

LISA A. FRUMKES

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# INTERNATIONAL STANDARDS FOR EDUCATION

CALICO 2019

Montreal, Québec, Canada

PLEASE ALLOW ME TO INTRODUCE MYSELF

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## LISA A. FRUMKES

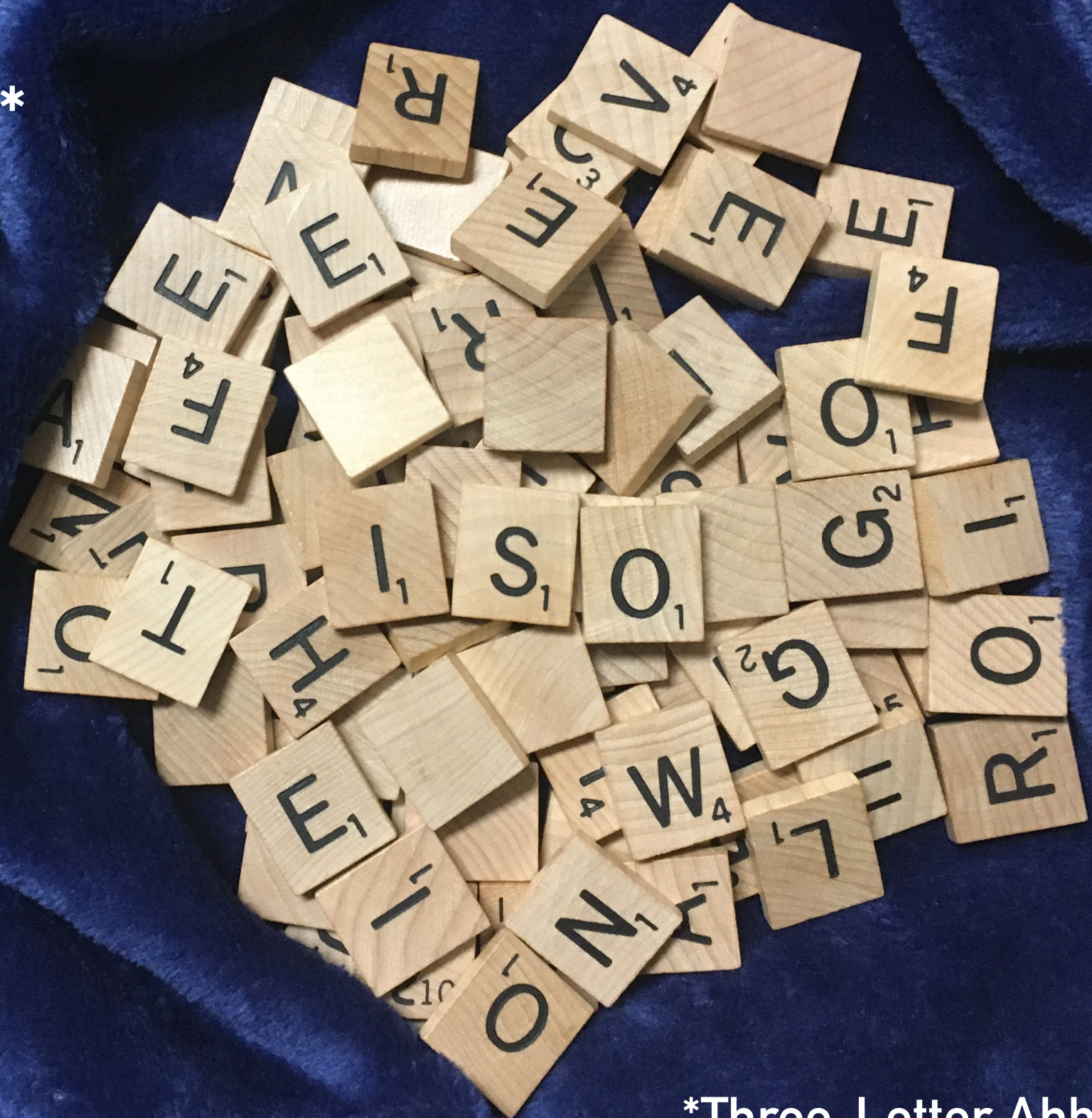
- ▶ First CALICO Conference 1990
- ▶ University of Washington  
1990 - 1996
- ▶ Mellon Projects 1996 - 2000
- ▶ Getty Images 2000 - 2003
- ▶ Apex Learning 2003 - 2013
- ▶ Rosetta Stone 2013 - 2019
- ▶ Consultancy / Startup 2019 -





