Languages Canada
Langues Canada

Unboxing the Future of English Proficiency Testing

Precision, Progress, and Proof

March 13th, 2026

OXFORD ELLT
Spotlight

envoy
BY IDP EDUCATION

Session Objectives

Today's session explores how next-generation assessment tools are reshaping English proficiency testing — from placement to proof of impact.

Support

- Placement
- Instruction

Enable

- Data tracking and aggregation

Generate

- Detailed score reports
- Insights

Serve

- To demonstrating the impact of ELT interventions

About Us

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IDP Education

Poll

LIVE AUDIENCE ENGAGEMENT

Before we dive in, let's hear from you.

Placement Speed

How long does it currently take your institution to place a student in the appropriate program level?

Admissions Confidence

How confident are you in the admissions decisions made at your institution? What data supports those decisions?

Mid or High Stakes

What is the difference between a high-stakes and mid-stakes test?

AI-Driven Precision in Placement & Instruction

What Are the Stakes?

Blurred Lines

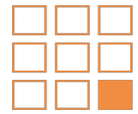
Familiar Challenges

Collaborating for Retention

"Next-Generation" English Assessment Features

Security

Adaptivity



Modularity

Integrated Assessment

Data & Insights

DESTINATION
ACADEMICS
LANGUAGE
FINANCES
VISA

WE'RE LOSING INTERNATIONAL STUDENTS, SO WE HAVE TO CLOSE PROGRAMS
BUT KEEPING THE PROGRAMS THAT SUPPORT AND CONVERT INTERNATIONAL STUDENTS RIGHT?
RIGHT?
imgflip.com

~50%

Share of prospective students who could not prove English proficiency.

Gaps and Opportunities in the Student Journey

When does the student journey begin?

For many students from language-sensitive markets, their language journey starts years before they arrive.

Are students "ghosting" your institution?

Providing online accessible language support for prospective students improves student outcomes and yield.

How do you find out current students need English help?

Often, it is only after a professor flags an issue that a student is offered additional English support in-session.

What does a "Next-Gen" Test look like during the Student Journey?

Customizable

Next-Gen digital English tests can be customized; with only the components and security levels that matter to you and to the student.

Adaptive

With computerized adaptive testing algorithms, students receive the right questions to more quickly and accurately assess their skills.

Accessible

Online tests can meet students where they are, anywhere in the world.

Points of Support with English Testing 2.0

There are several untapped areas to further support students in higher education.

Students and their agents can be supported with an English test to create a clear plan for a prospective student.

Poll

LIVE AUDIENCE ENGAGEMENT

1

Example themes: confidence in current progress tracking, desired improvements, tech adoption barriers

2

Really hard grammar question 😊

3

How many of you are using tests from the 90s?

Spotlight In Action

OIDI has partnered with 300+ institutions globally, from high-ranked universities to dynamic career colleges. Below are four use cases for Spotlight.

Healthcare

Private Career College delivered customized assessment for a hundreds of International Educated Nurses, prospective Health Care professionals in Newfoundland and Labrador.

Newcomers

Public College using White-labelled Spotlight to assess and place 1000+ newcomer students in their ESL program. Customized components. Creating scholarships with Spotlight income.

Custom Groups

Highly ranked university using White-labelled Spotlight to assess and place young learners from true beginner to advanced in summer groups.

MOI

Highly ranked university using Spotlight to review the English skills of applicants from specific countries with a downtrend in retention due to poor English skills.

CASE STUDY

Case Studies: Envoy by IDP

1

Pipeline Integrity Concerns

•A North American university has detected inconsistencies between students' HST scores and their demonstrated proficiency upon admission

•Concern that a percentage of the applicants in their recruitment pipeline will not have the skills to succeed

2

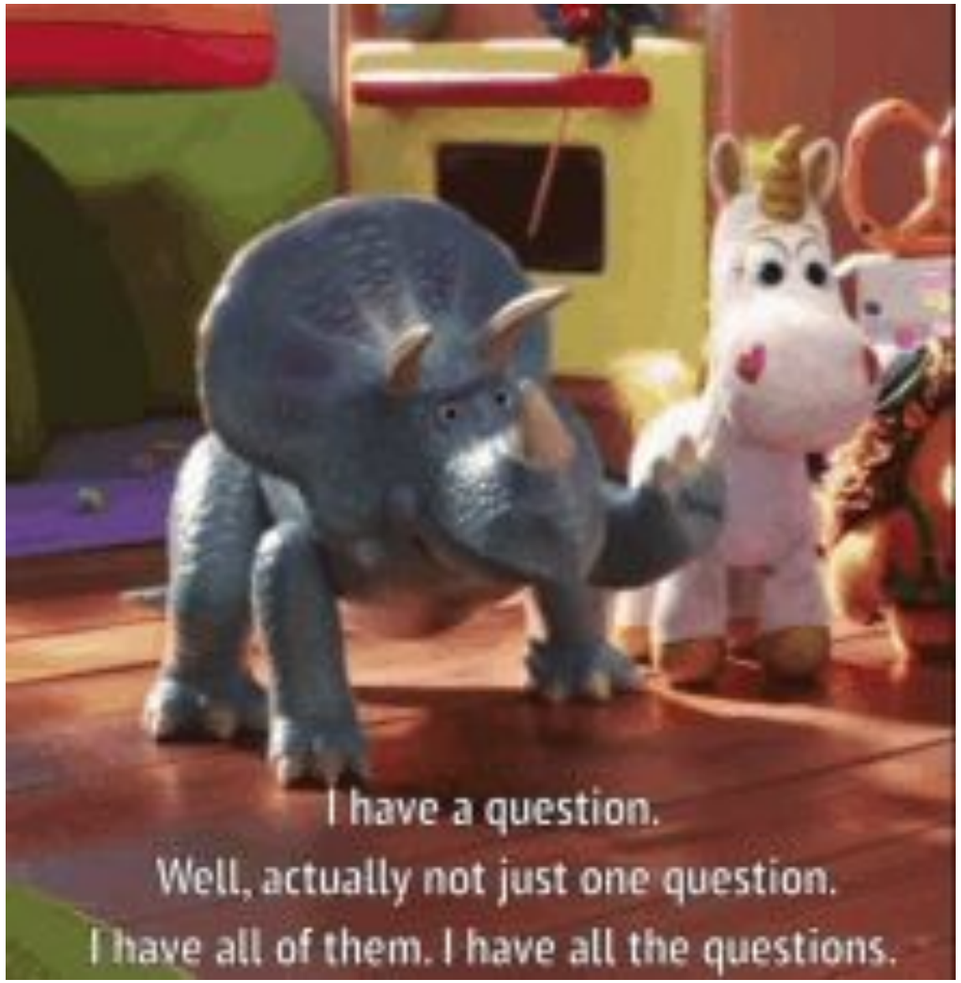
Measuring Proficiency Gains

•A leading private research institutions overseas is investing in improving the English language proficiency of their graduates

•Benchmarking the entire incoming cohort over a 5-year period and retesting just prior to graduation to measure proficiency gains

•Insights will support their university standing and curriculum

Questions & Discussion



Get in Touch

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