



Back to School: Building IET Career Pathway Programs



Introduction

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Time for a new Classroom

- Introduction
- Technology Post-Covid
- Why IET models?
- Measuring Outcomes



Technology is Key

Career Pathway English
training that is tailored to
learners' individualized needs
rapidly prepares immigrants,
refugees, and speakers of
other languages for the
credentials that will **improve**
inclusion and economic
mobility

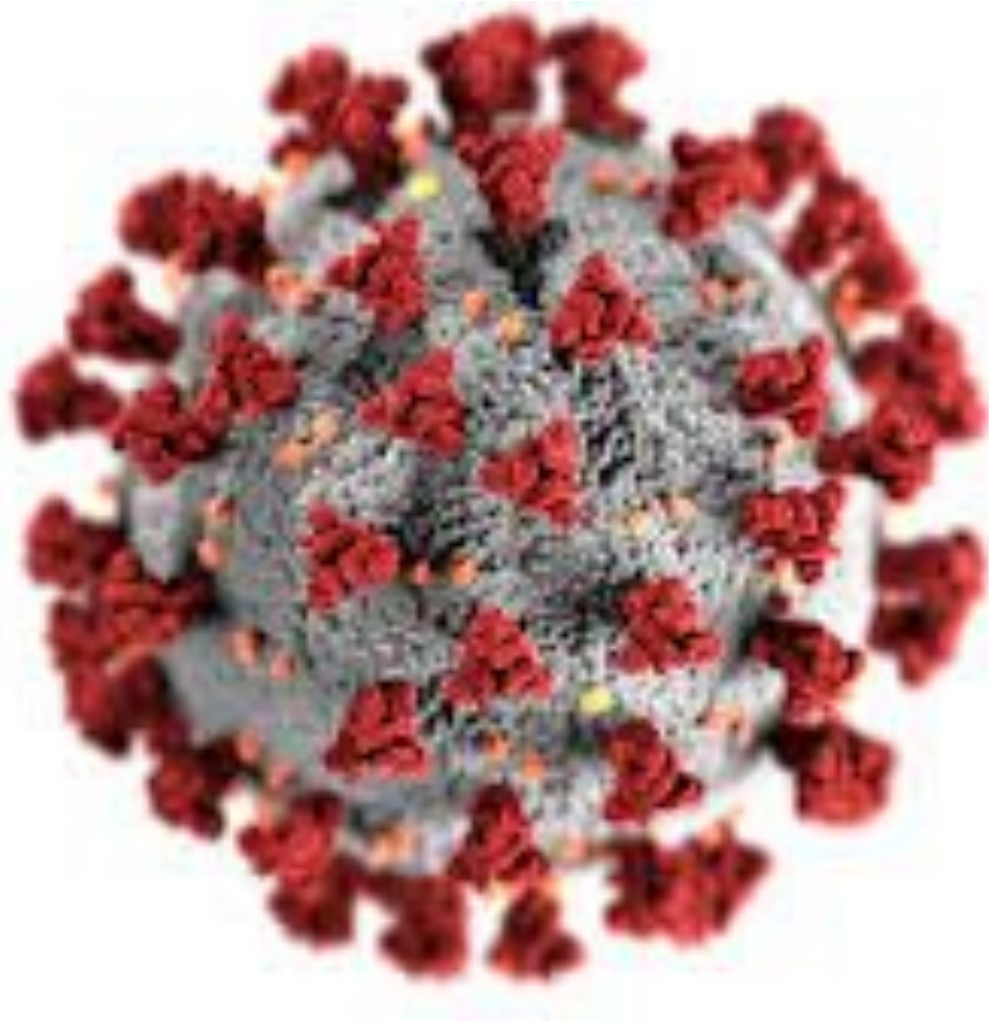


But we need to move away from outdated models of distance learning:

A brief history...

- Correspondence Courses (Pre-1900)
- The Open University (1969)
- University of Phoenix (1989)
- WebCT (1996)
- UMUC (1997)
- Blackboard (1998)
- EdTech Explosion (2000 - 2020)
- Covid-19 (2020 - 2021)

Technology and Learning in 2021: Post-Pandemic Landscape



- COVID-19 forced everyone into online teaching, leaving many practitioners unprepared
- HOWEVER, research on distance, blended, and technology-mediated learning has been going on for decades
- We know a lot about how to leverage technology to solve problems
- **We have a real opportunity to improve access, equity, and inclusion via distance learning**



How can technology improve career outcomes for speakers of other languages?