# Attention (and apologies)

## Incoming TLAs\*



\*Three-Letter Abbreviations



# INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

## ORGANISATION INTERNATIONALE DE NORMES

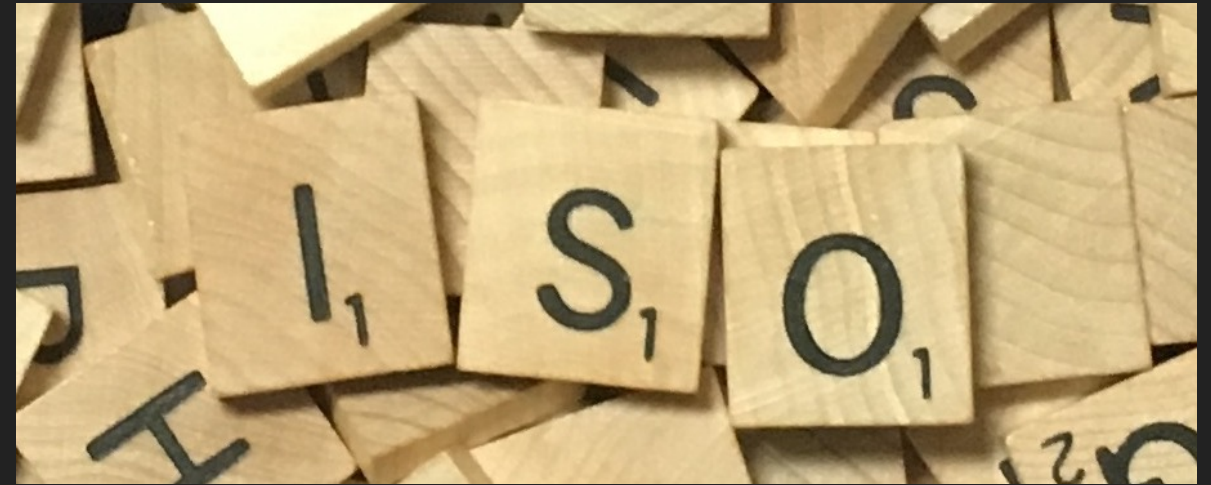
- ▶ “When the world agrees”
- ▶ Development and publishing of international standards
- ▶ Independent, non-governmental, international
- ▶ 164 national standards bodies
- ▶ Voluntary, consensus-based, market-relevant standards
- ▶ Supporting innovation, providing solutions to global challenges, facilitating international trade
- ▶ All standards published in English and French





## STANDARDS FOR ALL INDUSTRIES

- ▶ ISO 3166: Country Codes
- ▶ ISO 4217: Currency Codes
- ▶ ISO 9001: Quality Management Systems
- ▶ ISO 22000: Food Safety Management
- ▶ ISO 13485: Medical Devices
- ▶ ISO 26000: Guidance on Social Responsibility
- ▶ ISO 24614: Language resource management – Word segmentation of written texts – Part 2: Word segmentation for Chinese, Japanese, and Korean





# TECHNICAL COMMITTEES

- ▶ ISO 3166: Country Codes  
ISO / TC 46 "Information and documentation"
- ▶ ISO 4217: Currency Codes  
ISO / TC 68 "Financial Services"
- ▶ ISO 22000: Food Safety Management  
ISO / TC 34 "Food products"
- ▶ ISO 24614: Language resource management...  
ISO / TC 37 "Language and terminology"

Oldest

ISO/IEC JTC 1	Information technology
ISO/TC 1	Screw threads
ISO/TC 2	Fasteners
ISO/TC 4	Rolling bearings
ISO/TC 5	Ferrous metal pipes and metallic fittings

