

Richmond Pro

2Pros

From Learning to Employability

“English as a Means of Connection”

Higher Education Foreign Language Program Implementation

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Director English UC —

Chistopher MacGuire

Director de English UC, donde impulsa la proyección estratégica e internacional del centro, promoviendo alianzas con universidades, instituciones y empresas en Chile y el extranjero. Su trabajo se enfoca en fortalecer la internacionalización, expandir oportunidades de colaboración global y conectar la enseñanza del inglés con las demandas del mundo académico y profesional. Cuenta además con un MBA de la Pontificia Universidad Católica de Chile, formación que complementa su visión de liderazgo y desarrollo institucional.

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Pontificia Universidad Católica de Chile

1

English UC – *Language Center*

2

English as a Means to Connection

3

4 Critical Components to Consider

4

Final Reflections

5

PRESENTATION



PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE



UC | Chile

With more than **137** years of academic excellence, our university seeks to contribute to the **transformation** of society through **education, discovery**, and the **creation** of **knowledge**, inspired by our **identity** and **public commitment**. Our mission is focused on delivering a rigorous and transformative educational experience, advancing interdisciplinary research, and strengthening our global impact.



IN NUMBERS

UC COMMUNITY 2026

+32K

UNDERGRADUATE
STUDENTS

5%

+4.6K

GRADUATE
STUDENTS

16%

+1.5K

PHD
STUDENTS

26%

+4.2K

FACULTY

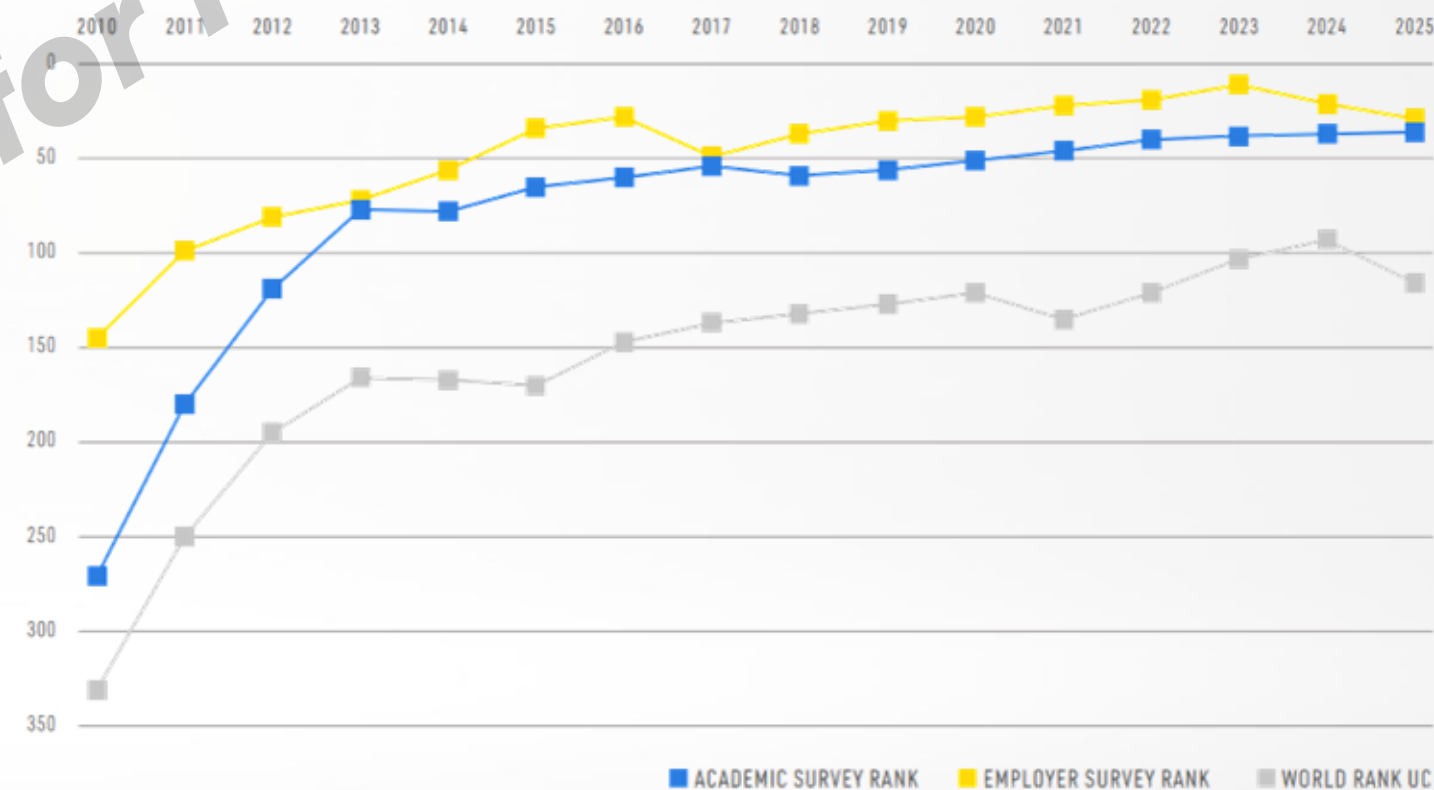
7%

INTERNATIONAL COMMUNITY
STUDENTS / FACULTY

QS LATIN AMERICAN UNIVERSITY RANKINGS 2026 – TOP 10

RANK 2026	RANK 2025	UNIVERSIDAD	PAÍS	PUNTAJE 2026	PUNTAJE 2025
1	2	Pontificia Universidad Católica de Chile	Chile	100	99,7
2	1	Universidade de São Paulo	Brasil	99	100
3	3	Universidade Estadual de Campinas	Brasil	98,2	99,2
4	4	Tecnológico de Monterrey	México	95,4	95,9
5	5	Universidade Federal do Rio de Janeiro	Brasil	93,6	94
=6	6	Universidad de Chile	Chile	92,5	93,9
=6	8	Universidade Estadual Paulista (Unesp)	Brasil	92,5	92
8	7	Universidad de los Andes	Colombia	91,3	93,3
9	9	Universidad Nacional Autónoma de México	México	90,2	91,2
10	10	Universidad de Buenos Aires (UBA)	Argentina	87,5	88,4

EVOLUCIÓN DE POSICIONES EN QS WORLD UNIVERSITY RANKINGS



POSICIONES UC EN RANKINGS INTERNACIONALES, AÑO 2025

RANKING	FECHA DE PUBLICACIÓN	COBERTURA	POSICIÓN UC
QS World University Rankings	Junio 2025	Mundial	116
THE World University Rankings	Octubre 2025	Mundial	401-500
Academic Ranking of World Universities (ARWU) o Ranking Shanghai	Agosto 2025	Mundial	501-600
QS Latin American University Rankings	Octubre 2025	Latinoamericano	1
QS World University Rankings by Subjects	Marzo 2025	Mundial	42 disciplinas dentro de las mejores del mundo, 23 top 100

“This recognition also carries a **responsibility**: a commitment to work side by side with universities in Chile, across the region, and around the world. Only through deep **collaboration** can we face the complex challenges that define our society today.”

— Juan Carlos de la Llera, Rector UC



Strategic Alignment UC: 2025-2030

La UC que
Soñamos
es contigo

Contribuir a la transformación de la sociedad infundiendo nuestra identidad como sello diferenciador, en la formación, la creación, el descubrimiento, la reflexión y el servicio.

1

SELLO UC

Potenciar el sello universitario con un sentido humanista, una vocación trascendente y un compromiso activo con la búsqueda de la verdad, el bien común y la dignidad de toda persona.

2

EXPERIENCIA
FORMATIVA

Potenciar una experiencia formativa rigurosa, transformadora y significativa, que se nutra del encuentro con otros.

3

DESCUBRIMIENTO
Y CREACIÓN DE
FRONTERA

Impulsar el descubrimiento y la creación para que sean de frontera, significativos y oportunos.

4

VINCULACIÓN E
IMPACTO

Profundizar el impacto de la formación, reflexión, creación y descubrimiento a través de su vínculo con los desafíos de la sociedad, el país y la región.

