

# Implementation Guide for New Clients

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The logo for EN GEN, featuring the letters 'EN' stacked above 'GEN' in a bold, white, sans-serif font, enclosed within a white square border.

**EN  
GEN**

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# What is EnGen?

Welcome to EnGen. We're thrilled to be your partner in empowering the new American workforce!

We are a language upskilling platform for organizations, educational, and government institutions who want to improve their talent pipeline while providing economic mobility, civic participation, and a better quality of life for workers, immigrants, and refugees.

Our technology solves two problems at once: we enable New Americans with English skills—the key to integration and economic advancement—while addressing systemic talent shortages and preparing your workforce for the jobs of the future.

**88%**

Future immigrants and their U.S.-born children account for **88%** of the nation's population growth.

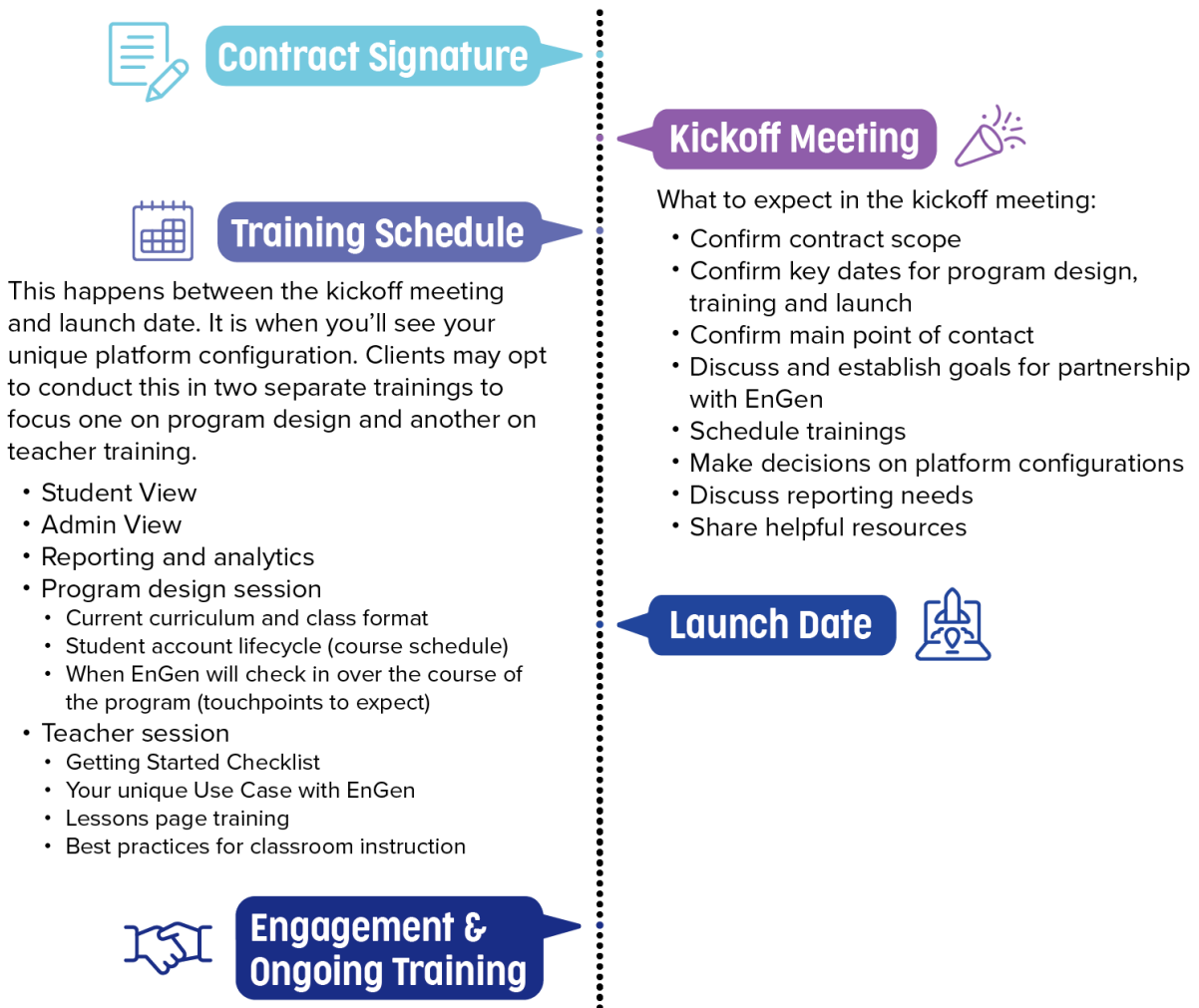
**4%**

Only **4%** of adult English-language learners have access to English-language instruction.

