

Overview of Business Segments | Domestic Education (Japan)

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Focus

1

Setting sights on the future of English language education reform

Shinkenzeni: Developing learning material for English four skills Material to teach each child English that is actually useful

Leveraging knowledge and expertise from correspondence course support to adapt our materials to changes in English language education

Education develops the skills that children will need to be successful members of society in the future. Children living in this age of rapid globalization and technological innovation have a greater need than ever for the skills to think on their own and collaborate with others while carving out the future. Japan is reforming its education system and entrance examinations in order to help students acquire these skills.

With more emphasis on this future vision, English language education in Japan is now undergoing drastic change. The new university entrance examination to be implemented in the 2021 academic year will comprehensively evaluate examinees on all four English language skills, including listening and speaking in addition to reading and writing which the examination has tested up to now. This is because Japan needs human resources who are just as capable of confident communication in English, with people from other countries, as they are at communicating in Japanese.

In April 2019, Benesse released Level-Specific English Four Skills Training, a digital learning material made continuously available to



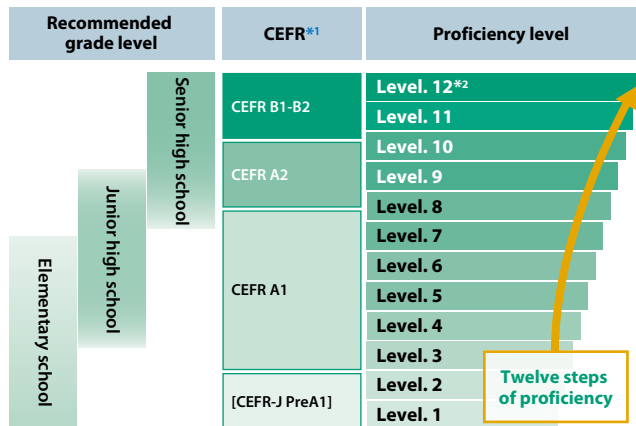
See articles featuring interviews with members of this project team, check here <https://www.benesse-hd.co.jp/en/ir/library/ar/2019/focus/index.html>

Shinkenzeni enrollees at no additional charge. Through Shinkenzeni, Benesse has long been supporting correspondence courses which are the cornerstone of self-study and self-learning. Some parents have voiced anxiety and confusion about the changes in English language education. Benesse developed English Four Skills Training in response to their concerns.

Providing close support to each enrollee to steadily raise their proficiency

Enrollees have different skill levels, and English Four Skills Training is designed to allow each of them to advance level-by-level starting from the level they can currently handle. The defining characteristic of this training is that it provides a service broken down into 12 stages according to the proficiency level of the enrollee, rather than learning materials according to grade level as the practice has been in the past. The level assessment test determines the English level of each enrollee and offers lessons that match their individual levels. Starting in 2020 elementary schools in Japan will begin teaching Foreign Language Activities in third and fourth grades to familiarize students with English and will begin teaching English as a subject in fifth and

Twelve proficiency level training progression



*1 European standards for measuring English language proficiency
 *2 Level 12 is in development, to be ready in 2020

sixth grades. Students will be graded in English as a subject. Due to varied learning opportunities each student has had until now, right now English skill levels vary significantly even between students in the same grade. For that reason, there is good reason to be optimistic about lesson material tailored to different proficiency levels which can effectively boost English skills starting with what students can currently handle.

Another feature of the learning material is its emphasis on output. Lessons encourage students to organize their thoughts and ideas then communicate them in their own words by enabling them to communicate back and forth with their instructors.

The learning cycle is also designed to enable enrollees to steadily acquire greater English skills. They can set their own achievement goals based on the results of the level assessment test, and the cycle is supported by highly detailed suggestions about when and how to use the learning materials. Designed to keep each enrollee on track while learning on their own, follow-ups and re-assessments determine the optimal level to proceed according to the progress and proficiency of the learner.

Other companies also offer English four skills learning materials, but Benesse has its greatest strength in continuously being able to facilitate the progress of each and every enrollee from elementary school students through senior high school students with a streamlined service. Combining the knowledge and expertise we

have built over the years in materials development and academic skill assessment, we attentively guide enrollees along their learning paths.

**Tremendous response immediately after release
 Steady use by enrollees remains strong**

Response to English Four Skills Training immediately after its release was tremendous. And while data on usage trends is still accumulating, actual usage has shown to be even greater than we initially expected.

One example is that over 50% of enrolled elementary school first graders have started using it. Having analyzed the situation, we believe this is a result of large numbers of parents coming on board in the leadup to English becoming a required subject.

