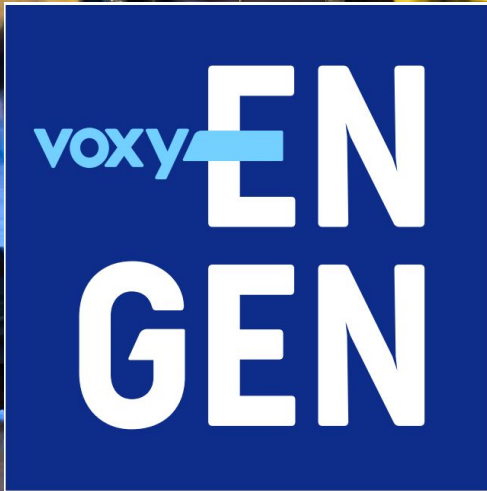




On-Ramps for Immigrant Entrepreneurship



ENGEN

On-Ramps for Immigrant Entrepreneurship

Panelists



Tadd Wamester

Director, Partnership Development
Workforce Development Expert
EnGen



Steve Tobocman

Executive Director &
Immigrant Inclusion Expert
Global Detroit



Let's set the stage:
research, economic
development and
inclusion

The Importance of Immigrant Entrepreneurs to the US Economy

*How Local Economic Developers Are
Building Inclusive Economies*



