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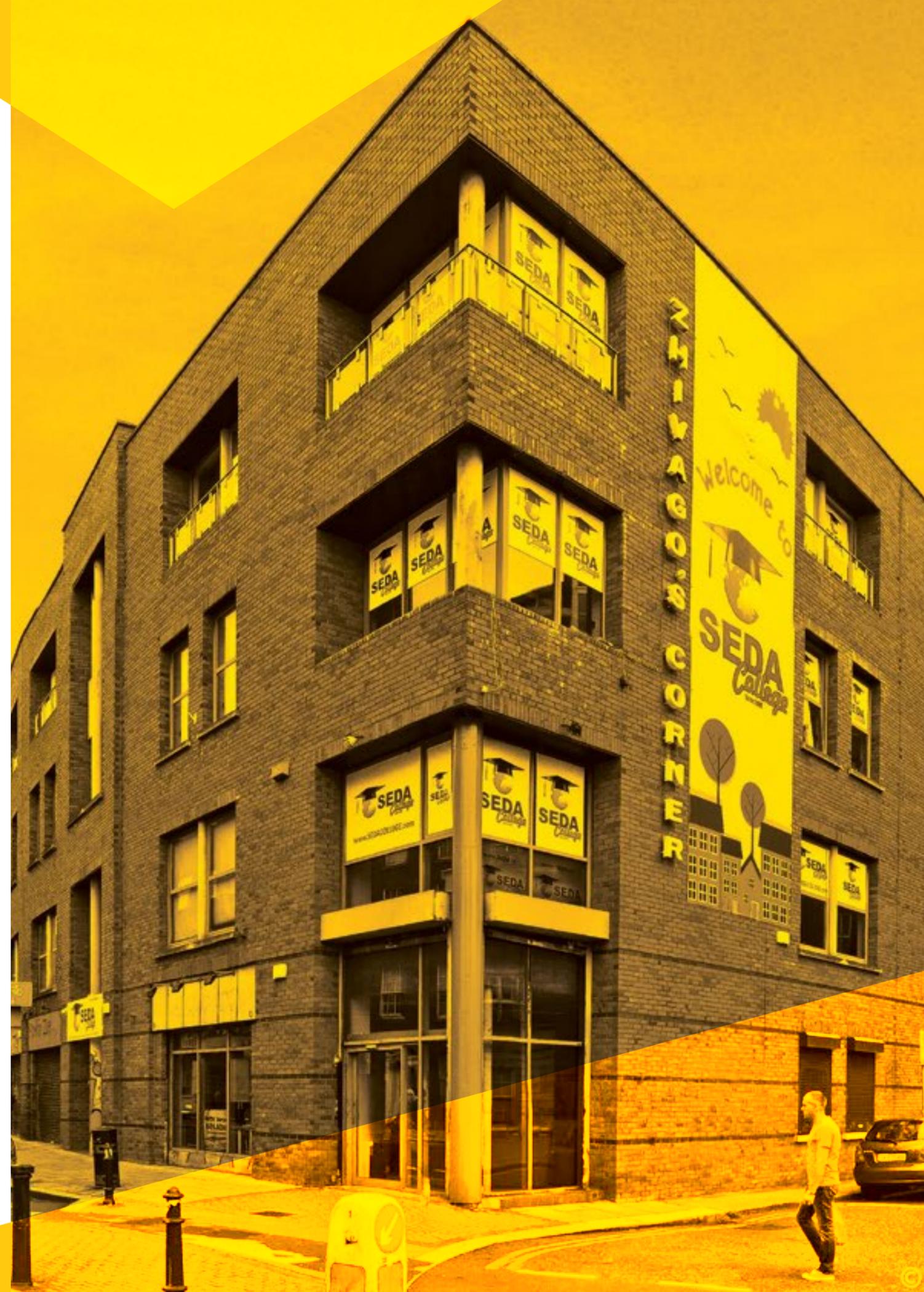
# BROCHURE GROUP

# ABOUT THE SCHOOL

Seda College first opened in Dolphins Barn in 2009. It started off with one class, since then Seda College has grown to become one of Ireland's largest and most highly reputable English language schools with two campuses located in Dublin's city centre. Seda is recognised by ACELS and has recently been accredited by EAQUALS.

We provide English courses to all levels from beginner to advanced, as well as exam preparation courses. All of our teachers hold a university degree plus an ACELS recognised teaching qualification.

At Seda we want to make our students feel welcome and part of the Seda community. Our experienced and dedicated staff aim to give students a learning experience which is both fun and educational, a place they can call home.



# PAUL'S BIO

## EDUCATION

BA Mod Trinity College Dublin  
MA Dublin City University  
Higher level Cert: Innovation-Dublin City University

Welcome to the "Skills & Enterprise Development Academy" – SEDA, a private and independent education institution, established to provide high quality academic standard.

Our main objective is to provide vocational education, where applied learning and real life success emerge to ensure that the skills we teach are relevant to your success. SEDA is proud to offer access to the skills and knowledge for individuals and organisations to make a quality contribution to the Irish and global knowledge economy.

Our small sized classes, friendly staff and excellent learning support centre ensure that

student get the best start on their learning journey. We deliver practical, relevant third level qualifications designed to increase your career and employment opportunities.

SEDA's training is enhanced by positive relationship with student, agents and awarding bodies, such as Association of Business Executives (ABE) and the Institute of Commercial Management (ICM).

You will find that everyone who works at SEDA is committed to making the learning environment supportive and friendly. We invite you to step inside.



