

## 2. INTRODUCTION

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“The objective of FELTOM is to set, improve and ensure the maintenance of standards in all aspects of English language stays in Malta to develop cooperation amongst licensed English Language Schools.”

### 1.0 WHAT IS FELTOM?

The Federation of English Language Teaching Organisations Malta (FELTOM) was founded by ten established English language schools in 1989. FELTOM is a self-regulating, non-profit organisation, dedicated to promoting professionalism within the language learning industry by setting and maintaining standards in every aspect of a language stay.

Since its inception, the Federation has been a driving force in developing codes of conduct and national standards of service for its members; Ensuring that such standards of service are monitored whilst maintaining a professional identity for its members.

#### FELTOM's Key Activities focus on:

- **Quality Assurance** – through the development and implementation of the FELTOM Accreditation Scheme.
- **Advocacy** – FELTOM is recognised by various government ministries and authorities as the main representative body of the EFL industry. Regular consultation meetings are held to ensure an environment which is conducive to strengthening and developing the EFL industry in Malta and Gozo further.
- **Marketing and Promotion** – FELTOM works to promote Malta as a safe, professional, quality destination for English language learning, whilst promoting the choice of FELTOM accredited organisations.

### 2.0 THE ACCREDITATION SCHEME

The accreditation scheme is a voluntary quality assurance scheme for providers of English Language Teaching (ELT) services in Malta.

The Accreditation Scheme sets standards to ensure that:

- The provision of courses and ancillary services operate to the benefit of students and in accordance with the Organisations' publicity,
- The environment, premises and learning resources support and enhance the studies of enrolled students,

- Academic excellence is achieved and maintained,
- Students' requirements for security, welfare, information, social and leisure needs be adequately addressed,
- A commitment to continuous improvement is made.

## 3.0 THE BENEFITS OF ACCREDITATION

The Accreditation has been established with the view of supporting the further development and growth of the ELT industry in Malta. The overall spirit of the Scheme is one of continuous improvement on the road to seeking excellence and offers the following benefits:

**Competitive Advantage and Improved Business Performance** – current and potential partners will recognise accredited Organisations as those striving to adhere to and continually improve standards.

**Increased Customer Satisfaction** – customer needs will be better understood and fulfilled. Students studying with an accredited provider are assured of a level of service defined by the sector standards of the accreditation scheme.

**Management of Business Risk** – routine verification of adherence to statutory requirements related to health and safety, insurance and maintenance, and upkeep of premises and operations will become entrenched.

**Cooperation Between Member Schools** – access to market reports, events, trade missions, and publicity opportunities limited to accredited organisations.

**Enhanced Brand Reputation** – the accredited Organisation will manifest and be recognised as ensuring a commitment to meeting and maintaining quality standards through the use of the FELTOM mark as a globally recognised mark of excellence in the ELT sector.

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