5

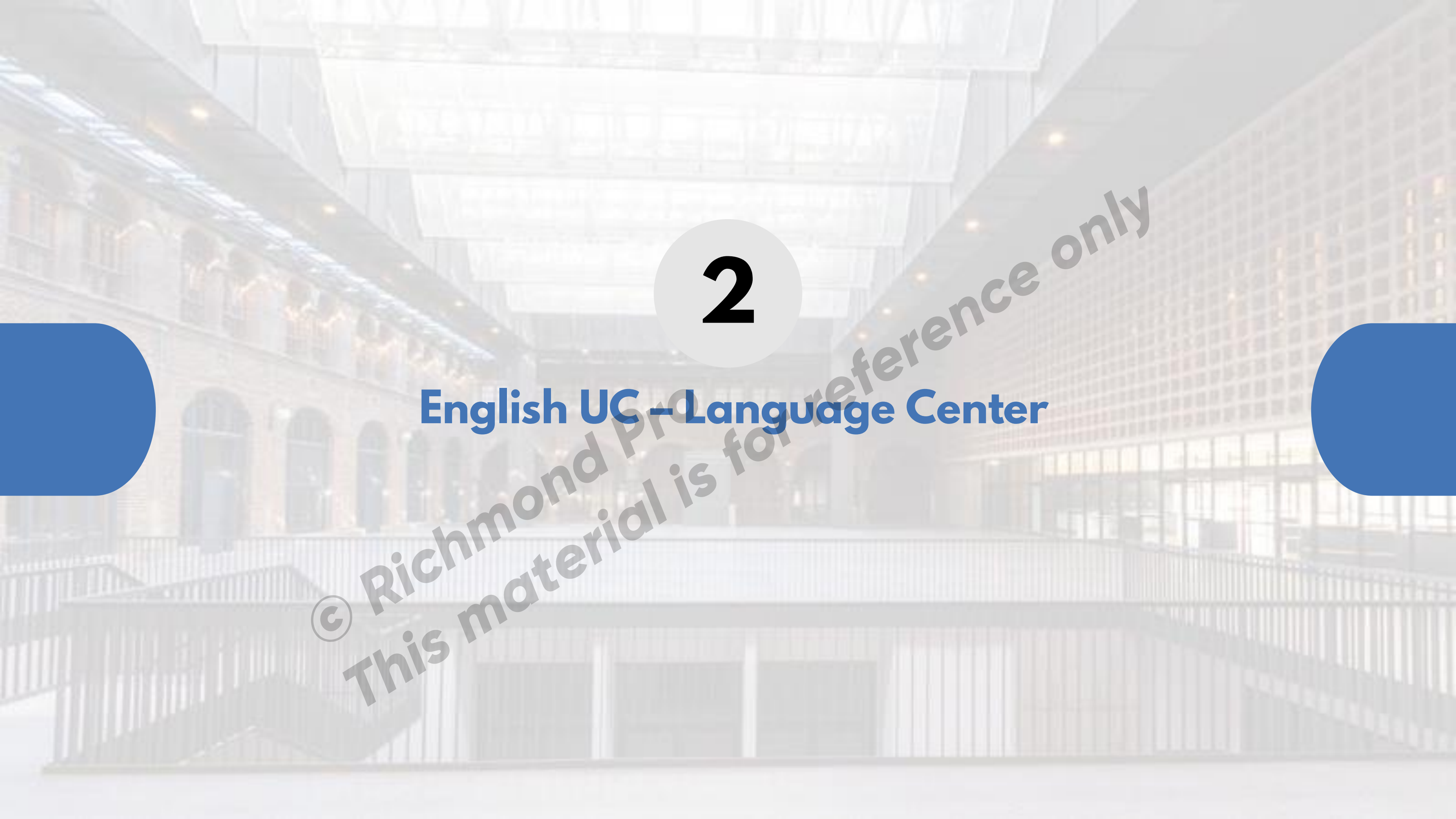
ROBUSTEZ Y
AUTONOMÍA

Lograr la robustez y autonomía del proyecto universitario para que progrese continuamente en su vigencia e impacto.

6

INTELIGENCIA
DIGITAL

Ser una universidad de vanguardia en inteligencia digital, centrada en las personas y el proyecto universitario



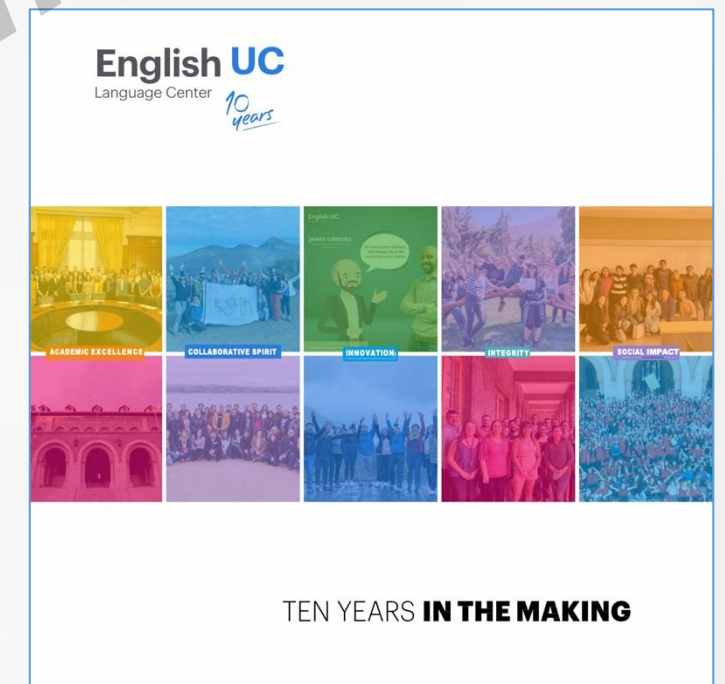
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English UC – Language Center

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Purpose

"The Language Center contributes to the development of the country and the region through English education, working in **collaboration** with educational institutions, Government agencies, corporate organizations, and the general public, with the aim of generating **opportunities** for **social mobility** by facilitating effective integration into a globalized world"



2. Top 10 Latin American Countries by English Proficiency (EF EPI 2025)

10 Latin America – English Proficiency Ranking (Adults)

Rank (LatAm)	Country	Global Rank	Proficiency Band
1	Argentina	26	High
2	Honduras	32	Moderate
3	Uruguay	34	Moderate
4	Chile	54	Moderate
5	Costa Rica	55	Moderate
6	Cuba	56	Moderate
7	Peru	52	Moderate
8	El Salvador	47	Moderate
9	Bolivia	49	Moderate
10	Venezuela	51	Moderate



EF English Proficiency Index (2015–2025)

- Chile consistently in *Moderate Proficiency* band
- Speaking is the weakest skill nationally
- Younger cohorts and students perform worst (*EF Education First*)

EF EPI 2025 (2.2 million adults, 123 countries)

