

Guarantees reliability and professionalism

You are the director of a language centre

You want to:

- develop your clientele,
- make your centre more attractive,
- enrich your professional practices.

The *Qualité français langue étrangère* label

- guarantees the quality of your services,
- helps you promote your centre in France and abroad,
- unites your team around a quality approach.

The *Qualité français langue étrangère* also means:

- national and international recognition,
- a network for institutional promotion abroad,
- a community of 95 certified centres,
- a team of experts at your service,
- communication tools to assist you,
- advisory bodies.



Enquiries and registration

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 Label_FLE

 www.facebook.com/label.fle

The *Qualité français langue étrangère* Label



A LABEL
FOR FRENCH
AS A FOREIGN
LANGUAGE
CENTRES
IN FRANCE

You will find more information on
www.qualitefle.fr

A label delivered by three ministries

The *Qualité français langue étrangère* label is the result of a quality assurance approach jointly adopted by:

- the Ministry for National Education, Higher Education and Research,
- the Ministry for Culture and Communication,
- the Ministry for Foreign Affairs, members of the **Interministerial Certification Committee** (CIL - *Commission interministérielle de labellisation*), which awards the label.

Created by ministerial decree in 2007, it enables:

- the general public at large to identify centres providing French language classes and services of guaranteed quality;
- language centres to enjoy official recognition of their services, along with institutional promotion.

Management of the label has been entrusted to **CIEP**, a public establishment of the French Ministry for National Education, Higher Education and Research.

It is supervised by an **Advisory Council**, a consultative body chaired by the Delegate-General for the French Language and the Languages of France, and composed of representatives of the three supervising ministries, and FFL* and quality assurance professionals and experts.

A **permanent work group** including representatives of certified centres (ADCUEFE, Alliance française Paris Île-de-France, Groupement FLE, SOUFFLE and UNOSEL) drafts proposals for the development of procedures and tools.

* French as a foreign language

Obtaining the label

How is the label awarded?

Your centre must meet **admissibility criteria** in order to apply for certification.

Once your **application** has been submitted, you need to prepare for certification by using the label tools made available to you. An **on-site audit** will check to what extent the services you provide comply with the quality standards required by the quality reference framework.

The audit and the reference framework focus on five areas: **Reception - Premises - Management - Teachers - Courses**

The Interministerial Certification Committee gives its decision on the basis of the audit report.

For each of these areas, the reference framework contains 15 to 25 quality indicators that the auditors assess from 0 (not in compliance) to 3 (fully in compliance). According to the average of the scores, the centre is awarded 1 to 3 stars per area.

The centre does not obtain the label:

- If the score in one of the five areas is insufficient to obtain at least one star;
- If any critical quality indicator is not in compliance. 30% of indicators are considered critical because of their fundamental importance.

What are the deadlines?

You can fix the date for the audit yourself, but it must take place between 6 weeks and 12 months after you submitted your application. The decision concerning your submission will be announced at the first meeting of the Interministerial Committee following the audit. The label is awarded for a period of 4 years.

The label's advantages

Assistance with the development of your quality approach

- help with each stage of the process,
- tools available to you to help draft a continuous improvement plan (reference framework, self-evaluation grid, candidate centre manual, and audit manual),
- regularly updated technical and professional information (dedicated professional website and newsletter),
- exchanges and testimonies within the community of certified centres.

Institutional promotion

- a website for the general public, published in 5 languages: www.qualitefle.fr,
- a printed directory with a 41,000-copy print run,
- the right to use the *Qualité français langue étrangère* label logo,
- promotion within the French network for international cooperation (embassies, the *Institut français*, *Campus France*, etc.), high education institutions,
- dissemination of information at trade fairs and other professional exhibitions,
- presence on social networks,
- information provided to local authorities,
- publication in the Department for National Education's Official Bulletin.