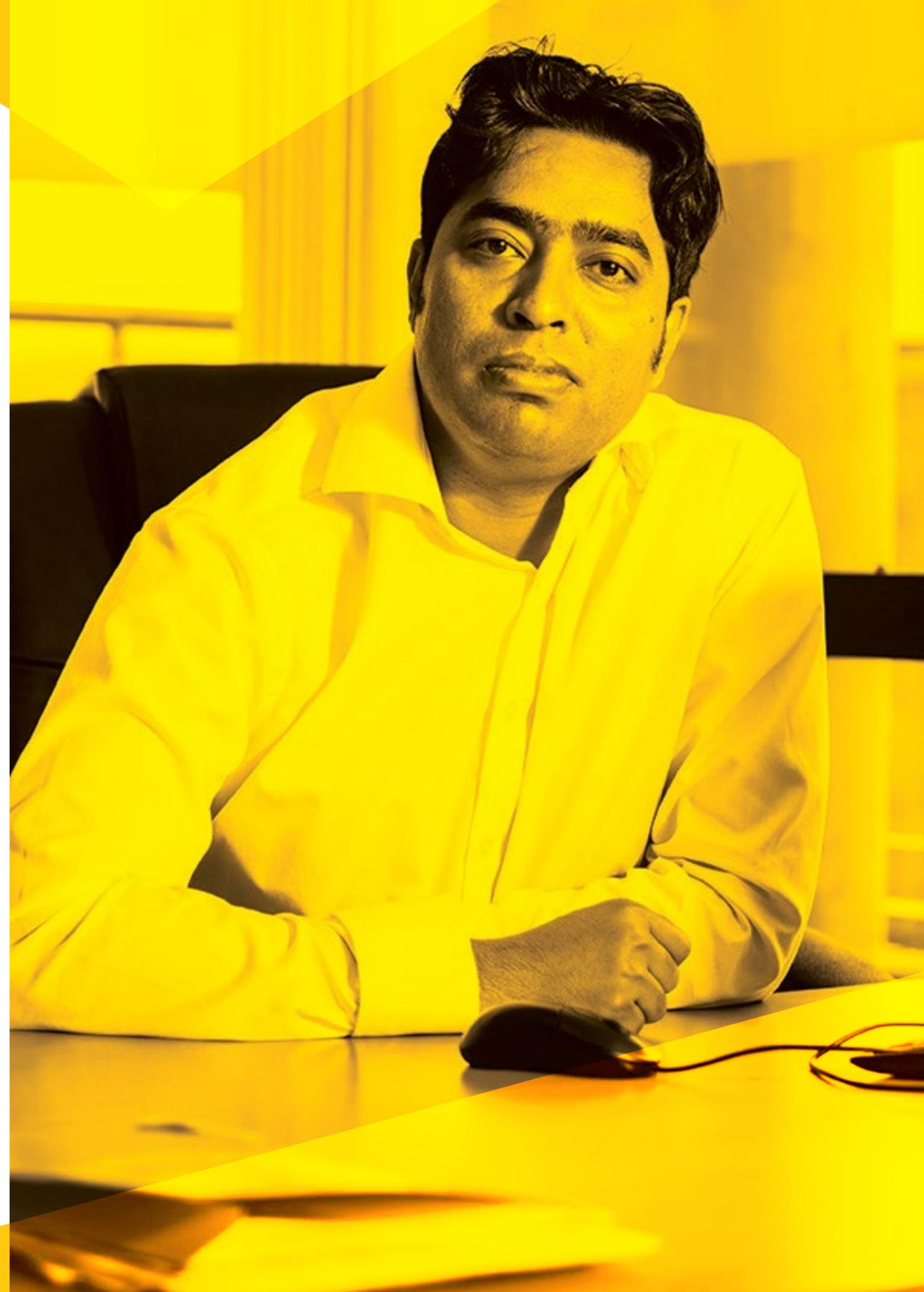
# SAIFUL ISLAM, BSC .MSC

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## DIRECTOR OF FINANCE

Saiful has been Head of Finance at SEDA College since the formation of the company in 2009. A key member of the college Senior Management team and Board of Governance Saiful has used his extensive knowledge to guide the organisations finance.

As well as responsibility for the day to day financial activities he is involved in formulating budgets and targets, producing reports and ensuring statutory compliance . Under Saiful's stewardship the company has developed a sound financial base.



# TIAGO'S INTERVIEW

MASCARENHAS

CEO

**Why did you decide to publish this business report?**

We decided to publish this business report to be open and transparent about how SEDA operates as a company, to explain to others about the work we do in the community and to share our goals and vision for SEDA.

**What makes SEDA a solid institution?**

At SEDA we are always considering three fundamental parts that make up our institution; our students, our learning environment and our staff. Right now the college has 2,000 students every year from about 40 countries, including Brazil, Spain, Italy, Mexico, Argentina, South Korea, Malawi, Japan, Taiwan and South Africa and we are continuing to grow. We focus on providing a quality curriculum to each student as well as a high level of personal support. We are proud to say that we now have two campuses with classrooms, libraries and computer rooms that are set up to promote an environment of learning. Our staff are dedicated and strive to make SEDA a valuable

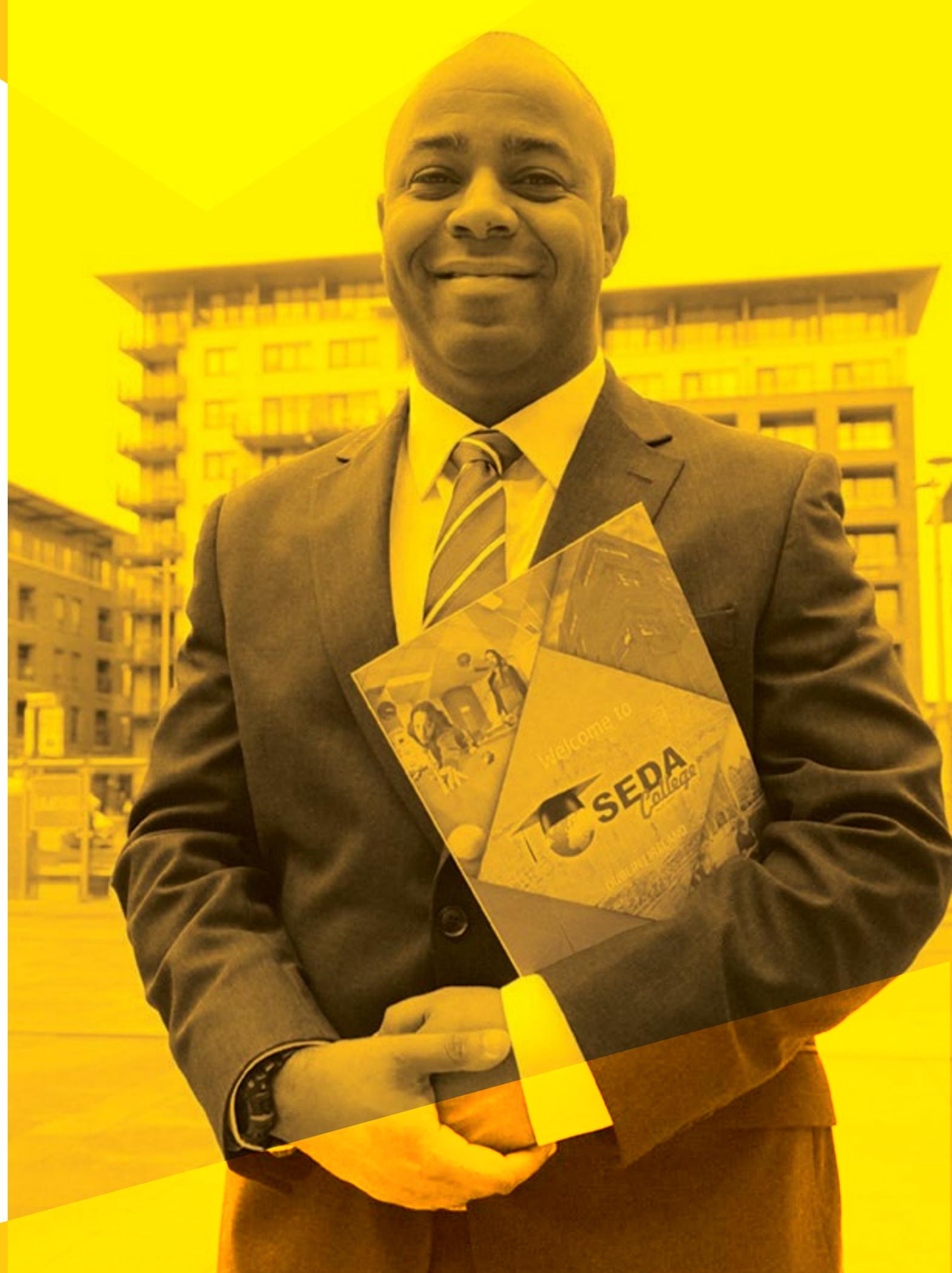
part of each students English learning experience.