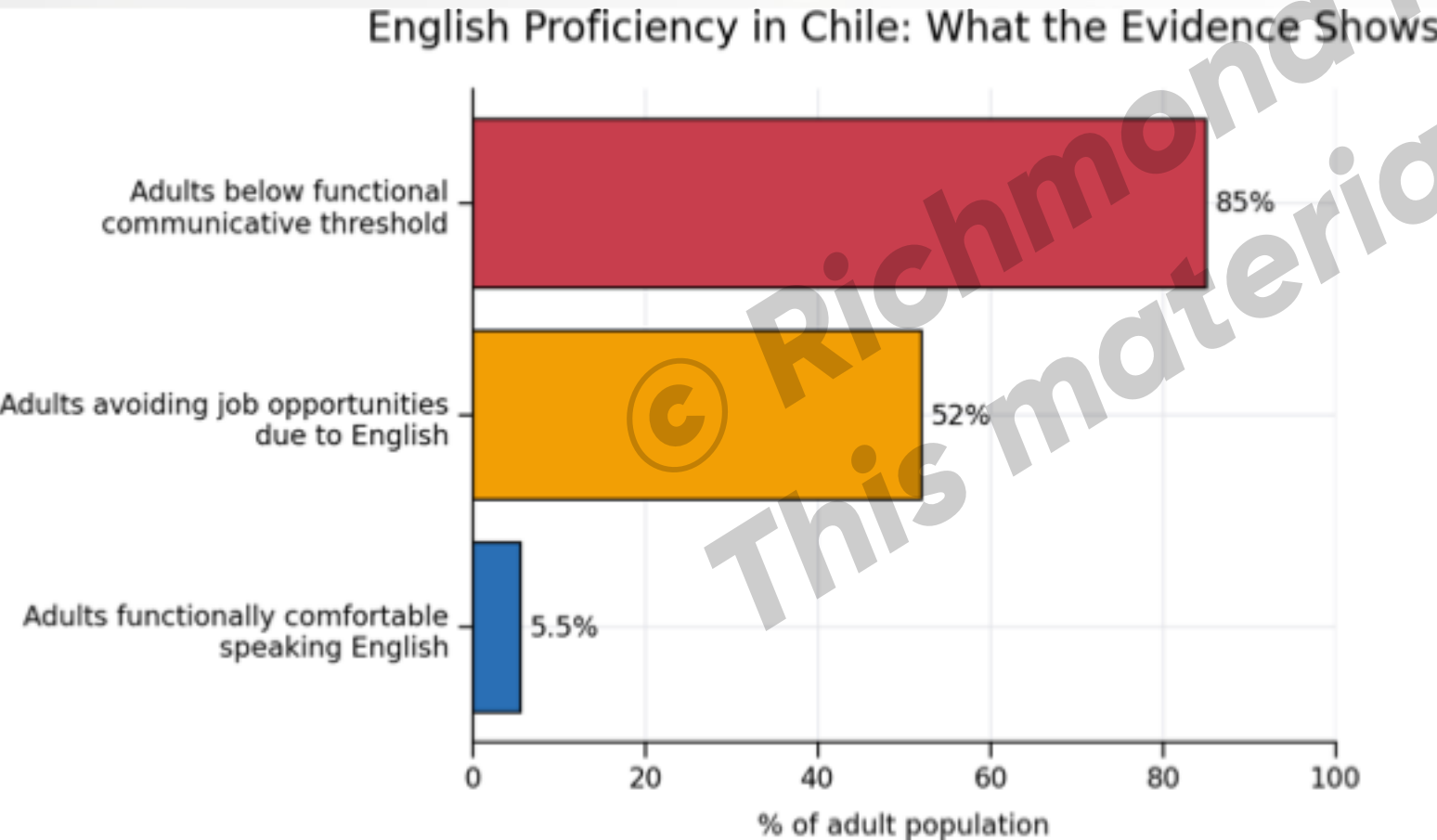
- Chile ranked **#54 globally**
- Workforce English stronger than student population (*EF EPI 2025*)

EMOL / Poliglota study (2025)

- Only **5.5%** report being comfortable speaking English
- >**50%** avoid job opportunities due to English insecurity (*EMOL, Poliglota.org*)

Meta-conclusion (clearly stated, carefully framed)