Immigrant Small Business Owners Matter to U.S. Economy and Communities

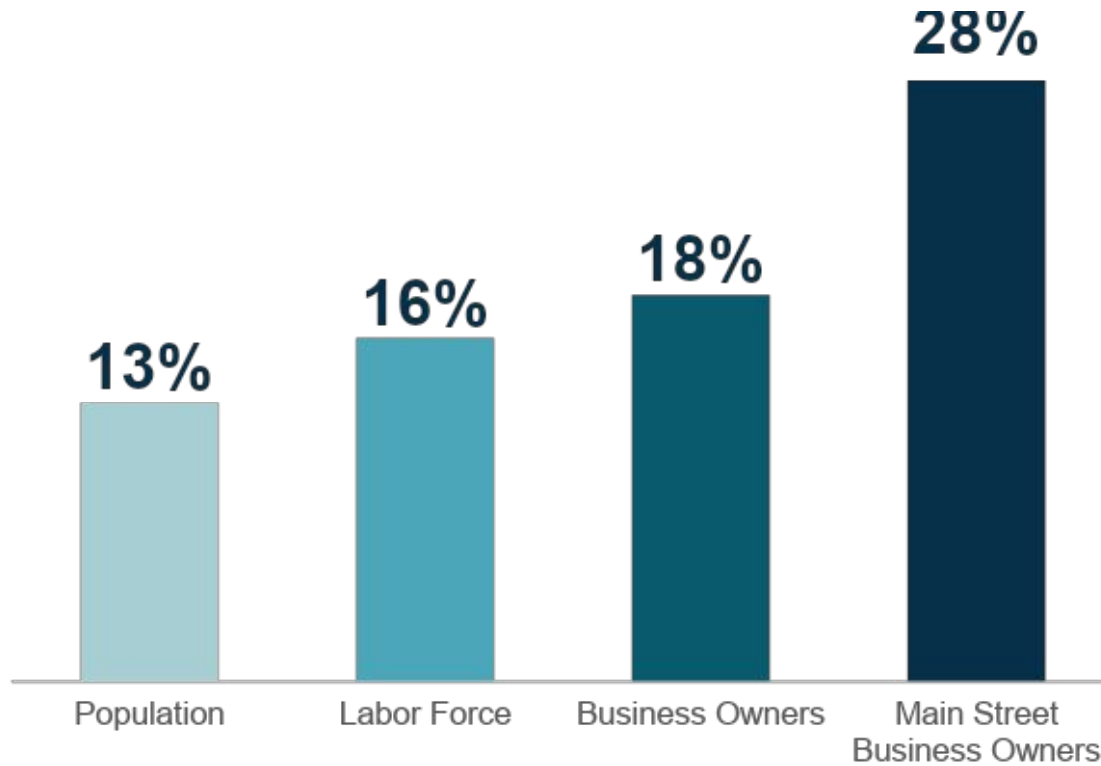


3.1 million
immigrant entrepreneurs, 2017

8.0 million
people employed at immigrant-owned
businesses, 2017

\$1.3 trillion
total sales of immigrant-owned
businesses, 2017

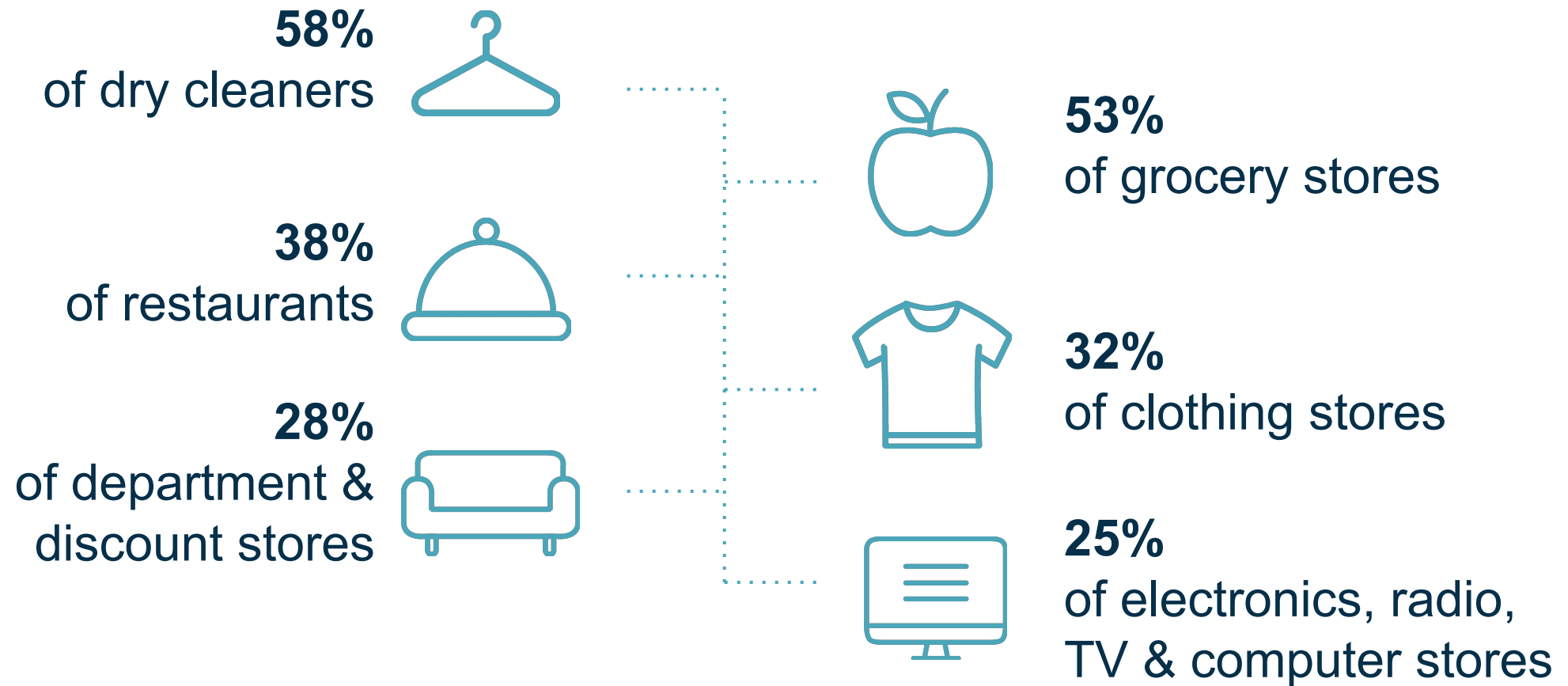
Immigrants Power America's Main Streets



Source: *Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow*, Fiscal Policy Institute (FPI) analysis of Americas Society/Council of the Americas (AS/COA) 2013 5-year data