**What does success mean to you?**

Success to me is achieving your goal after a lot of hard work. We came from nothing, with no support, and now Seda is one of the biggest language schools in Ireland. We were voted number four in the world and number one in Ireland based on reviews on EducationStars.com, an independent ratings agency for schools worldwide.

**Do you have any advice for anyone setting up a new business?**

It is better to be the owner of 1 per cent of something, than 100 per cent of nothing. I got that advice from my mentor at the Dublin City Enterprise Board. Another piece of advice I think is good is: you do more when you do less, which I got from a documentary about Steve Jobs called Billion Dollar Hippy. Basically, you shouldn't do too many things at the same time.



**Do you believe that your school is focused on teamwork? How do you motivate your staff?**

With each student that arrives at SEDA teamwork between departments plays a central role.

**What's the hardest obstacle that you have had to overcome in the last 6 years?**

A number of English-language schools closed in Ireland last year. This was difficult for us, as students were wanting to go to study at universities such as UCD that they knew weren't going to go out of business.

We were getting a lot of questions asking if we were going to close, and what guarantees we could give. With all the bad publicity about language schools closing down, I approached the bank about a bond facility, so students could feel more secure. It would have been a complicated process. We have since got insurance instead.

We are the first language school to be accepted by an insurance provider.

**Do you remind the staff of how important their relationship is with the students?**

We are always promoting a student-centred approach in the school and we do remind the staff of the importance of their relationships



with the students. However, many of the people who work here know what it feels like to travel to a new country and to learn a second or third language and therefore already realise how important it is to have the support of a teacher or a student support officer.

**How does Seda College balance academic and business objectives on a daily basis?**

We have strong representatives in each department that meet frequently to discuss ideas and developments. With SEDA academic and business goals in mind everyone everyone works together to build a successful and profitable business.

**Is it a challenge to manage effective communication throughout the school?**

This is something that challenges our company, especially as we continue to grow. We are always reviewing our procedures and trying to work out the best way to communicate effectively in the face of this challenge.

# SIBEAL TURRAOIN

## DIRECTOR OF STUDIES

### **What kind of education approach has the most influence in your school?**

Most definitely we focus on student-centered learning and the communicative approach.

### **In your opinion, why is a learner focus important?**

Quite simply the educational experience is for the learners. It's all about them. Students should be engaged in their learning process, they should be speaking and producing language and this has been shown to be the most effective method for language learning.

### **How does SEDA foster a community of learners at the school?**

I think SEDA is unique in that it creates a great sense of community for the learners. Remember the classes are only 3 hours a day. In SEDA there is huge scope for peer learning, social interaction and informal communicative learning through all the social activities. Creating social situations for the students to bond in a more natural way not only fosters a community of learners but is also crucial in

helping students to make friends and fit into their exchange family here, which is especially important for long term students away from home.

### **How do teaching staff deal with working in one of the largest language schools in Ireland?**

I think the teachers in SEDA are definitely the most welcoming and supportive group of colleagues I've ever had the pleasure of working with. Our teachers collectively have over 150 years teaching experience and this really helps our newer teachers find their feet when they share their knowledge.

### **Are you striving for a positive school climate that is supported by spirited staff?**

Of course! Our key assets are our staff and students. Without one we can't have the other. Our staff often have the best ideas and we really believe that investing in this gives us the best result. Our staff come from a variety of backgrounds which really help generate new ideas and approaches to their work. They are passionate about what they do and this commitment drives our quality of delivery.





**What are some of the notable values and beliefs evident in student feedback regarding school culture?**

I think we can see how committed the students are to their course and the whole learning process. They have often sacrificed a lot to come here and leave their friends and family for quite a long time. This makes them extremely motivated and involved in their educational experience.

**How do these values and beliefs compare with your ideas and beliefs regarding the school and its culture?**

They tie in quite well with our own school culture! We are committed to our students. We want them to have the best experience possible both in the classroom and outside of it. Quality is paramount in our academic programmes and we provide a lot of support in these with our exam support for mandatory exams for all levels to coaching classes for students who need that little extra bit of help academically. But we also recognize that learning doesn't stop at the end of class, which is why we have such a strong social activity programme which sets us apart from other

schools in Ireland.

**How does a multilingual multicultural team work together at the school?**

I think the multicultural team firstly reflects the dynamics of the modern world, it brings you many new ideas and ways of thinking that are really refreshing and innovative. For language learning it helps to have so many teachers with real first-hand knowledge of learning new languages, especially English, in a way that is sympathetic to the learner needs. We have a lot of in-depth knowledge of typical errors that learners from many different backgrounds make. This is an insight which really helps the students in the classroom. And of course the teachers can empathize with the students struggles and successes as many have been there themselves!

**What are the most important elements of building a positive culture that supports learning, within the school?**

Communication and support are key. What is most important for us is to have an open atmosphere where staff and students can work together. We have good channels of communication and I know the students are comfortable talking to us about their experiences or when they have problems. You can really see that there is a strong bond between SEDA students themselves and also throughout the organization as a whole. I really feel that SEDA is like a little community. You make lifelong friends here and we genuinely

miss our students when they go. This community is not something you see in every school.

**How is academic success celebrated within your school? How does this support your school's culture?**

We have a number of initiatives to support academic success in SEDA. One is our Honour Roll programme, whereby every 6 weeks we recognize the students with the highest academic performance from our progress tests. We also have an Awards programme to honour students for their achievements in many areas of academic performance and their contribution both to the school and their education.

**What strategies do you use in asking students their opinion on their educational experience?**

We have an open-door policy for our students where we are always available for them and our marketing teams, student support and academic department get a lot of feedback on a daily basis in regards to all aspects of our courses. Additionally we take formal feedback every 6 weeks in our learner surveys. We also keep in touch by contacting students at the beginning, middle and end of course stages in order for us to get feedback and improve all aspects of our product and services.

**How could this data be used to enhance your school's delivery of language education?**

From the data we can address specific academic issues like including more cultural projects or excursions. From listening to this feedback we can also provide more evening classes in grammar and conversation based on demand. Our students are our clients and we want to provide them with the services tailored to their needs.

**What links are offered between the school and the local community?**

One very strong link we have is the volunteer programme. This is a great way to give back to the community and integrate into Irish culture and society. Our students are very generous with their time and skills and want to improve things for those in society who need a bit of help and support. They can really see what a difference it makes to visit the elderly at Christmas who don't have anyone to visit them for example.