- Learning-by-doing
- Personalized learning
- Data-driven classroom activities
- Integrated and contextualized language practice



Technology-mediated IET as a bridge

- Self-paced
- Competency-based
- Industry-specific
- Just-in-time feedback
- In-person instruction for common skills and questions

Best practices for setting up and executing blended IET programs

- ❖ Begin with a needs analysis
- ❖ Guide learners into career-based cohorts
- ❖ Use technology for personalized instruction and real-world practice
- ❖ Use class time for collaboration, peer practice, and task-based learning
- ❖ Use technology to monitor learner activity
- ❖ Use technology for peer support and collaboration
- ❖ Measure learner outcomes and overall success



EFFECTIVE & EFFICIENT

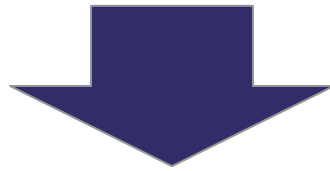
- Personalized technology
- Measuring learners' engagement
- Driving instructor intervention
- Moving learners rapidly into real-world programs

Sample Career Pathways

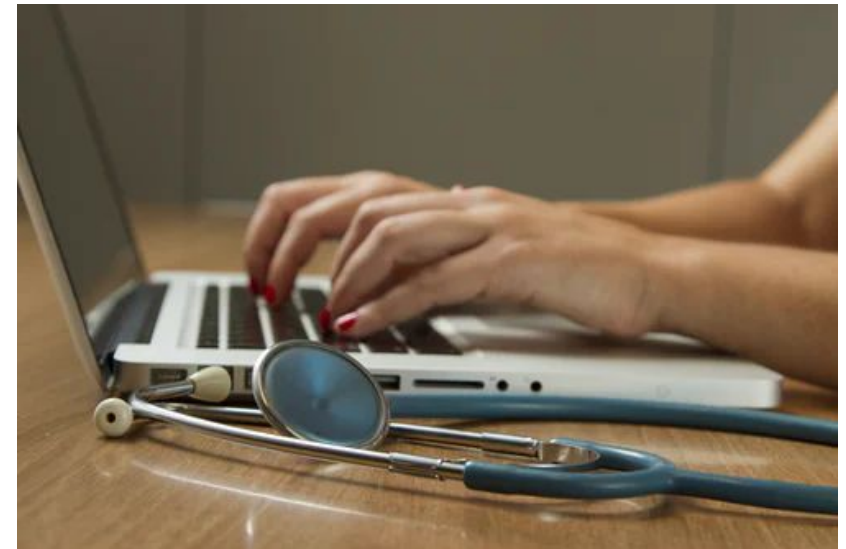


Build a Foundation

- 1. English for Digital Literacy**
- 2. Beginner Business Skills: Work Email**
- 3. Beginner Business Skills: Phone Calls, Meetings & Presentations**
- 4. Intermediate Business Skills: Remote Work**



Customer Service
IT Helpdesk Support
Manufacturing
Patient Care and Support
Digital Marketing
Software Engineering
Data Science
Entrepreneurship



HEALTHCARE CAREER PATHWAYS

In-demand healthcare skills employers seek to provide high quality care while hiring, training and retaining skilled workers

CAREER PATHWAYS INCLUDE



Certified Nursing Assistants (Beginner)

The beginner course serves as a prerequisite course for workers who are English language learners at the high beginner to low intermediate levels; improving their overall English proficiency using content directly from the CNA field, preparing them for the vocabulary, concepts, and structures they'll encounter in a CNA certification course.



Patient Care & Support

In this pathway, workers are introduced to critical patient care skills including how to communicate with patients in-person and over the phone, and how to perform administrative tasks like scheduling patient appointments, collecting insurance, and medical history information.



Healthcare Professionals

This pathway prepares employees for careers in general medicine, specialized medical fields and high-stakes work environments. Workers will gain the skills needed to describe diseases and conditions, interact with doctors and patients, use key terminology on the job and more.