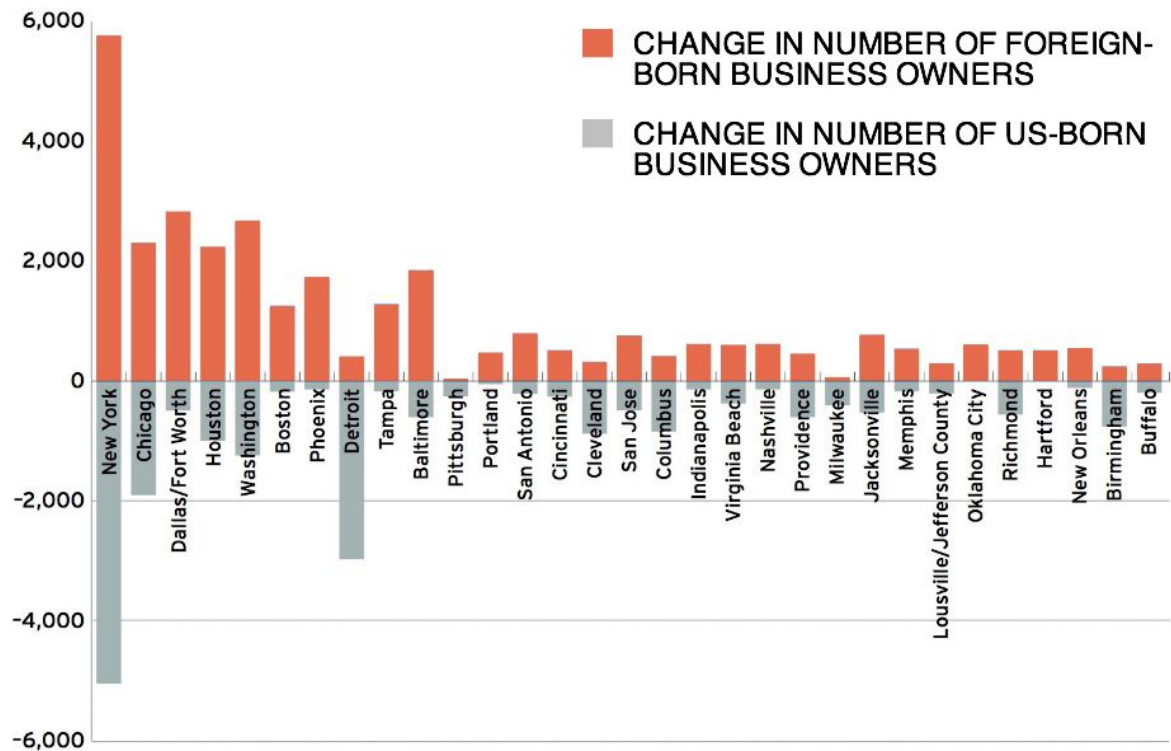


Immigrants Power America's Main Streets



Source: *Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow*, Fiscal Policy Institute (FPI) analysis of Americas Society/Council of the Americas (AS/COA) 2013 5-year data

Immigrants comprised almost all net Main Street business growth 2000-2013



Source: *Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow*, Fiscal Policy Institute (FPI) analysis of Americas Society/Council of the Americas (AS/COA) 2013 5-year data

Entrepreneurship Support Programs



Supporting Immigrant Small Businesses



- 1. Language Access**
- 2. Cultural Competence**
- 3. Trusted Connectors**
- 4. Bilingual ESO Staff**
- 5. Build Entrepreneurial English Skills – English for Entrepreneurs**

