

AI and the Global Scale of English: Solutions for Learning

Presented by
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Support the creation of curriculum that achieves continuous progress and powerful outcomes.

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Overview

All learning has a purpose.

- 1 Current Trends– English Language Learning in 2025
- 2 English Proficiency Changing Demographics
- 3 The Global Scale of English Granular Insight into learning
- 4 AI in Education– Uses for Learning
- 5 Course development and personalization using AI

Learning in 2025

Trends, Challenges,
and a Changing
Demographic

Changing needs



Emerging Priorities

85%

Work Life

of respondents said English was important for their work life and that it would continue to be so in the foreseeable future

51%

Opportunity

said they were learning English to access a wider range of roles and, more specifically, access to roles that paid more

79%

Easier

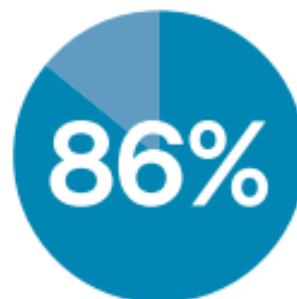
said that English is an important skill outside of work today, and believe this importance will increase over the next five years

Perceived importance of English for work by generation

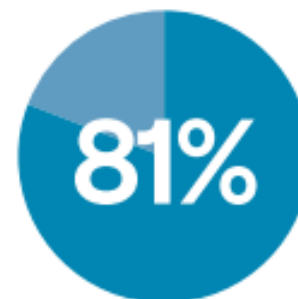
Today:



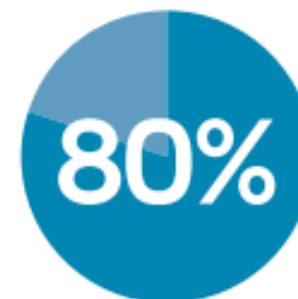
Gen Z



Millennials



Gen X



Boomers



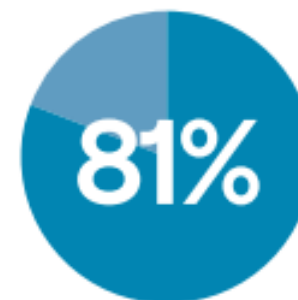
In 5 years:



Gen Z



Millennials



Gen X



Boomers

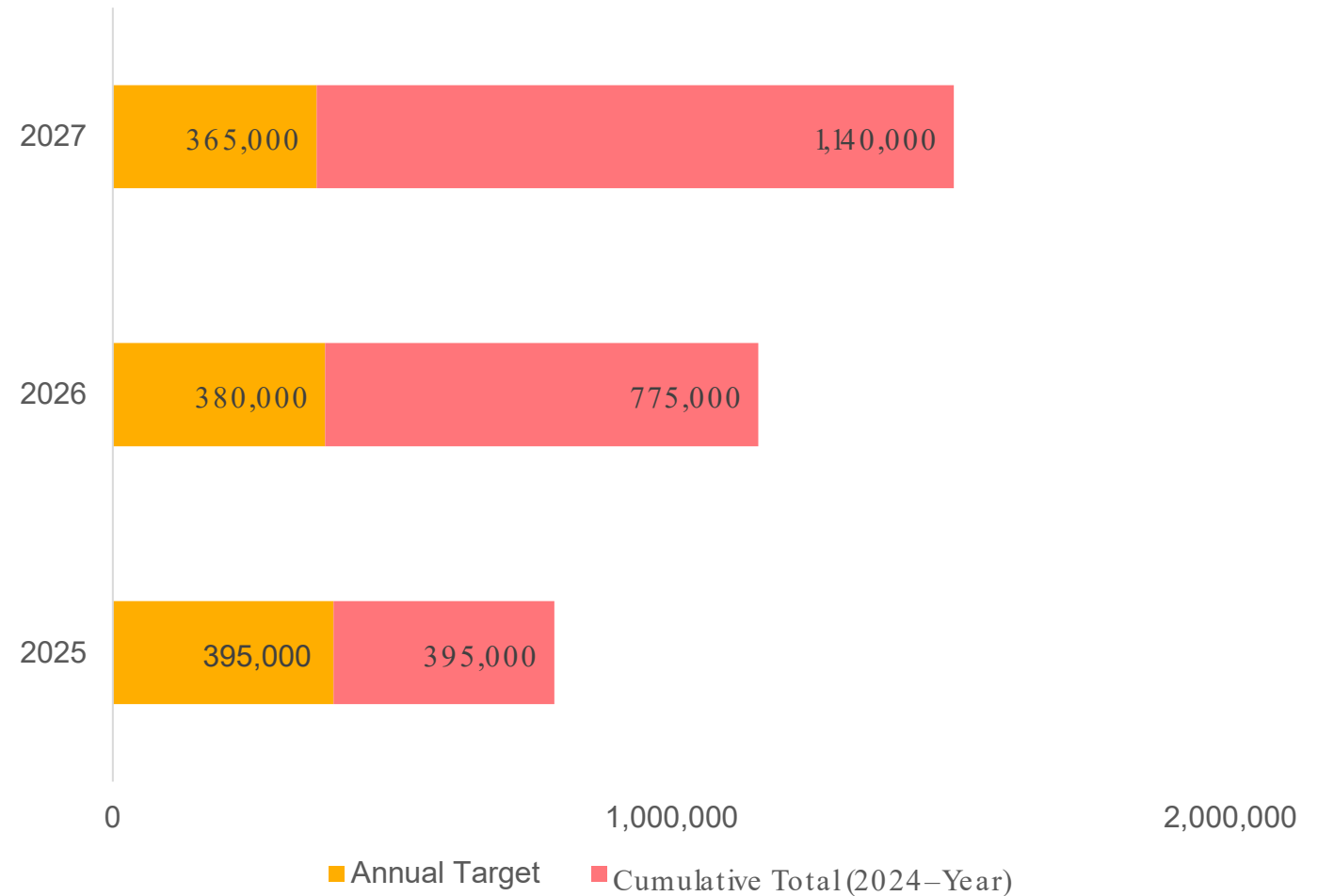
By 2030, an estimated **170 million**
new jobs will be created globally.