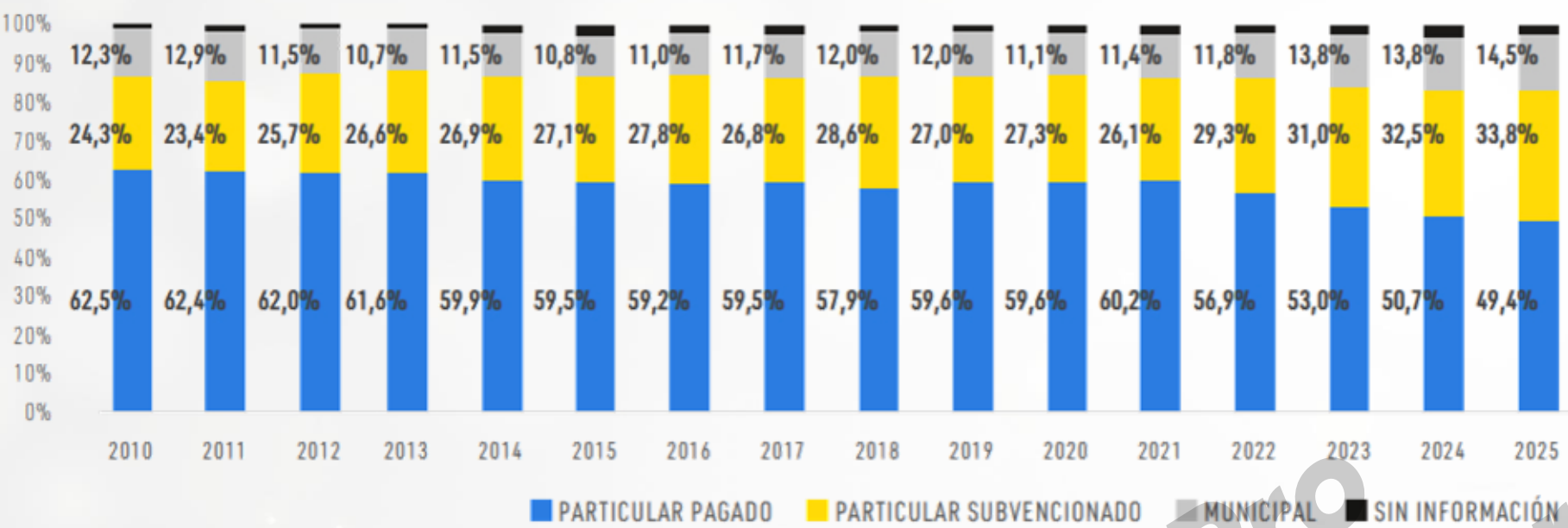
- No national adult CEFR census exists
- But **evidence converges**: functional communicative competence is restricted to a **small minority**, likely **well below 10%**