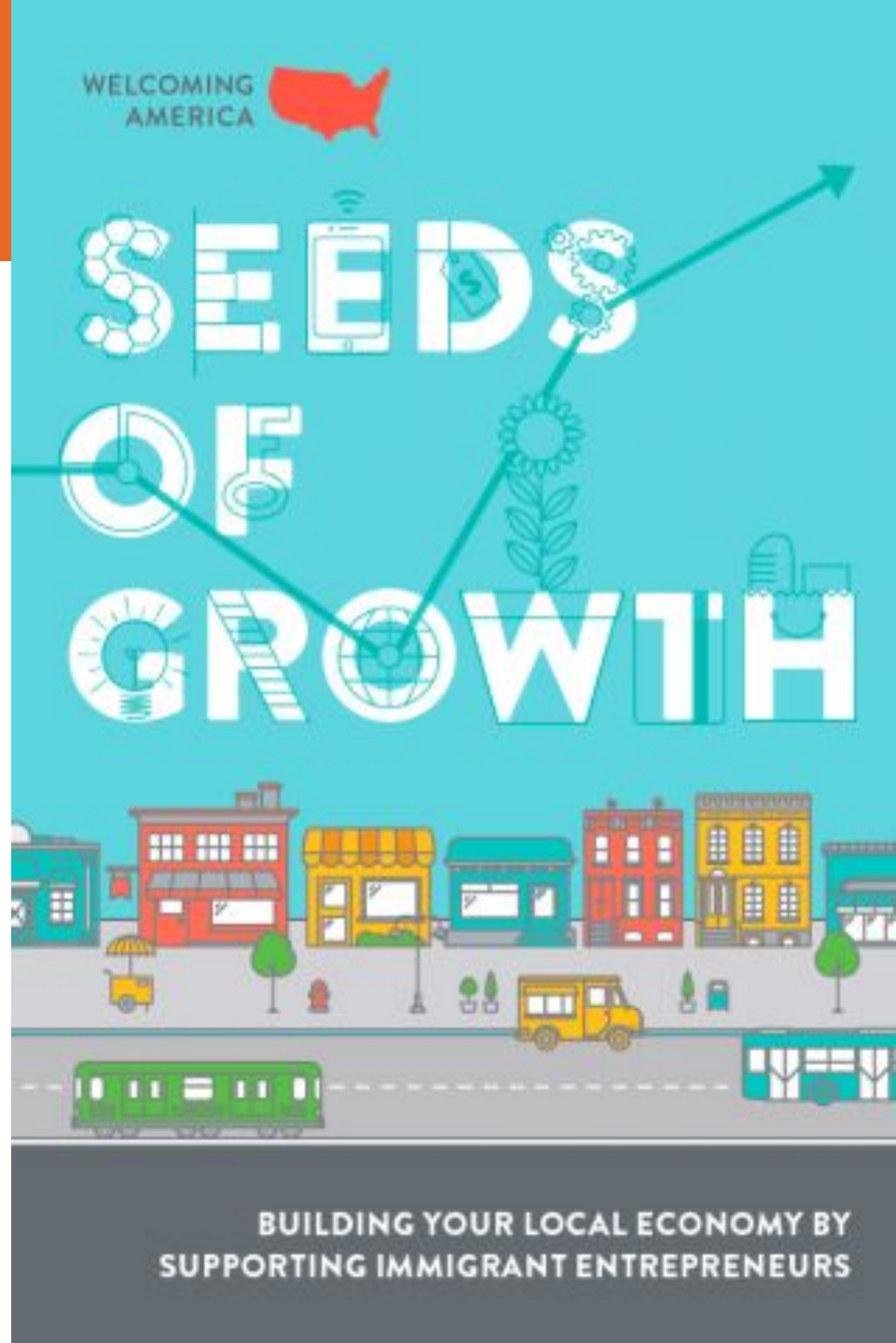
Resources

More on a comprehensive model for micro-enterprise training, lending and support for low-income immigrant and BIPOC communities can be found at www.bfwalliance.org

Two tools for practitioners can be found at <http://www.welcomingamerica.org/>

- Guide to Immigrant Economic Development
- Seeds of Growth

Customizable research is available on New American Economy's website, as well as its data site www.maptheimpact.org





GLOBAL DETROIT

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There is a national focus on **reskilling, upskilling and building an inclusive recovery.**

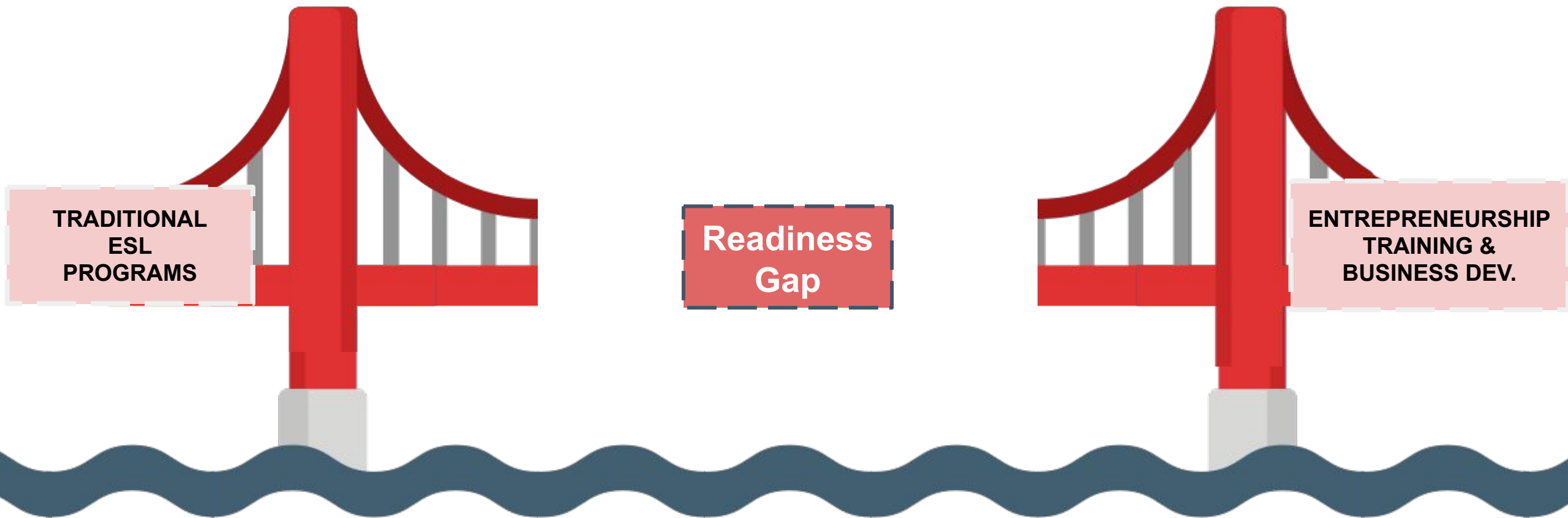
However, **immigrants, refugees, and speakers of other languages** are often kept out of education and training programs **because they do not have the required English skills.**



