



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner

# Targeting bespoke opportunities at Welsh speaking students

## Identifying students who have received Welsh medium education in order to tailor and target opportunities

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Coleg Cambria developed a way of targeting bespoke information, resources and opportunities at students who have received Welsh medium education in order to encourage linguistic progression in post-16 education and increase the number of students engaging with the College in Welsh.

### BACKGROUND AND CONTEXT

In the past, Coleg Cambria students would self-assess their language skills during initial registration undertaken at the College at the beginning of the new academic term in September. It was found that students were routinely unwilling to acknowledge that they were fluent Welsh speakers. Staff would very often find that students in different parts of the College were completely fluent but that this had not been identified during registration. Therefore there was no record on the College's information management system (EBS). It was evident, therefore, that the College did not have a clear and comprehensive picture of the linguistic profile of its students nor which students were actually Welsh language speakers.

### STATUTORY DUTIES

Standard 85 in Coleg Cambria's Compliance Notice states:

You must promote any Welsh language service that you provide, and advertise that service in Welsh.

Although the College was not subject to the standards when the process was developed (the College's standards came into effect on 1 April 2018), improving arrangements for identifying Welsh speaking students was a way of facilitating the College's approach to promoting and advertising its Welsh language services.

## ACTION TAKEN

The first step was to work closely with the College's Data Department to ensure that the College had the relevant information before the students started in September. This information included:

- Their highest qualification in Welsh
- The language in which they received their secondary education
- The language in which they would like to be taught
- The language in which they would like to receive correspondence from the College

This information is collected via registration forms and one-to-one interviews with students during the application process. This enabled the Welsh Department to contact every student who was identified as having received their pre-16 education, through the medium of Welsh or bilingually, directly via e-mail to inform them of the Welsh language support available to them; see the image below.

Edrychwch ar yr e-bost hwn yn eich porwr

 **COLEG CAMBRIA**

**DYSGU TRWY GYFRWNG Y GYMRAEG**

**Wrth i ti gofrestru ar dy gwrs yn y coleg, mi wnest ti nodi dy fod yn gallu deall, siarad ac ysgrifennu yn Gymraeg.**

Ysgrifennaf atat i ofyn os yr hoffet gymorth gydag unrhyw agwedd o'th gwrs. Os wyt ti wedi astudio yn flaenorol drwy gyfrwng y Gymraeg, efallai yr hoffet help efo termau technegol neu fathemategol, er enghraifft. Gelli hefyd wneud rhywfaint o dy waith yn Gymraeg.

Am wybodaeth bellach, siarada efo dy diwtor neu cysyllta â mi ar:

[help.cymraeg@cambria.ac.uk](mailto:help.cymraeg@cambria.ac.uk)

The process of targeting students included the following steps:

- the College's Data Department prepared a report on students' linguistic skills, on a course and site basis;
- the information was shared via the College's information management systems;
- students were contacted individually to offer opportunities and support.

A number of short training sessions were held with the Curriculum Teams in order to ensure their understanding of the process and their awareness of the arrangements which were in place to deal with requests from students for Welsh language support.

The process was agreed with the College's Curriculum Strategy Group and the Senior Management Team, and the Senior Management Team was also consulted throughout the process.

## THE SUCCESS OF THE IDENTIFICATION AND TARGETING PROCESS

As a result of the improvements made to the process, the College is now saving time by identifying in advance those students who have studied in Welsh medium schools or in the Welsh language stream in bilingual schools, and grouping them together for tutorials and for Welsh medium courses such as the Welsh Baccalaureate.

The College's information management system is accessible to all and includes information regarding which school the learner previously studied. This allows the College to identify the language skills of all of its students.

The College therefore identifies its Welsh speakers much more efficiently and can contact them directly regarding any events which may be of interest to them e.g. URDD / Menter Iaith / internal events.

Lecturers now know which students in their classes are Welsh speakers. As a result, they are asking for terminology and Welsh language resources for the learners.

Students can contact [help.cymraeg@Cambria.ac.uk](mailto:help.cymraeg@Cambria.ac.uk), a dedicated account providing help and support to students in Welsh. They are therefore informed of who to contact for Welsh language support, and more students are taking advantage of bilingual opportunities.

## TRANSFERABLE ELEMENTS

The success of the scheme depended on securing the following elements from the outset:

- Good collaboration with the Student Information Department
- Identifying students before the start of the new academic term
- The commitment of teaching staff to supporting every individual student

## Contact details

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## THE COMMISSIONER'S VIEW

Ensuring that Welsh language services and opportunities are promoted purposefully is critical to the success and use of those services. Coleg Cambria has developed a successful process to identify Welsh speaking students and target bespoke information and opportunities at that group. The process contributes to promoting and advertising the College's Welsh language services, and thereby improves skills and increases student confidence in terms of the Welsh language, ensuring that they receive the help and support that they need.

## DATA PROCESSING

The Welsh Language Commissioner does not offer an opinion or advice on compliance with the General Data Protection Regulation (GDPR). Detailed information on this regulation is available on the [Information Commissioner's Office website](#).