which is lovely.***

The regional final

This year, for the first time, we are holding a regional final.

- discussions at Routes partnership meetings led to the event being extended to a third venue, Leeds Beckett University, this year;
- meetings between the three event organisers (Selby, York and Leeds) were held, in order to plan a regional final:
 - who should go forward
 - what they should be asked to do
 - what the final should consist of

The regional final

- winning teams from top three schools are invited to attend;
- they are asked to produce a video:
 - 1 minute in French, German or Spanish ‘selling’ their product or tourist stand (as previously done at the original Eurofest competition).
 - 30 seconds in English, answering the following question: “What did you learn from participating in Eurofest 2016?”

The regional final

<u>Arrival & refreshments</u> <i>(De Grey Foyer, York St John University)</i>	
<u>Welcome and Introduction</u>	
Alison Organ <i>York St John University</i>	Heather Lister <i>Selby College</i>
Video Screening Part 1	
Guest speaker	
Video Screening Part 2	
Kaminari Taiko Drummers	
Prize Giving	
CLOSING SESSION - Plenary Q&A session & evaluation	

To sum up:

Transitions in languages education

- Routes into Languages: success stories ☒
 - *over 1000 pupils have benefitted*
- Innovative collaborations in outreach ☒
 - *between schools, FE and HE institutions*
- Sustainability of collaborations post-funding ☒
 - *low-cost, mutually beneficial*
- Transitions in and out of higher education ☒
 - *exposes pupils to HE venues and experiences*

Any questions?



For further information about how to run the event, please contact me:

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To receive a Eurofest pack, please contact routes@hull.ac.uk