

# Prince Mohammed University launches NEW English Language Institute

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In a continued effort to promote the highest levels of education in the community, Prince Mohammed bin Fahd University (PMU) has launched the English Language Institute (ELI) in Dammam. The ELI is open to all adults and children aspiring to improve their English language, including students who plan to enter PMU. The ELI will provide services for people who have limited or no prior English knowledge.

The ELI is the first among several programs PMU is preparing as independent services that are envisioned to benefit the community and Saudi society through education. PMU believes that education is the single most important ingredient for developing individuals and society... and that is why PMU has decided to launch the community based ELI program first and to make it conveniently accessible at the Prince Mohammad Program for Youth & Development (PMPYD) building on the Doha – Dammam highway.

The ELI was established after an extensive analysis by the founders of PMU that led to the conclusion that an ever increasing need for English language training for the youth of Saudi was required. The driving factor was the desire to enable Saudi youth to be competitive and to excel in nontraditional universities that aspire to global levels of excellence. To achieve these goals ELI is opening the General English Communications program first. This will be followed by offering Professional English Communications for Business and Industry, site specific English language programs for employees in education and health occupations, and an array of English language services designed to enable all parts of the community.

## Why PMU's ELI

PMU's ELI recognizes there is a need to develop learning opportunities that are effective while being flexible and interesting. Though there are several options available which claim to improve the English language, there are distinct differences between such programs and the one offered at the ELI which uses the internationally renowned 'DynEd' program.

Under the guidance of the Rector of PMU, Dr. Issa Al Ansari, the Director of Research Development and Continued Education at PMU, Mel Cozzens carried out extensive research based on expert consultations, personal analysis and personal experiences. This led to the conclusion that DynEd is the most sophisticated, technologically advanced, and "user friendly" English language product on the world market.

DynEd is the world's most recognized program having been honored with awards from organizations such as The American Society for Training and Development (ASTD) for

adult learning, The Bessie Award for the Best Educational Software, and the Technology & Learning Award among several others.

DynEd, based out of California, USA, was developed by educators and academicians with the purpose of providing an innovative approach to teaching the English language. DynEd is a blended learning program combining computer based training (CBT) with experienced classroom facilitators. Its primary objective is to allow its users to achieve mastery and automaticity by building and developing various aspects of the English language simultaneously. Such an approach allows users to learn and retain information on a long term basis. Studies over a five-year period have shown that the student centered approach used by DynEd helps learners acquire the English language at a 60% faster rate than traditional classroom centered approaches. Compared with other programs, studies have also shown that students require 40 – 60% less study time before becoming proficient in English.

### How PMU's ELI and DynEd are different

The ELI center is housed in the newly constructed Prince Mohammed Program for Youth Development, which was inaugurated a few months ago. By locating here, the ELI provides conveniently located state of the art facilities with multiple computer labs in both its male and female divisions. All labs are designed for maximum interaction between students and facilitators as well as between students and students. Each computer lab is equipped with a SmartBoard, direct internet connections, and wireless internet connections.

DynEd is a personalized program, functioning on the requirements and the level of each individual, which is determined after taking the Placement Test. From there the program is designed in such a manner that it will establish a study path that fulfills those needs. The software takes into account different levels of students and is designed with various programs suitable for users of all ages, abilities and backgrounds.

The ELI English language approach allows for flexible study hours where students are able to study at the center, in their homes, in another city or even in another country! CBT is just one component of ELI's English program; the other being sophisticated teacher facilitation. ELI employs native English speakers in all key positions to guide and develop the students through classroom activities and assignments. The facilitators will provide one-on-one guidance as well as focus on group work, enabling students to perfect what they have learned.

The approach PMU's ELI is introducing has been successfully used throughout the world and ELI is anxious to utilize this approach to advance the community in its effort to become better prepared for national and international involvements. This program allows for exceptional flexibility for the students, while expanding high academic standards. Once completed, students will receive a PMU Certificate of Completion.

## How you can enroll

The ELI is currently open not only to college bound students, but also working professionals and applicants of all ages and offers a wide range of subscriptions. Applicants can enroll in a three month, six month or twelve month program, with classes offered in the mornings, afternoons and evenings allowing applicants to choose a program which best suits their needs and schedules. With ELI applicants are able to enroll and begin a program anytime as registration is always ongoing, an advantage not given in most other programs in the Eastern Province.

All individuals are welcome to further learn about the program by calling (03) 8418530 or (03) 8415435. They can also send an email to [ELI@pmu.edu.sa](mailto:ELI@pmu.edu.sa) or visit the website at [www.pmu.edu.sa/en/elp.asp](http://www.pmu.edu.sa/en/elp.asp). They can also apply to the program when they visit the PMPYD facility. At this time the female center is already operational with the male center projected to be operational soon. Both the female and male centers are now open for registration.

PMU has a broad vision towards the development and progress of the community and is proud to launch the ELI as its first community based program.