

Building Workplace Upskilling Programs That Work



Katie Brown, PhD (EnGen) | Doug Heckman (CAEL)

Introductions



Katie Brown, PhD

Founder & Chief Education Officer
EnGen

katie@getengen.com



Doug Heckman

VP Partnerships
CAEL

dheckman@cael.org

ACADEMICS



Higher Education is in crisis

- Enrollments dropping
- Tuition is causing financial turmoil
- Graduates are not prepared for the open roles we have today
- Alternatives to traditional degrees are cropping up

SUCCESS · EDUCATION

The labor shortage is pushing American colleges into crisis, with the plunge in enrollment the worst ever recorded

BY COLLIN BINKLEY AND THE ASSOCIATED PRESS

March 9, 2023 at 4:28 AM CST



- US college enrolment trends were falling even before COVID-19 struck.
- Of those US students opting out, nearly 50% said they failed to see an adequate return on the time and investment required for college study.
- Higher education institutions must embrace more accessible, on-demand, 24/7, affordable learning to attract students of all ages.

Forbes

FORBES > INNOVATION > ENTERPRISE TECH

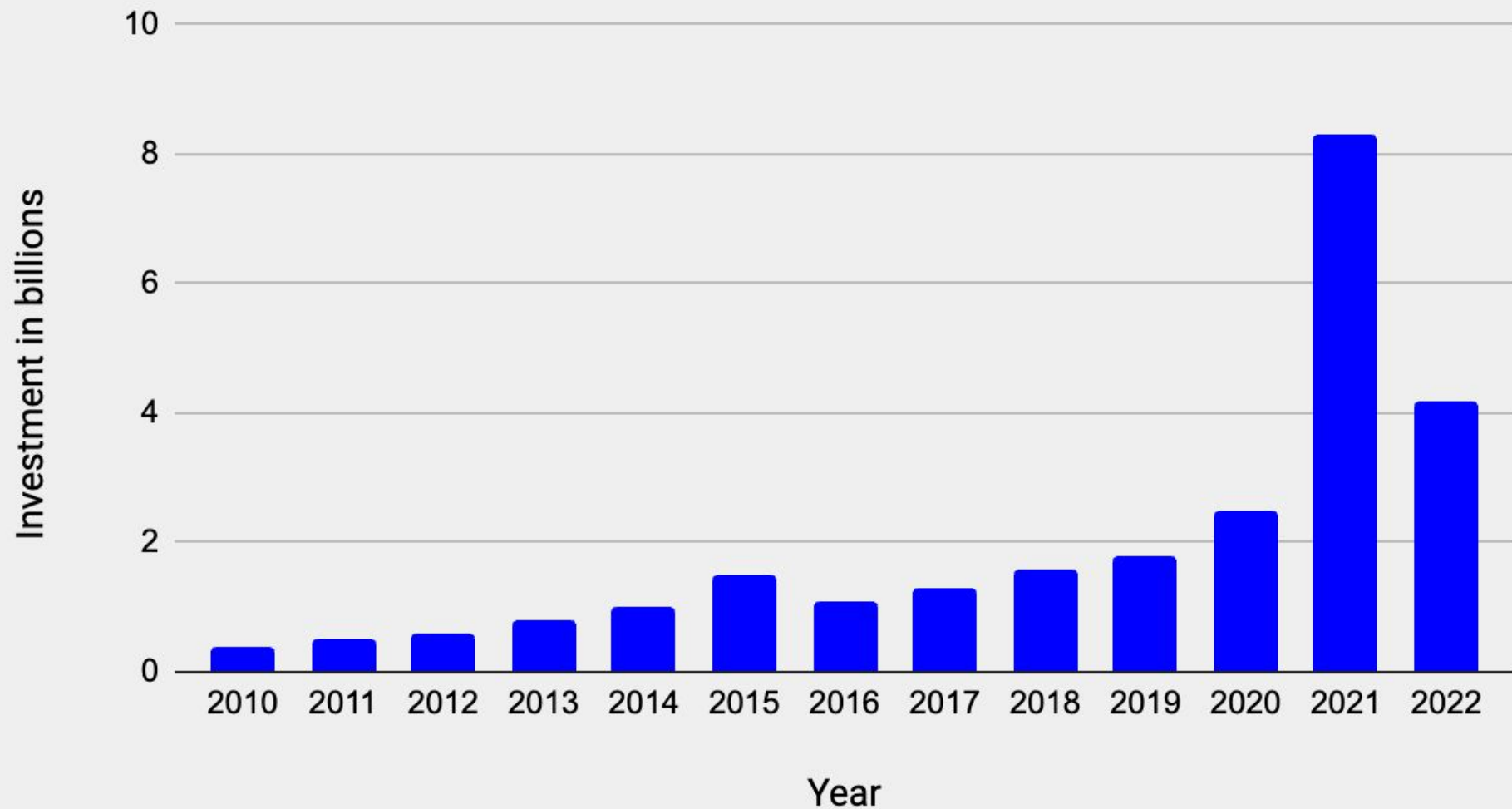
The Future Of Work: Are Traditional Degrees Still Worthwhile?