Introduction to Dentistry

This pathway introduces real discussions on dental topics such as flossing, routine cleanings, and root canals. In addition, course participants will learn how to interact with patients on topics like insurance and scheduling.

English for Business

Remote Work

English for Healthcare Professionals

English for Digital Marketers

English for Oil & Gas

English for Tourism & Hospitality

English for Customer Service

English for IT Helpdesk & Support

English for Cross-Cultural Training

English for Statistics for Data Science & Business Analysis

English for Investment Banking

English for Maritime

English for Financial Services

English for Executive Leadership

English for Software Engineering

English for Food & Beverage

Business Skills

English for Pilots

English for Manufacturing

Introduction to English for Certified Nursing Assistants

English for Certified Nursing Assistants

English for Aircraft Maintenance Technicians

English for Cabin Crew

English for Passenger Services

English for Human Resource Professionals

Introduction to Ski Lift Maintenance

1 Unit | 20 Lessons | 1 Achievement Test

As a Lift Maintenance Technician, you must learn about certain procedures and standards to ensure workplace safety. In this unit, you will learn how to use the NSAA Lift Maintenance Training Resource Guide and about the different requirements for LMTs. You will become familiar with the role of enforcement agencies and the standards of the ANSI B.77.1. Lastly, you will learn essential skills, such as how to work with wire rope and how to document and record-keep.

By the end of this course, you will be able to:

- Follow standards and procedures to ensure safety.
- Understand the role and requirements of a LMT.
- Learn how to work with wire rope.

Enrolled



Introduction to Ski Lift Maintenance

20 Lessons | 1 Achievement Test

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Continue

Lessons ▾

English skills learners need to navigate careers in the U.S., from cross-cultural communication skills, to interviewing skills, to workplace communication



Cross-Cultural Training

Gain cultural awareness by reflecting on your own culture and broadening your understanding of global cultural differences.

[Read More](#) →



Prepare for Job Interviews

Receive tips on all steps of the interview process, from the job search to sending thank-you notes after the interview.

[Read More](#) →



Business

Designed to provide learners with the real-world skills, context and vocabulary to succeed in today's workplace.

