

## Speech Rebranding Notice for Centres

English Speaking Board (International) Ltd. is delighted to announce the rebranding of our portfolio of Graded Examinations in Speech qualifications in September 2018. As part of this rebranding project, we will be simplifying the qualification titles of our Graded Examinations in Speech, so that they are more relevant and straightforward for teachers, parents and learners. In particular, we will be removing the 'Junior' and 'Senior' labels from our qualification titles.

These qualification title amendments are intended to help us to further achieve our goal of recognising and encouraging the potential of all. As a result of the rebranding project, a learner in secondary school who would benefit from the Grade 1 examination would not feel discouraged by the existing 'Junior Medallion' title. Conversely, a learner in primary school who would benefit from the Grade 2 examination would not be discouraged by the 'Senior Introductory' label. Below is a table which shows our existing qualification titles and rebranded qualification titles:

Existing Qualification Title	Rebranded Qualification Title
Early Steps to Junior Grades in Speech Step 1 – Speaking Together	ESB Early Steps – Step 1 (Speaking Together)
Early Steps to Junior Grades in Speech Step 2 – Speaking Out	ESB Early Steps – Step 2 (Speaking Out)
ESB Graded Examinations in Speech: Introductory (Junior Introductory)	ESB Pre-Entry Level Award in Speech
Junior Grade 1 (Entry Level)	ESB Entry Level Award in Speech (Entry 1)
Junior Grade 2 (Entry Level)	ESB Entry Level Award in Speech (Entry 2)
Junior Grade 3 (Entry Level)	ESB Entry Level Award in Speech (Entry 3)
ESB Level 1 Award in Graded Examination in Speech: Junior Medallion (Grade 1)	ESB Level 1 Award in Speech (Grade 1)
ESB Level 1 Award in Graded Examination in Speech: Senior Introductory Communication (Grade 2)	ESB Level 1 Award in Speech (Grade 2)
ESB Level 1 Award in Graded Examination in Speech: Senior 1 (Grade 3)	ESB Level 1 Award in Speech (Grade 3)
ESB Level 2 Certificate in Graded Examination in Speech: Senior 2 (Grade 4)	ESB Level 2 Certificate in Speech (Grade 4)
ESB Level 2 Certificate in Graded Examination in Speech: Senior 3 (Grade 5)	ESB Level 2 Certificate in Speech (Grade 5)
ESB Level 3 Certificate in Graded Examination in Speech: Senior Proficiency (Grade 6)	ESB Level 3 Certificate in Speech (Grade 6)
ESB Level 3 Certificate in Graded Examination in Speech: Spoken English (Grade 8)	ESB Level 3 Certificate in Speech (Grade 8)

In addition, we are categorising our Graded Examinations in Speech based on Key Stages and qualification levels. This is designed to help teachers more easily choose qualifications that are most appropriate for their learners. There are five different categories: (1) Pre-Entry; (2) Entry; (3) Foundation, (4) Intermediate; and (5) Advanced.

We would like to reassure you that there are **no** changes to your learners' experience of the assessment. For each qualification, the learning outcomes and external assessment remain **exactly the same**. Teachers should prepare candidates for the assessment as they have done in the past and an assessor will continue to grade in the same way.

We strongly believe that the rebranding of our qualification portfolio of Graded Examinations in Speech is a positive step, which will help us effectively meet the needs of our centres and learners in the 21<sup>st</sup> century. Below is a list of frequently asked questions, but if you have any queries, please do not hesitate to contact us by email at: [product@esbuk.org](mailto:product@esbuk.org) or alternatively you may wish to speak to us on: 01695 573439 (extension 221)

### **Frequently asked questions**

**Q: When will the rebranded qualification titles come into effect and be available to book?**

A: The rebranded qualification titles will be launched, and be available to book, on the 1<sup>st</sup> September 2018.

**Q: Will new qualification specifications for rebranded qualifications be released?**

A: Yes. We will be releasing new qualification specifications for rebranded qualifications very soon via the website. We advise that you check the website regularly for updates.

**Q: Are there any changes to the learning outcomes of rebranded qualifications?**

A: No. The learning outcomes of rebranded qualifications remain exactly the same. As part of continuous improvement, we are making some very minor amendments to the **grading criteria** for additional clarity.

**Q: Are there any changes to the external assessment of the rebranded qualifications?**

A: No. The assessment sections of rebranded qualifications remain exactly the same. For example, the rebranded ESB Level 1 Award in Speech (current Junior Medallion) will continue to have the following four assessment sections: (1) Talk – Free Choice; (2) Speaking by Heart; (3) Reading Aloud; and (4) Listening and Responding.

**Q: Can my learners still do a presentation-focused or a drama-focused option at Grade 5?**

A: Yes, my learners still have the option of doing a presentation-focused or drama-focused qualification at Grade 5.

**Q: Are there any changes to the timings of the assessment?**

A: No. There are no changes to the timings of the assessment.

**Q: Do I need to prepare my learners differently for the assessment of a rebranded qualification?**

A: No. You should prepare learners for the assessment as you have done previously. There is no need to change your teaching for any rebranded qualification.

**Q: If I book a qualification before the 1<sup>st</sup> September 2018, with an assessment date taking place after the 1<sup>st</sup> September, will I need to do anything on the database?**

A: No. If you are booking before 1<sup>st</sup> September for the 2018/19 academic year, you can still select the old qualification name and a changeover will occur on the system. Please be assured that ESB will make the necessary amendments to ensure that any qualifications that you have booked will have the correct name associated with it.

**Q: After September 2018, how will I select the correct qualification at the point of booking?**

A: ESB will be amending the booking system to ensure the re-branded qualifications are made available. You may need to keep a list of rebranded qualification names for your reference.

**Q: Will my learners reports and certificates look any different for assessments taking place after 1<sup>st</sup> September 2018?**

A: Yes, learners will have a rebranded named qualification on each report and certificate issued by ESB after the 1<sup>st</sup> September 2018.