Bernard Marr Contributor

Follow

Massive and growing market for Ed Tech

Annual Investment in U.S. Education Technology Companies



The “workplace” has changed



- We are **no longer limited** by space and time
- **14% of all working adults** in the U.S. work fully from home
- 50M people employees voluntarily quit their jobs in 2022
- Global outsourcing for customer service, software engineering, and technical support

TURING



**Workforce-
focused
training is the
bridge to the
future of work**

Educational Benefits are One Way to Attract and Retain Workers



“Of those enrolled in our educational assistance program, **85% are crew members...** We’ve seen a retention rate that is 3.5 times higher among employees enrolled in the program and crew members participating are **7.5 times more likely to move into a management role within the organization**”



Many HR and Workforce Development leaders see the benefits of integrated education and workforce upskilling

- Attract and retain workers
- Build your own workforce
- Ensure knowledge is applied to real-world situations

**BUT THEY DON'T KNOW
WHAT TO DO**

CAEL - Bridging The Talent Gap

- Nationally-proven tool that engages employers in a regional surveys
- Goals
 - Support the growth of a skilled and educated workforce
 - Support equitable talent development and retention initiatives
- Survey results
 - Help employers, employees, learning providers and community stakeholders identify interest in education and training
 - Develop regional partnership
 - Identify gaps in employee knowledge of existing training programs

CAEL - Bridging The Talent Gap

4,971+

EMPLOYER PARTICIPANTS TO DATE

5,782+

EMPLOYEE PARTICIPANTS TO DATE

Skills Needs Landscape

Organization Size

(All)

Industry Sector

(All)

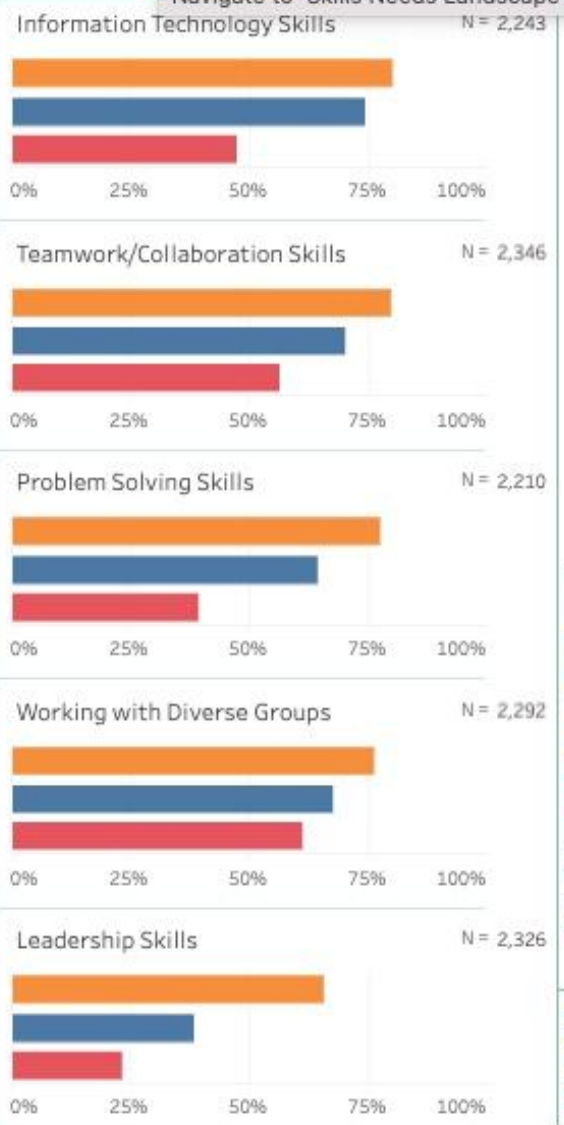
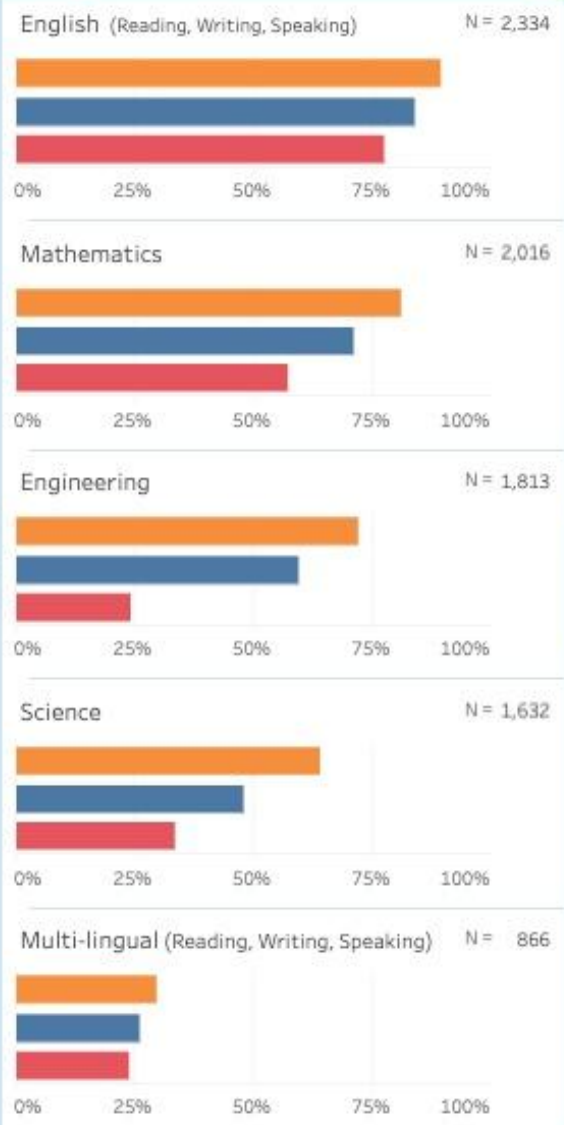
All charts with an N < 10 will not be displayed.