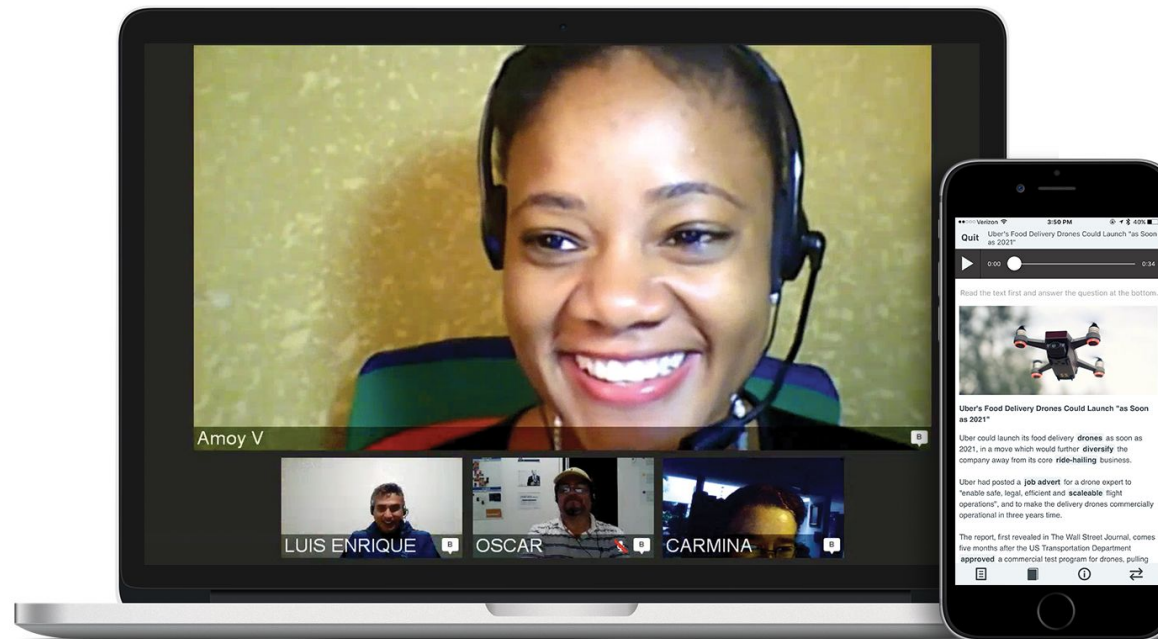
[Read More](#) →



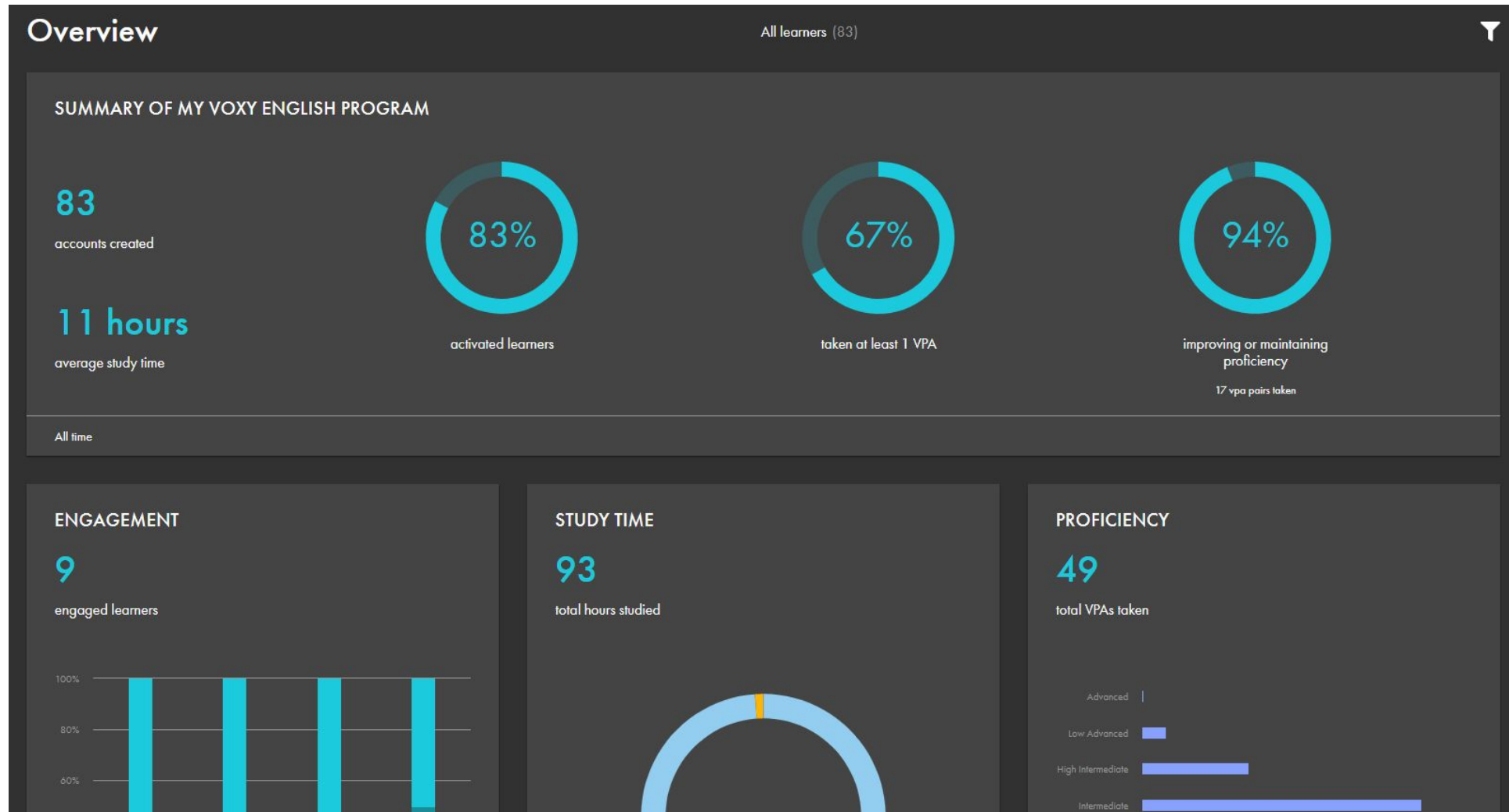
**Why does
this work?**

BLENDING APPROACH

Use **software** for what technology can do best, so **people** can do what humans do best.