Newest

ISO/PC 320	Tableware, giftware, jewellery and luminaries, made of glass - Glass clarity - Classification and test method
ISO/TC 321	Transaction assurance in E-commerce
ISO/TC 322	Sustainable finance
ISO/TC 323	Circular economy
ISO/TC 324	Sharing economy

Most standards

ISO/IEC JTC 1	Information technology
ISO/TC 22	Road vehicles
ISO/TC 34	Food products
ISO/TC 184	Automation systems and integration
ISO/TC 61	Plastics



# ISO / TC 232: EDUCATION AND LEARNING SERVICES

Standardization in the field of education and learning services focused on, but not limited to:

- ▶ services
- ▶ management systems
- ▶ facilitators
- ▶ assessments
- ▶ terminology
- ▶ ethical conduct





### USA

- ▶ ANSI: American National Standards Institute
- ▶ “does not write standards”
- ▶ “accredits standards developers that establish consensus among qualified groups”





## OTHER COUNTRIES

- ▶ France: AFNOR
- ▶ Germany: DIN
- ▶ China: SAC
- ▶ Japan: JISC
- ▶ Portugal: IPQ
- ▶ Canada: SCC



## PAST MEETINGS

Hangzhou, China      September 2018 (plenary; full TC)

Monterey, CA          June 2018 (working groups only)

Dresden, Germany    September 2017 (plenary, full TC)





# A DAY IN THE LIFE OF A TC

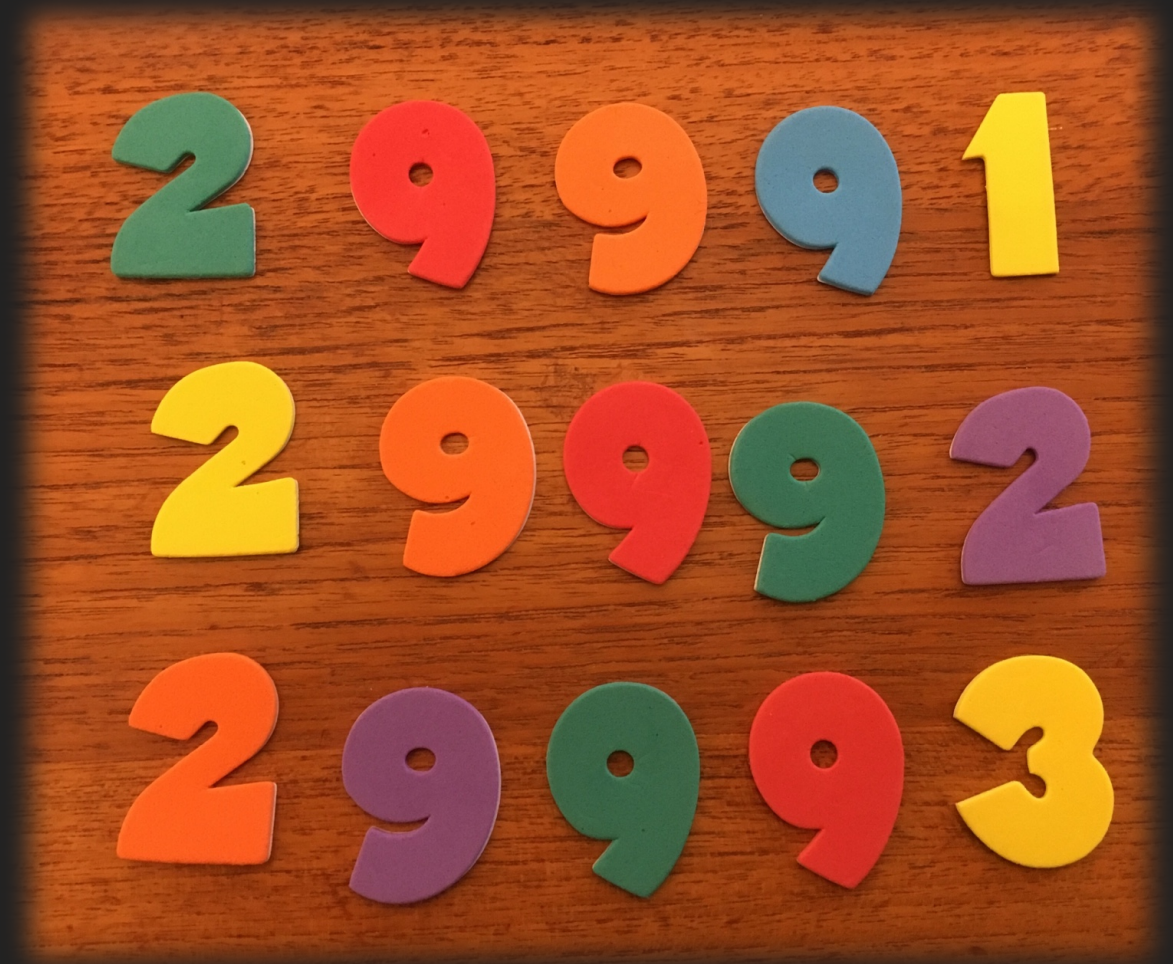
- ▶ Proposing
- ▶ Debating
- ▶ Revisiting
- ▶ Agreeing
- ▶ Wordsmithing
- ▶ Revising
- ▶ Eating
- ▶ Exploring