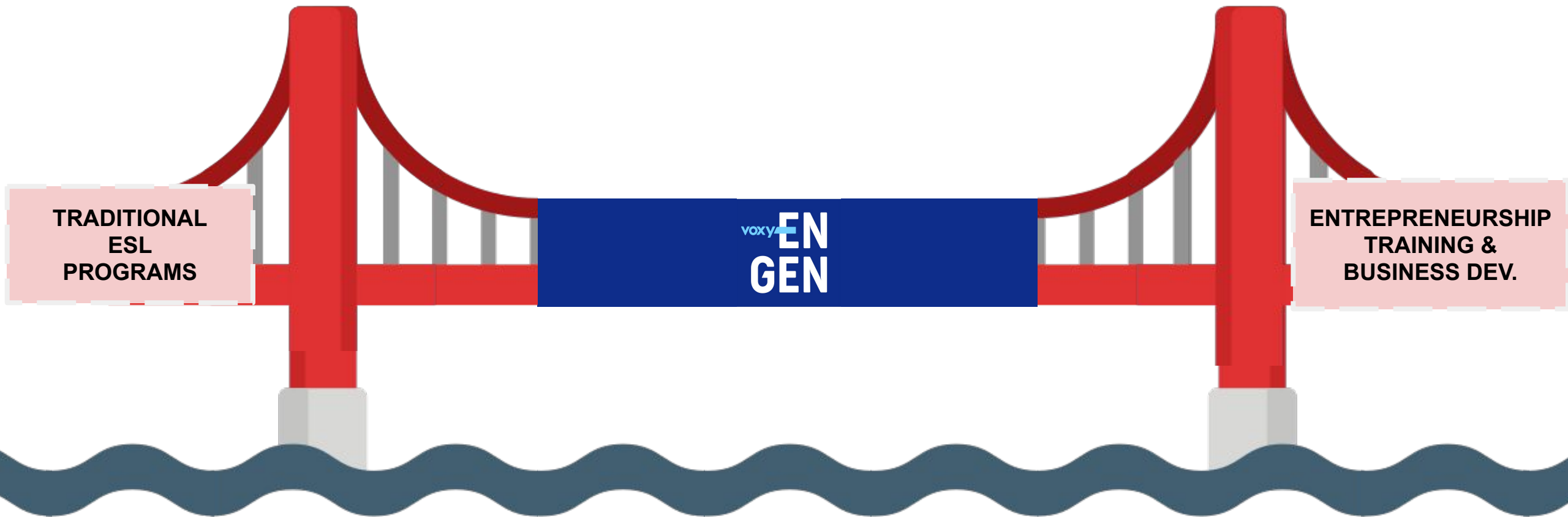
We tend to think of lack of English skills as an **insurmountable obstacle**, but that just is not true.

Advances in technology and recent research in cognitive science **have shown us how to rapidly unlock language skills.**

There is a readiness gap between ESL programs and technical or business development training



EnGen Accelerates Readiness for Speakers of Other Languages



English training
is **acquiring**
a **skill**, not
studying a
content area.