- Home
- Employer Participation Landscape
- Workforce Skills Landscape
- Learning Needs
- Learning Benefits

Navigate to 'Skills Needs Landscape'

BASIC SKILLS

APPLIED SKILLS

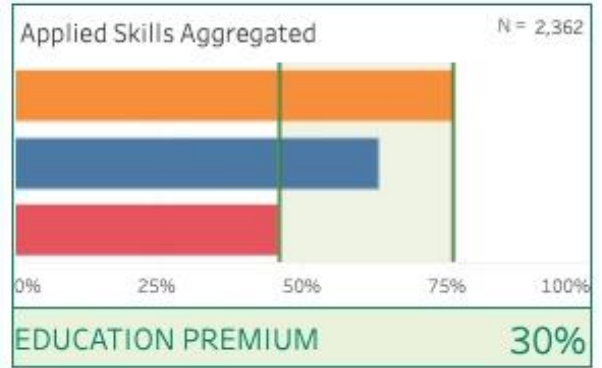
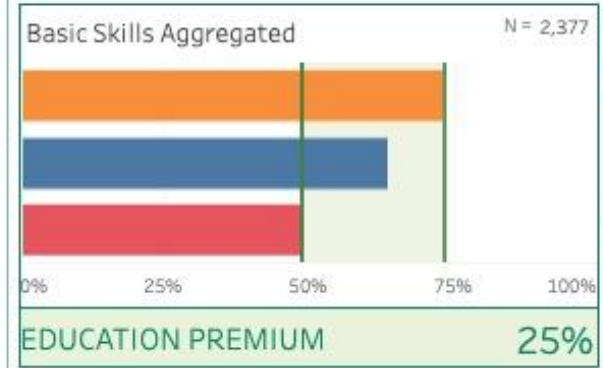


The Education Premium

The Education Premium measures employers' estimates of worker skills according to workers' education levels.

For example, if 79 percent of employers say their labor pool with a bachelor's degree possesses problem-solving skills, while 39 percent say high school diploma holders possess this skill, then the difference can be interpreted as an education premium of 40 percent for problem-solving skills. This means that employers are 40% more likely to find that candidates with a Bachelor's degree have the desired problem-solving skills as compared to those with a high school diploma.

The Education Premium is shown in the green shading in the charts below.

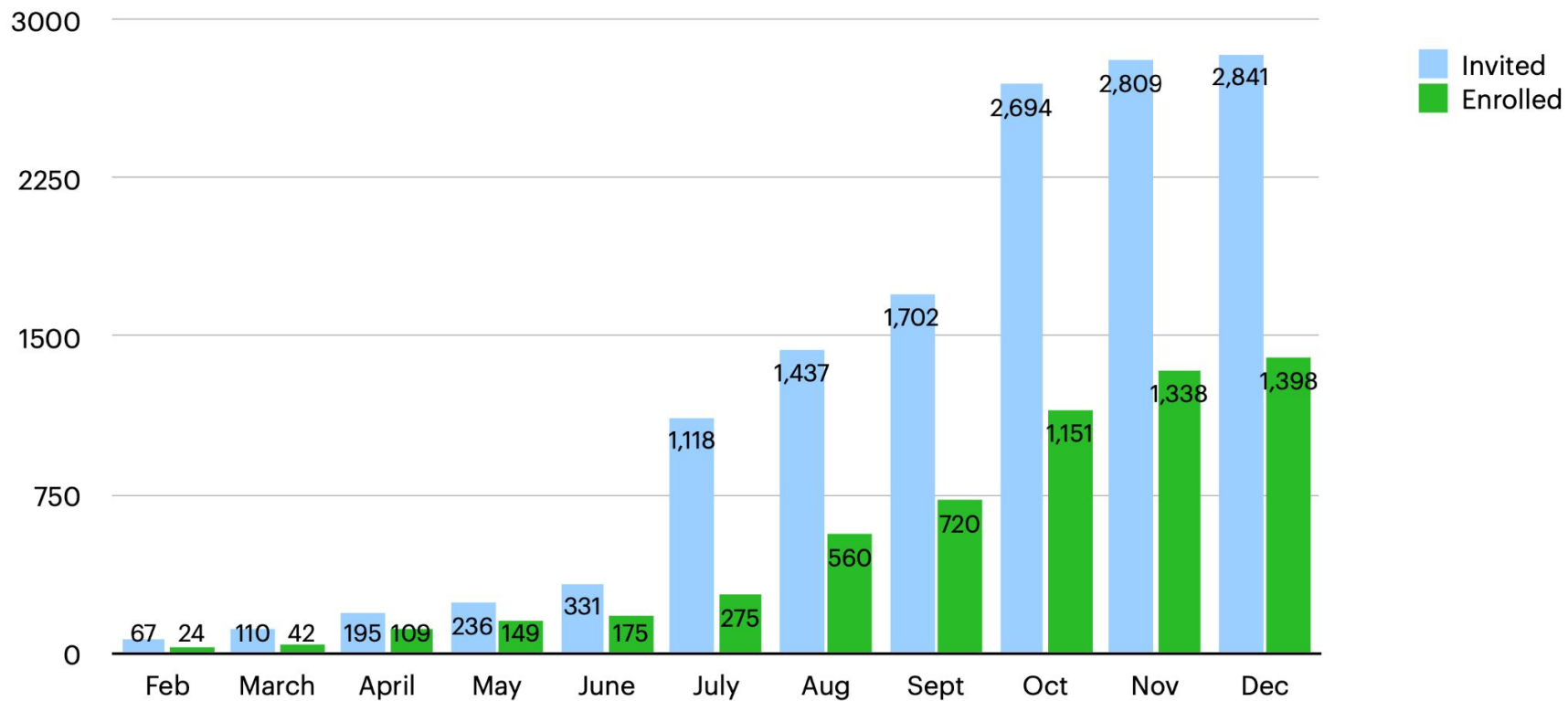


- Bachelor's Degree
- Associate's Degree
- High School Diploma

CAEL - Fortune 100 Supply Chain Support

- Increase upward mobility of current supplier workforce
- Increase retention of current supplier workforce
- Upskill US workforce in manufacturing
- Increase Supplier engagement
- Increase Supplier-Participant engagement

TRAINING INVITATIONS AND ENROLLMENTS



Pathway Focus

Leadership Academy

Coaching and Mentoring Others

Computer Literacy (Microsoft Suite)