## PUBLISHED STANDARDS

- ▶ ISO 29991:2014  
Language learning services outside formal education -- Requirements
- ▶ ISO 29992:2018  
Assessment of outcomes of learning services -- Guidance
- ▶ ISO 29993:2017  
Learning services outside formal education -- Service requirements





## CHANGING NAME AND FOCUS

Learning services outside the formal sector ➡

**Education and learning services**



# ISO 29991: LANGUAGE SERVICES OUTSIDE FORMAL EDUCATION

- ▶ Published 2014
- ▶ *Not* intended for schools, colleges, universities (“formal education”)
- ▶ Language learning services aimed at:
  - ▶ Consumer market
  - ▶ Enterprises acquiring services for learners
  - ▶ Face-to-face, technology-mediated, blended
- ▶ More about this (soon to be revised) standard later!





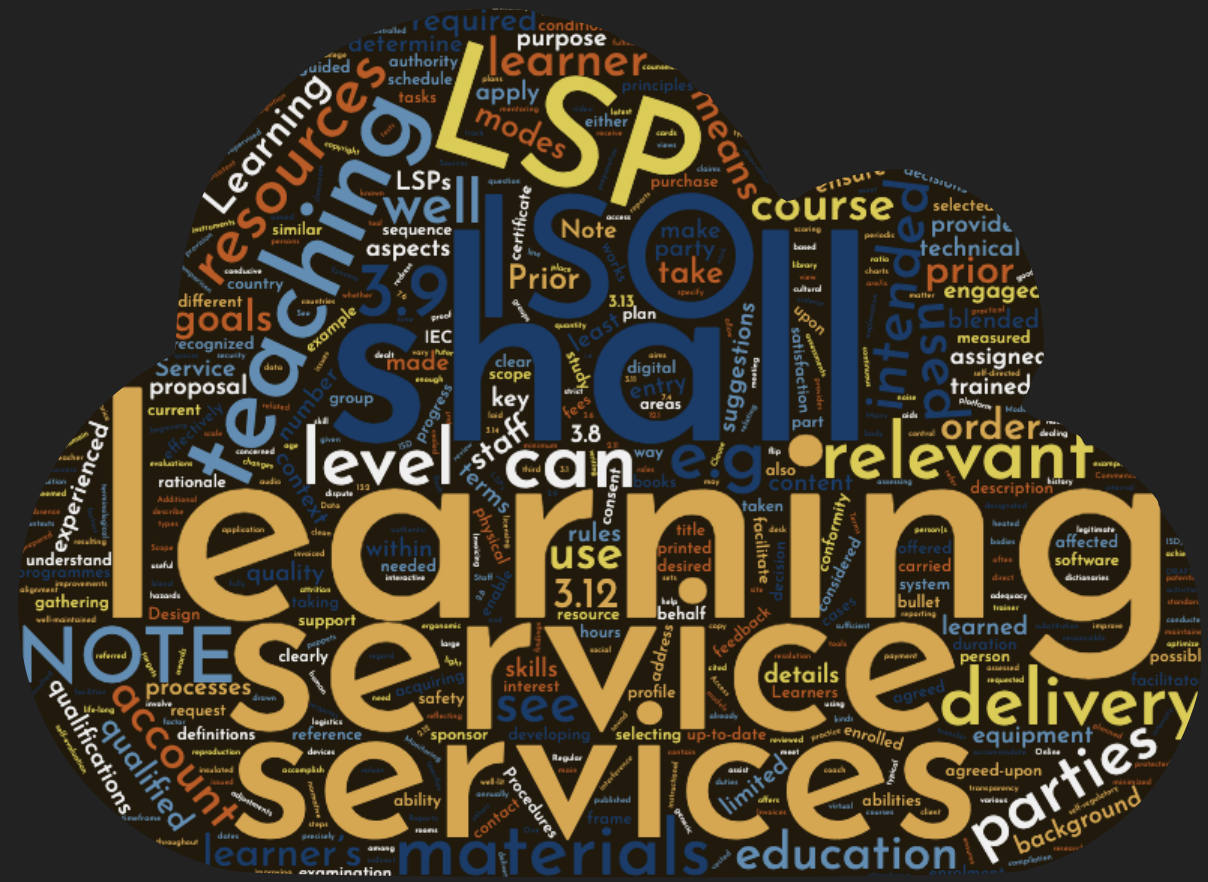
# ISO 29992: ASSESSMENT OF OUTCOMES OF LEARNING SERVICES

- ▶ Published 2018
- ▶ Work led by Bill Rivers of the US Delegation with significant input from expert David Bong
- ▶ "Guidance on the planning, development, implementation and review of assessments of the outcomes [knowledge, competence, performance] of learning services."
- ▶ "Applicable to the development and use of assessments for the measurement of individual learners' outcomes and the use of assessments for determinations of learner progress."



