

Employer-based English Training Programs: Models that Work



**EN
GEN**



AGENDA

- Workplace-based instruction
- Why technology is necessary
- Models that work

Introduction



Katie Brown, PhD

Founder & Chief Education Officer
EnGen

katie@voxyengen.com



Tadd Wamester

Director of Partnership Development
EnGen

tadd@voxyengen.com

The EnGen logo, featuring the word "EN" in white above the word "GEN" in white, both on a dark blue background. The "E" in "EN" has a horizontal bar extending to the left.

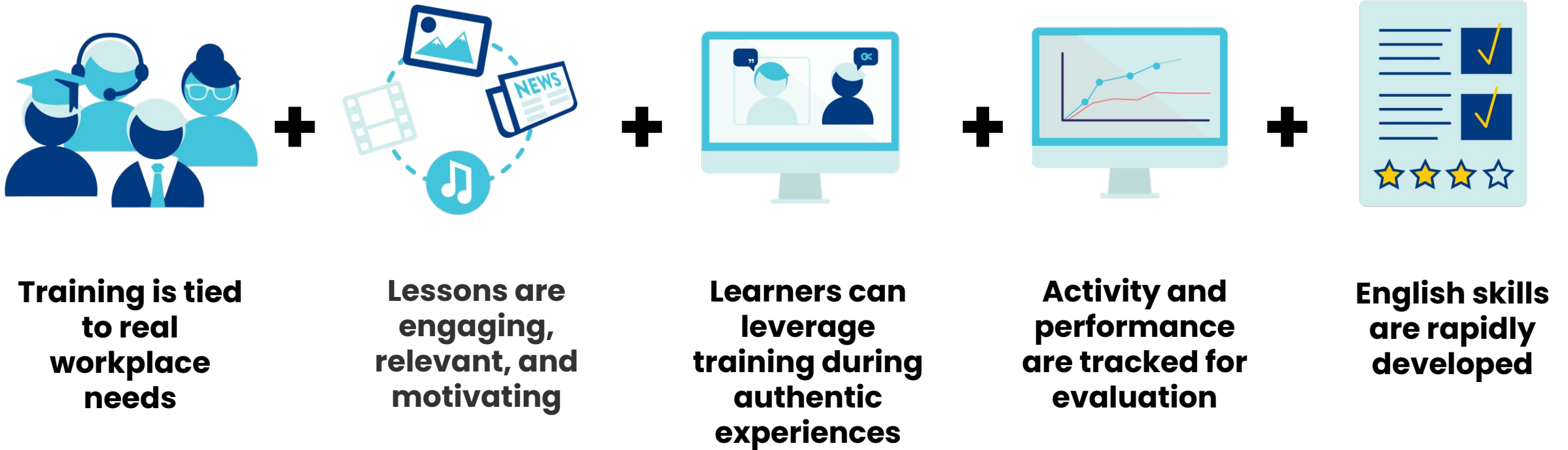


More and more employers are offering educational benefit programs **BUT THEY NEED TO DO MORE TO MEET THE NEEDS OF NEW AMERICANS**

- The U.S. leaves 96% of English learners behind
- English is the single biggest barrier to advancement
- 2M highly-skilled immigrants in the U.S. are either unemployed or underemployed
- The competition for talent is fierce!

THE WORKPLACE IS AN IDEAL ENVIRONMENT FOR ENGLISH UPSKILLING

Learners receive meaningful, targeted training in an environment where they can practice





Investing in Employees' English skills not only enables incumbent workers for promotion and advancement, it helps improve workplace communication, productivity, confidence, and engagement.

English skills are critical for workplace diversity, equity, and inclusion to be effective.



TECHNOLOGY IS KEY

- Access
- Scale
- Validity
- Outcomes
- Efficiency

Technology Enables Evaluation

- ▶ **Employers want to know the ROI of investing in a workplace program**

For some, this will mean improved retention, for others it will mean moving more workers into supervisory roles - establish these goals at the outset of the program so that you can measure success