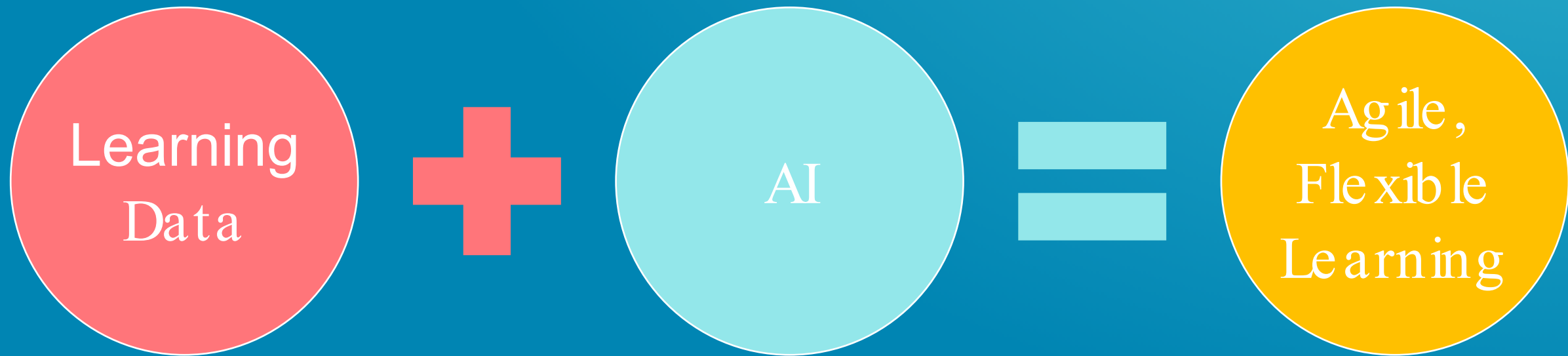
22% of today's jobs will be impacted by
structural labor-market transformation.

“[English] language proficiency **is one of the biggest barriers** for newcomers.

Though it is not a barrier for every newcomer, among those for which it is, it is likely to be the **biggest** .” Business Council of Alberta

Annual and Cumulative Immigration Targets
(2025–2027)





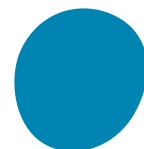
The Global Scale of English

Personalized Progress

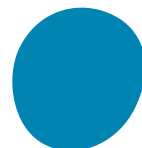


Language Frameworks

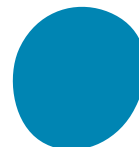
- Useful for identify gaps in progression
- Provide clear goals
- Offer transparent benchmarks
- Inform data -driven program development and implementation



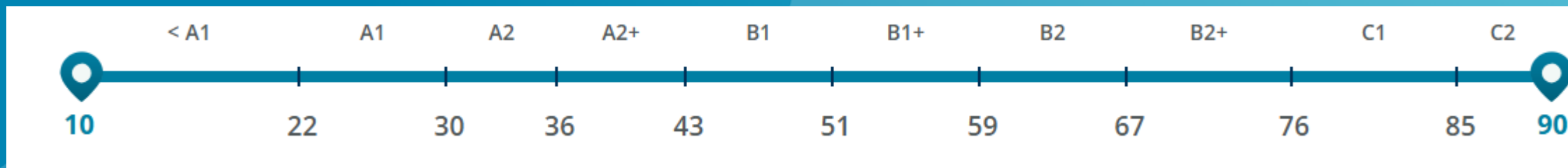
Common European Framework of Reference



Canadian Language Benchmarks



The Global Scale of English



The Global Scale of English

Research-Based learning objectives for granular insight into learning

- Levelled by 10,000 educators
- Psychometrically aligned to the CEFR
- Validated Alignment with the CLBs

Contains

- 3,500+ learning objectives
- 400+ grammar objectives
- 39,000+ vocabulary items

Granular Insight into Learning

Remediation

Targeting specific skills that are below level to support remediation

Stretch

Adding specific skills above level to provide challenge and stretch

30

36

40

43

47

Targeting the Zone

Using GSE Assessment Frameworks and GSE aligned assessment to target current learning level

Progress & Purpose Driven

English for Nurses



Pathway Program



English for Academic Purposes



General English ESL





Choose category [?]

- Learning Objectives
- Grammar
- Vocabulary
- Text Analyzer

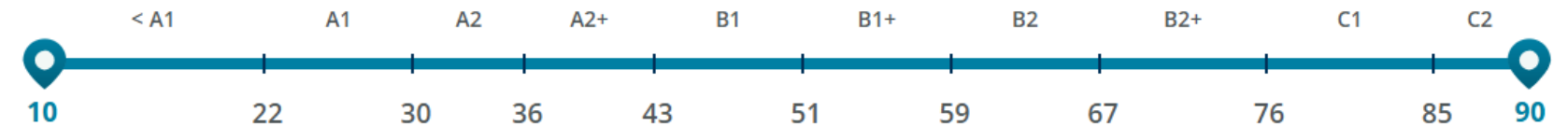
Who are you teaching? [?]

Choose Learner

▼

 Choose Skill [?]

Choose a range on the GSE / CEFR [?]



 Filter search results with a word or phrase...

Show results

The Global Scale of English

And the CLBs



GSE Alignment to the CLBs

Alignment includes:

- GSE for Adults
- GSE for Professionals
- GSE For Academic Purposes

1

Methodology

The alignment process involved mapping each CLB competency statement within four competency areas (Interacting with others, Instructions, Getting things done, and Sharing information) to one or more GSE Learning Objectives

2

Alignment Results

The results of the GSE alignment show consistency with the CEFR-CLB alignment carried out by North and Piccardo in 2018, ensuring the CLBs are reliable with the GSE and the CEFR.