At the same time, we have also come to understand what challenges we will need to overcome to further expand enrollment. Since junior and senior high school enrollees have expressed desire to use this training to prepare for English four skills proficiency tests and for entrance examinations, we will be providing one-on-one online lessons with foreign instructors who know how to address the specific test format, timed according to the testing schedule. We will also work on improving the assessment test by analyzing past data to be able to produce highly accurate assessments even with a small number of questions.

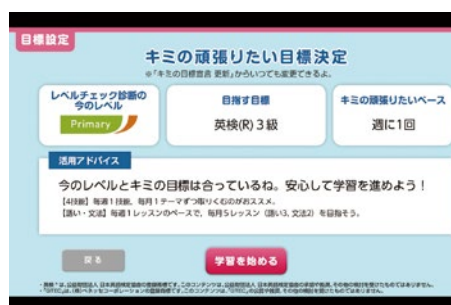
**Seeking progress and evolution in the form of
 English learning material that is genuinely useful**

Benesse has accumulated enrollee response data from having provided Shinkenzeni and upwards of 900,000 online English conversation lessons per year, in addition to a vast collection of learning history including data of conversations with foreign instructors. Utilizing this data along with our customer base, we will aim to achieve further progress and evolution. We will execute phased implementations of learning through conversation with AI. Some children want to boost their spoken English skills but find it difficult to engage in conversation with foreign instructors. In cases such as these, we could reduce their resistance to English conversation by having English-speaking AI characters that can present the right topics for the enrollee.

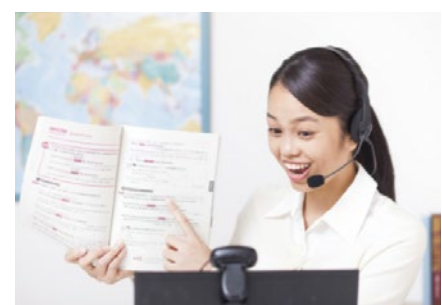
We will enhance our learning materials for improving scores on tests and entrance examinations, but that is only one side of things. "Fostering the skills in children that will be useful for their future." Based on this strong conviction, Benesse will utilize the learning data it has accumulated to create learning material to acquire useful English, which takes four skills learning to the next level for all enrollees while also being receptive to their opinions and those of their parents.



Proficiency level assessment by checklist



Setting goals for each test to enable structured learning



Online English conversation with foreign instructors for a fee is available, allowing for personalized instruction



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Focus 2 Setting sights on future education reform in Japan

Classi implementation at Noshiro Senior High School of Akita Prefecture
Pioneering a new education format that
trains the ability to learn independently

The future of schools that aspire to be “regional prep schools”

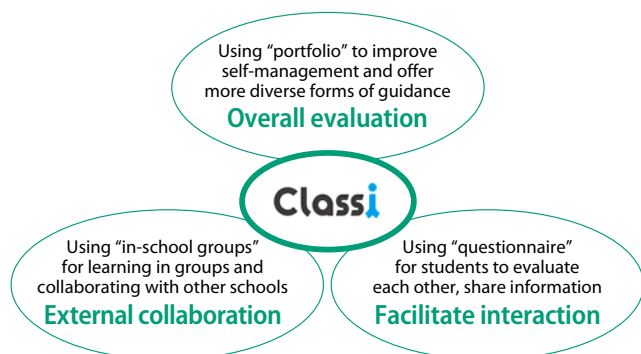
As part of educational reforms, more universities will be requiring students to take the written Japanese language section of the entrance examination in addition to an English four skills (listening, reading, speaking, writing) test starting with the entrance examinations in the 2020 academic year. There will be more emphasis than ever on students retaining what they have learned and being able to produce output. Amidst this growing demand for new-age education, more and more schools are implementing Classi, an educational platform that leverages ICT (Information and Communication Technologies). One such school is Noshiro Senior High School, a prefectural preparatory school belonging to Akita Prefecture in Northern Japan.

Noshiro Senior High School teacher Hideaki Yoshida, who is in charge of career guidance, shared why his school chose Classi, explaining that, “For some time, we had been teaching students to think on their own and incorporate what they learn from ‘inquiry’ within conversations. Classi was appealing because it includes features to help accomplish that.”