- ▶ **Take advantage of technology for data collection**

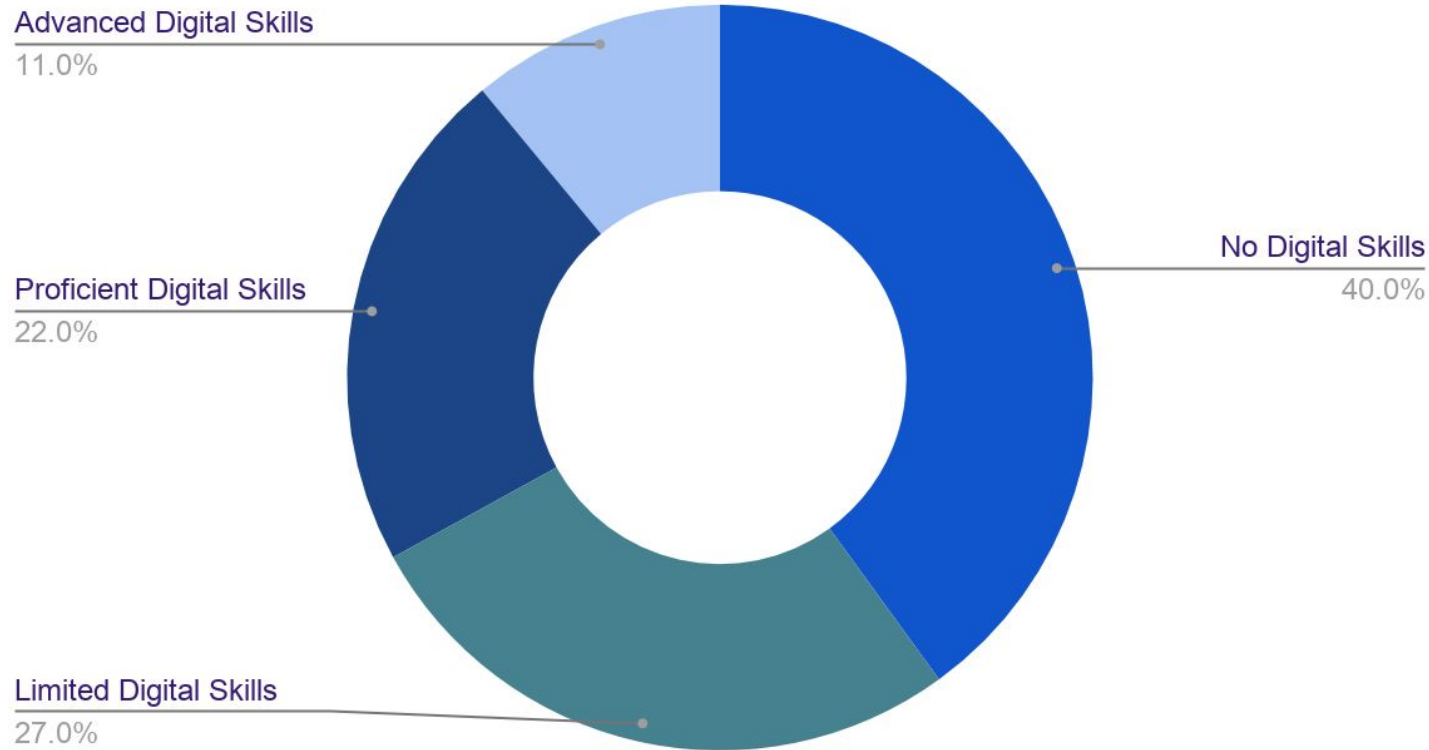
Technology can help you reach more learners who can't attend in-person classes on a fixed schedule, and it also allows you to measure what learners are doing. A flexible, adaptive content partner can save time and improve outcomes.

- ▶ **Technology-mediated, competency-based models lend themselves to evaluation**

Outcomes are embedded into transitions. Make sure you can demonstrate success for funding, replication, and scale.

Digital literacy can't be ignored

Percentage of English learners with Digital Skills



How to address this?

- ❖ In-person onboarding
- ❖ Mobile-online training
- ❖ Comprehensive digital literacy courses
- ❖ Integrating English with critical technological skills
- ❖ Career pathways for the jobs of the future

03/20/20

nationalskillscoalition.org

1250 Connecticut Avenue NW, Suite 200, Washington DC 20036 | 202.223.8991

Three Workplace-Based Models that Work

Moving away from a linear approach to language learning

- 1 Self-paced, autonomous ESL**
- 2 Flipped classroom for multi-level learners**
- 3 Integrated Education & Training (IET)**

Self-paced, Autonomous ESL Program

Learners improve their English skills on their own, but have access to support when they need it



Sample Scenario:

- A. Rosa is a high beginner in English and works in environmental services in a hospital
- B. Rosa uses platform to improve English skills focused on Allied Healthcare for 3 months
- C. Rosa's level improves to Intermediate
- D. Rosa enrolls in a hospital-sponsored incumbent worker training program to become a phlebotomist and continues using the self-paced ESL program for support

Flipped Classroom for Multi-Level Learners

Teachers offer ongoing, onsite ESL classes for learners at mixed levels who use a technology-based tool outside of class on their own.