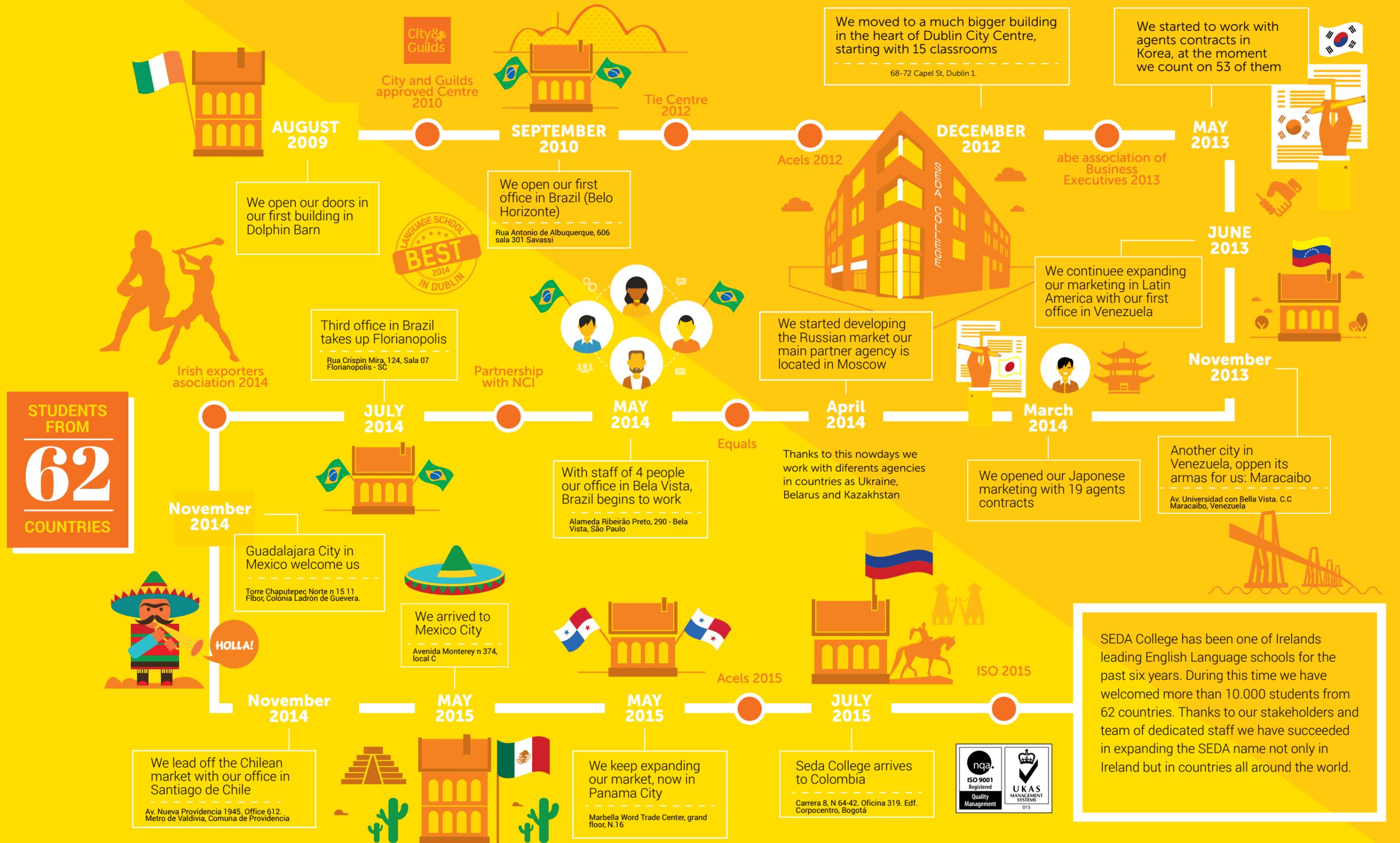
**Do you struggle to attain higher levels of student achievement year after year?**

No. Our students are really motivated and themselves are raising the standards every year.

**How do the students access help? Who can they approach if they have a concern or problem?**

Students can talk to anyone they feel most comfortable with. That can be their teacher, any of the academic administration staff, their marketing representative or Alicia in Student Support. It doesn't matter what the problem is, we're here to help. There's no such thing as a silly question. If we can't find the solution we will find someone who can. And most importantly we're here to listen if you just want to talk too.

# OUR HISTORY



# QUALITY ASSURANCE OVERVIEW

# CORPORATE SOCIAL RESPONSIBILITY

## What is Quality?

Quality is a distinctive attribute or characteristic which distinguishes organisations in a marketplace. When Quality is offered to consumers it is a promise that the service provided will reach a degree of excellence unmatched by other competitors.

## What is QA?

Quality Assurance refers to administrative and procedural activities implemented in a quality system that monitor, review and improve the delivery of the organisations principle service. The organisations QA must gather data in a systematic fashion. This data must be measured and compared to identify both positive and negative trends. A monitoring of processes and effective communication ensures that an organisation creates a positive feedback loop which drives continual improvements.

Developing a robust and effective QA system has gained importance recently due to a number of changes in Government policy and strategy.

The Irish Government has strategically positioned Ireland as a Quality provider of

International Education. The Government wants Ireland to be "Internationally recognized and ranked as a world leader in the delivery of high quality international education by providing a unique experience and long-term value to students." (Investing in Global relationships: Ireland's International Education Strategy 2010-2015) In order to achieve this aim, the Government strategy has placed quality "At the heart of Ireland's International education offering"

If Quality is at the heart of Ireland's strategy, SEDA College must place Quality, at its core. To achieve this goal the development and delivery of an effective QA system must be benchmarked against best practise at both a National and International level. Aligning SEDA's QA to national policy is essential if the school is to qualify for the International Quality Mark.

## What about QA at SEDA?

SEDA College is currently developing its own QA system. A hierarchy of policies has been created with the help of our External Advisor Ian Fleming. These policies frame the organisation's procedures which in turn shape our organisational structure.

With the intention of delivering value for both business and society SEDA College manages a broad array of activities and goals. By creating a coherent corporate social responsibility (CSR) strategy that joins social efforts with the business purpose and values of our school we try to maximize positive social and economic outcomes and contribute more fully to your company's success.

We are a profit making private school but we recognise the importance of having a positive impact on the life of all our stakeholders. We do not believe that this happen without support. For that reason, senior management supports our CSR program to reach clearly defined objectives.

# SEDA CSR PHILOSOPHY

# INTERNSHIP PROGRAM

01



## When it started?

SEDA launched the internship programme in November 2012.

## How the intership program works?

Any long-term SEDA student can apply to take part in the internship programme for free, however there are a number of requirements:

The student must have an Intermediate or above level of English

- The student's attendance rate must be 80% or more
- Their course with SEDA must be for duration of 6 months or more and they must have a valid student visa (if one is needed)

After the student completes the application process SEDA's internship programme coordinators find him or her a suitable placement, which can take from a couple of days to a couple of months. The student is then typically invited to an interview with the employer and if both parties are happy with each other the student can start their internship. More details here: <http://sedacollege.com/en/services/internship>

## How many students have participated on it so far?

So far 447 students have completed the

application process and most of them got work placements in Irish companies.

