

5 APRIL 2022

ETS GLOBAL CAMPAIGN ITALY MEETING MINUTES

Date:	05.04.2022
Time:	17:30 - 18:30 CET
Participants:	ETS Global: Serena PEGORARO, Jeremie ROSSIGNOL, Gerben VAN LENT
	ED: Daniela ABENTUNG, Anton LAMMERS, Alan MACKENZIE, Alia MOLOVA, Anoushaey SAIF, Alistair STARLING, Noé UIJTERWAAL

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### **Introduction of Senior Consultant Alan Mackenzie**

Alan Mackenzie is a highly experienced consultant within the education sector with previous experience in Asia, Africa and South America. He has previously worked for the British Council and NIL (National Institute for Language).

### **Introduction of the new country manager Serena Pegoraro**

Serena Pegoraro is highly experienced in B2B affairs within the financial and education sectors. She has worked in a variety of institutions within the education sector in Italy and has been working with ETS Global since October 2021. Serena has built connections within institutions such as Confindustria and the Business School of the Milan Polytechnic.

### **Updates across the teams**

ETS Global was contacted by Ministry of Higher Education regarding a tender which they declined due to short notice (provision of TOLC tests is required for September 2022). Nonetheless, ETS Global expressed interest for future public procurements. ETS Global sent an email to the Ministry of HE on Monday 3 April 2022 and is still awaiting response. ETS Global team will provide ED with the person they are in communication with.

The data mentioned in the previous meeting's minutes on the number of test takers are incorrect. These numbers reflect those of the parent company, and not those of ETS Global. ED will change accordingly.

### **Introduction of the Stakeholder Map**

ED presented a Stakeholder Mapping diagram, showing the relevant institutions within the education sector in Italy and their connections to one another.

### **Blue Sheet presentation (contact details)**

ED presented the finalised version of the Blue Sheet with all relevant Buying Influences, which outlines the further steps for the outreach campaign.

Federico Cinquepalmi will leave his position as Director-General for Students, Development, and Internationalisation of Higher Education to become rector of Sapienza University in Rome. He will inform Alistair about his successor.

ED would like to be informed about ETS Global's contact at Milan Polytechnic. Serena has contacts within the school's business faculty – Federico Frattini, Dean of the Graduate Business School of the Milan Polytechnic.

### **Position statement discussion**

ETS Global has access to reliable validity research on their language assessment testing. ETS Global can provide ED with this research, as well as testimonials/case studies to substantiate the claims that are made in the position statement. Additionally, ETS Global can send us certain bullet points on why their testing is globally recognised and trusted, in order for ED to finalise the position statements.

**European Diplomats OÜ (European Private Limited Company № 16167096)**

Important note from ETS Global regarding the legal status of the company as a for-profit organisation, but operation as a non-profit like its parent company ETS. The profits which ETS Global accumulates is re-invested back into further test development and research.

In the position statement ETS Global would like the focus to be on two main points:

- ETS Global is research-based and research-corroborated.
- ETS Global focuses on fairness – every student has a fair chance to test their proficiency, regardless of socio-economic background, gender or other suchlike factors.

### **Initial outreach to ED's contacts in Italy**

ED team has conducted an initial outreach campaign to existing contacts with the purpose of endorsing ETS Global to high-level officials in a variety of organisations in Italy. Some of the contacts have expressed interest in participating in small-scale round table discussions. The outreach will proceed with contacting the relevant individuals mentioned on the Blue Sheet.

### **Agree next steps**

- Continuation of outreach and relationship building within the ministry of Higher Education and other relevant organisations
- Finalise Position Statement
  - ED will collect relevant evidence available on <http://search.ets.org/researcher/> to substantiate the claims made in the position statements.
- Develop an initial concept for a small-scale round table discussion with high-level individuals from the Ministry of Higher Education, potentially using a venue in the Milan Polytechnic via ETS Global's existing contact in the Business School.