

# Cambridge English Schools

## Case Studies – Mexico

### Case study 1

Sandra Lee

Colegio Viktor Frankl

[www.colegioviktorfrankl.edu.mx](http://www.colegioviktorfrankl.edu.mx)

#### 1. What attracted you to be a Cambridge English School?

The main attraction is the recognition and support from Cambridge English Language Assessment towards our educational programme which includes the three exams throughout primary education. Even though we had already thought about including the exams, it was great to be able to have Cambridge English Language Assessment academic consultancy, be part of a special community, besides the recognition from official communications, access to the logos and, in the near future, the Cambridge English School plaque.

It has also allowed us to stand out from other Schools in the city which also prepare candidates for YLE, but who don't have direct contact with Cambridge English Language Assessment.

We know that Cambridge English Schools goes beyond getting access to a logo, which can be used by other institutions without proper authorisation. It is about a whole academic project.

#### 2. How are you finding the scheme so far, including the benefits available to you?

I believe we have received the best support from both Cambridge English Language Assessment and CUP's teams. They have been completely honest about the proposal and have delivered every single detail. One thing that I really enjoy working together is that everything that has been offered is delivered to the highest quality standard and professionalism, besides working with very kind and friendly people. We have learnt a lot from the Cambridge team throughout this project.

#### 3. Have you encountered any challenges? If so, how have you overcome them?

The first challenge was to coordinate payment and delivering the [book] packages to parents, before we were assigned a Cambridge English Schools representative (Orelly Palmas). Luckily, we worked together with the Cambridge team and International House. Everything went smoothly due to their high professionalism (already mentioned above).

#### 4. Have your expectations been met?

Yes, very positive. I would really recommend this project. We have high expectations from the future events already planned!



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## Case study 2

Alfonso Bravo

Colegio: Liceo Británico de México, A.C.

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### 1. What attracted you to be a Cambridge English School?

The idea of adding international recognition to our English project, which has evolved and strengthened since it began 25 years ago. We are also keen to consolidate our system into one (all the different English levels, one system).

### 2. How are you finding the scheme so far, including the benefits available to you?

I believe this is a very strong proposal which is necessary for any bilingual institution which values itself as a good educational option. We haven't been a Cambridge English School for very long so we are still working on the finer details to achieve the growth we desire. Regarding benefits... we must remember that we are dealing with people and, as such, the benefits can be many or few, depending on the quality applied to all the activities.

### 3. Have you encountered any challenges? If so, how have you overcome them?

Yes, we have encountered some challenges, especially when consolidating the offer to parents and students. Any organisation, in this case a school, which works with and for the people, needs to grow and improve continuously and this makes it a little bit difficult when trying to adopt a new programme.

### 4. Have your expectations been met?

It has been a positive and learning experience, but there are still many things to do to achieve our medium and long term goals, especially to increase the level of English ability of the LBM students.



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## Case study 3

Maritza Suárez

Colegio Americano de Tabasco – Primaria

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### 1. What attracted you to be a Cambridge English School?

Definitely, the prestige that the University of Cambridge gives to the project, together with the attractive project's proposal and the future expectations.

### 2. How are you finding the scheme so far, including the benefits available to you?

The project is interesting and attractive but above all, comprehensive.

### 3. Have you encountered any challenges? If so, how have you overcome them?

The main challenge was to adapt the academic programme from the project to our expectations as we are a school with a wide experience using Cambridge English exams. This was easily resolved by working together with the staff at Cambridge University Press and Cambridge English Language Assessment.

### 4. Have your expectations been met?

The experience was totally positive. I loved the parents' acceptance without even questioning our decision to adopt the project due to the trust they have in Cambridge English exams and the support materials available from both Cambridge English Language Assessment and Cambridge University Press.