## Which are the companies that we work with?

We have contacts with around 80 small and medium sized Irish business in various sectors such as retail, hospitality, marketing, IT, accounting, transport, media, tourism, catering etc. Some of the companies we work with include Maldron Hotels, Carrolls Irish gift shops, Bentley Systems, Team PR Reilly, Suntico, Tec Electric and Muzu.tv.

## How do you think this program makes the difference for our students?

It allows them to practice their English in a real working environment - something that no class can offer, and it also allows them to gain professional experience in Ireland.

## Has this internship helped them to get a good job here?

Although very few students are offered a job after the work experience (only about 5% of all applicants), an internship in an Irish company looks great on the student's CV, plus they get good references. This is very helpful for them when they look for a job in Ireland or in their home country.



# INTERNSHIP EXPERIENCE

02



Miguel Zambrano

"I would say that my experience as an intern was worth it. It gave me the confidence to work in an environment where none of the people spoke my language. Also I realized that working here is no different than than working in my country and I needed to give the same amount dedication that i have before. Now I feel proud to say that I am working for a big American company providing support for people all over the world and learning new things every day".

Danielle Silveira



"I started my internship a few weeks after I arrived in Ireland, I had just started my course. I went to a SEDA event about the internship program and there I saw they had opportunities in the area I was interested in. I met some people from companies that hire interns, and one of them hired me! I worked as an intern in content creation. The experience was unique. Working in a multicultural company is definitely a great way to gain experience. Talking specifics, it helped me improve my written English and gave me confidence in my English skills. It has also helped me to get other jobs, because I have good references here in Ireland"



Gilberto Pereira

"Being involved in the business environment helped me to start learning how to build software. It increased my English vocabulary and to explore different areas in my career. Working as part of an Irish company helped me to understand how to convert my knowledge to working abroad."

# STUDENT COUNCIL

03

The purpose of the student council is to give a voice to the student body. Representatives are elected by level. The members of the student council are tasked with communicating to management matters. Students will receive recognition for their participation on the student council in the form of a certificate. The student council meets informally twice a month. They help plan social events and

discuss issues that will be discussed at the next Student Council Meetings. They also develop projects, so far our previous Student Council has created "Finding accommodation in Dublin" a guide to help new students and "How to use Dublin in the summer" a guide to enjoying everything that Dublin has to offer with a student budget.



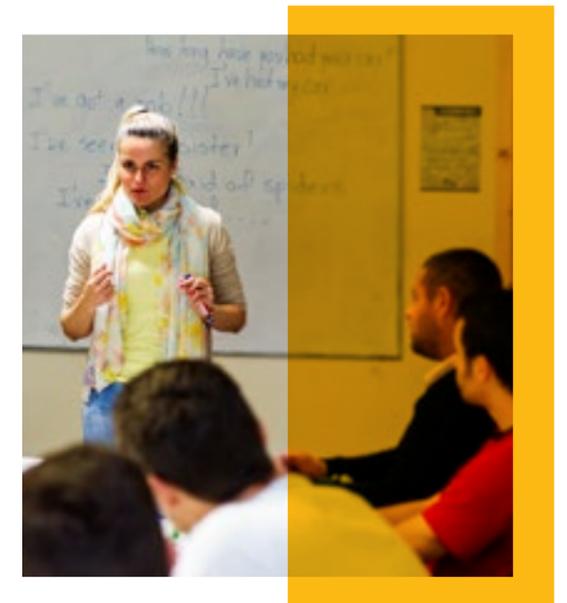
# STUDENT COACHING AND GRAMMAR CLASSES

04

Coaching is very effective when learning English, because can help solve regarding different areas of the language. The focus of the class caters directly to the student's problems, giving them a more specialised and individual learning environment.

In coaching classes, the student has the teacher's full attention and can ask any kind of questions he/she might have.

The grammar class taught at SEDA College has showed us that students are really worried about understanding the rules, in order to be able to communicate clearly and effectively in the English language. Learning the correct structure of the language allows them to avoid some misunderstanding when talking with a native speaker. This makes them feel more confident when communicating in English inside and outside the classroom.





SEDA COLLEGE

# EXAM OFFICER

05

As Exam Officer, it is my job to give students all of the information they need regarding external exams. After that, I make all the arrangements needed for the students to sit the exams and I also teach the extra exam preparation classes. In the extra exam classes we focus on exam skills and I make sure the students fully understand what to expect on exam day. Doing an external exam has excellent benefits for a student's CV. Doing an external exam gives the student the opportunity to have an internationally recognized qualification in English. Often, this is necessary for students who wish to study in English speaking universities. It is a great chance for a student to show how well they have progressed in their English studies.

# NEWSPAPER

06

SEDA News was launched in August 2011 by two SEDA graduates Rodrigo Luiz Vianna and Andre Martins Ressel. Financed by SEDA College, it was - and still is - Ireland's only newspaper for international students. The paper covers topics of interest to the foreign student populace, such as events and gigs in the Dublin area, reviews of pubs and restaurants, tips on learning English and advice on travelling around Ireland and Europe. The newspaper also gives voice to the students themselves who feature in interviews and contribute written pieces about their experience in Ireland.

SEDA College students are very much involved in the production of the paper and over the years SEDA News has had numerous student contributors and interns. For many of them, writing for the newspaper has been a great experience that helped them improve their English. Other students bring the newspaper home as a souvenir to show to their families. SEDA News is a great communication medium that allows SEDA students to find out what is going on in the college and in Dublin. It is also a platform for them to show off their talents and gain valuable experience.



# NEW SEDA APP

07



The new SEDA mobile app will be launched for android devices at the end of 2015, helping to make the students day-to-day experience at SEDA College simpler and easier. The app will allow the students to check the class and social activities' schedule, upcoming events at SEDA College, check the online version of Seda News and much more.



# GIVING TOGETHER

08

## SEDA & Serve the City

"I've had the opportunity over the last year to schedule and lead a number of projects with SEDA Students. The students have always been full of energy and eager to help, never shying away from any task. Some of our best Serve days have been with SEDA Students."

– Matthew Huber former Dublin City Leader, Serve the City

STC is about "immersion" so that volunteers can learn first-hand about Dublin's city and people. Through the SEDA-STC partnership over the last year, SEDA students have been a part of this by actively listening, serving and engaging with STC clients and other volunteers. SEDA volunteers have helped us as a volunteering organisation to respond better to the needs of our clients across Dublin city.

I love the energy that SEDA volunteers bring with them, as well as their compassion, music and dancing. Looking forward to developing our partnership over new weekly volunteering opportunities.

**Alan McElwee**  
Chief Operating Officer

In addition to the relationship we have with Serve the City College SEDA also collaborates with other institutions in Dublin. For three consecutive years we have organized our visit to Belville Nursing Home in December to share an afternoon of Christmas gifts and traditional Christmas songs with the elderly. Simon Community has also visited our school to receive donations and talk with our students about their work in Ireland. At Easter our students have collected a large number of easter eggs, in 2014 we took them to Temple St Hospital and in 2015 we approached Crumlin Hospital. We have also made donations to Lauralynn Hospice and The Capuchin Centre.