Leverage data to drive in-person activity



Improve and automate personalization to drive efficiency as scale



MEASURING PERFORMANCE IS CRITICAL FOR GROWTH AND SCALE



TIME-ON-TASK

Single biggest predictor of success



DEMONSTRATED MASTERY OF LANGUAGE & CONTENT

Three key ways:

- Proficiency improvement over time
- Performance on end-of-unit achievement tests
- Ongoing instructor feedback



SATISFACTION

Stakeholders should give positive feedback



REAL-WORLD SUCCESS

Learners should be able to accomplish their real-world tasks

“I have learned a lot of new medical terms and procedures”

“I have been able to communicate better with people. I have also made calls making medical appointments and interviews for jobs”

“The course help me improve my skills in English so it will be easier for me to make job search, identity skills that related to my profile.”

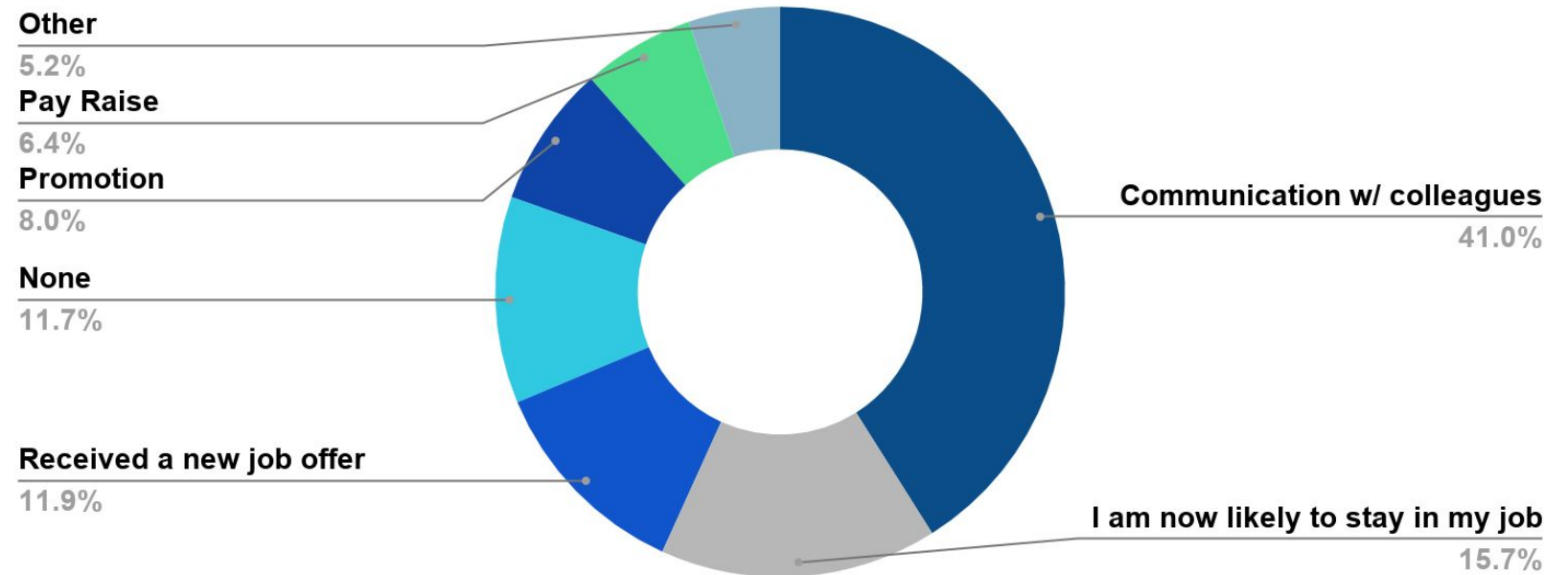
“I'm more confident to go find a job and get an interview”

2021 Q1 Impact Update: Integration and Employment

Integration and Employment – Socio-economic effects of the platform on learner population as measured through surveys as well as publicly available employment and civic participation records.