 Pearson

**Alignment of the
Canadian Language
Benchmarks to the
Global Scale of English:**

Stage I Basic
Stage II Intermediate
Stage III Advanced

 **Global
Scale of
English**
Fast-track your progress

CEFR to GSE to CLB

The GSE provides granular insight into the CLB helping program developers

- Identify gaps in current programs
- Explore opportunities for new program development
- Design programs around specific needs of the local market, quickly, efficiently, and with high fidelity.



Stage	CLB Level	GSE Scale	CEFR Level
I: Basic	1	10-19	<A1
	2	20-27	A1
	3	28-34	A1/A2
	4	35-41	A2/A2+
II: Intermediate	5	42-46	B1
	6	47-52	B1/B1+
	7	53-58	B1+
	8	59-66	B2
III: Advanced	9	67-72	B2+
	10	73-78	C1
	11	79-84	C1
	12	85-90	C2

Granular Insight into learning

With granular insight into the CLBs, tailoring courses and programs for specific learners is even easier.

Personalized Learning Development

Combining granular insights with AI expands the depth and breadth of programming offerings, without significantly impact to staff and faculty workloads.

Custom 6-Week Course: English for Community Integration (CLB 5)

Target Audience: Adult learners in Canada at CLB 5

Goal: Improve functional English skills for community integration, moving from **GSE 36-42 to 42-47**

Focus Areas: Listening, Speaking, Reading, and Writing in real-life contexts

Program Overview

Week	Theme	CLB Learning Objectives (Stage II – Benchmark 5)	GSE Learning Objectives	Activities	GSE			
1	Making Connections in the Community	- Follow moderately complex social conversations - Exchange greetings, introduce self, express needs	4	Navigating Public Services	- Ask for directions & follow simple instructions - Understand official signs/forms	- Listening (GSE 40-42): Understand transport/public service announcements - Reading (GSE 41-43): Read public signs & schedules	- Role-play: At the post office, library, or city hall - Reading: Government forms - Listening: Public service interactions	40 → 42
2	Shopping & Daily Transactions	- Ask for and provide information about goods/services - Make simple transactions	5	Workplace English & Volunteering	- Understand and respond to basic workplace instructions - Participate in work-related conversations	- Speaking (GSE 41-44): Describe job roles & give opinions - Writing (GSE 42-45): Write simple emails/messages	- Job interview practice - Writing: Short professional emails - Listening: Workplace dialogues	41 → 44
3	Health & Well-being	- Understand simple instructions from a doctor - Explain basic symptoms & needs	6	Social Engagement & <u>Future Plans</u>	- Talk about hobbies & interests - Express future goals and invitations	- Speaking (GSE 42-47): Talk about personal interests & <u>future plans</u> - Listening (GSE 43-47): Understand casual social discussions	- Community event planning - Group discussion: Future goals - Final assessment: Speaking & listening tasks	42 → 47

Artificial Intelligence Real-World Results

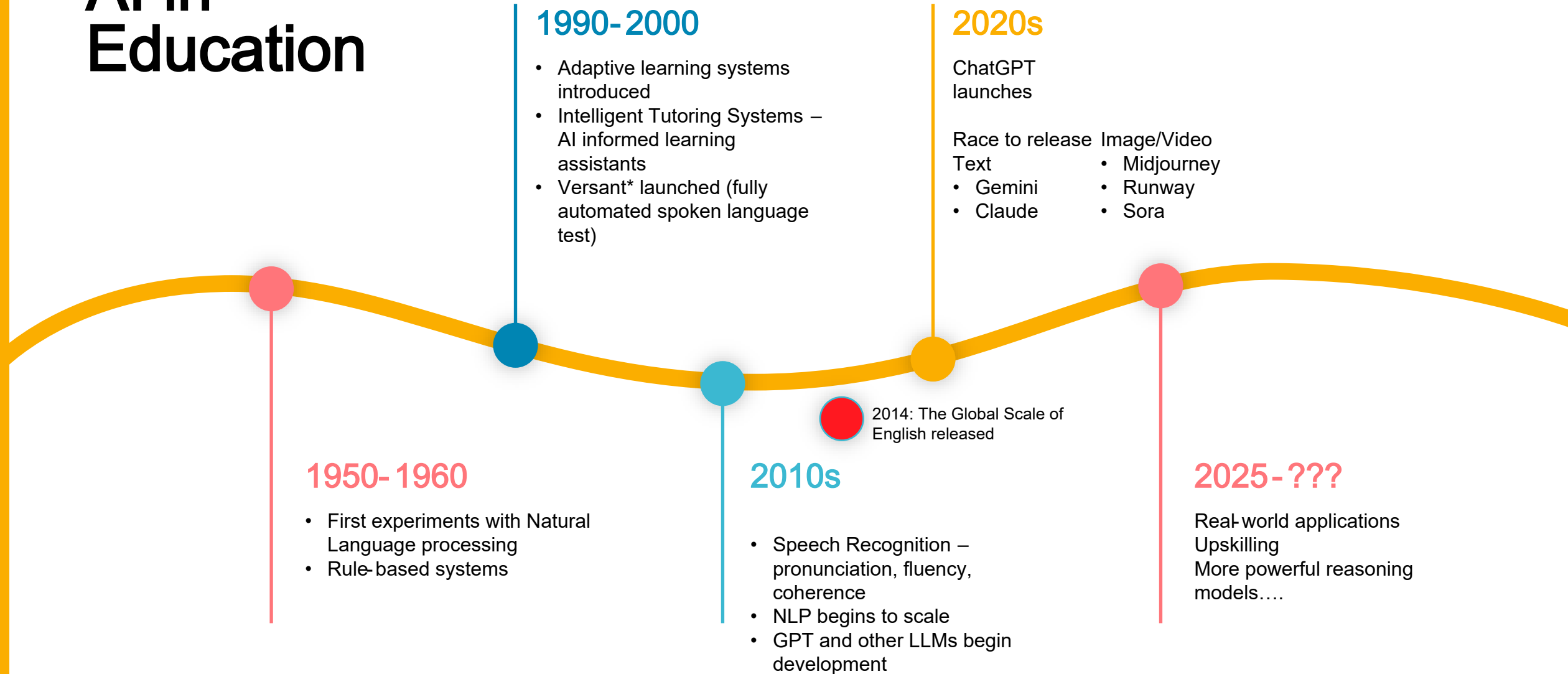


...if you have used AI?