Lean Six Sigma

Change Management

Customer Service

Conflict Resolution

Time & Self Management

Communication

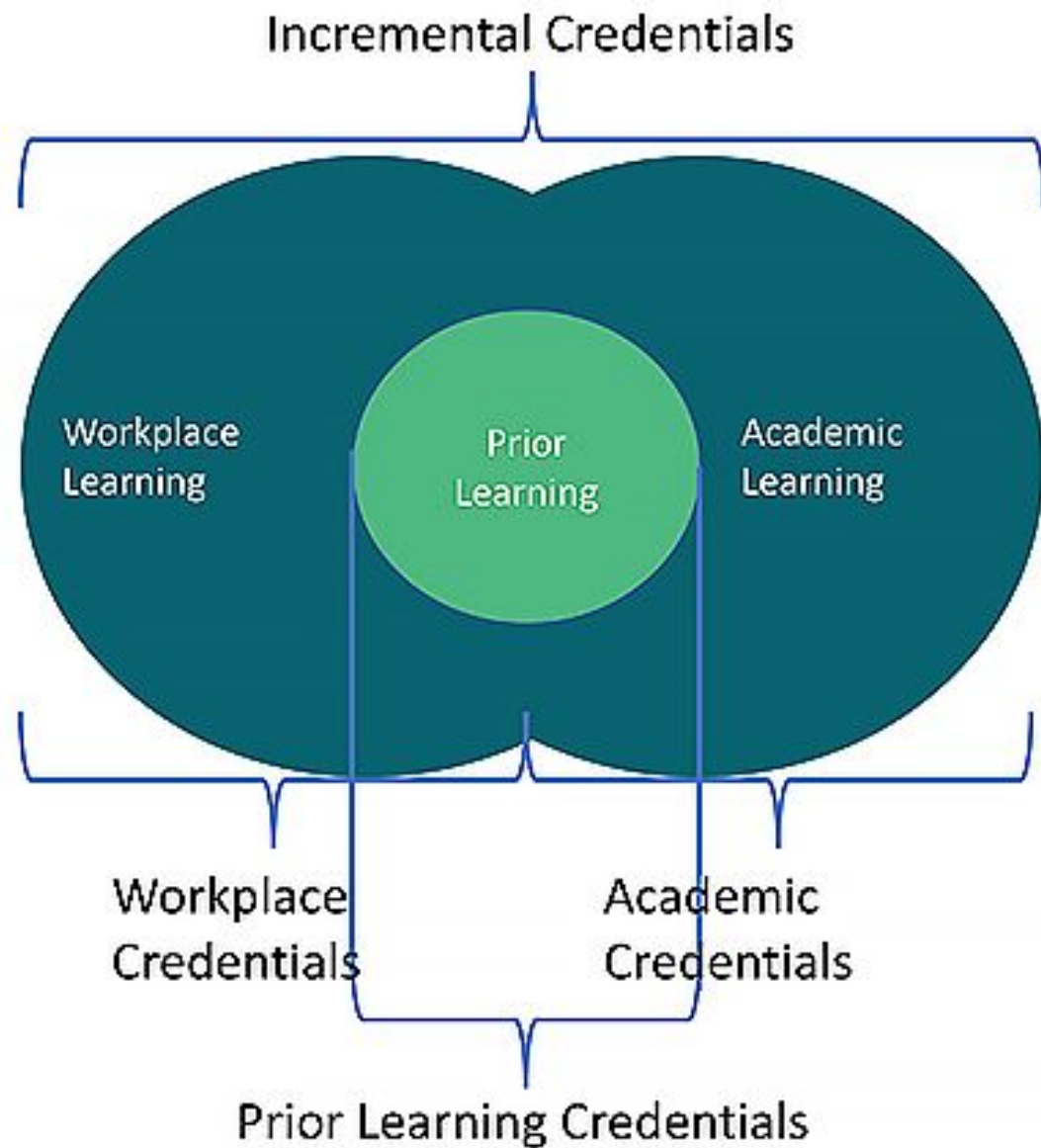
& more — let us know what you need

English Language Learning

Lean Six Sigma

Apprenticeships - *pending*

Prior Learning is embedded within credentials



Case Study: English & immigration in the U.S.

A chalkboard with a yellow banner that says "EVERYONE IS WELCOME". The banner is partially obscured by the text "EVERYONE IS" written in white chalk above it. The word "WELCOME" is written in large, bold, black letters on the yellow banner. The chalkboard has some faint chalk drawings at the bottom, including a heart and some scribbles.

EVERYONE IS
WELCOME

- by 2030, **97% of net workforce growth** will be immigrants and their children
- 000,000s of refugees and asylum seekers, with more on the way
- Workers without English skills earn up to 40% less than those who do speak English, even with degrees from their home countries
- **There are 2M college-educated immigrants in the U.S. who are either unemployed or underemployed**



Traditional ESL programs do not meet the needs of working adults

- Rely on outdated and ineffective curricula
- Significant barriers to participation (e.g., childcare, transportation, fixed schedules)
- Shortage of providers - as a country the U.S. meets the needs of only 4% of adult English learners

INNOVATIVE, WORKPLACE-BASED ENGLISH PROGRAMS ARE THE SOLUTION

A career-focused, competency based English upskilling platform



EnGen's mission is to **remove English as a barrier for immigrants, refugees, and speakers of other languages**, unlocking opportunities for **economic and social mobility**.



EnGen is a Certified B Corporation that delivers personalized, career-aligned, mobile-first English language upskilling. Using patented technology that has served over 4 million language learners worldwide, EnGen is advancing economic mobility, workforce inclusion, and talent pipeline development at the scale needed to serve both New American workers and the U.S. workforce.