Your partnership with EnGen will help empower the workforce of the future. This onboarding guide will help us set a strong foundation for this important work by showing you the steps we'll take to complete implementation, what to expect in terms of training, and resources your team can use to feel more proficient on our platform.

# EnGen Implementation Schedule

This is a high-level view of EnGen’s implementation schedule. We will walk through each step of this process with you and provide relevant resources along the way.



# Zooming In: The 5 Key Steps for Successful EnGen Onboarding

## Setting a Strong Foundation For Our Partnership

EnGen has worked with organizations of all sizes and needs to help speakers of other languages thrive in the American workforce. Through this work, we've identified a few requirements that build a foundation for the strongest of partnerships.

### 1. An internal champion

For an ELL program to be successful, there must be an internal person who is passionate about whether or not the program is successful and is responsible for that success, whether they are in a supervisory or very integrated role. It is important to identify who will serve in this role from the beginning of our partnership.

### 2. Needs analysis

English learning is a broad topic. Every organization's ELL program serves a unique need. We will work with your team on a Needs Analysis so we know what to teach, to whom, and why—allowing us to successfully serve the learners.

### 3. Learners

A successful ELL program needs learners! Who will be the folks that participate in this program, and how will we reach them? An organization must be ready to identify the target learners and their needs, then actively work to recruit them for the program and encourage their participation.

### 4. Objectives

Learning goals must be documented and agreed upon before learners are onboarded to the program.

### 5. Success Metrics

The phrase “you can't fix what isn't measured” rings true here. Identifying and tracking metrics will enable the internal champion and learners the opportunity for growth and improvement.

The EnGen team will work with you and your team to ensure these foundational pieces are established, setting our partnership up for a successful future.

# Platform Configuration Options

The EnGen platform is highly configurable. To ensure the platform we build is most relevant to your learners and goals, here are some options to consider as we make decisions on your EnGen platform configuration.

## 1. Activation Method

Determine how learners will be enrolled & login. Consider what communications channels work best at your organization to promote programs like this. Also consider whether they will log in via their email, by phone, or if an integration will be necessary.

## 2. Proficiency Assessment

Discuss whether the initial in-app level test should be mandatory or on-demand. Schedule for subsequent tests to determine level gains at month three, month six, etc.

## 3. Live Instruction

Your student seats may include access to group classes and private classes, which can make learning on EnGen more dynamic and may accelerate level gains if used in conjunction with the self-study pathways. If so, let's talk a bit about how you want learners to use these. How many classes per month might be ideal for your program? Would you want learners to search for particular topics, or use this time to follow their personal interests?

## 4. Assigned Pathways

When learners activate their EnGen account, they are assigned three units (also called "learning tracks"). Usage data suggests learners are more engaged when they have assigned units that match their program goals. We can work together to determine which units to assign to learners, like the first unit of a pathway (e.g. English for Certified Nursing Assistants).

## 5. Student Groupings

We can create as many student groups as needed to filter for and compare between cohorts. We can work together to determine the simplest and clearest naming convention for these groups to demo to you during our training session.

# Content Development Checklist

Organizations can use the checklist below to lay the groundwork for a custom English-language training pathway that will empower incumbent workers for their current jobs and future promotions.

**Identify jobs of participating employees.**

Ask the question: What job-specific English do these learners need to do their jobs or advance to a promotion?

**Conduct a Needs Analysis**

Determine job-specific English needs in current roles. Gather examples of:

- Materials that must be read in English
- Reports, memos, documents, and emails that must be written in English
- Instructions that must be understood in English
- Conversations employees need to have in English

**Determine potential future English needs.**

Examples include:

- Names and descriptions of any courses or programs employees will need to complete to be eligible for promotion/advancement
- Examples of reports, memos, documents, and emails that must be written in English
- Examples of conversations employees will need to have in English
- Names and descriptions of any courses or programs employees will need to complete to be eligible for promotion and advancement in your organization

**Collect examples of materials.**

These will be used to create a workplace English program that is specifically customized to your organization's needs.

# Full List of EnGen Pathways

The EnGen platform includes a wide variety of courses that are appropriate for different levels. This chart outlines available courses for your learners. You can request a syllabus for any of these pathways so that you can see every single lesson in order.