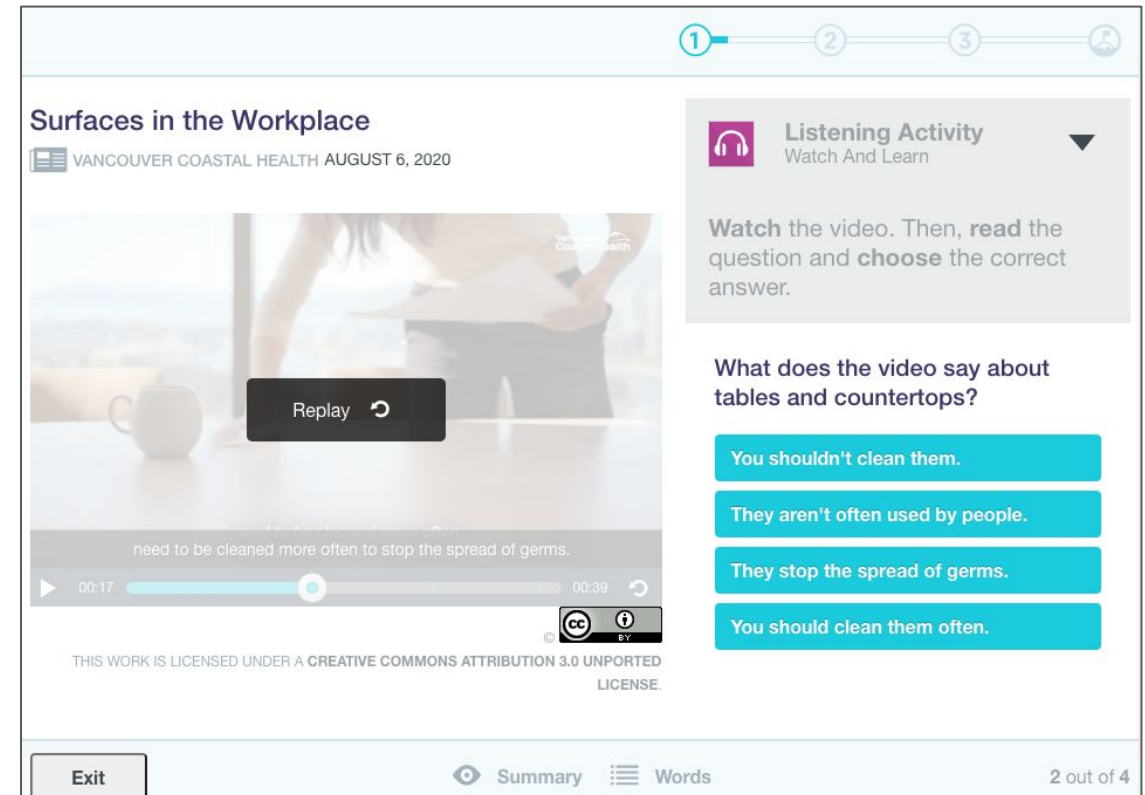
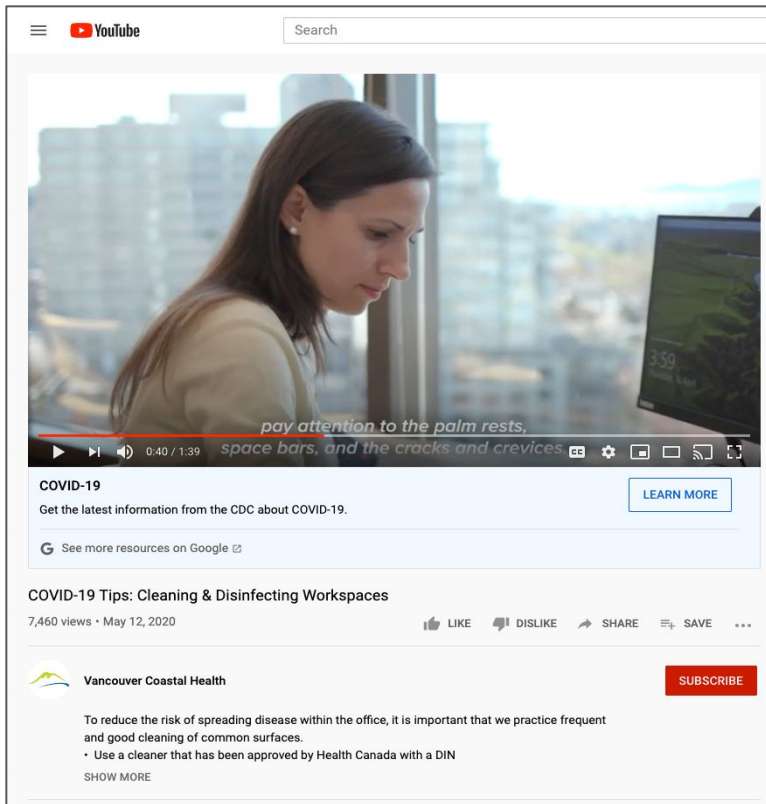
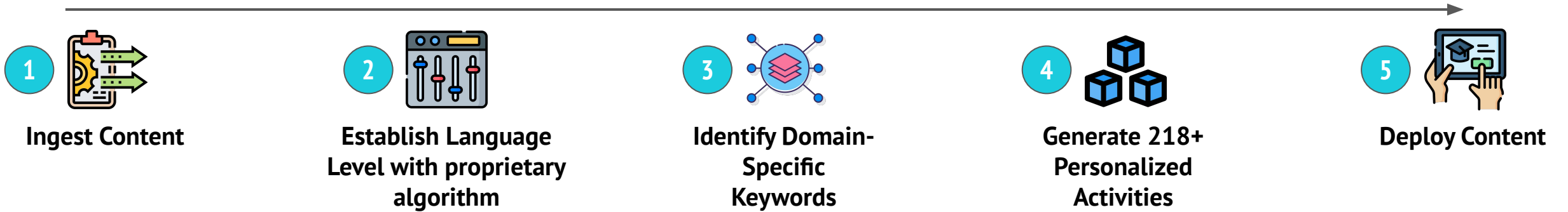




TASK-BASED LANGUAGE TEACHING (TBLT)

EnGen uniquely harnesses the most effective approach to adult language learning by using **relevant, contextualized task-based content** from the real world that is **updated daily**.