Personalized Learning



Easy-to-Run Platform



Career-Specific Instruction



Real-World Content



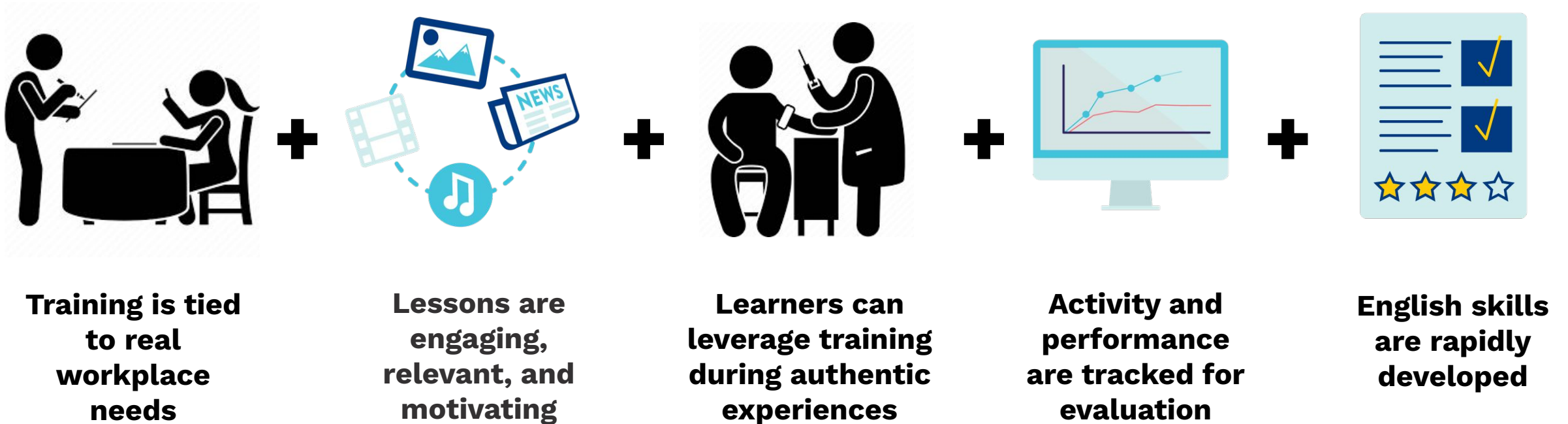
Performance Visibility

EMPLOYERS CAN CREATE SUSTAINABLE TALENT DEVELOPMENT MODELS



WORKPLACES ARE IDEAL ENVIRONMENTS FOR ENGLISH TRAINING

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

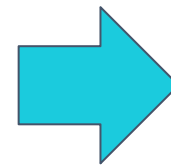
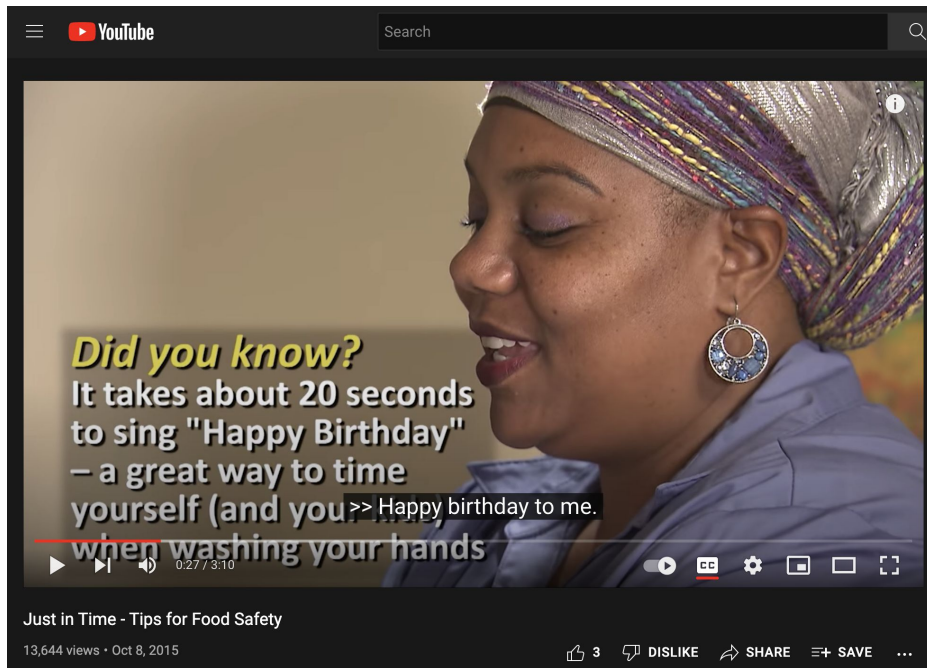
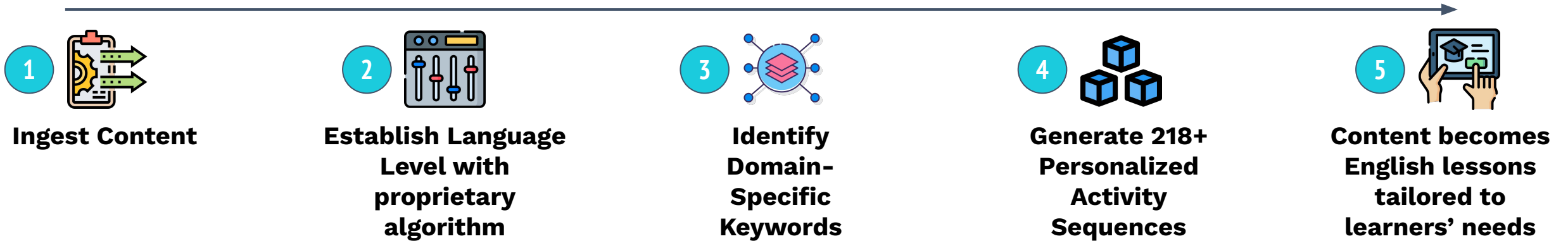




How does this work? We begin with a Needs Analysis:

- Who is learning English?
- Why do they need to learn English?
- What do they need to do with English?
- Will they need to read, write, listen and/or speak?
- What tasks do they need to complete?
- Can we find real examples of the language they will use?