# ISO 29993: LEARNING SERVICES OUTSIDE FORMAL EDUCATION — SERVICE REQUIREMENTS

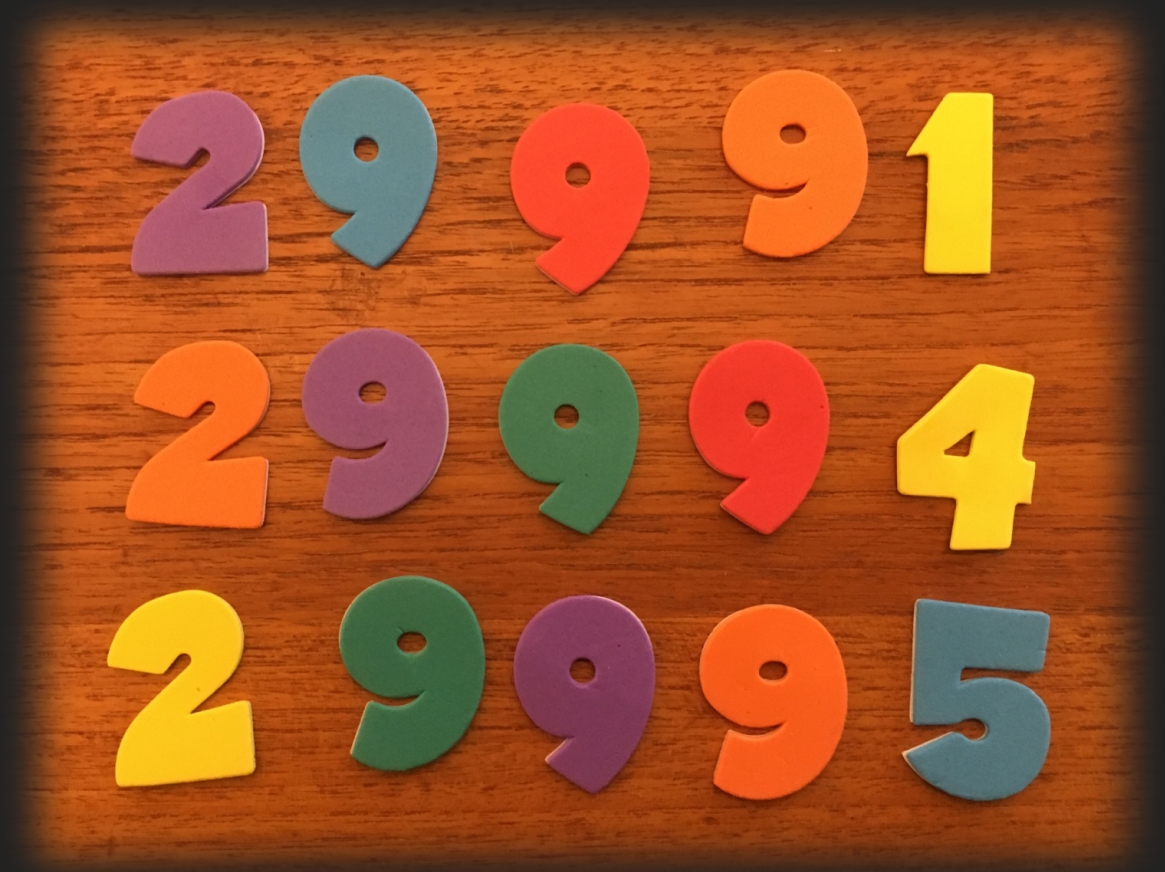
- ▶ Published 2017
- ▶ *Not* intended for schools, colleges, universities ("formal education")
- ▶ Life-long learning, including vocational and company training
- ▶ Goals are defined, services are evaluated
- ▶ Interactions with learners are required: F2F, virtual, or blended
- ▶ Focus on *services*, not *products*





## STANDARDS UNDER DEVELOPMENT AND REVISION

- ▶ ISO/WD 29991  
Language learning services outside formal education -- Requirements
- ▶ ISO/AWI 29994  
Learning services outside formal education -- Additional requirements for distance learning
- ▶ ISO/WD 29995  
Learning services outside formal education -- Terminology



- [illegible]



# ISO 29994: LEARNING SERVICES OUTSIDE FORMAL EDUCATION — ADDITIONAL REQUIREMENTS FOR DISTANCE LEARNING

- ▶ Approved new work item (AWI)
- ▶ Publication in 2020 or 2021
- ▶ Work led by Chinese delegation
- ▶ Lisa Frumkes serving as an expert
- ▶ Expanding on (rather than duplicating) ISO 29993 (service requirements)
- ▶ Distance learning – not limited to technology-mediated learning