Sample Scenario:

- Employees enrolled in site-based program
- Outside of class, learners work on personalized practice tied to their level, interests, and goals
- Instructors leverage out-of-class data to drive productive activities during class
- Learners move out of the ESL program and into training programs as they develop competence

Integrated Education and Training

Learners are enrolled in an employer-sponsored career or credential program, but use personalized English instruction to support their learning



Sample Scenario:

- A. Learners enroll in IT Helpdesk Certificate program
- B. Outside of class, learners work on personalized English lessons tied to the course content and objectives
- C. Learners have access to an ESL teacher for synchronous or asynchronous support
- D. Learners complete IT Helpdesk Certificate program while also improving their English skills

EnGen partners have access to English on-ramps to career pathways in multiple sectors, with new content added daily

Including Allied Healthcare, Manufacturing, Retail, Customer Service, IT Helpdesk Support, Data Science, Software Engineering, Entrepreneurship, and more



IT Helpdesk & Support

Industry best practices as well as real-life examples of IT helpdesk and support through specific channels, including telephone, email, live chat and social media.



Pharmacy Technician

This course prepares learners for a career as a pharmacy technician, introducing them to the responsibilities, medications, and the rules and laws of working in a pharmacy.



General Industry Safety (OSHA)

Learn basic concepts in general industry safety and explore how OSHA requirements help protect you on the job.

+71
Additional
pathways



How do we
know it
works?

Learners must be able to show they have the skills

The workplace is ideal for efficient and effective language training

- 1 Proficiency assessment**
- 2 Ability to handle the job tasks**
- 3 Completion of credential**
- 4 Promotion or advancement**

Self-paced, autonomous ESL program at large retail employer

80%

EnGen learners who save time at work as a result of improving their English

53%

EnGen learners who report job skill improvement at a 4 or 5 on a 0-5 scale.

28%

EnGen learners who have received job offers or promotions

“How has EnGen helped you in your current job role?”

Magaly S., TX.



“I’m really happy with having enrolled in this course... I hope to continue with this training until I take my GED.”

173 Hours Studied

Norma G., AZ.



“It has helped me understand what customers are looking for, and give them better customer service.”

51 Hours Studied

Stephanie R., FL.