...argued with AI, thrown up your hands, and thought, 'Forget it!'?



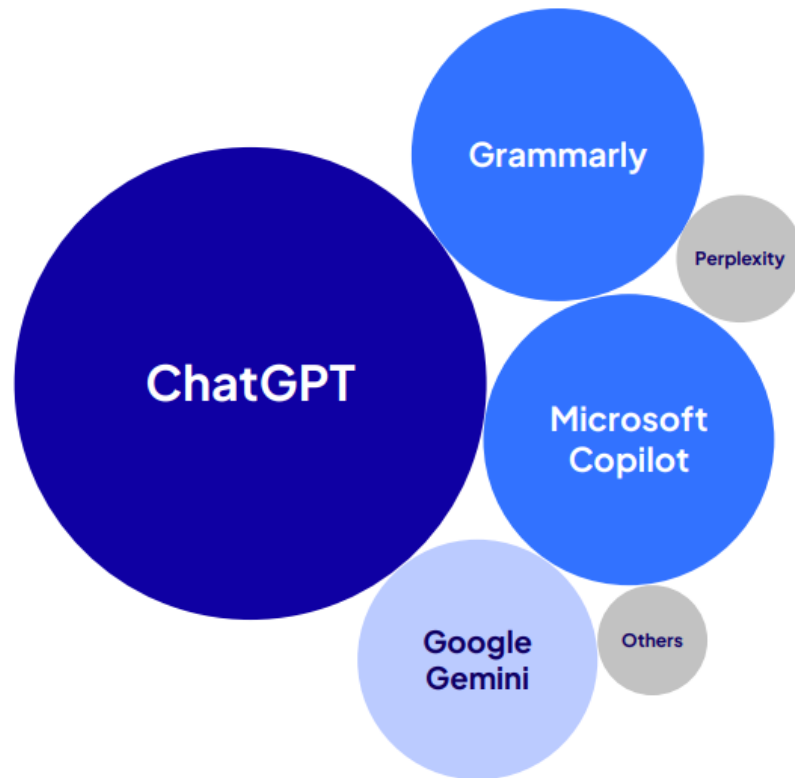
AI in Education



AI in Education

Most used AI tools by students and number of AI tools used

Question: Which AI tools do you use for your course/programme?