Leverage authentic, industry-specific content



~30 Mins

Source Content transformed into...

...contextualized language learning content

Employees learn the English they need to move into new roles

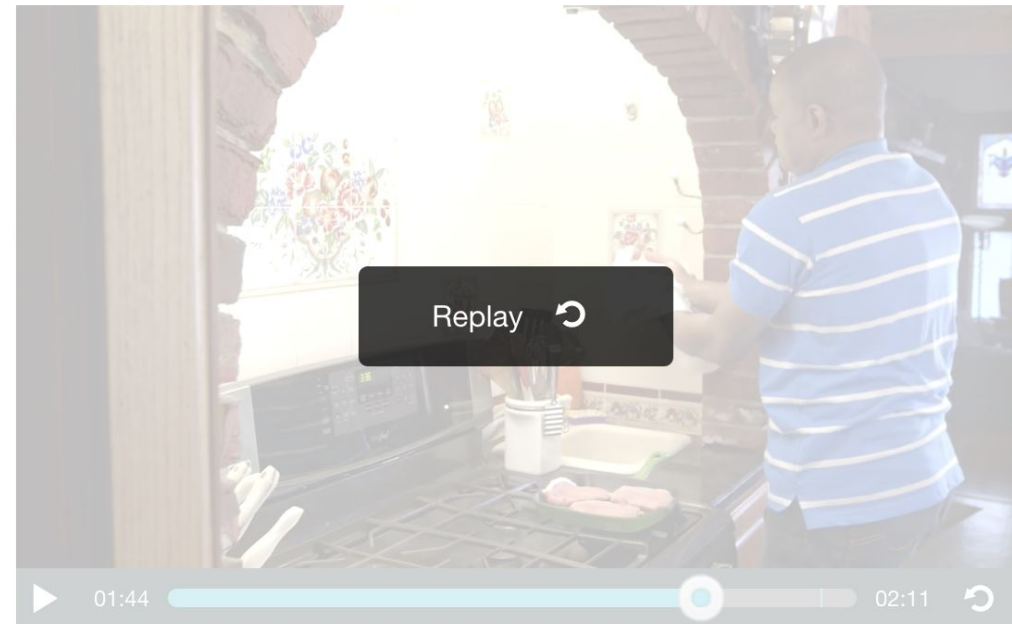


Food Handling



How to Avoid Cross-Contamination

U.S. DEPARTMENT OF AGRICULTURE 1 DE NOVIEMBRE DE 2021



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ACTIVIDADES DE ESCUCHA

Watch And Learn

Mira el video. En la pausa, lee la pregunta y **elige** la respuesta correcta.

Terrence must _____.

reduce the possibility of cross-contamination by washing his hands

look carefully to see if there could be any bacteria on the pork

use a kitchen towel to dry off the juices on the pork

take bacteria off the meat by using utensils

avoided

bacteria

cross-contaminate

cutting board

fortunately

handling

harmful

head

juices

likely

out of danger

Each lesson comes from examples of authentic training content or recordings of real-world interactions, and key words and phrases are selected and offered to learners using proprietary, adaptive AI algorithms.

Tens of thousands of real-media resources are combined with a suite of adaptive activities, so learners get practice with the language skills they need most, using relevant, interesting content



Food Industry Best Practices



Food Sanitation and Safety

4 DE DICIEMBRE DE 2017



Word Pop

Aprende vocabulario relacionado con esta lección. Escucha la pronunciación y haz clic en la palabra correcta antes de que se acabe el tiempo.



Comenzar

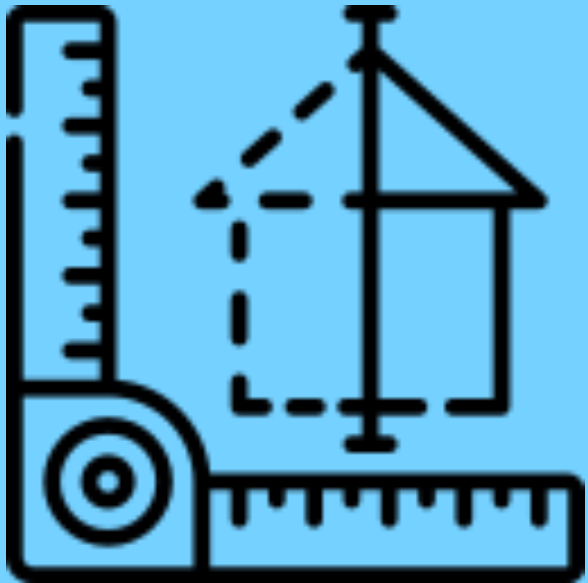
Esta actividad requiere sonido.

- bacteria ▶
- catchphrases ▶
- consumption ▶
- danger zone ▶
- examines ▶
- growth ▶
- in doubt ▶
- issues ▶
- make sure ▶
- nutritious ▶
- preparation ▶

How do we get started? Use this Operations Checklist.