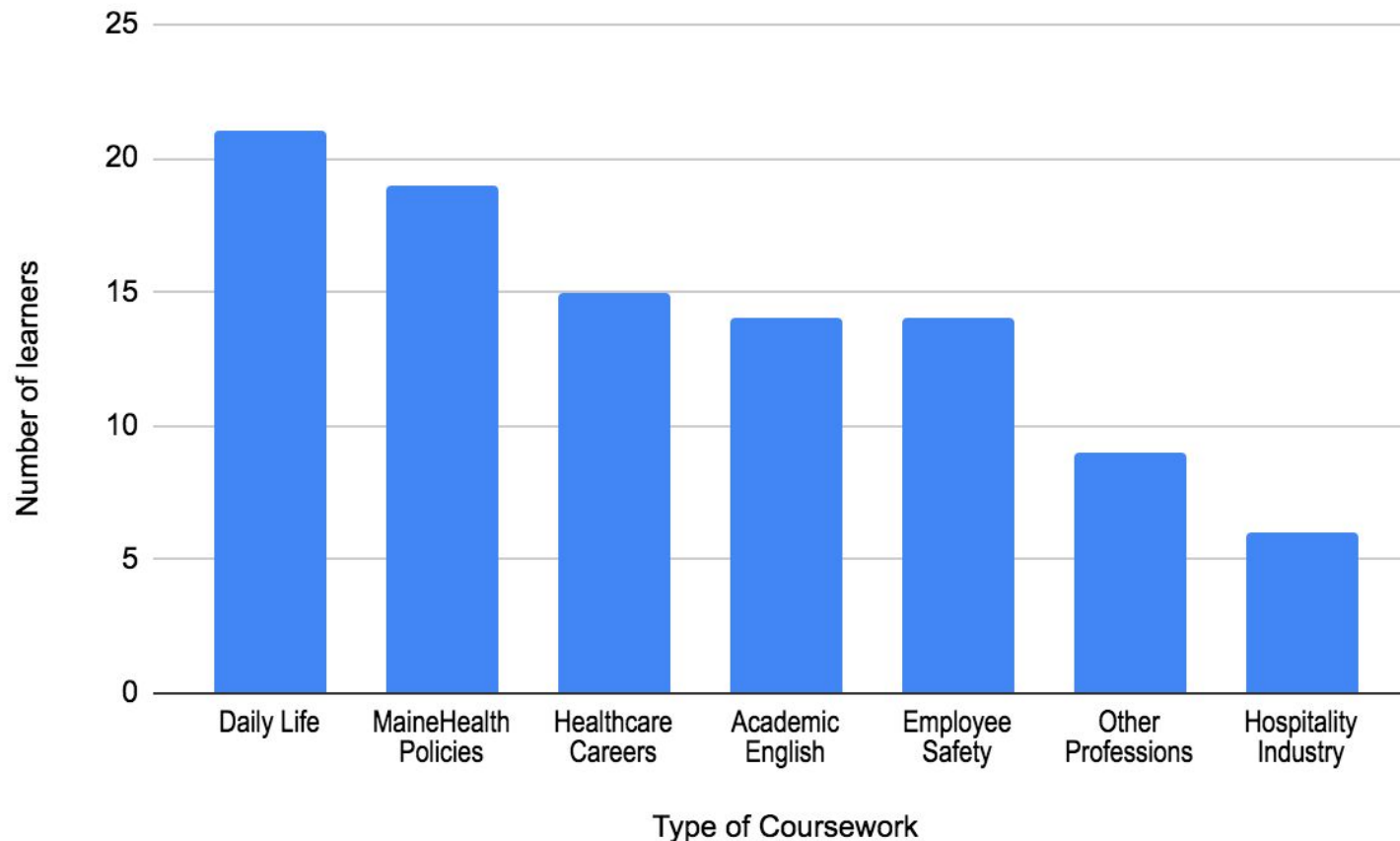


“I can communicate better with customers, coworkers and supervisors.”

7 Hours Studied

IET: English with Allied Healthcare Readiness

Hospital employees seek out English content on healthcare careers as well as other career fields



Sample Impact Data from Hospital partnership

"Bebe Kabedi, 42, once worked as a secretary at the Ministry of Foreign Affairs in her native country, the Democratic Republic of the Congo. With basic English, the Kinshasa City native landed an entry-level housekeeping job at Maine Medical Center in Portland, MaineHealth's flagship hospital. During the last week of lessons, Kabedi [says] she feels more confident speaking English at work and even with her five-year-old son at home, along with French. When her child is older, she'd like to further her education."



Workplace ESL: Chobani factory workers awarded pay raises after improving English proficiency with EnGen

Employees at the Chobani facility in upstate NY were awarded a pay increase after the EnGen pilot; Chobani has now built a comprehensive ESL curriculum integrating English skills with food safety, manufacturing best practices, and workplace-specific content.

Manager feedback on employee performance



Joe is an employee that has always shown a lot of potential but often struggled to realize it in his work performance or interactions with his peers. There is a true sense of accomplishment that Joe has derived through the EnGen program.

Since enrolling, Joe has flourished in a number of ways. The increase in confidence since beginning this program has been remarkable. Joe went from being a competent but quiet worker to bringing a greater sense of purpose to his work, including speaking with senior management to successfully align his vision through projects to achieve continuous improvement goals.

It is with a great sense of pride that Joe speaks of his advancements in the program.

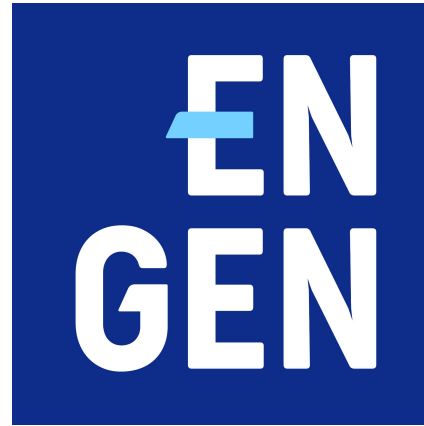
Let's Recap

- There is a **massive disconnect** between ESL programs and Workplace needs
- We have an untapped pool of potential **immigrant and refugee learners**
- ESL programs must be tailored to English learners' needs and goals
- A technology-enabled, workplace-based model **reaches more students, more efficiently**
- There are **many models of competency-based workplace instruction** that can work
- Leverage technology to offer flexibility and the data to improve efficacy and outcomes
- **Personalized, adaptive instruction is critical to student support and success**

Questions?



katie@voxyengen.com
tadd@voxyengen.com



Thank You!