Authentic English Contextualization Pipeline



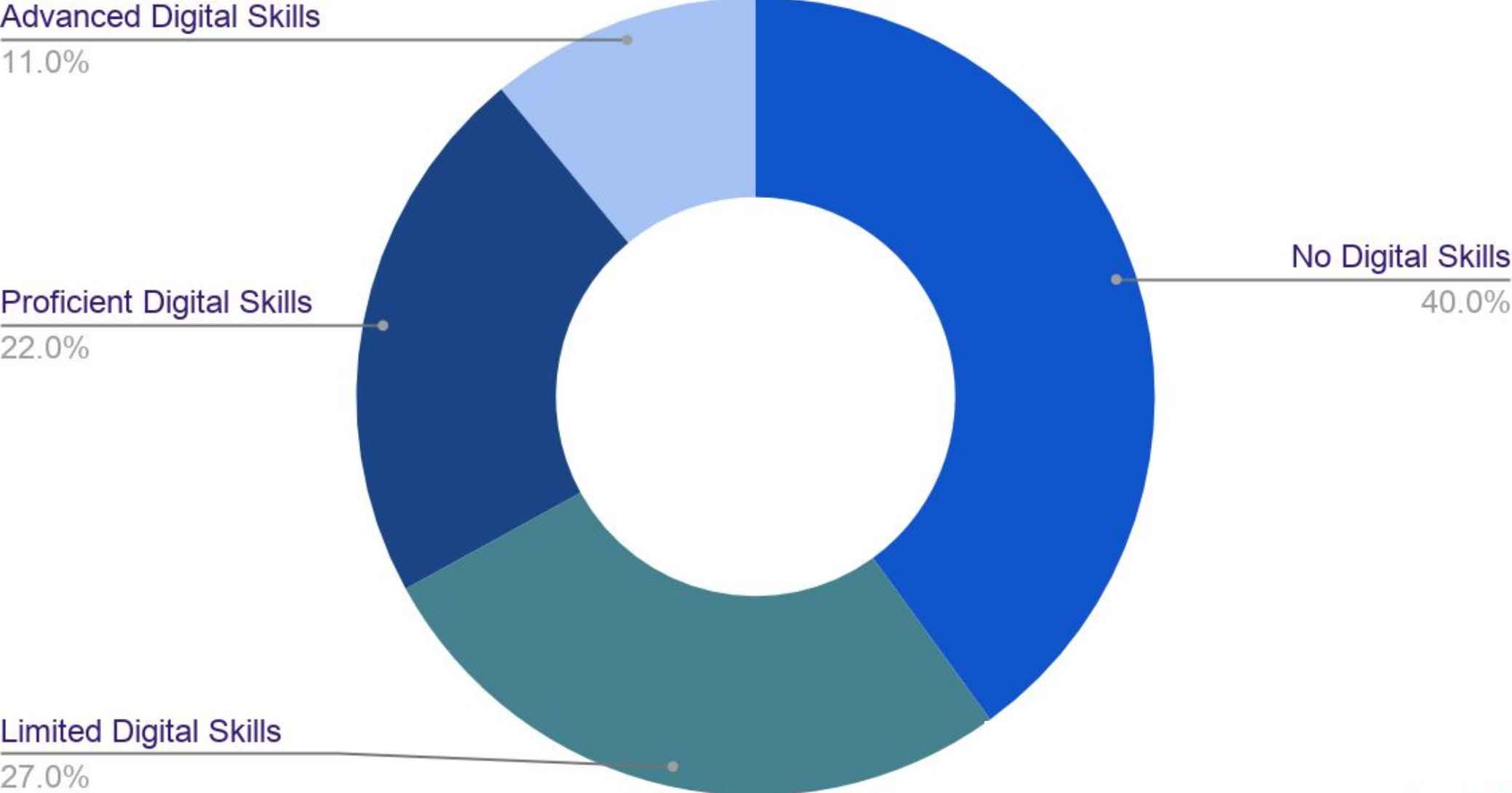
Source Content transformed into...

...contextualized language learning content

Best practices for breaking down barriers to opportunity

- ❖ Flexible, blended models can reach more working adults
- ❖ The role of technology should be to enhance & accelerate language learning
- ❖ Translation is only one piece of the puzzle
- ❖ Think about on-ramps, off-ramps and stackable skills
- ❖ Determine high value wrap around supports that are needed
- ❖ Push learners to engage in virtual authentic experiences
- ❖ Contextualize content and accelerate language learning & skills acquisition
- ❖ Measure learner outcomes and overall success