# CULTURAL DAY

09

Since April 2014 the school holds a Cultural Day twice a year, exploring different kinds of traditions and history of countries all around the world or getting to know a bit more of each county in Ireland. All the school participates and we focus on supporting every class with their project which helps them to use English much more naturally and improve their speaking skills while creating a multicultural environment in the school.



# GETTING TO KNOW IRELAND MOUNTAIN WALK

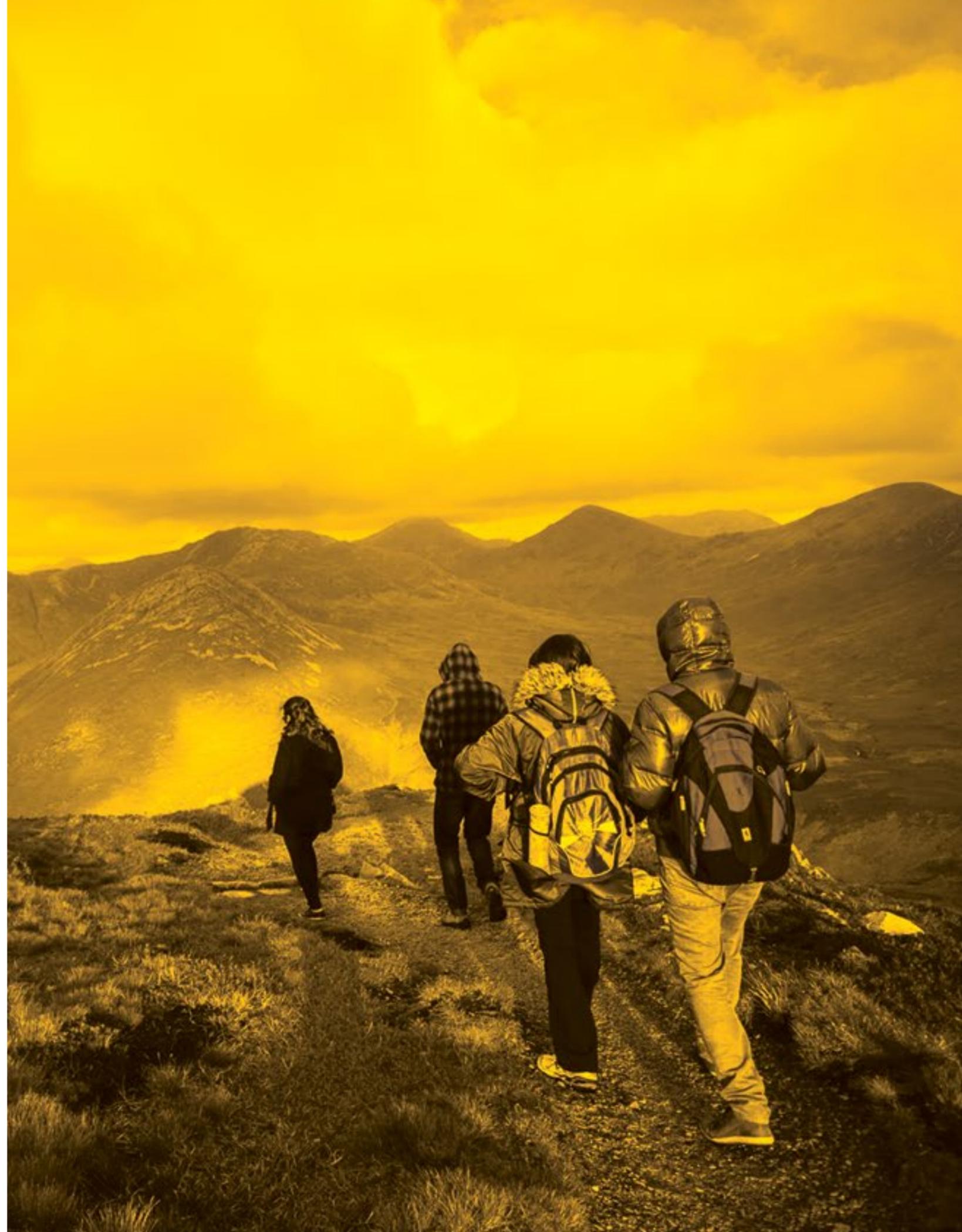
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SEDA has been offering hill walking trips to its students since August 2014. The walks are led by Viktor and Netania who are passionate hikers and trekkers. It is a free activity and any SEDA student can sign up to take part. We normally get groups of around 20 people and we do the walks on a Saturday, usually once per month. Our biggest group so far was 35 people in June this year.

The trips usually take place in some part of the Dublin Mountain Way and Wicklow Way - some of the most popular and spectacular hiking trails in the East of Ireland. We

climbed Sugarloaf - the highest hill in the Dublin area (501 meters) - three or four times, and have also done walks around Killiney Bay and Bray.

The students have varying fitness levels, so we usually take it very slow to accommodate everyone. We have been lucky with the weather and even though some students are fairly tired at the end of the walks, the vast majority enjoy them. We finish every walk at one of the traditional Irish pubs, such as Johnny Fox's, The Merry Ploughman or Pluck's at the bottom of Sugarloaf, so students get a chance to relax a bit after all the walking.





# OUR BLOGGERS

11



"I created my channel in 2012 to share what I was doing in Ireland, but time goes fast and after a few videos I noticed that I could help many students. On my channel I try to help students by sharing information about my experiences in Ireland. They can find out how to plan their stay in Ireland. I make videos about many things, like how to pack before flying to Ireland, trips around Europe and I give tips about living abroad and learning English in general. Today Marião Na Europa has around 17.000 subscribers and 1.000.000 views at all."

**Mario Bortoletto**

Marião Na Europa



"Before coming to Dublin for my exchange, I used to watch videos about Ireland and Dublin. It was something that I loved to do, and with time inspired me to start my YouTube channel. When I was taking my flight from Sao Paulo, I started to record my journey and my normal life as way to remember all of these amazing experiences and my new life. However, my channel started to have more followers, and with time, they asked me to talk about some common issues, that made me want to do more videos about my exchange. Today I have 3000 followers on my channel, around 50 videos that can help people that are planning to go on exchange"

**Tiago Santos**

Diario de um Viajante



"When I was planning my cultural exchange, my main goal was to improve my English, meet new cultures and be a mirror for people and the world and to bridge the dreams and realization of this unique experience. With this idea I started sharing my experiences around Europe, through photos, text and videos. In this way I can bring my followers closer to me, my experiences, my feelings and my achievements. As I often say, "I am the RIGHT ARM OF DREAMERS" being the one who receives, understands and prepares the exchange students to achieving their dreams".