Source: Digital Education Council Global AI Student Survey, 2024

1

86% using AI for study

2

54% on a weekly basis

3

80% are unhappy with how AI is currently integrated into education

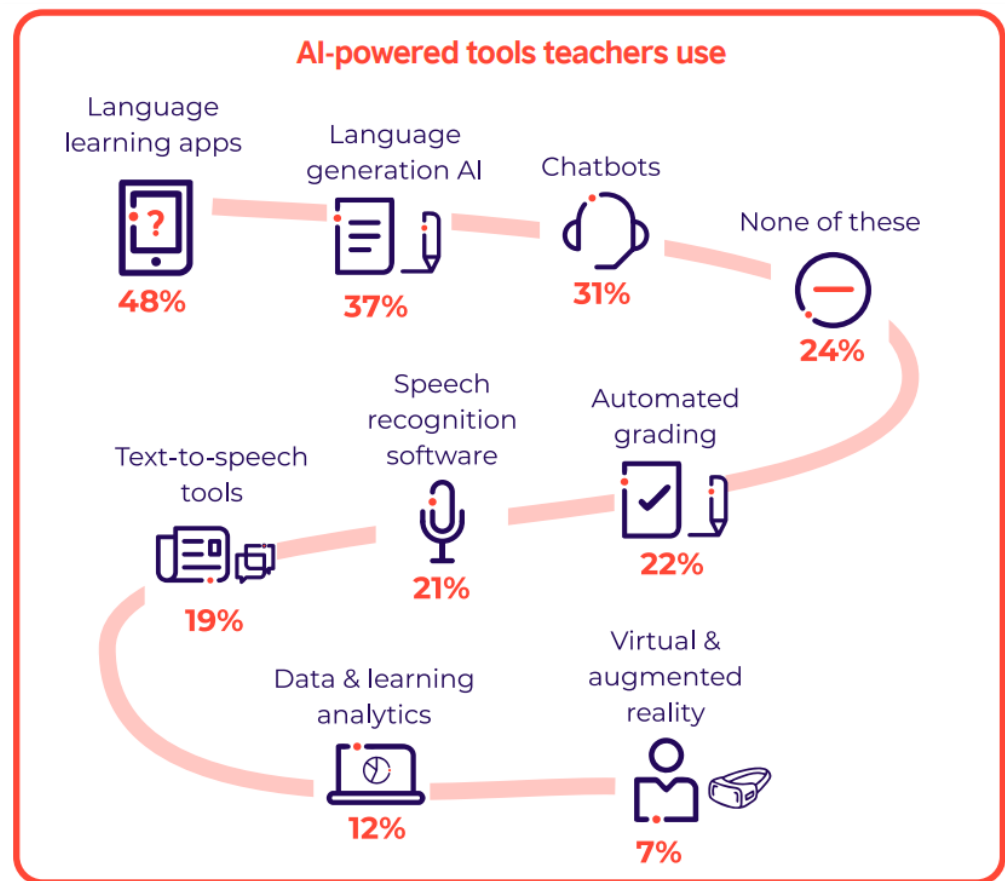


Figure 2A Teacher survey results: Which AI-powered tools teachers use

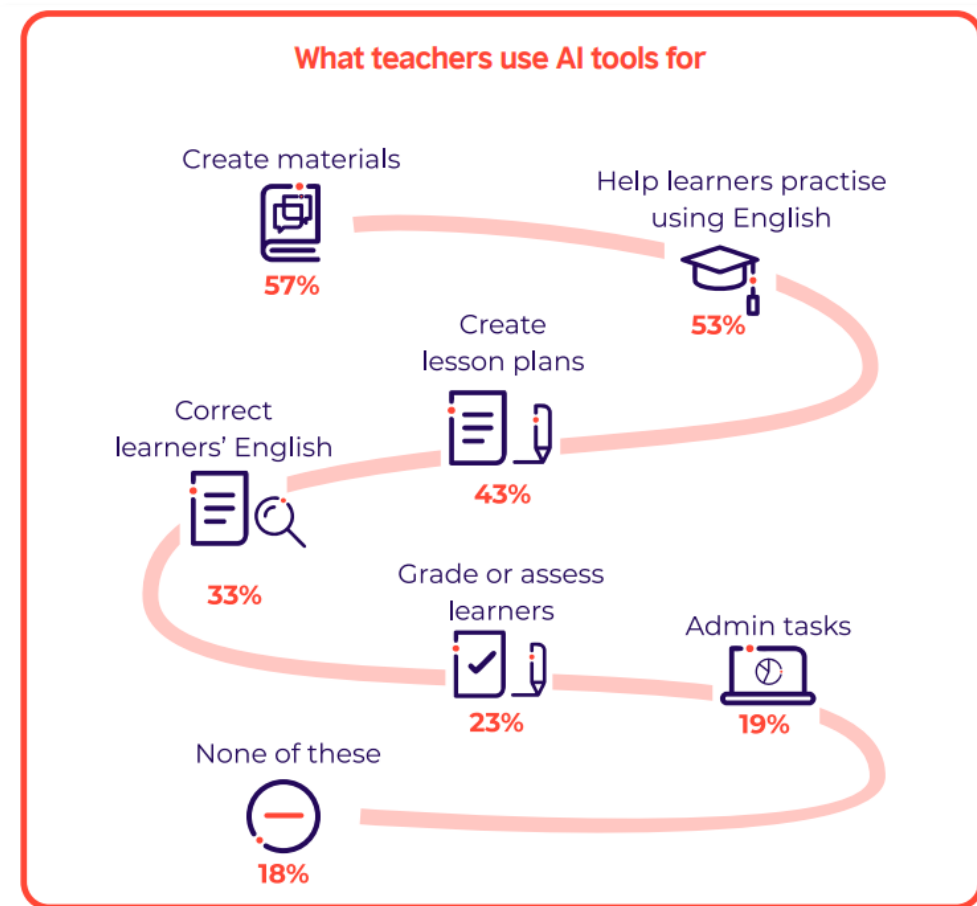
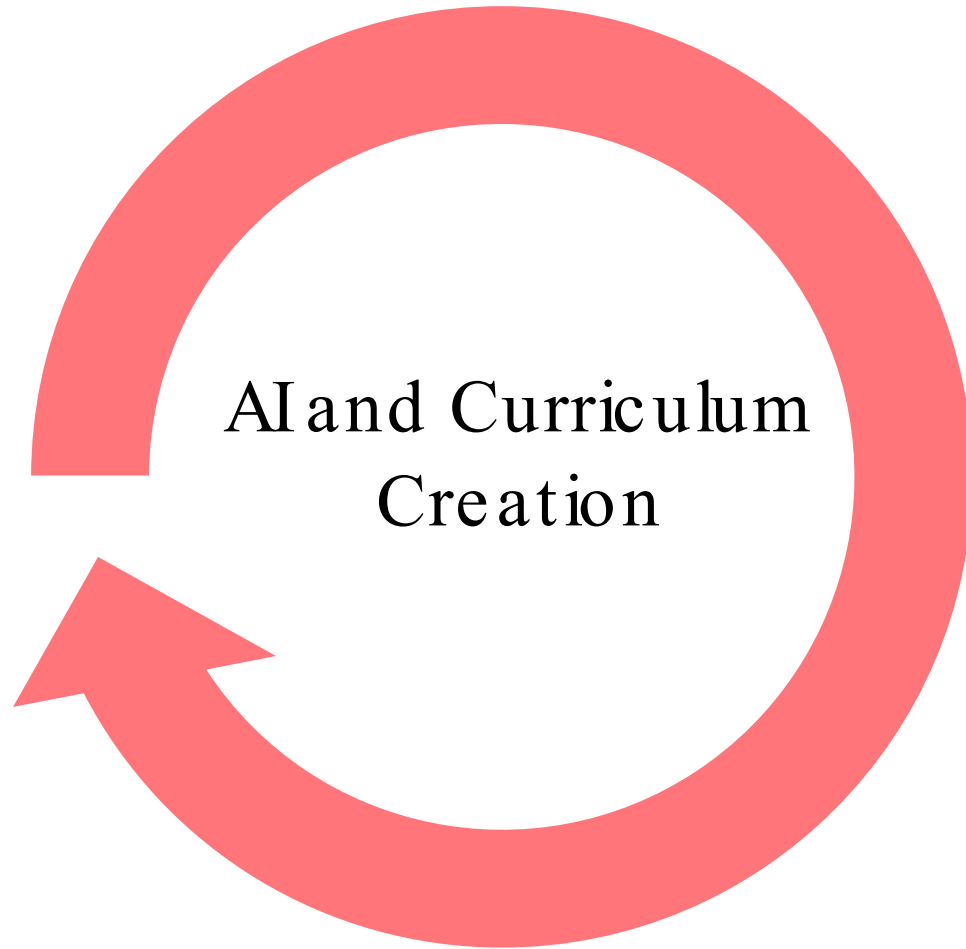