STATE of the ART, English in Chile

Current Situation in Chile

COMPOSICIÓN DE LA ADMISIÓN SEGÚN DEPENDENCIA EDUCACIONAL, COHORTES 2010-2025

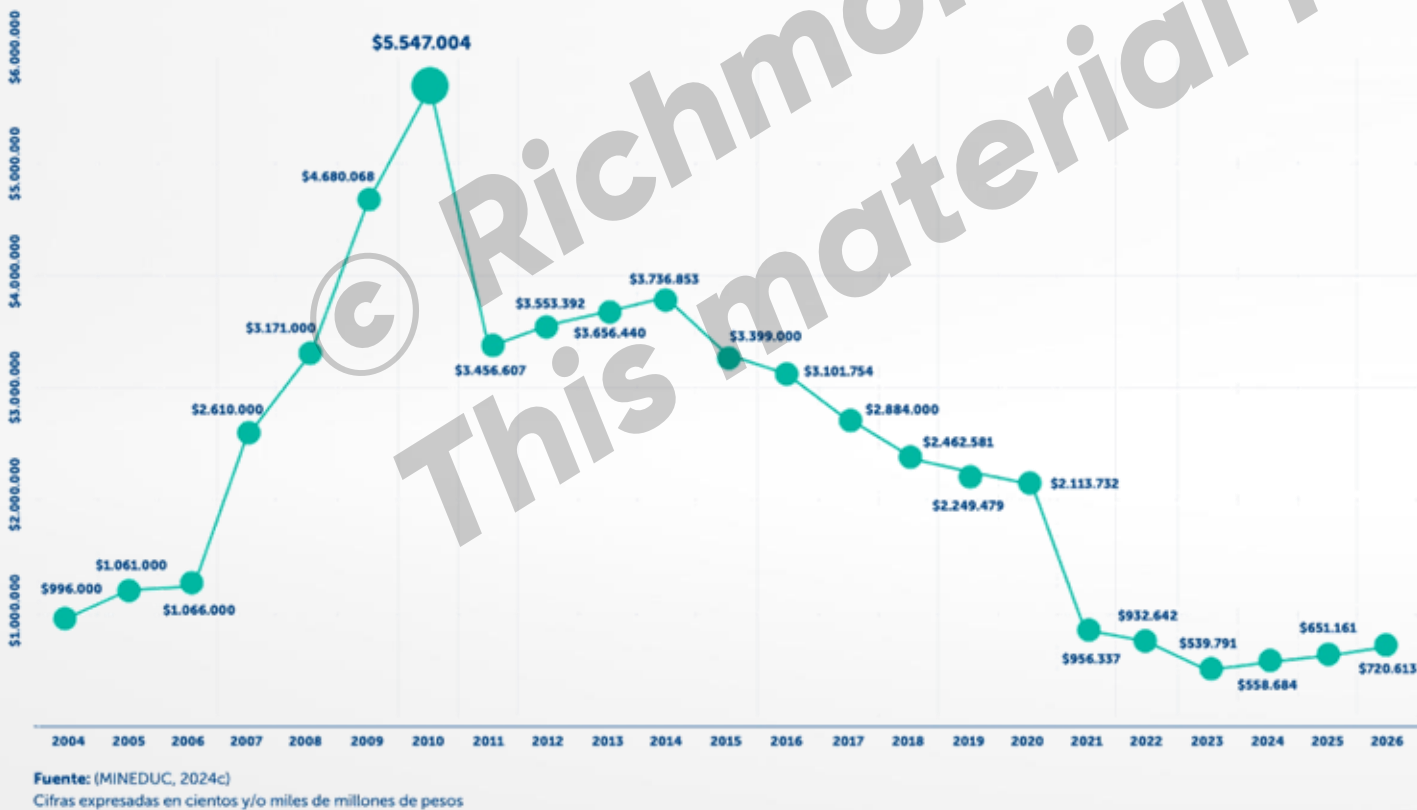


On the average, more than **50%** of our students originate from challenging socio-economic backgrounds (special role that English has for them = Pertinence)

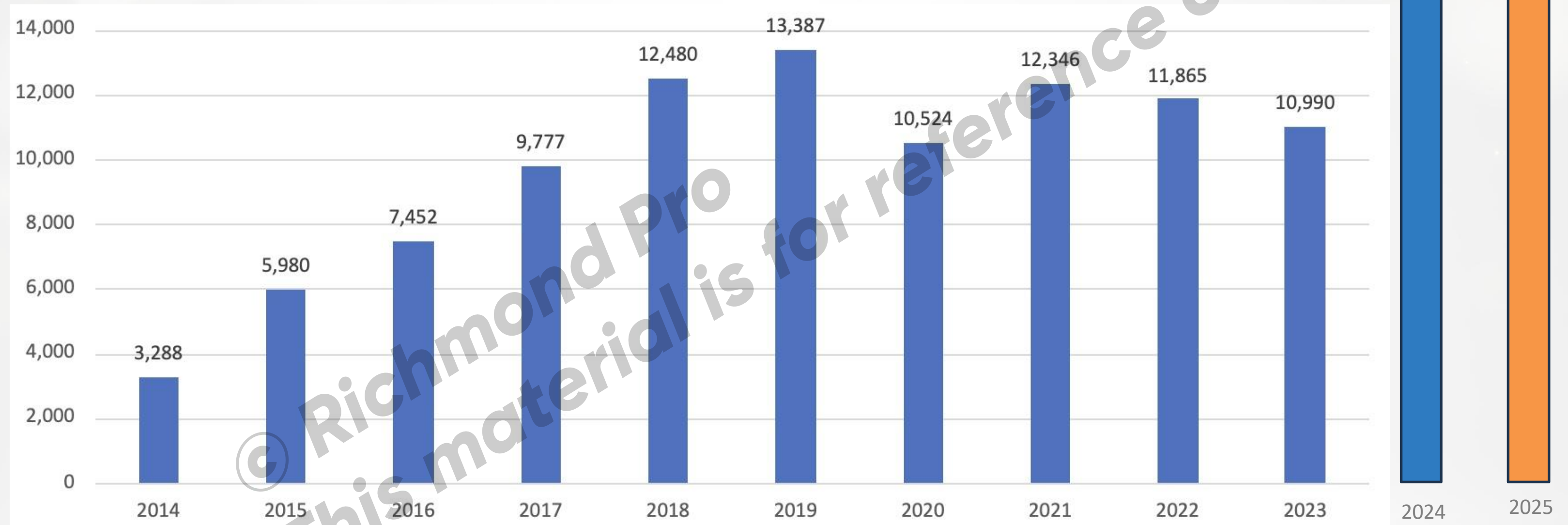
Strong efforts are being implemented to attract **TALENT** from different sources

Government funding has been **decreasing** over the last decade

FIG. 5. PRESUPUESTO HISTÓRICO DEL PIAP (2004-2026)
