



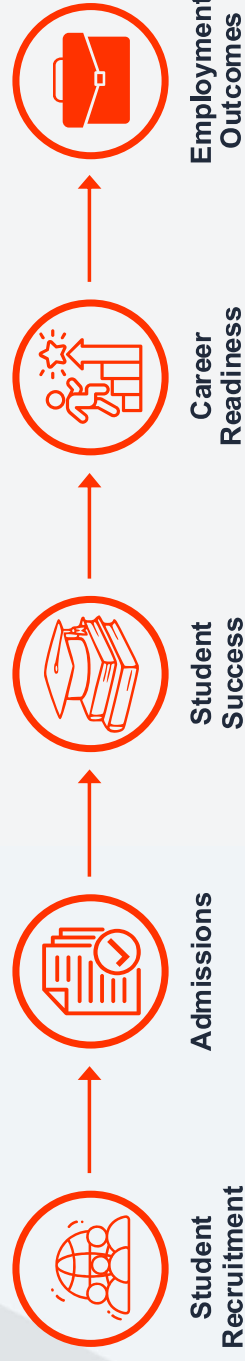
# Beyond Test Acceptance: Building Strategic Partnerships that Support Institutional Goals

Coti Leon & Daniela De Bem



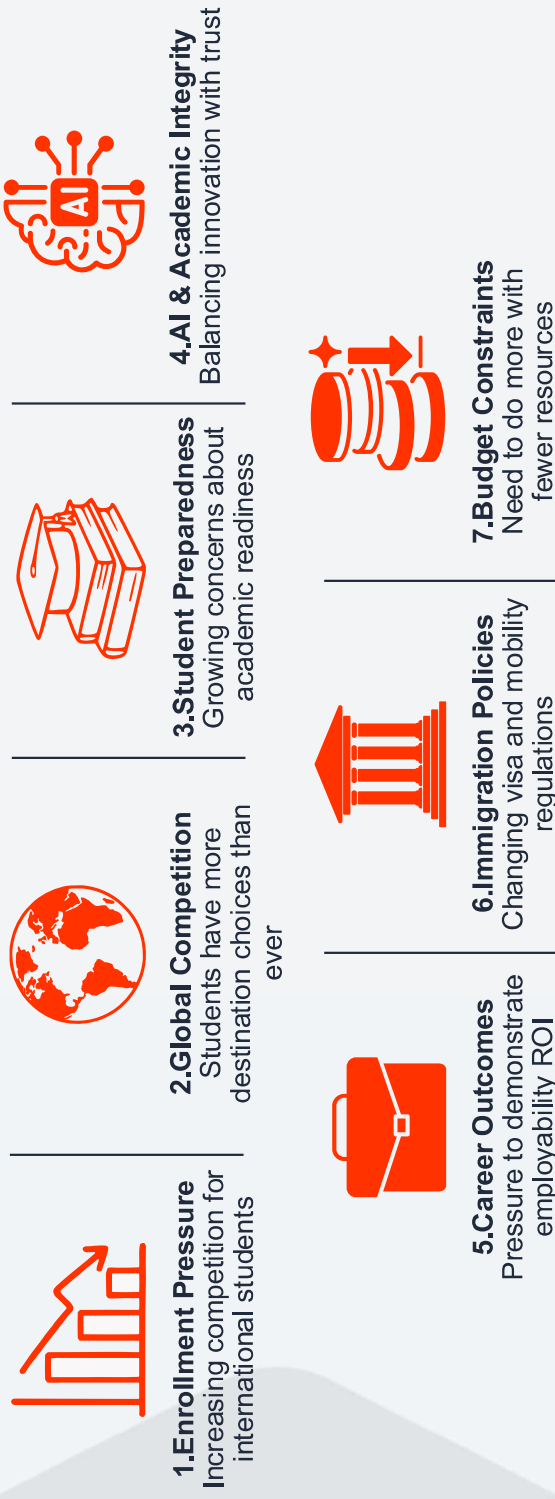
# Beyond Test Acceptance Building Partnership that Support Institutional Goals

How **LANGUAGECERT** is helping universities address enrollment, student success, and career readiness challenges



# The Reality Facing Universities Today

The challenge is not finding another English test. The challenge is achieving institutional goals in a rapidly changing environment.