**Lucas Xavier**

lucasxavier.me



"In the beginning, I was planning to do a cultural exchange in Dublin just to improve my English and go back to Brazil to continue my career as an IT analyst. However, it turned into something bigger. Before coming here, I started a blog just to share my experiences abroad. Then lots of people started to follow the blog and see my experiences as an inspiration for their own dreams. It's amazing when you help people to follow the same path as you and to help them to achieve their own goals. Now, as a marketing agent with SEDA College, I'm glad that I can help people come to Ireland and follow their dreams. The blog still as a project to share this amazing experience with everyone.

**Daniel Martins**

Nerds Pelo Mundo



"Once I moved to Ireland, I wanted to create a space where I could show people the world from my perspective, all of the wonderful places that exist and that I was about to know. "My Bonvoyage" was born as a hobby, a souvenir manufactured for me, of my memories that I decided to share. My passion is art and my dream is to see the world and I think I'm not the only one. Who doesn't want to see the world and live a life to remember? "My Bonvoyage" aims to inspire and encourage readers from across the globe to travel further distances, seek new experiences, and to understand our world through travel and to encourage young people to get out there and explore our world, and to value experiences. It is still under construction..."

**Silvia Perez**

Myvonvogue

# STUDENT SURVEYS

## LISTENING TO OUR STUDENTS

We listen to what our student are telling us every day to find out what can we do to improve their learning experience. We conduct a survey every 6 weeks with a sample of 20% of our enrolled population to hear what our students have to say, we also maintain direct communication through our student support email and we welcome any suggestions to our suggestions boxes found in both campuses. The results provide us with critical insights and useful information from our students of how we can improve the services we offer.

### Focus groups

Alongside the student survey, we conduct student focus groups. We randomly select 8 to 10 students from across the levels. The idea is that the students will sit down with members of staff and talk about their learning experience at SEDA. The students are given a questionnaire to use as a starting point for the discussion. The focus groups give us a more personalised account of the students learning environment.

# SAVANA'S INTERVIEW

SEDA College built a representative online presence from 2013 to 2015. Currently, we are active in six social networks, six to seven days a week. Our students can find different information in each of SEDA's channels. Instagram has been used in order to promote not only the school, but life in Dublin and Ireland, with daily pictures of landscapes and photos. Facebook is very useful to make aware of what is happening at the school, like extra activities or events. We also have a Facebook group, exclusive for students, where we post a lot of things, from rooms to rent to job offers and books to sell. On Twitter, you can find tips about Dublin, Ireland and life overseas. Youtube is very handy, because we have different playlists that cover a range of topics: student experiences, what to expect from your class/level, places to visit and how to open a bank account, to name just a few. We understand that living abroad can be hard and we are always ready to help them as soon as we are online

## SOCIAL MEDIA INDICATORS 2015

Facebook .....	50.000 likes
Facebook group for SEDA Students.....	4.575 members
Instagram.....	6.600 followers
Twitter.....	1.780 followers
YouTube Subscriptions.....	2.050 subscriptions
YouTube Views .....	296.800 views
Building audience in G+ and LinkedIn	

# LEARNING ZONE

12



"I've been working in Seda for over a year and during this time, I've had the pleasure of teaching students from all around the world. There are some days when I feel like I learn as much as the students, as I get to teach people from different cultures and from different walks of life. I'm also lucky to work with a lovely bunch of creative, dedicated and supportive teachers, who make Seda what it is."

**Paul Staunton**



"I've been working in Seda for almost a year and I have found this experience pretty amazing. When you are surrounded by people from so many countries (both teachers and students), with different mentality, culture and background, you learn A LOT from them and you learn something new every day. Working in Seda is a source of great pleasure and satisfaction for me. I am happy to be a part of such professional, always helpful and supportive teaching staff, and I really enjoy that atmosphere and environment. SEDA is really special, which is not something you find in every language school!!!"

**Yana Khmil**



"The decision to come to Ireland and teach English was very hard but now I can say without doubt that I don't regret it. I have gained a lot of valuable experience while working at Seda College. I have always wanted to teach adults and now I have a chance to do it. I feel that I really developed as a teacher and I love the fact that here I have the opportunity to meet people from all over the world and get to know different cultures. You can learn something new every day!"

**Paulina Kwasna**

## TEACHING EXPERIENCE



"I have worked in SEDA for over two years and this experience has been nothing short of amazing!!! I have had the chance to meet people of various nationalities and learned a lot about their cultures and countries. In my classes there have been students from Brazil, Korea, Japan, Venezuela, Mexico, Ukraine, Russia, Italy, France and even Saudi Arabia. All of these people have come together to make a wonderful mixture of colour and conviviality in the school. I have never taught such beautiful and talented people in all my life! Viva SEDA!"

**Owen Conolly**



"Working at SEDA and teaching students from many different countries has given me the opportunity to learn various things about these cultures - from traditional food and music to superstitions and humour. Every topic we discuss allows us to learn something about different traditions and viewpoints and often we reflect on not how different but how similar we all are. Students are always eager to learn something about Irish history and culture and when teaching this I have the opportunity to see it through their fresh perspective"

**Aoife Condit**



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Rubens  
Moreira



My passion for this sport started in 2011 when I got to complete my 1st 7Km race. This sport teaches you that there is no limits and no kind of barrier, when there is discipline, focus and training. However completed the Dublin Marathon in 2012 (42Km) and as there is no limit to dreams, focused determination I crossed the finish line in the marathon (42Km) of New York, in 2014, with a temperature average of 5 degree. The race doesn't stop and for the story continues, I am currently in preparation to perform the marathon in Wall of China, let 's run and Soon I will share this experience with you!



Jonathan

When I was a child I dreamed about playing professional football, I started when I was ten years old at school of football in Venezuela, met some friends that today they play this beautiful sport, I decided to travel to Ireland and learn the native language of the country, thanks to the opportunity that gave me Seda College. When I arrived to Ireland I met of a group of Irish people in a place well known as the Phenix Park there, I played my first game and was very successful after that I went to play to league where compete for the championship, for me it was a great experience that today I enjoy the most of. Thanks a lot SEDA COLLEGE for the opportunity.



Viktor  
Posudnevsky

Myself and Netania Gomes have been taking SEDA students on free hill walking trips around the Dublin mountains since August 2014. We both love hiking and trekking and it's a pleasure to take foreign students along and show them the beautiful places around Dublin. I am also into long distance running and have completed two Dublin Marathons: my best finishing time is 3 hours and 50 minutes. Along with Netania and a couple more staff from SEDA we will be running the Dublin Half Marathon this year in aid of Nepal.

I think I got into hiking when I did the Machu Pichu trek in Peru back in 2008 - it was an amazing experience! My biggest challenge so far was climbing Island Peak in the Himalayan range in Nepal. This mountain stands at 6189 meters above sea level. It was very tough and on the way back we were hit by the Nepal earthquake. The destruction was terrible and I felt very bad for the Nepalese people, who are probably the most welcoming and kindest people on Earth. That is why we are now fundraising to help them rebuild.