LOS PUNTOS DESTACADOS INDICAN MÁXIMOS RELATIVOS DEL PERÍODO



Total Number of Students at English UC 2014 - 2025



ATTENTION: Challenges that arise...

This year we want to surpass the 20,000 marker

Programs & Services

Internal Programs

Corporate Training

General Public

Certifications

% of
INCOME

27%

22%

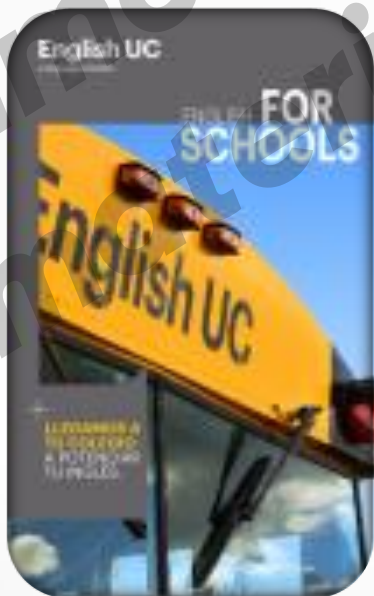
20%

31%

- Undergraduate
- Postgraduate
- Staff & Administration
- *English for Life*
- Minors (**NEW**)



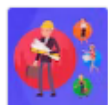
- Corporate (closed groups)
 - English for Schools
 - English for Higher Education
- Government contracts