**Universities need partners that help solve institutional challenges, not simply provide another test.**

# What We Have Been Hearing From Universities

“ We are rethinking strategy and diversity risk because of sharp decline in international applications

“ Students rely too heavily on AI

“ We need better ways to assess readiness

“ We are focused on employability, ROI, student retention, and graduate outcomes

“ Student choice is important

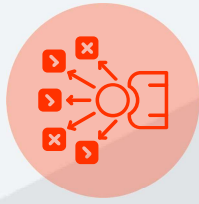
“ Visa uncertainty impacts recruitment, we are seeking lower-risk recruitment models

“ We need trusted partners that provide tangible value beyond recognition alone

“ We are looking for low-cost, scalable ways to generate qualified leads and increase visibility in priority markets

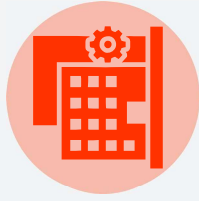


# The Reality Facing Universities Today



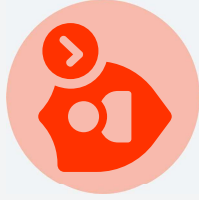
## Student Choice

Students increasingly expect multiple testing pathways



## Institutional Flexibility

Additional option for admissions and recruitment.



## Security & Trust

Human speaking interview and robust security controls.



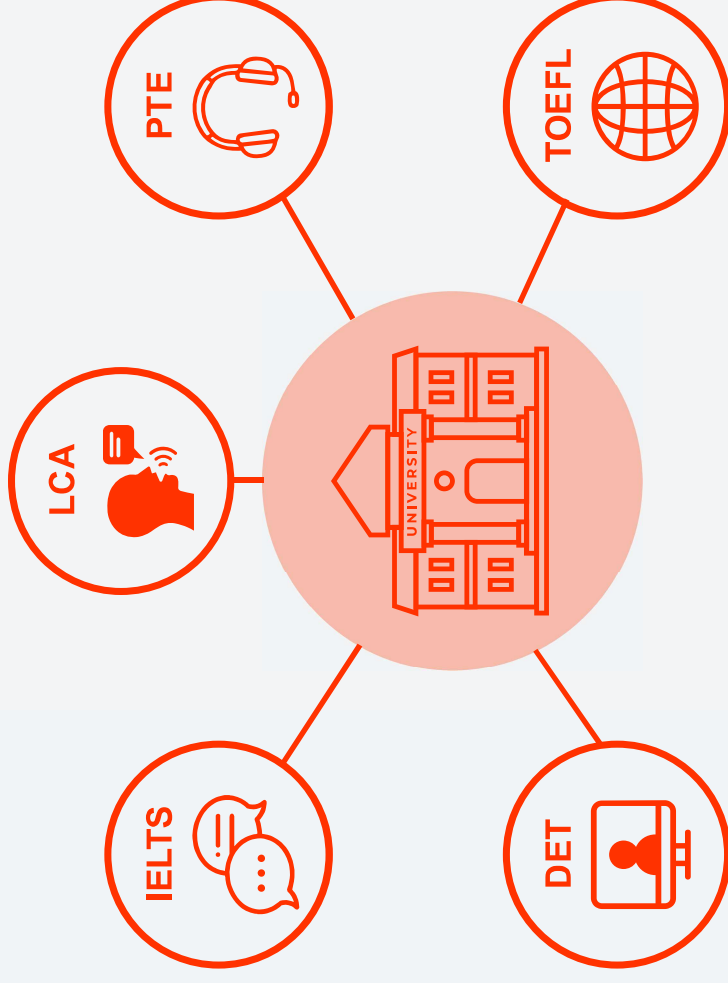
## Academic Readiness

Assessment aligned with university-level communication skills.