Figure 2B Teacher survey results: The tasks teachers use AI tools for

Using AI and the GSE for Personalized Results

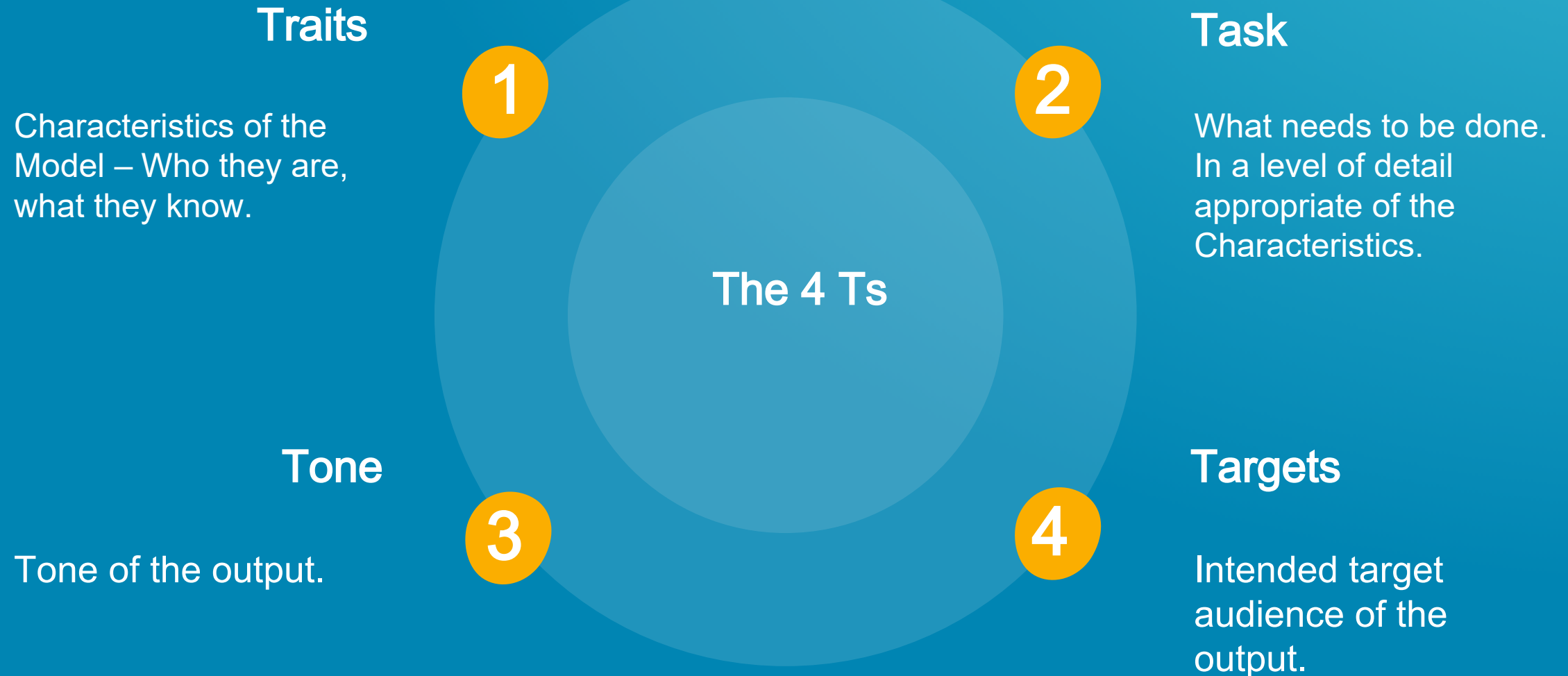
03

AI in Curriculum Design: What does that mean?



- Analyze Curriculum
- Leverage Data and Metrics
- Identify Curriculum Opportunities based on Market Analysis
- Integrate AI for Course Creation and Development
- Integrate AI in Learning Experiences for Next Gen


AI Prompting





What can I help with?


Message ChatGPT



 Create image

 Brainstorm

 Summarize text

 Analyze data

 Code

More

Professional Plan



 Good morning, Sara



How can Claude help you today?

Claude 3.5 Sonnet   Concise 

 1



 Use a project 

 Your recent chats  Show

View all 

Creating CLB & GSE aligned courses with AI

What can I help with?