# MARKETING DIRECTORS



The Asian marketing team works with agents and local schools. We are trying to communicate with our partners regularly and every month we send seda's newsletter to share information about news from Ireland and experiences in seda. We are trying to help our

students in a diverse way. Not only academically but with personal issues and advice for how they can settle down and make a new life in Ireland. For a start, having a new life in Ireland means we can participate in new adventures and inspire people at the same time.

**Stella**

.....  
**Asian Marketing**



My students know that they can get in touch with me 24/7 and I always help them with anything I can, that makes them feel very confident. Sometimes I arrange meetings with all my students so they can get to know each others, so they don't feel lonely in Dublin. I also let them know about all SEDA's activities and other activities in Dublin. I love our team and atmosphere at SEDA, everyone is very supportive.

**Ksenia**

.....  
**Russian Marketing**





**Netânia Gomes**

**Brazilian Marketing**

The aim is to provide the best experience for our students, so our student support team is strictly focused on that. Our mission is to guide our students through all their time they are in Ireland for a cultural exchange experience of success. I take care of them. Leaving their families and friends to embark in an adventure in a completely different culture can be scary for some of them, so I use my experience to help them to get the best of their course

and the best of Ireland. And they know they can always count on me. Like seeing people achieving their goals or living their dreams. And I love being part of their stories and it feels good to know that I helped them somehow.





Our philosophy is to be close to the student and treat them as a very important person and thanks to this our market works. SEDA College does not just sell a product it sells an experience. For this reason we make sure that the student gets the chance of living a true European experience while studying English in the best way possible. Obviously our work is very important to the student's life. Once the student pays for the course in their home country, their experience in Europe depends on us. We coordinate their

arrival and then give all the necessary information and tools available for them to have a nice life in Ireland. Working in SEDA is very rewarding for me because every day there are new challenges. I think this work can only be done sociable and with an open-mind by a person who likes to interact and learn from other cultures and countries people.

**Ferran Illa**

**European Marketing**



also studied with us which has added value when proposing or discussing systems that will improve student life at our school. We definitely improved the lives of our students in many ways ranging from learning a language to overcome their fears, go to another country to study have an impact on the way we see our lives. I enjoy what I do, I trust in what we do as an institution, I love the results and lets me know places that otherwise might not meet. But the most important is the human quality of the people we work with, coexistence is phenomenal and even more considering that everyone who works here are from different parts of the world and different cultures

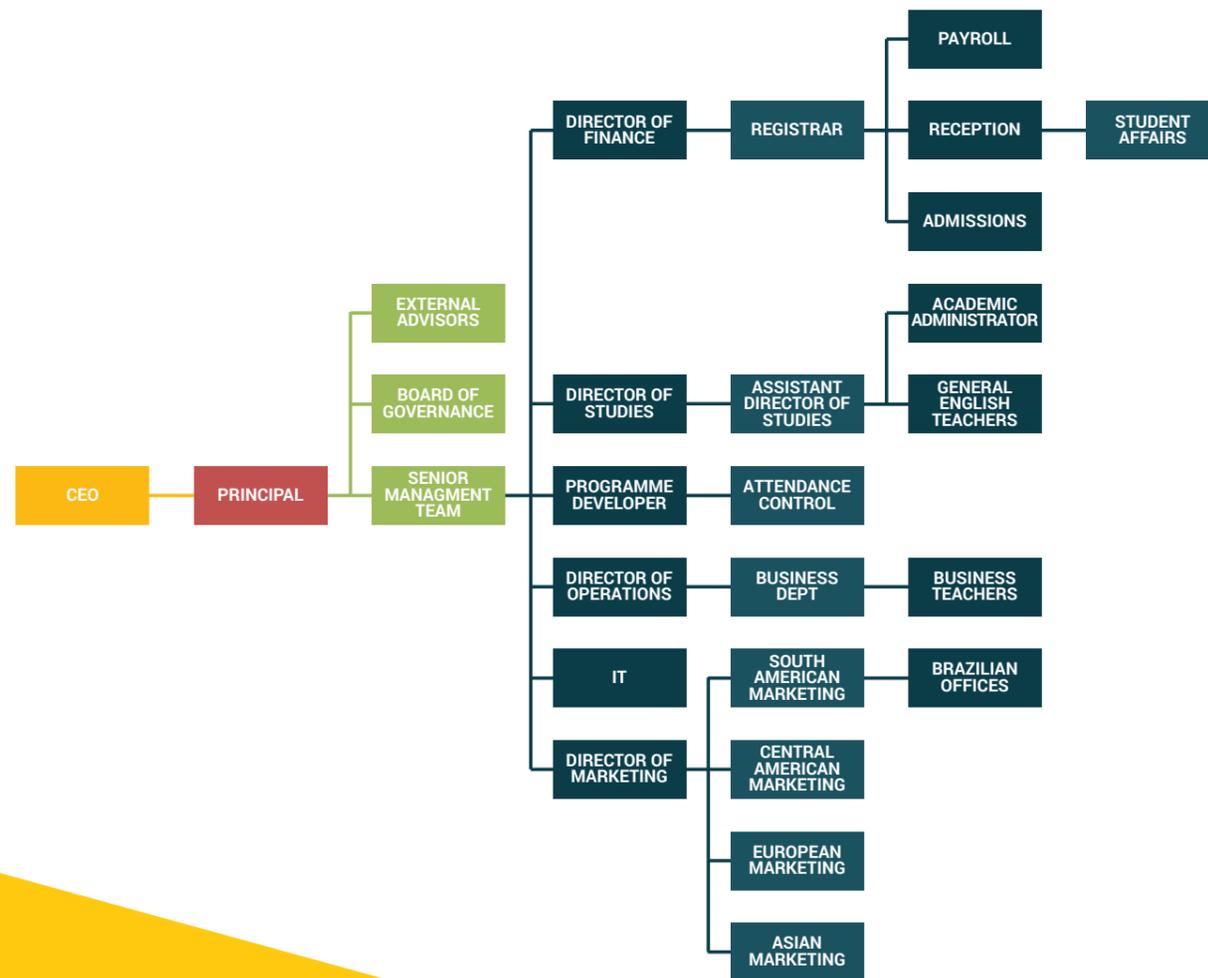
SEDA College philosophy is all about teamwork, we work to guarantee tools for our team to success in terms of their support and care needs of our students. Many SEDA College staff members have

**Ricardo Tello**

**Latin America Marketing**



# OUR STRUCTURE



# ORGANISATIONAL OBJECTIVES

This section will State the specific milestones to be achieved by the company over the next three years.

2015

Complete Audit of Academic systems and create policies and procedures that are fit for purpose.

Widening of Course Portfolio available at the college .

Continue to enhancement of quality in preparation for upcoming International Education Mark

2016

Attainment of IEM

Deepening of strategic partnerships with a view to introducing a foundation pathway.

Development of strategic partnership alliances with platinum providers.

Introduction of external members to the Board of Governance

2017

Further development of Brand SEDA to possibly include franchising arrangements with suitable partners.

Development of Higher Level programmes

Commencement of a Higher Level Programme within the area of core competenc



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