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Spotlight on Corporate Members

Photo: Kevin Salter

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Welcome to Spotlight.

In this second issue in 2009, I have looked once more at the difficult demand ahead of all operational personnel in the very near future, the final stages of meeting the certification criteria for ICAO language proficiency. In discussions with John Lucke, Vice-President Training, of one of our Corporate Members in the USA, Carnegie Speech Company, I found that a training product had been developed in conjunction with a UK based language school, Mayflower College, to assist controllers and pilots to reach the ICAO requirement.

After speaking with John, he kindly agreed to support Spotlight by providing information so we can present you with an overview of their new training product

Climb Level 4: How to meet the ICAO Language Proficiency Requirements (LPR's)

Everyone seems to agree: ICAO Language Proficiency Requirements are a good idea. After all, when empirical data shows that over 70% of a sample of 28,000 incidents and accidents were caused by poor language skills, action needs to be taken. There is, however, little consensus among ATCOs – as well as within Service Providers themselves – on exactly what that action should be.

ICAO LPRs require ATCOs to overcome well known hurdles and challenges to learning a new language, including:

Challenge 1: Effective language training takes time and money.
Learning a new language, especially in an aviation context, requires ongoing, dedicated effort by students, trainers and aviation organisations.

Challenge 2: Classroom-based training can be inconvenient
Moving pilots and ATCOs between work and classroom causes a host of operational problems. Furthermore, if classroom English training focuses on group instruction rather than each student's unique English learning requirements, inconvenience and inefficiencies are increased.

Challenge 3: Competent, experienced English instructors are rare.
In most countries there is an extreme shortage of skilled Aviation English instructors, specifically instructors who are trained linguists and can also understand the work and licensing requirements of pilots and controllers.

Challenge 4: Most English training programs are not relevant to the aviation community
There is a wealth of material to teach General English – but there are very few materials which succeed in preparing Aviation professionals for the ICAO LPRs. For training to be effective and relevant it must cover the content that pilots and controllers need in both routine and non-routine situations.

Climb Level 4: Optimising Proficiency, Efficiency, Convenience and Cost

Aware of the English learning challenges facing the aviation community, Mayflower College, an internationally recognised Aviation English school, and Carnegie Speech, the leader in computerized language learning, co-developed Climb Level 4 – an online English training solution that prepares aviation professionals for ICAO Level 4 testing quickly and cost-effectively.

Launched earlier this year, Climb Level 4's comprehensive, flexible and personalised English training curriculum includes the latest in Speech Recognition technology that allows users to improve their spoken English. The program is accessed via the internet, allowing for self-paced instruction or complementing traditional classroom training.

Climb Level 4 Curriculum, Modules and Instruction

Because the Climb Level 4 curriculum was jointly developed by trained linguists and aviation professionals, all exercises are set in an Aviation context. With nine (9) learning modules, including Time, Duration and Schedules, Health, People, Weather, Technology, Aerodromes, Cargo, Materials and Fire, Communication, and Navigation, Movement and Geography, Climb level 4 provides comprehensive English instruction for ICAO Level 4 or Level 5 proficiency.

Climb Level 4 starts by assessing each student's English skills and providing personalised instruction to prepare students to reach Level 4 or Level 5 status. To illustrate:

• The vocabulary exercises have been designed to help students with word recognition, the use of words in context and the correct production of words.
• The Grammar curriculum teaches the most important grammatical points required to reach ICAO Level 4 and above.

- Comprehension requires understanding a range of international accents, aviation concepts, and aviation vocabulary and grammar
- Fluency teaches appropriate rate of speech and minimises pausing
- Pronunciation trains students on the proper word stress, rhythm and intonation to enable clear English speech in multiple environments
- Interaction instruction enables immediate, appropriate and informative responses and exchanges in the event of unanticipated circumstances

Unique, interactive training resources are also resident in Climb Level 4. The Speaking Professor avatar converts text to speech so that students can listen and read simultaneously. An Aviation Word Book, with 2,000 of the most important words needed for ICAO Level 4 proficiency, and a personalised Dictionary allow students to select words and phrases for additional study and automatically generate practice exercises based on their individual and specific needs. English pronunciation training is personalised, with an assessment analysing each student's spoken- English skills, and an Intelligent Tutor tailoring instruction based on the student's native language and individual proficiency. Immediate analysis of pronunciation errors and recommendations for remediation are presented in text, graphic and audio form.

Illustration: How It Works:
Climb Level 4 both begins and ends with an assessment, which measures the student's English skills on the ICAO scale. Training modules are relevant to the aviation community, with each module featuring three (3) separate units, and each unit has exercises in grammar, listening, vocabulary and fluency / interactions. Complementing the Training Modules are unique, interactive and personalised training resources to further improve the English learning process.

My Pronunciation Training features a pronunciation assessment that analyses each student's English pronunciation, allowing the Intelligent Tutor to prioritise pronunciation exercises based on the individual's language challenges. Ongoing, pinpointed pronunciation evaluation provides immediate feedback that is understandable, relevant and actionable. This type of pronunciation training in the business, education and government sectors has improved English pronunciation by 30% in as little as 10 hours of training, and twenty (20) to forty (40) hours of training can produce a 50% to 100% improvement. My Word Book and

Dictionary feature the words – and their aviation context – required to prepare for ICAO licensing testing.