Message ChatGPT



Create image



Brainstorm



Summarize text



Analyze data

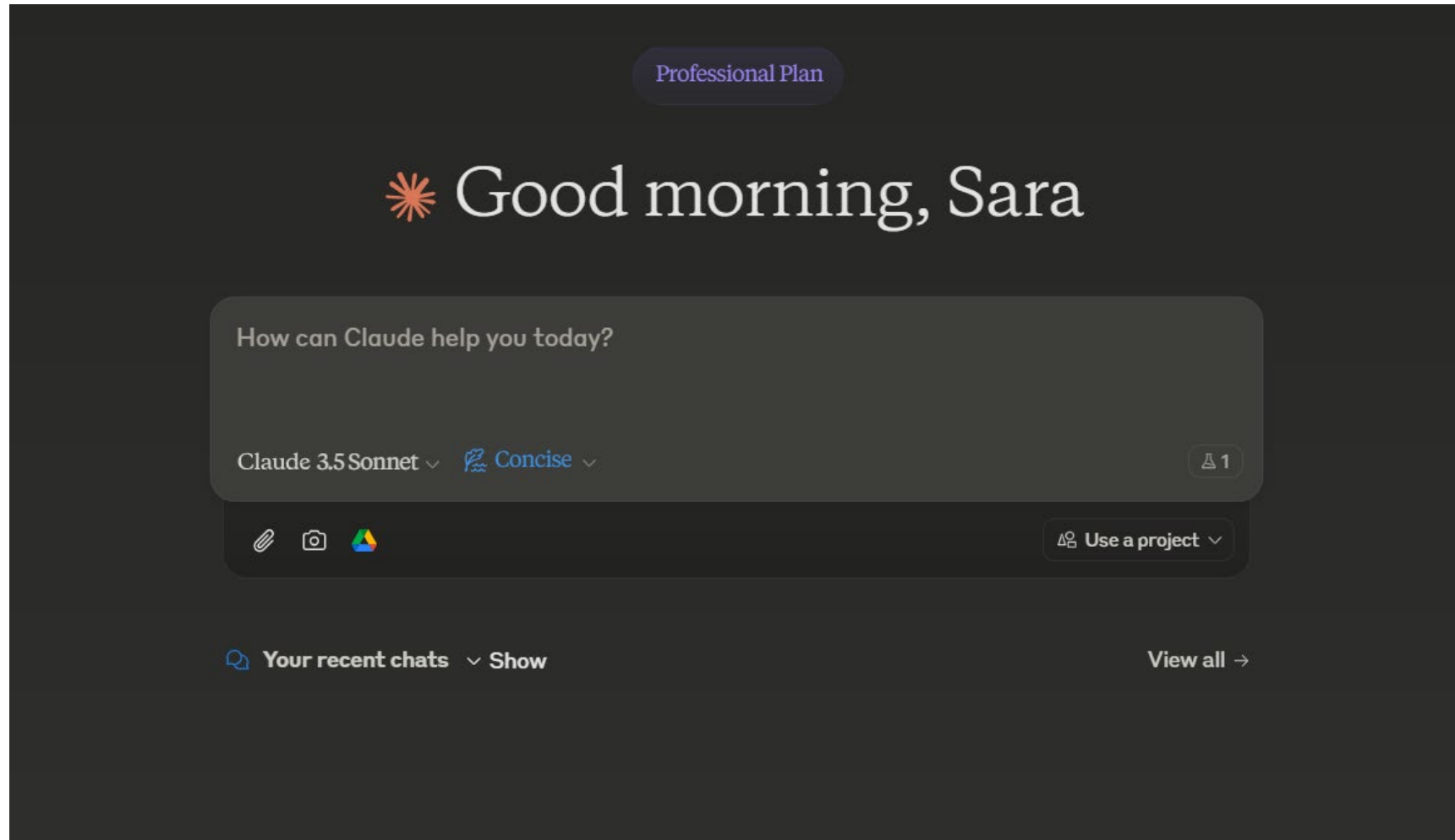


Code

More

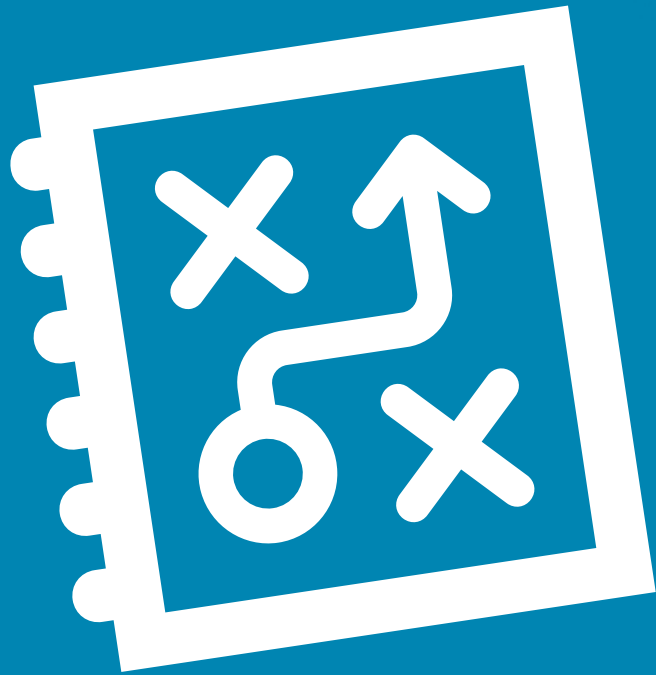
Tailored Learning Content using CLB & GSE