Using Classi to connect, reflect, and mutually improve

“Inquiry” involves discovering problems on your own and training the ability to learn while experiencing the process of solving those problems. Starting in the 2022 academic year, a new subject under the name “Tankyu” (inquiry) will be established among courses taught in senior high schools in Japan. Noshiro Senior High School

Classi in use at Noshiro Senior High School



was designated by Akita Prefecture as a "model school for the practice of inquiry-related activities" in 2017. The school used this designation as an opportunity to get a step ahead and proceed with activities such as inquiries for solving problems in the community. "Since implementing Classi, we have been able to 'connect,' 'reflect,' and 'mutually improve,' which are valuable aspects of conducting inquiries." (Mr. Yoshida)

The communication functions of Classi are useful for "connecting." In addition to learning in groups within the school, these functions also enable us to collaborate with other schools to give students a deeper learning experience. For "reflecting," we use the portfolio function. Students can easily input and store their inquiry findings and their own revelations through their smartphones, which also makes it easy to reflect on what exactly they learned. Based on this data, teachers can also give the proper advice, guidance, and evaluations. As for "mutual improvement," in addition to the functions



Keeping learning records and reflections via smartphone



Keeping records of realizations and lessons learned in group work



Teachers can access data recorded by students at any time



Improve the quality of lectures with on-the-spot questionnaire totals

I've already mentioned we also utilize the questionnaire and ballot box functions. Questionnaires facilitate interaction, allowing students to evaluate each other, share information, and even write their impressions of presentations made by other students.

Utilizing these functions, they have also started using Classi to keep learning records for lessons other than the inquiries at the school, and as a communication bulletin board.

Expand the horizons of student learning

Classi is an ICT tool that has evolved while helping to solve problems in educational settings that are undergoing reform, serving as a close companion for teachers. Classi enables more comprehensive collection of individual student data through linkage with assessments such as Shinken Simulated Exams and Study Support which Benesse has long provided, making it a tool that supports guidance for both education and career planning.

We are also reviewing new features that can be equipped to make it easier for schools to communicate with each other to facilitate even more collaborative education in the future. If we can achieve this, it will help rectify regional disparities in education and information.

We will continue to develop and evolve this educational platform in order to unlock students' potential and provide new forums for learning.



See more about this project in easy-to-understand format with these videos and HTML articles
<https://www.benesse-hd.co.jp/en/ir/library/ar/2019/focus/classi.html>



TESTIMONIALS

Opinions and impressions of others can quickly be shared, allowing for more in-depth learning through mutual interaction.

Ms. A, Teacher

Interacting with universities and other schools is easy, making it possible to learn of different perspectives and approaches to a variety of things and expanding our horizons.

B, Second Year Senior High School Student

I want to use ICT to assist schools and change education in Japan.

Hisashi Inoue

Director, Classi Corp.
 Director of Digital Business Development Department, Benesse Corporation



Our mission at Classi Corp. is to unlock the infinite potential of children and transform learning. We are actively striving to provide new forms to support in school education to make schools the training grounds for students to thoroughly acquire

the abilities that future society will require.

One illustration of this is the wide-open learning environment that transcends individual schools which Classi's group function enables as we have seen at Noshiro Senior High School, including interaction with people in the community and professionals outside the school, and collaborative learning with schools in other prefectures.

Receive feedback from peers. Go even more in-depth with new realizations and studies that transcend school boundaries. We intend to provide even more learning opportunities made possible through ICT, and learning opportunities that Classi in particular can create to unlock the potential in children.



The 2018 IT Awards organized by the Japan Institute of Information Technology (JIIT) recognized the Service Navigation System as a system that could change the future of nursing care and gave it the "IT Business Award."



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Focus 3

Setting sights on greater numbers of people who need nursing care

Implementing the Service Navigation System

Changing the future of the nursing care setting with the Benesse Method

At the core of system development is the conviction that nursing care is a creative line of work

In 2017, Benesse Style Care developed the Service Navigation System, a recordkeeping platform for nursing and caregiving that would revolutionize the style of services provided in nursing care settings. Developing this platform in-house, the development project was launched in 2012 and after five years of repeated testing and validations it was ready to fully go live. Currently the platform has been rolled out to all of the company's roughly 320 nursing homes throughout Japan, with the exception of two Li-Re locations, and it is being used for the services provided to over 16,000 residents (as of August 2019).

At the core of the Service Navigation System is the conviction at Benesse Style Care that nursing care is a creative line of work. You need to have specialized knowledge and skills to be able to work in nursing care, and nursing and caregiving staff, care managers, rehabilitation therapists, and other specialists form teams to create the services that allow each of the residents to live in ways that suit their own personalities. Because of their conviction to deliver such services, the greatest emphasis in development was not simply to accomplish the goal of improved productivity, but rather to produce

a tool that would enhance the quality of nursing care services.

The defining feature of the platform is that it executes PDCA cycles to establish services that have never been provided before, based on various resident care data gathered on a daily basis. As such, the Service Navigation System really is a tool that amplifies the creativity of nursing care staff.