# ISO 29995: LEARNING SERVICES OUTSIDE FORMAL EDUCATION

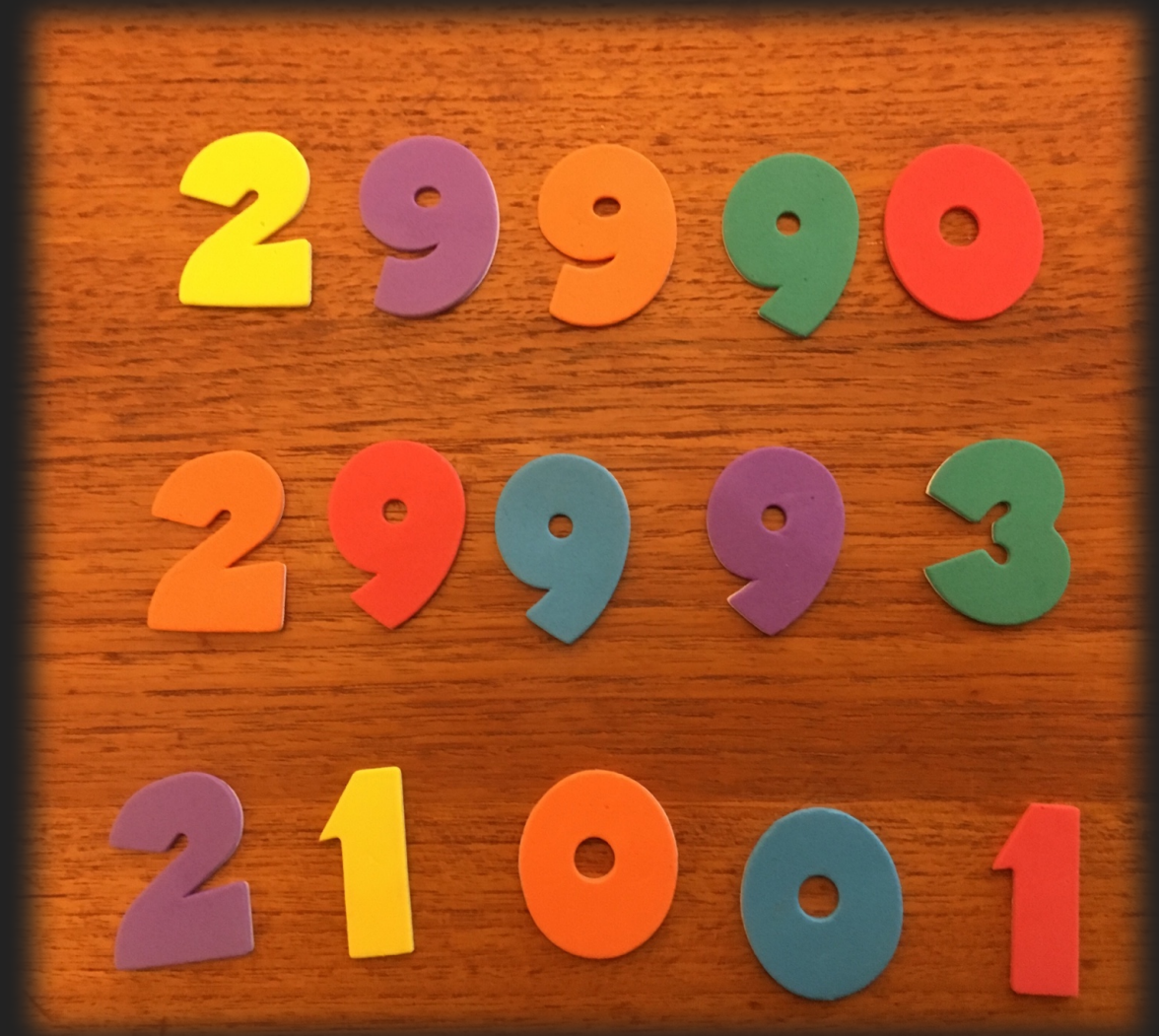
- ▶ Working Draft (WD) – still in progress.
- ▶ Publication in 2020 or 2021
- ▶ Work led by Chinese delegation





## WITHDRAWN STANDARD ISO 29990

- ▶ “Learning services for non-formal education and training – Basic requirements for service providers”
- ▶ Service requirements now addressed by ISO 29993
- ▶ “management system elements for an educational organization contained in ISO 29990 will be addressed in the future ISO 21001”



## EXCITING DAYS AHEAD

- ▶ Expanding core group
- ▶ Standards revision: every five years
- ▶ Potential responsibility for oversight of ISO 21001:  
Educational organizations --  
Management systems for  
educational organizations --  
Requirements with guidance for  
use





## FUTURE MEETINGS

Lyon, France June 2019 (WGs only)

Porto, Portugal September 2019 (plenary; full TC)





## HOW TO GET INVOLVED

- ▶ United States: Contact U.S. TAG administrator Ms. Ashley Wiand ([awiand@astm.org](mailto:awiand@astm.org)) and the U.S. TAG Chair Bill Rivers ([wrivers@languagepolicy.org](mailto:wrivers@languagepolicy.org))
- ▶ Other countries: it depends







# THANKS FOR COMING!

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