2



Personalizing Learning built in AI tools

3



Courseware



Assessment

General English

Speakout

Real English in your classroom

English type: British

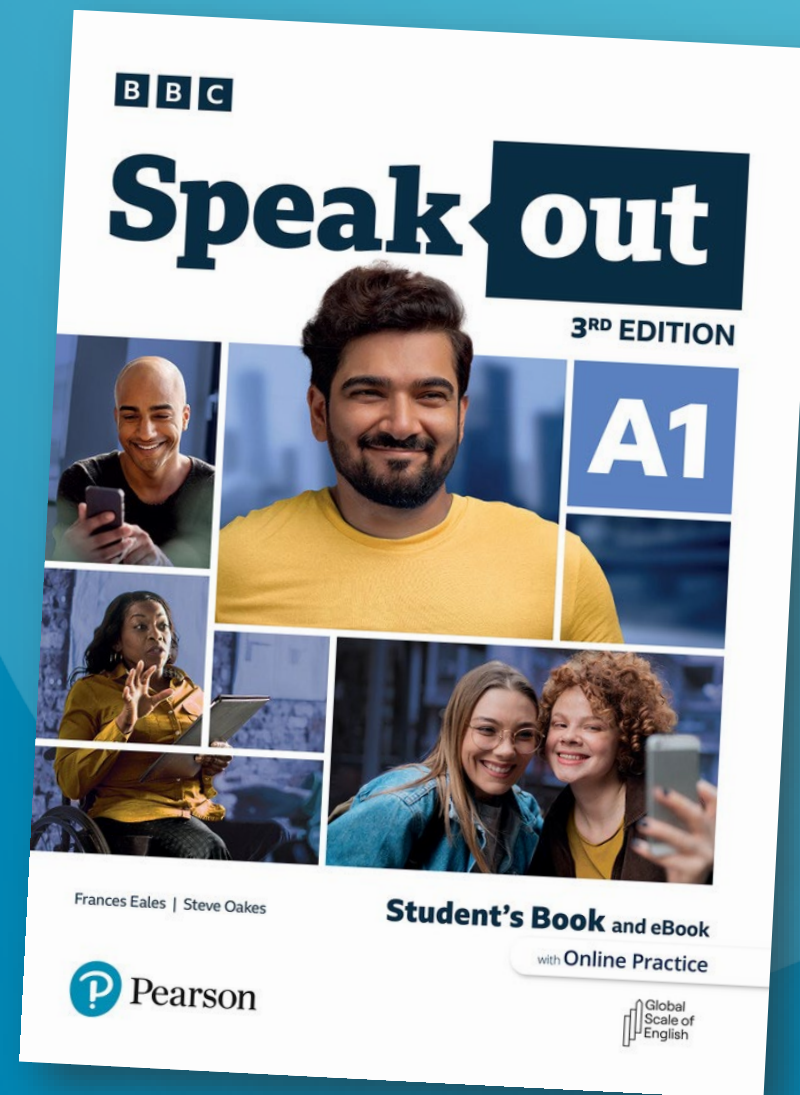
Levels: 8

GSE: 22-90 (CEFR A1-C2)

Suitable for: Adult learners

Recommended teaching hours: Flexible

AI Enhanced Learn Anywhere Speaking Practice





Level A1

SPEAKOUT 3rd edition

Speak Anywhere with
Interactive Speaking Practice
and ... All!



The future: AI enhanced learning

Tips for working well with AI

Useful reminders when you are getting into prompting

1

Organize your Data

When uploading files organized data as PDFs or organized documents improve output results

2

Don't get stuck on prompts

Use the 4 T model to get started, and then improve by using the LLMs

3

Experiment

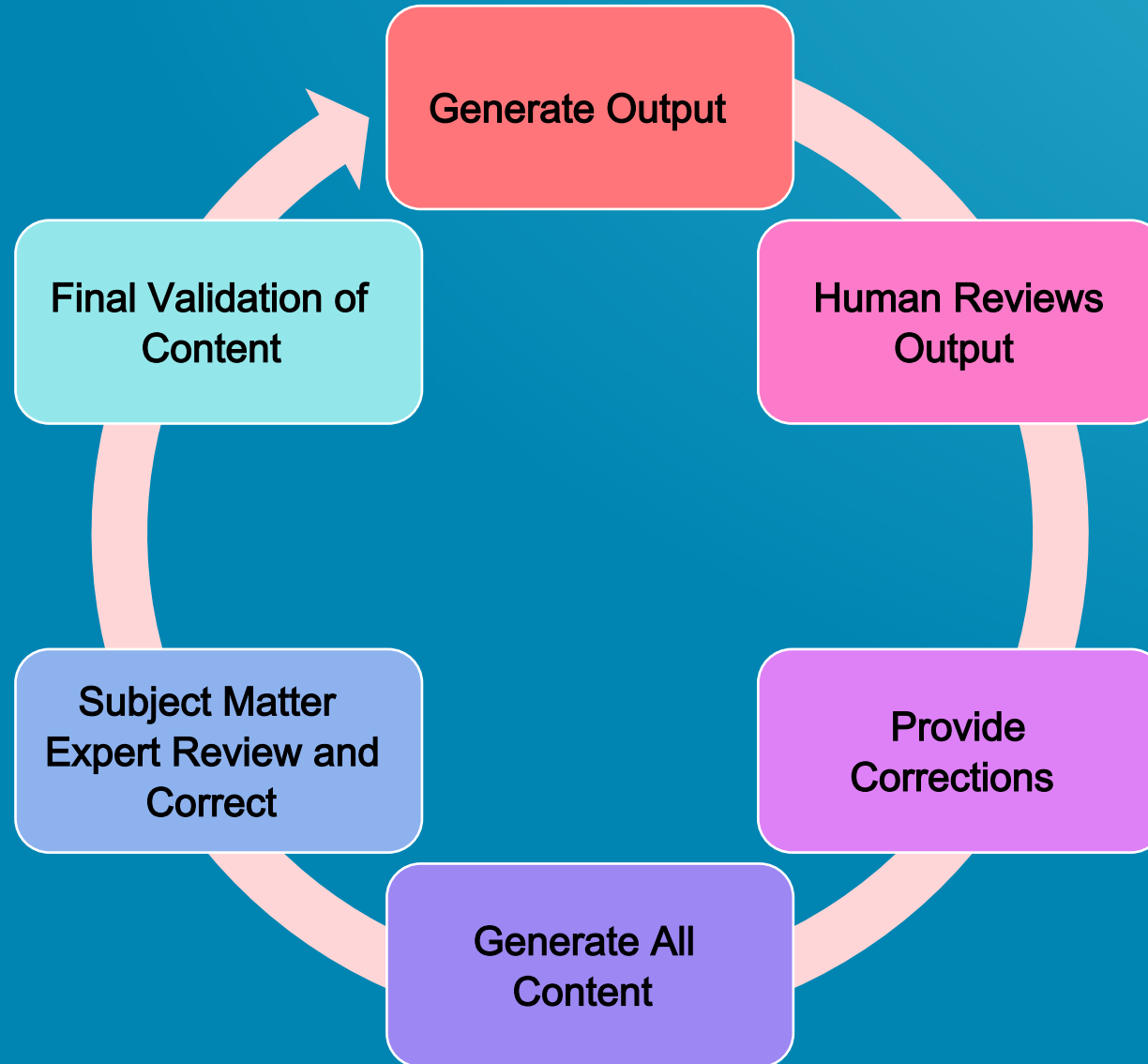
It's not about what you know, it's about what you want to do, you can always experiment and find ways to get AI to do it for you

4

Trust, but verify!

GenerativeAI can produce great content, but not necessarily consistent or correct content.

Human in the Loop Oversight



**“In dealing with
the future, it is far
more important to
be imaginative
than to be right”**

— Alvin Toffler, *Future Shock*



Gönd

Thank You

**For further details
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References

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