- General English (ZOOM)
- Online Program & MOOCS
- Workshops & webinars



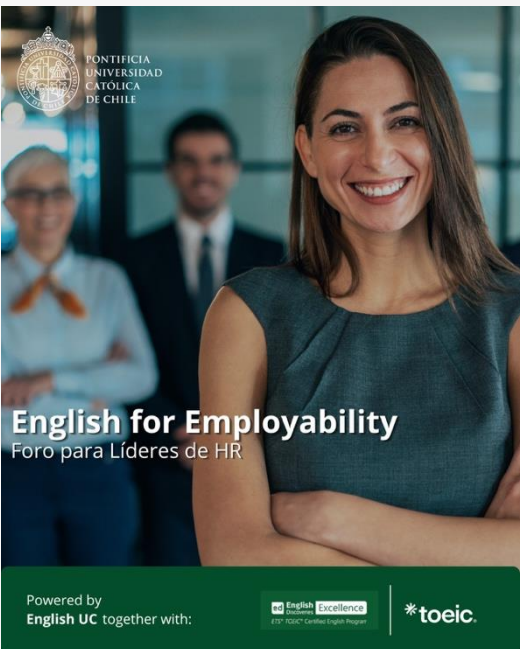
coursera



Home / English for Common Interactions in the Workplace: Basic Level

English for Common Interactions in the Workplace: Basic Level

- ETS (TOEIC)
- IELTS
- *Cambridge for Schools*
- LATAM INDEX (**NEW**)



ATTENTION: No margin, NO mission

Certification Success Stories with UC

INTERNAL PROGRAMS at UC



1. UC Undergraduate Certification: (Extension)

- B2 graduation requirement
- 800+ students / year
- TOEIC Certification



2. Cargos Bilingües: (English for Life) Staff and Professors

- Diagnostic
- Pathway Program
- TOEIC certification

EXTERNAL PROGRAMS

3. Cargos Estratégicos: Corporate training

- Diagnostic
- Pathway Program
- TOEIC certification



4. English for Higher Education: Universidad del Desarrollo

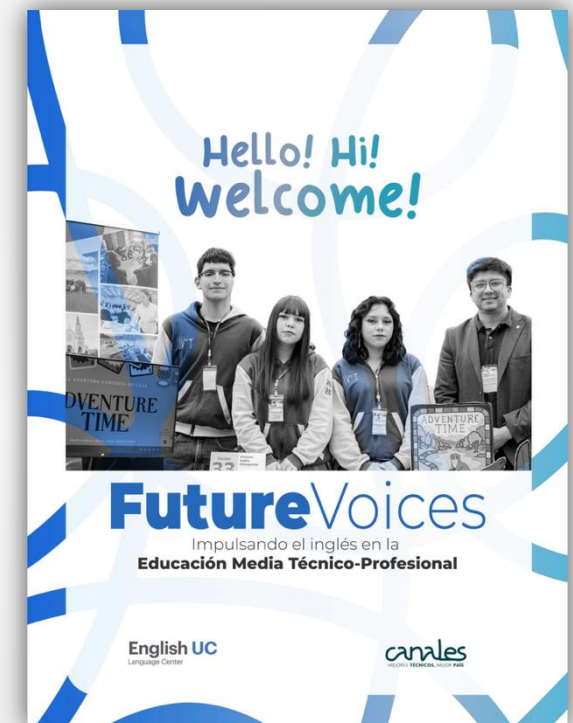
- Undergraduate Program (Blended)
- Staff & Professors
- TOEIC certification
- Watch for “push-back”



Universidad del Desarrollo

5. Future Voices: Technical Schools English Training

- Nation wide
- Teacher training (complement)
- 2 year program (Blended)
- TOEIC certification



Note- the importance of our teaching staff

3

“English as a Means of Connection”

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English as a means of CONNECTION





PONTIFICIA
UNIVERSIDAD
CATÓLICA
DE CHILE

English UC
Language Center

English as a means of CONNECTION



English as a means of CONNECTION



Schools
English for
School Community



Higher Education
English for University
Students & Alumni



Corporate Training
English for Private &
Public Sectors



General Public
English Courses
for Everyone

coursera



**English for Common Interactions
in the Workplace: Basic Level**

LIFE LONG LEARNING (LLL)

4

Implementing a Foreign Language Program in a Higher Education Setting

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The Challenge

Transitioning English from an isolated academic subject to a **measurable**, strategic driver of **employability**, institutional **differentiation**, and **global competitiveness** in Higher Education.

Potential University Pain Points: (perhaps some resonate?)