**Acceptance is not about replacing existing test.  
It is about expanding opportunity.**

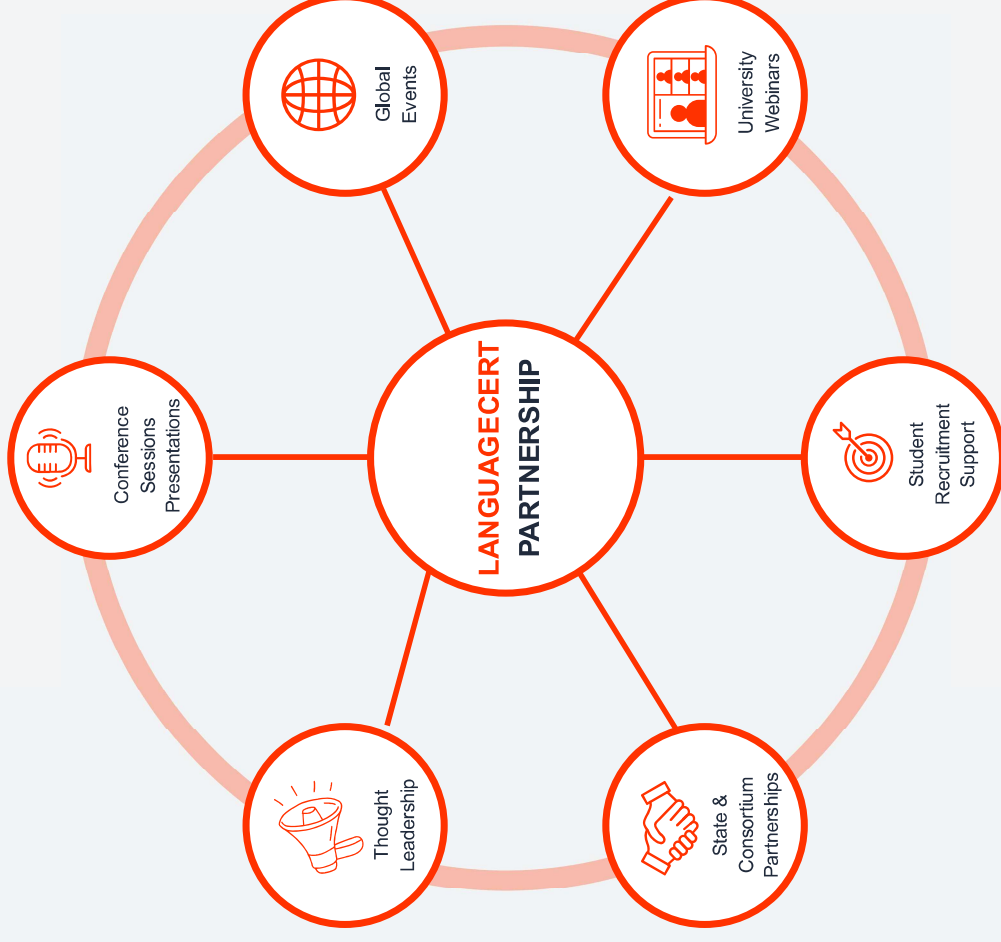


# The Power of Choice



**“Choice protects institutions and supports students.”**

# What We Bring Beyond Testing





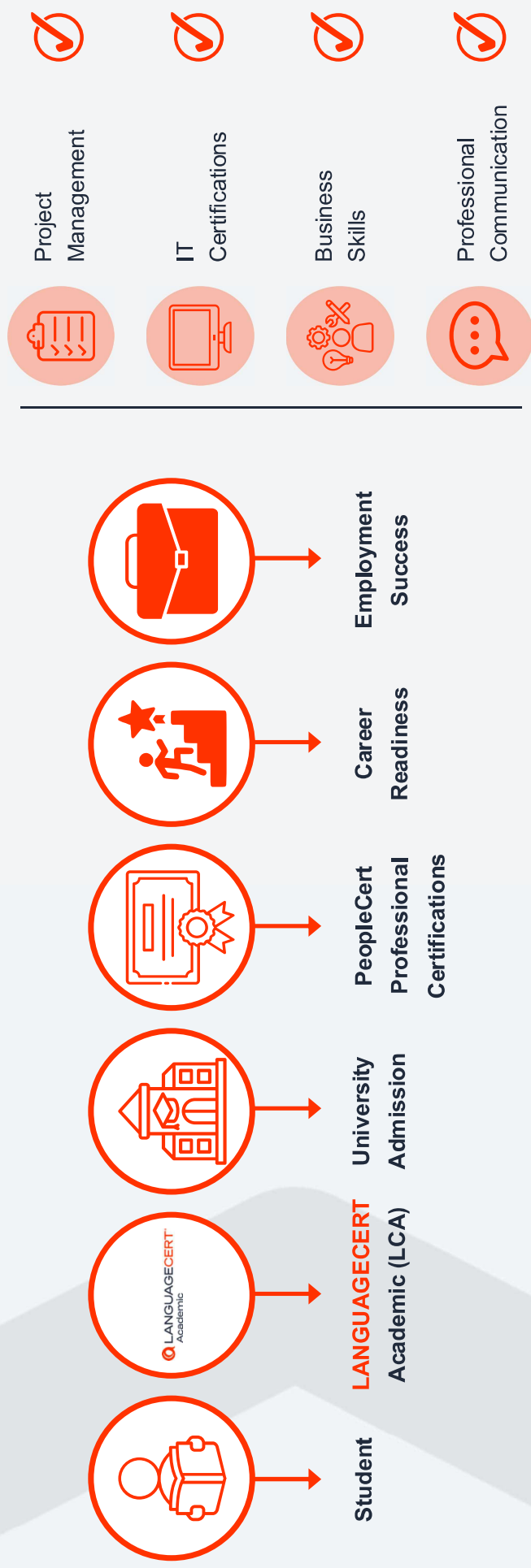
# Comparison with Other English Tests

Feature	LANGUAGECERT Academic	TOEFL iBT	IELTS Academic	Duolingo English Test	PTE Academic
<b>Primary use case</b>	Academic English for higher education	Academic English	Academic English	General academic screening	Academic English
<b>Registration</b>	24 hours in advance (online or centers)	48h in advance for the online test. 24/5 online booking	96 hours in advance for the online test	24h/7	More than one week in advance
<b>Proctor Model</b>	Hybrid (live + AI monitoring depending on format)	Hybrid (AI + human review)	Human (in-person)	AI remote proctoring	Human proctors (center-based)
<b>Speaking format</b>	Live 1:1 examiner	Recorded responses	Live examiner or video call depending on delivery	Recorded responses	Recorded responses
<b>Delivery options</b>	Online live proctored and test center	Online live proctored and test center	Predominantly test center	Online	Test center only
<b>Score reports Fee</b>	Unlimited free electronic score reports	4 free; \$25 per additional report	<sup>5</sup> free; additional fee (~\$20-\$30 per TRF depending on country)	Free (unlimited sends)	Free (unlimited sends)
<b>Score reports Turnaround</b>	3-5 days	3 days	3-5 days (computer) 8 days (online) 13 days (paper)	48 hrs or 12h with additional fee \$39	24-48 hrs
<b>Price Range (USD)</b>	~\$140-\$250	~\$200-\$470	~\$215-\$340	~\$70	~\$265
<b>Length</b>	~2.5 hrs	~1.5hrs	~2h 45m	~60 min total	~2 hrs





# From English Proficiency to Career Readiness



**“English proficiency is the beginning of the student journey, not the end.”**



# We'd Love to Hear from You

Please scan the QR code and share your thoughts with us.  
Your input will help us continue building meaningful partnerships and shape the next steps after the summit.



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