	<b>COURSE NAME</b>	<b>LESSONS</b>	<b>LEVEL</b>	<b>EnGen LEVEL</b>
General English	Beginner English Literacy	120	0	Beginner
	Beginner English	216	0	Beginner
	High Beginner English	216	A1	High Beginner
	Low Intermediate English	252	A2	Low Intermediate
	Intermediate English	270	B1	Intermediate
	High Intermediate English	216	B2	High Intermediate
	Advanced English	162	C1	Advanced
Test Prep	IELTS Prep	70	B1	Intermediate
	TOEFL Prep	120	B1	Intermediate
	CASAS Prep	50	B1	Intermediate
Academic Preparation	Academic Readiness for Undergraduate Students	60	B1	Low Intermediate
	Academic Readiness for Graduate Students	60	B1	Low Intermediate
	Academic English for Engineers	50	B2	Intermediate
	Academic English for MBA Students	50	B2	Intermediate
	Academic English for Telecommunications	50	B2	Intermediate
	Academic Reading and Writing	100	B1	Intermediate
General Workplace Skills	Beginner Business Skills: Work Email	45	A1	High Beginner
	Beginner Business Skills: Office Talk	45	A1	High Beginner
	Beginner Business Skills: Meetings,	45	A1	High Beginner



	Presentations, and Phone Calls			
	Intermediate Business Skills: Work Email	45	B1	Low Intermediate
	Intermediate Business Skills: Office Talk	45	B1	Low Intermediate
	Intermediate Business Skills: Remote Work	45	B1	Low Intermediate
	Intermediate Business Skills: Phone Calls	45	B1	Low Intermediate
Career/ Industry Aligned	English for Aircraft Maintenance Technicians	120	A2	Low Intermediate
	English for Cabin Crew	100	A2	Low Intermediate
	English for Passenger Services	100	A2	Low Intermediate
	Business English	380	A2	Low Intermediate
	Introduction to English for Certified Nursing Assistants	100	A2	Low Intermediate
	English for Certified Nursing Assistants			
	English for Cross-Cultural Training	110	B1	Intermediate
	English for Customer Service	120	A2	Low Intermediate
	English for Retail Customer Service	100	A1	High Beginner
	English for Grocery Store Customer Service	100	A1	High Beginner
	Statistics for Data Science and Business Analysis	37	B2	High Intermediate
	English for Financial Services	200	B1	Intermediate
	English for the Food & Beverage Industry	150	A2	Low Intermediate
	English for Healthcare Professionals	110	A2	Low Intermediate
	365 Careers: Investment Banking	26	B1	Intermediate
	English for IT Helpdesk and Support	120	B1	Intermediate
	English for Leadership & Management	120	B1	Intermediate
	English for Manufacturing	100	A2	Low Intermediate
	English for Maritime	165	A2	Low Intermediate

	English for General Industry Safety	100	A2	Low Intermediate
	English for Digital Literacy	100	A1	Beginner
	English for Oil & Gas	180	B1	Intermediate
	English for Personal Financial Literacy	120	A2	Low Intermediate
	English for Software Engineering	110	B1	Intermediate
	English for Tourism & Hospitality	225	A2	Low Intermediate
	U.S. Citizenship: Naturalization & Civic Engagement	60	A2	Low Intermediate
	General Assembly: Intro to Digital Marketing	126	B1	Intermediate
Intro Courses	English for School Communication	10	A2	Low Intermediate
	Prepare for Job Interviews	39	A2	Low Intermediate
	Introduction to Dentistry	27	B1	Intermediate
	Introduction to Medicine	53	B1	Intermediate
	Introduction to Civil Engineering	20	B1	Intermediate
	Introduction to Law	30	B1	Intermediate
	Introduction to Mining	46	A2	Low Intermediate

# Helpful Resources

For additional information, tips, and tricks, feel free to peruse the additional helpful resources below. If you still can't find what you are looking for, we're here to help. Get in touch with your client success manager or contact us at \_\_\_\_\_.

## [EnGen Welcome Kit](#)

[Command Center videos](#)

[Quick Start Guide](#)

[Teacher playbook](#)

[US Adult Ed Level Mapping](#)

## Learner How-to Videos *(Available in Spanish and English)*

How to activate - [EN version](#), [ES version](#)

Goals and Lessons - [EN version](#), [ES version](#)

Take the VPA - [EN version](#), [ES version](#)

Learner Welcome Session - [EN version](#), ES version