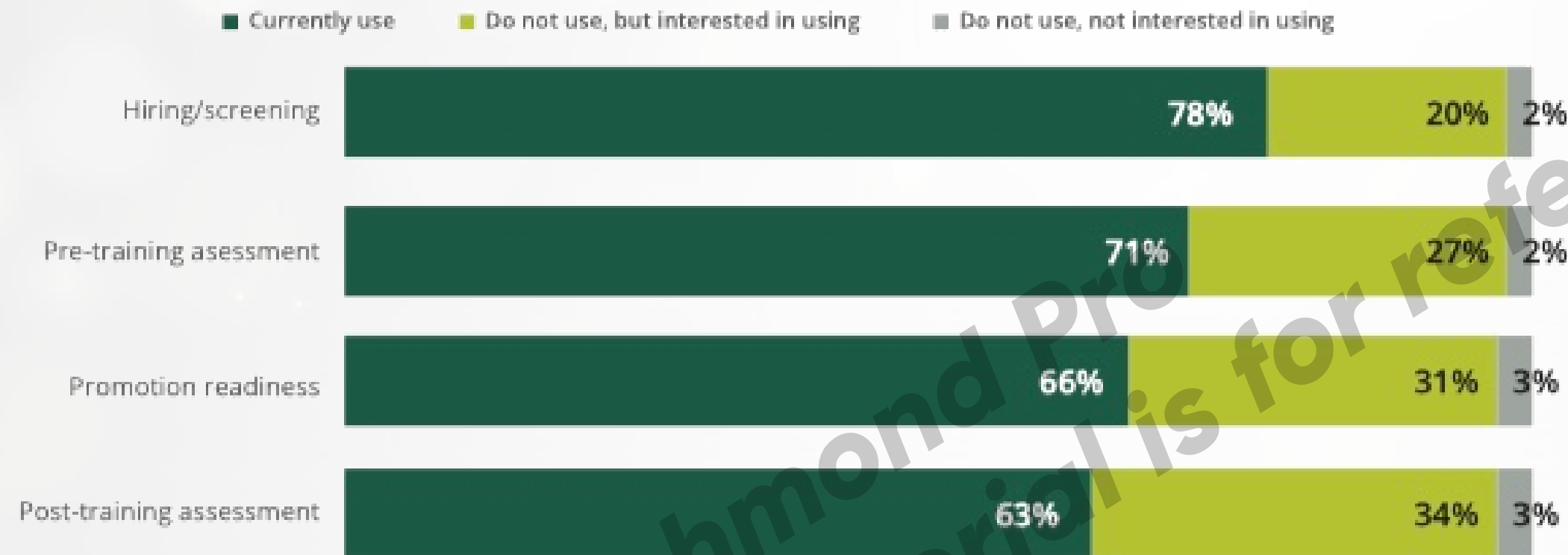
- Graduate employability metrics
- Reputation & rankings
- Institutional differentiation
- AI disruption
- Return on investment in English programs
- Accountability & evidence
- Pressure from accrediting bodies and labor markets



Consulted 1.325 HR specialists from 17 countries

Supporting Findings...

Assessment use cases: Usage/interest



HR Focus on English Proficiency

92%
agree

English language proficiency among employees is more important now than it was 5 years ago

81%

of HR decision makers say

a more competitive job market increases the need for workplace English language proficiency

92%

The need to **determine the accuracy** of AI-generated information



Special Considerations

Implementing a Foreign Language Program in a Higher Education Setting

From English proficiency to **PERFORMANCE**

English as an **ENABLER** to all other SKILLS

- Simulated immersions, Global Classroom, tandem program, etc.

• **The Integrated Model:** Learning + Assessment + Employability

*What matters is not what students “know”, but what they can **do, prove, and show.***

Stop thinking of English as a **course**, it needs to become the **INFRASTRUCTURE**

- International research
- Student mobility
- Employer relationships
- Rankings & reputation
- AI interaction

Very political = Challenge



AI Changes Everything (Increases the Value of English)

AI does not reduce the importance of English — it magnifies it.

- AI interfaces operate primarily in English
- **Prompting** is linguistic skill
- Evaluating AI **output** requires language judgment
- Future ready competencies
- Thought partner, not thought leader –

CRIT Model, by Geoff Woods from “AI Driven Leader” - 2024

Evidence, Visibility, and Credentials

If learning cannot be seen, it cannot be valued.

- Portfolio-based evidence
- Micro-credentials
- Digital talent visibility (*If there was only a place to do this...*)
- Employability as a **continuous process**, not graduation event
- Role of Alumni and invitation of experienced professionals

In Summary...

Higher Education Foreign Language Program

1. Language proficiency → Performance
2. Simple subject → Infrastructure (DNA)
3. AI anxiety → AI urgency
4. Degree → Employability

-
1. How visible is our students' English **competence** beyond the classroom?
 2. What **evidence** can we show **employers** — today?
 3. Is English a **cost center**, or a competitive **differentiator** in our institution?
-

5

Final Thoughts

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Personal Reflections...

(Things I would have loved to have known)

Higher Education Foreign Language Program Implementation

... The initial struggles of being a sort of “Start Up”... (looking for something that worked)

1. We are not in the business of creating international certifications... (don't be your own judge and jury)
2. We are not a software company (but, we can generate content)
3. Organizational **culture** – Invest in that first (work at it)
4. Start off small (**PILOT** programs are great), be patient...
5. Go out and find **PARTNERS**, form alliances (sponsors, collaborate), this will accelerate your GROWTH

There is a great deal of work to be done, go out there and make a difference. Positively impact someone's life...

Thank you!



REACH OUT, Hope to hear from you!