- April 2021 survey delivered to 5552 learners with an 8% response rate
- 88% said EnGen enabled them to achieve their real-world career goals

Real-World Career Goals



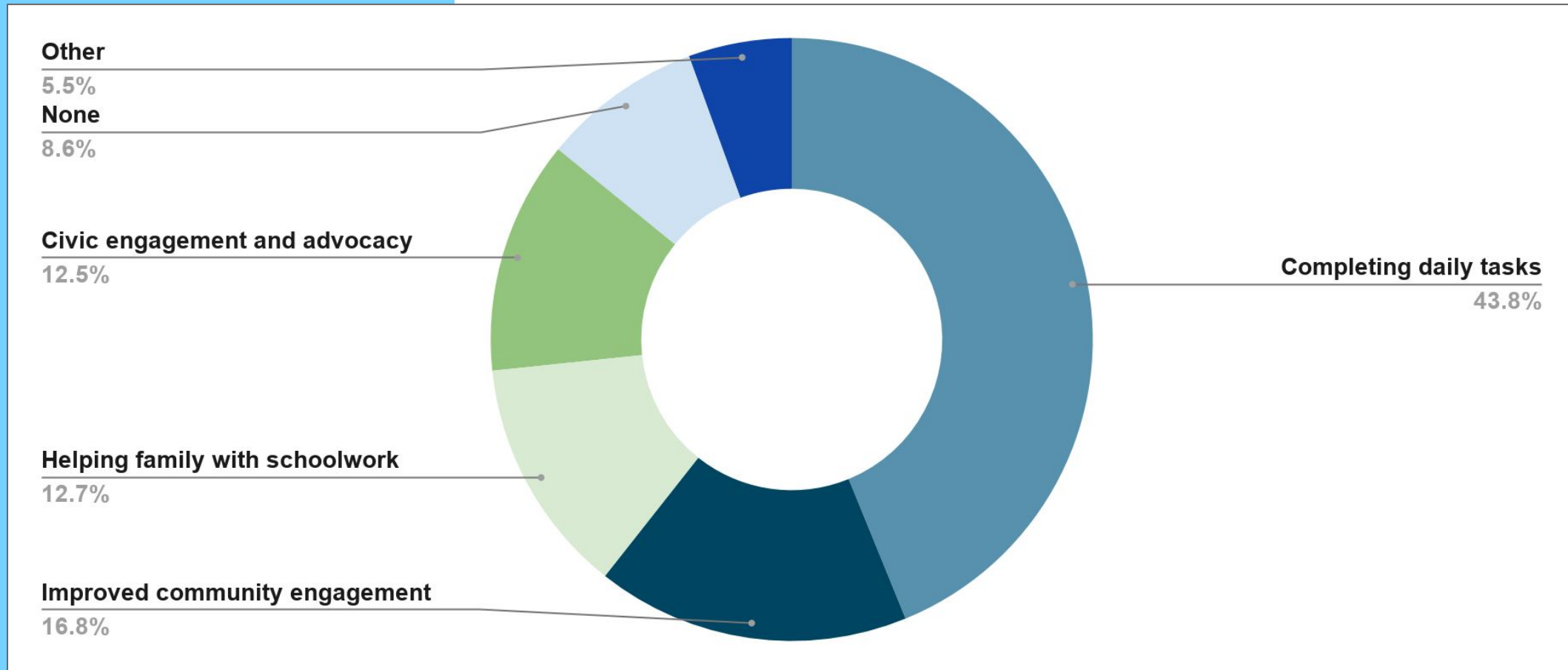
“I’ve improved my English and now I can easily communicate to my classmates”

“communicate with more confidence”

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WHY ENGEN?

WHERE INNOVATION MEETS SOCIAL IMPACT

With our comprehensive, results-driven platform, we enable organizations to offer **career- readiness skills** and improve their economic prospects. Our proven and proprietary technology and methodology **can help organizations serving adult learners increase equity and access** at scale.



**Personalized
Learning**



**Easy-to-Run
Platform**



**Career-Specific
Instruction**



**Real-World
Content**



**Performance
Visibility**



Takeaways

- Technology unlocks truly personalized IET
- Community and collaboration are critical to success
- Measure outcomes
- Build for the future

Questions?



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Thank you!



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Empowering New Americans with the English They Need to Achieve Their Dreams.