Percentage of English learners with Digital Skills



03/20/20



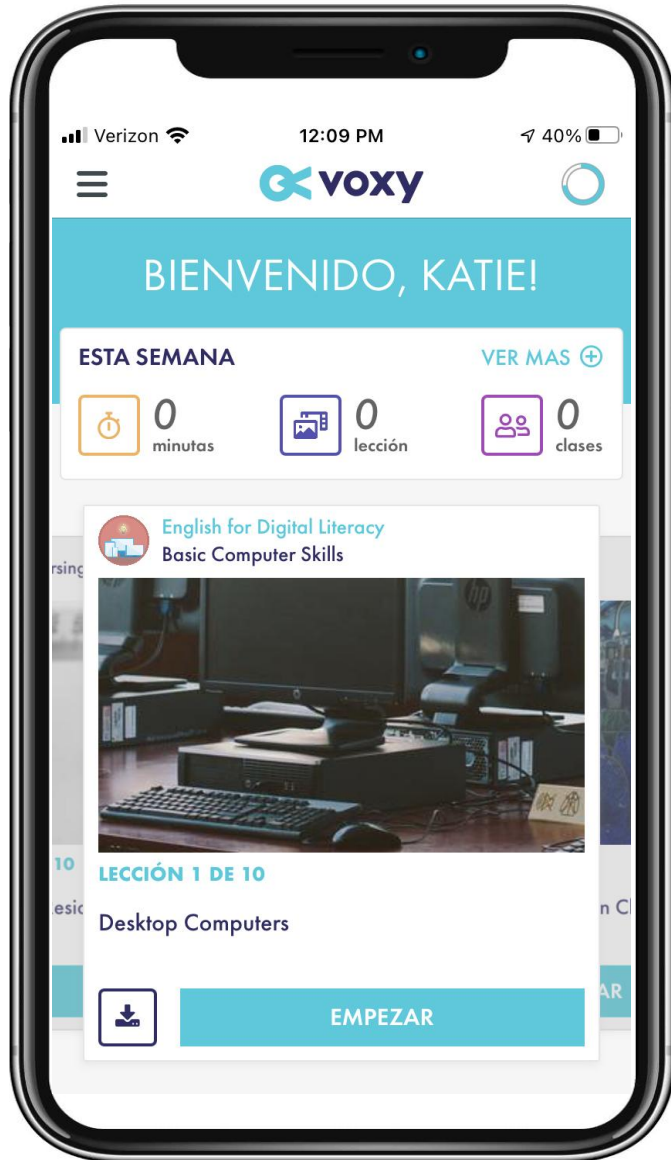
And it is not just that
**digital skills are now a
prerequisite for learning.**

We are preparing for the
**jobs & businesses of
tomorrow that are all going
to require technology**



How do we address this?

- ❖ Mobile-online training
- ❖ Comprehensive digital literacy courses
- ❖ Integrating English with critical business & customer service skills
- ❖ English for Entrepreneurship on-ramps & off-ramps



In this course, learners will gain an understanding of **how to use a computer**. They will learn the basics of computer hardware, operating systems, and software. They will also explore **how to use email and navigate the internet safely**.

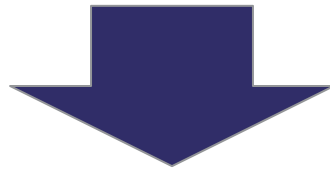
Overall, learners will:

- ❑ Become familiar with the physical computer and its basic hardware.
- ❑ Navigate Mac and Windows operating systems at a basic level.
- ❑ Create text files and save them.
- ❑ Access email and the internet in a safe way

Sample Development Pathways



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



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



Entrepreneurship Career Pathway

English-language skills to achieve their dreams



1 Serves as an onramp to bootcamp or certificate programs.

2 Learners will explore how to **plan, market, manage** and **grow** a small business.

3 **Build on this course.** Popular add ons for custom content include: Digital Literacy, Customer Service, and Intermediate Business Skills.



**INNOVATIVE TECHNOLOGY TO
UPSKILL AND EMPOWER
LANGUAGE LEARNERS FOR THE
CAREERS & BUSINESSES OF
THE FUTURE**



WHY ENGEN?

WHERE INNOVATION MEETS SOCIAL IMPACT

With our comprehensive, results-driven platform, we are giving a voice to an underserved community, providing them with valuable workforce readiness skills and improving their economic prospects and workplace productivity. By leveraging our proven and proprietary technology and methodology, we increase equity and access at scale.



Personalized Learning



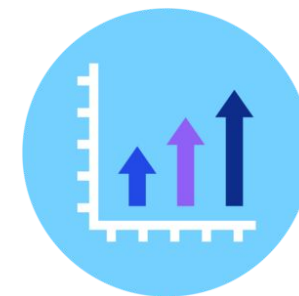
Easy-to-Run Platform



Career-Specific Instruction



Real-World Content



Performance Visibility

Let's Recap:

- Immigrants and refugees are drivers of economic development and innovation
- **Digital Literacy** is a critical issue- 40% of English learners do not have digital literacy skills
- The businesses and jobs of the future will require technology and the ability to use it
- Instruction is moving online and hybrid (***don't go back to the status quo!***)
- Focus on **learner-centered, task-based** program models with **personalization**
- Integrating entrepreneurship & digital literacy with English skills addresses multiple issues at once
- Digital literacy skills & contextualized English provide on (and off) ramps to entrepreneurship

ENGEN CAN EMPOWER YOUR LEARNERS WITH CRITICAL LANGUAGE & BUSINESS SKILLS

Questions?



VoxyEnGen.com

Thank you!



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