- 1 Identify participants who would benefit from English skills
- 2 Identify program champion / manager
- 3 Decide if training is to be done at home, at work, or both
- 4 Ensure employees have access to mobile devices and/or computers
- 5 Determine metrics for measuring success:
 - Improved performance and morale
 - Recruit participants for a new training or apprenticeship program
 - Develop and cross-train employees
 - Employee benefit usage
 - Promotions

Use a Research-Based Framework for Measuring Success

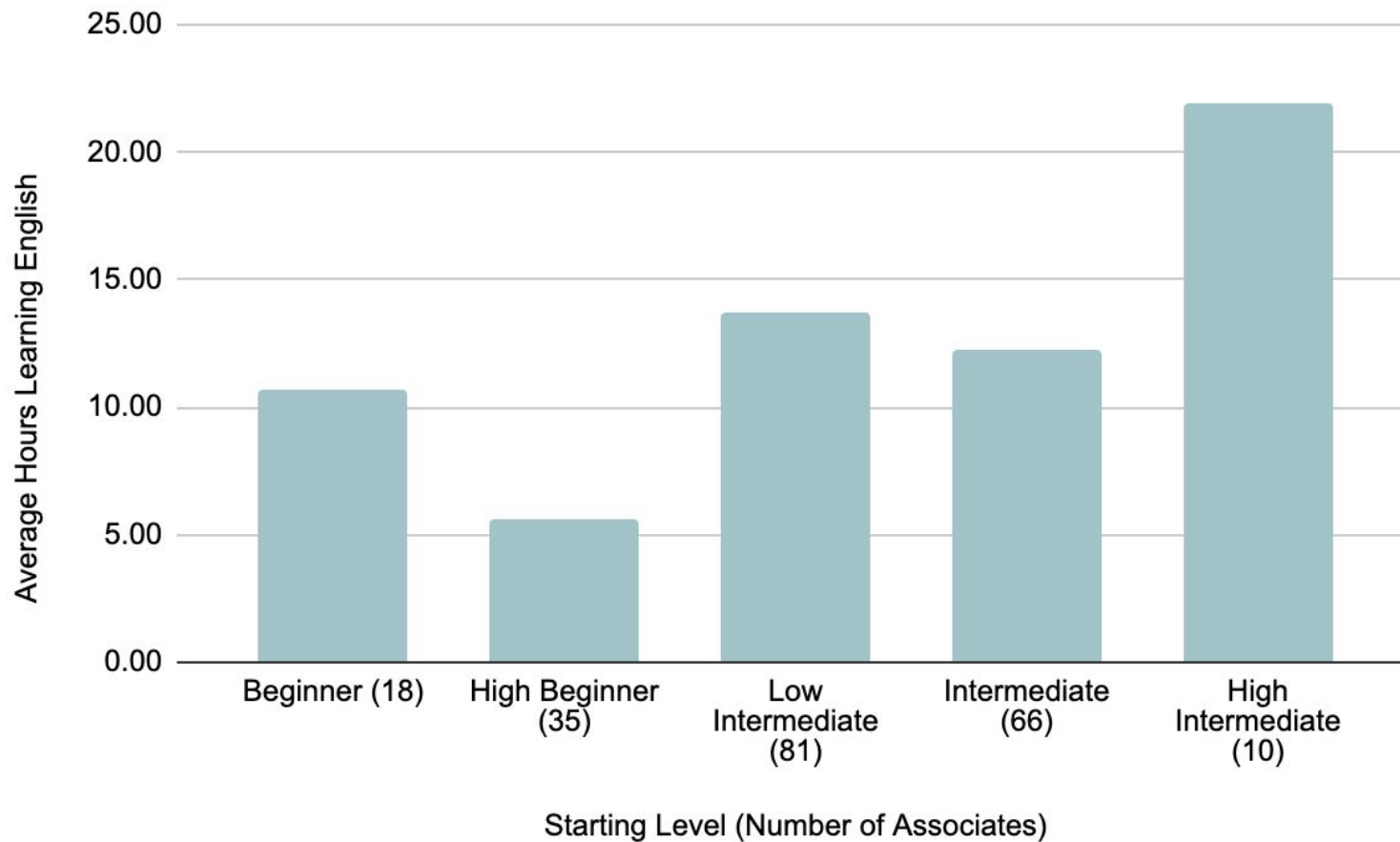


- **Time-on-Task**
 - Overall engagement
 - Spaced practice
- **Demonstrated Mastery of language and content**
 - Proficiency improvement
 - Achievement tests
- **Stakeholder feedback**
 - Learners
 - Teachers
 - Employers
- **Evidence of Real-world Success**
 - Continued education
 - Pay raise, promotion, new job offer
 - Community engagement and confidence

Food Service Employer - English as a Benefit

Workplace-Based English Program

Since February 2022, this restaurant chain has offered EnGen's comprehensive English program to over 200 associates



- 210 learners across five proficiency levels
- Associates have spent a wide range of time in the platform, with some clocking hundreds of hours and taking dozens of small group classes
- 74 associates have taken at least two formal proficiency assessments, with over a third improving an entire level

Wide Range of English Upskilling Content

The most completed units of instruction (including a final test), with at least two dozen associates completing each:

- Food Services (88)
- Basic Computer Skills (75)
- Customer Service Overview (50)
- Phone Calls & Appointments (30)
- Navigating the Computer (29)
- Customer Service via Telephone (25)
- Job Interviews (24)

<i>First PA Level</i>	Learners	Average Test Score	Average Tests Taken
Low Intermediate	81	72%	8
Intermediate	66	82%	4
High Intermediate	10	88%	8
Grand Total	157	77%	6

Associates have completed 304 unique units (including a final test), on additional career and academic topics including:

- Basic math
- Obtaining a CDL
- Socializing at work
- Signs, Labels, Menus & Instructions
- Food Handling
- Basic Internet Skills
- Video Calls
- Internet Safety
- Early Childhood Education
- Filling Prescriptions
- Preparing for the TOEFL
- Academic Writing




English for Food Handling

Nível: High Beginner - Low Intermediate

7 Unidades | 65 Lições | 7 Exames de Desempenho

In this course, you will learn key words and phrases to prepare you for a career in food service. You will learn about food safety, and you will also learn how to communicate in a kitchen.

Ao fim deste curso, você poderá:

-  Understand the basics of food safety.
-  Understand a food handler's duties and responsibilities.
-  Use common words and phrases to communicate in a kitchen.