My Grammar is a grammar reference book containing both the basic and more complex grammatical structures of the English language.

Technical requirements for Climb Level 4 are minimal. All that's needed is a headset and microphone, a broadband internet connection and Macromedia Flash Player (a free download). Climb Level 4 works with all the major internet browsers including Internet Explorer, Firefox and Opera.

Climb Level 4: The PARIS Principle
Climb Level 4 was built on what we call the PARIS Principle to balance requirements for Aviation English proficiency, convenience and cost. The PARIS Principle means English instruction is:
- **P**ersonal
- **A**ccessible
- **R**elevant
- **I**nexpensive
- **S**calable

Personal
Because everyone has different English skills – and everyone learns at a different pace – English training should be personalized to accommodate each student's abilities, resources and objectives. In order to maximize English learning effectiveness and minimise the training time, Climb Level 4 offers an array of personalisation features, allowing students to build personal Word Books and Dictionaries, choose and create their own English exercises, and follow the curriculum at their own pace.

Climb Level 4 analyses student pronunciation in context of their first language, pinpoints errors, and uses an Intelligent Tutor to prepare a personalised English learning path.

Accessible
The dynamic and mobile nature of the aviation professional's job means that English training should fit into the professional's schedule where and when possible. Climb Level 4 is internet-enabled, making English training available literally anytime … anywhere.

Although Climb Level 4 is ideal for self-training, it is easily integrated into classroom training. English instructors may use Climb Level 4 to augment classroom instruction, or for lesson reinforcement outside of the classroom.

Relevant
Learning a new language presents a big challenge. Learning a new language to do a specific job – such as fly a plane or control air traffic – presents an even bigger challenge.

Climb Level 4 focuses on English language learning required for ICAO Level 4 and Level 5 proficiency. It assures further relevance by ensuring that it's initial and exit assessments allow the user to see their approximate level according to the ICAO scale – the optimal metric for preparing for any ICAO licensing test.

Inexpensive:
The costs of English language training go far beyond the cost of the actual training course. Lost productivity associated with taking ATCOs off the job to learn English add up quickly. Language learning inefficiencies inherent in one-size-fits-all courses and solutions mean that some students have already learned the material and need reinforcement – and others need significant instruction and training. Using Climb Level 4 to augment classroom training – and provide the level of instruction of greatest value to the enterprise and individual – will stretch training budgets while providing quality English instruction.

Climb Level 4 is aware of the costs associated with training to reach ICAO Level 4 or higher. That's why Climb Level 4 license costs are based on time used and number of licenses purchased. Climb Level 4 Shuttle – with five (5) hours of English training, can be purchased for less than $50. Climb Level 4 Short Haul (100 hours over three (3) months), costs less than $400 and Climb Level 4 Long Haul (100 hours over six (6) months) costs less than $550. Volume and Distributor discounts are also available.

Scalable

Climb Level 4 management features allow for English training to scale seamlessly across the aviation enterprise. While Climb Level 4 can be used for self study, or classroom English instruction, training compliance and grading can be centrally managed. With a click of the mouse, corporate trainers can monitor system usage, grading and improvement in each user's English communications.

Furthermore, since Climb Level 4 is internet-enabled, it's easy to implement and manage across the enterprise.

More Information

Registration, pricing and further information can be found on the Climb Level 4 website (**www.climb-level4.com**) or by e-mailing Climb Level 4 at **info@climb-level4.com**.

Requests for access to a demonstration Climb Level 4 program (featuring a limited number of example exercises) can also be made at **www.climb-level4.com**.

Information is also available by contacting the developers of Climb Level 4: Mayflower College and Carnegie Speech.

Mayflower College

Mayflower College offers over sixteen (16) years experience of teaching Aviation English to its international pilot and air traffic controller clientele. In addition to training over 1,000 students from 50 countries annually, Mayflower College has been invited to present at multiple ICAO events and is the developer of the Test of English for Aviation (TEA). Contact Paul Stevens, Director at **paul@maycoll.co.uk**; TEL ++44-1752-673784

Carnegie Speech Company

Carnegie Speech Company is the leading global provider of software for assessing and teaching spoken-language to non-native speakers. With exclusive global license to speech recognition and artificial intelligence technologies from Carnegie Mellon University, Carnegie Speech software enables cost-effective and personalized spoken-language assessment and training that maximizes learning effectiveness while minimizing training time and expense.

Carnegie Speech has marquee customers in multiple sectors and strategic relationships with global education and technology firms. Carnegie Speech's spoken-language training software is currently used in over 20 countries. Contact **John Lucke**, Vice President at **jlucke@carnegiespeech.com**; TEL: ++1-412-281-3004 x 25

This concludes `Spotlight´ for this issue. I would like to especially thank John Lucke, Carnegie Speech, for his assistance in providing the material for this issue. ⊕

Until next time and as usual, if any CM would like their company to be featured in `Spotlight´ this year, and likewise to any reader, who would like further information on any topic that was covered, please do not hesitate to contact me using the following address:

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