Leveraging the realizations and actions of staff to improve quality of life for residents

Nursing care settings have traditionally maintained recordkeeping sheets for each floor, on which staff would write down the names of the residents and things like what they ate and their water intake. Because of that, keeping and checking the records consumed a significant amount of time. The Service Navigation System centrally manages all of this information for each floor and makes the information available for viewing and sharing at any time on computers and smartphones. Details of the care being provided can be entered simply by touching the corresponding location on the screen, and the status of residents is displayed in the form of easy-to-understand icons.

However, the purpose of this system is not simply to take work that was analog and convert it to digital format. Rather, it aims to encourage staff to “realize” things and be the impetus for turning these realizations into “actions.” Just as its name implies, the system is implemented with the intention of guiding (= navigating) staff toward exercising more creativity in their work. Staff can provide services based on what the Service Navigation System informs them about things like changes in the weight of residents over certain periods of time, and points to be aware of when providing care to them, thereby improving their quality of life (QOL).



Care that should be provided is listed as icons on timetables

occurrence of other accidents. The timing to perform procedures to renew nursing care insurance plans has also been made clearer. Since the life circumstances of residents and the points to be aware of in caring for them can now be recorded accurately and in detail, all staff members can immediately share this information and use it to take even more appropriate action.

Of course, the system is also generating productivity and efficiency effects. Time and effort spent checking record sheets and reports has been reduced, while information is now shared and coordinated more smoothly. Each staff member can now take the time that would have gone toward these tasks and use it instead to revise care methods or spend more time with residents. This is how services are being improved for the nursing homes as a whole.

New “realizations” are achieved through communication within nursing homes

Implementation of the Service Navigation System has brought about big changes in the nursing care settings at Benesse Style Care. This can be observed in how staff now communicate with each other more actively than ever before, and in how the new realizations that this leads to are being put into practice by each and every staff member. The system also comes with a function to record and verify future recurrence prevention measures step-by-step whenever accidents occur, which is also helping to pre-emptively prevent the

Leading the path to an ideal future for the nursing care industry

Benesse Style Care will continue working to develop and evolve the Service Navigation System as a tool for seeking out ways to provide nursing care services that are even more in tune with residents and can continuously support them in the lifestyles they want to live. For example, we would like to work on connecting it to other IT solutions to improve the accuracy and efficiency of nursing care operations, such as analyzing accumulated data to find ways to reduce accident occurrences.

With our vision of leading the path to an ideal future for the nursing care industry, we will set ourselves at the forefront of the industry by developing, evolving, and utilizing the Service Navigation System.

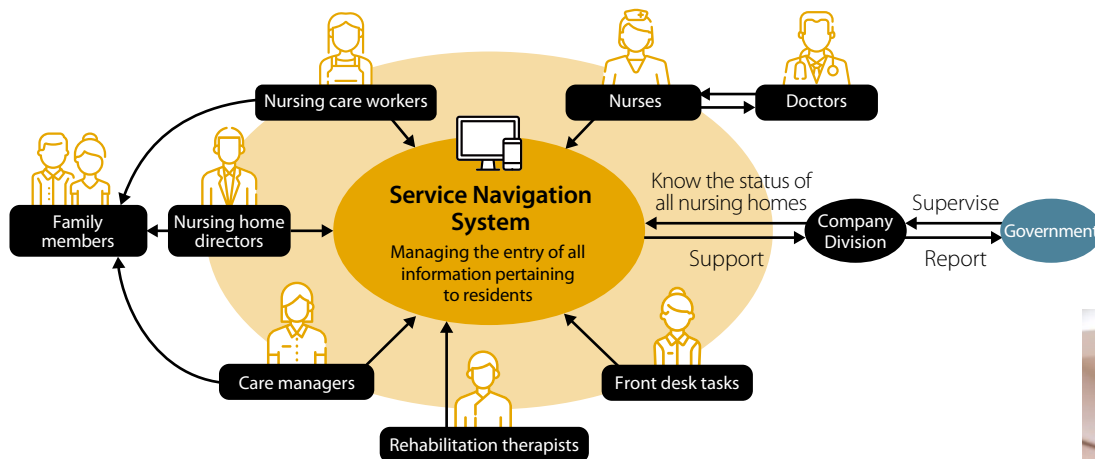
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Five characteristics of the Service Navigation System

- (1) Improved productivity
- (2) Compliance
- (3) Information sharing and coordination
- (4) “Realizations” about residents
- (5) Accident recurrence prevention

Information sharing and coordination between different job types in the Service Navigation System



Smooth information sharing and coordination during shift changes



Check and enter information via smartphone