Matricular



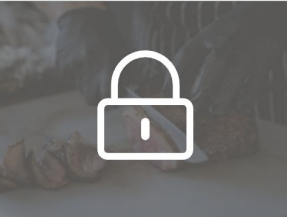
Food Service Requirements

5 Lições | 1 Exame de Desempenho

What is a food handler certification? In this unit, you will learn about the importance of this certification and the process for getting one.



Lições ▾



Basic Food Safety

10 Lições | 1 Exame de Desempenho

Unsafe food can make people sick. In this unit, you will learn how to keep food safe.

Lições ▾



Personal Hygiene

10 Lições | 1 Exame de Desempenho

Food handlers must be clean and sanitary. In this unit, you will learn how to stop the spread of germs by washing your hands and wearing the right clothing.

Lições ▾



Cross-Contamination and Allergens

10 Lições | 1 Exame de Desempenho

Cross-contamination can make people very sick. In this unit, you will learn to separate food. You will also learn about common food allergies.

Lições ▾

Lição 1

What Is a Food Handler?

Lição 2

Why Do You Need a Food Handler Certification?

Lição 3

How To Get a Food Handler Certification

Lição 4

How To Renew a Food Handler Certification

Lição 5

What Is ServSafe?

Exame de Desempenho

Positive Learner Feedback from Associates

- “ **Las clases son muy dinámicas**, las lecciones son interesantes ya que tocan temas relacionados con el diario vivir y por las clases grupales ya que poco a poco uno va perdiendo el miedo hablar el inglés.”
- “Es bueno el programa **muy fácil de entender** y divertido me gusta” 😊
- “Es muy buen programa facil de seguir indicaciones y se aprende algo en cada lección”
- “Me encanta **la aplicación es muy fácil de utilizarla**”
- “Es un programa muy completo, facil de entender y **con mucha atencion personal en cuestion de las actividades.**”
- “**The application really is great. thank you all for making this valuable site.**”
- “Es una muy buena herramienta para poder aprender inglés”
- “Las lecciones son muy buenas para escuchar, hablar, leer y escribir.”
- “**Me gusta mucho las clases**”
- “Es una gran oportunidad para aprender ingles una linda experiencia”
- “Siento que en **las pocas lecciones que he tomado he aprendido mucho**”

Learner Spotlight:

“EnGen is incredible. I have improved my digital skills, like using chat in a video call, that I didn’t have before.”

- ★ 1400+ activities, 60+ study hours, 19 group classes
- ★ Cleanmark employee at Apple Millenia, Orlando FL
- ★ Works double shifts most days, but makes time to study during afternoon breaks



Supply Chain Client

89

Engaged Learners

Employed by 8 suppliers across the US, from the Bay Area to Austin TX to the Midwest and Northeast.

6.8

Average Hours Per Learner

Engaged learners at newest supplier (13 of the 89) have already studied 3.1 hours in their first month.


73%

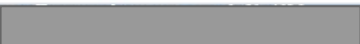
Average Unit Test Score

66 engaged learners have taken 186 end-of-unit tests to demonstrate content mastery. Min. 70% to pass.

Positive Learner Feedback from CAEL Supply Chain Associates

Owner Re: Thanks

 Alaa Al-Zuwayyin ▾






Dear Alaa
Hello
I write for you this afternoon this message for to thank you for what did you doing for me
So your a big coach and any time I was need to abandon the Engen classes and you was behind me pushing me to go forward and I appreciate your coaching I thank you with all my heart
And I can forget Mackenzie
Thank you for the help you are the best coach in the world

Conversation created from email via help@getengen.com

This thread was reassigned to Alaa Al-Zuwayyin on Nov 1, 2023 3:45 PM

November 2

  Alaa Al-Zuwayyin ▾ 12:42 PM ↩ ↪ ⋮



It was a pleasure to be your coach throughout the period you spent with us in Engen, and I wish you success in your life and work, we also hope to hear about your successes and progress in the future.

Best regards,
...

English Programs Deliver Clear ROI for Employers

87%

of EnGen learners report achieving a major career or social goal, including pay raises, promotions, and access to further training

89%

of EnGen learners report being more likely to stay at their current companies because of English benefit

93%

of EnGen learners report saving time at work as a result of improved English skills

“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.”

Norma G., AZ.



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

Stephanie R., FL.



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



Successful Programs Include Five Critical Components

▶ **An Internal Champion**

Someone needs to “own” the workplace-based ESL model, whether it’s someone in training, development, employee benefits, etc.

▶ **Strategic Recruitment**

Learners will not always volunteer for these programs, and they need to be made aware of them. Consider having information sessions, workplace ambassadors, and fliers in multiple languages.

▶ **Manager Buy-in**

Multilingual workers will often have better participation and engagement when they feel supported by their managers. Ensure managers understand the value and benefit of the program so that they can encourage and support their staff.

▶ **Career-aligned Milestones**

Make sure that as learners develop their English skills that they are able to transition into other training programs and/or become eligible for promotion or advancement in the workplace.

▶ **Defined Metrics for Success**

Competency-based models lend themselves well to program evaluation because outcomes are embedded into transitions. Understand your metrics for success, and make sure you can demonstrate them to ensure sustained funding and to serve as a model for other employers and programs.

Let's Recap

- **Massive, global disruptions** have changed the way the world thinks about learning and working
- **Workforce-focused training is a bridge** to the future of work
- **Language skills are a significant barrier to economic mobility**, access, and workforce participation
- Higher education can be part of the solution, but only if it adapts to the new world of work and learning
- **Workplace-based Upskilling Programs** can be successful, and unlock opportunity for both participants and partnering organizations
- Effective workplace-based programs are needs-based, flexible, and adaptive
- **Foundational skills can unlock access to career pathways, additional education & training, and family-sustaining wages**

