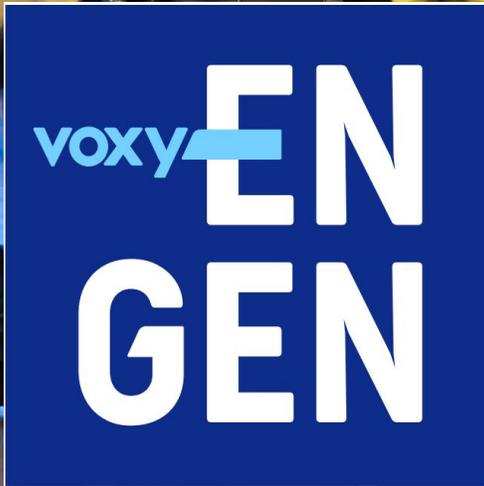




*Building Manufacturing  
Career Pathways to Upskill  
English Language Learners*



# Introduction

## Tadd Wamester

Director of Partnership Development

[tadd@voxyengen.com](mailto:tadd@voxyengen.com)

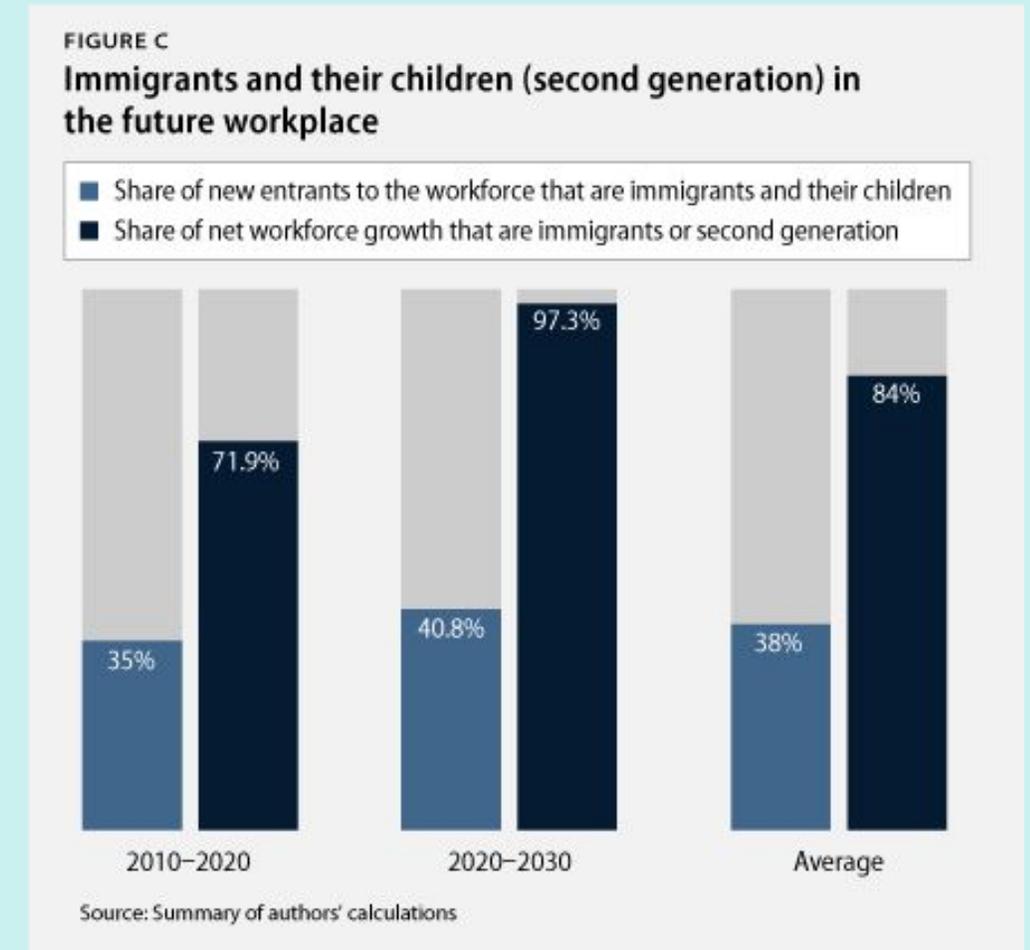


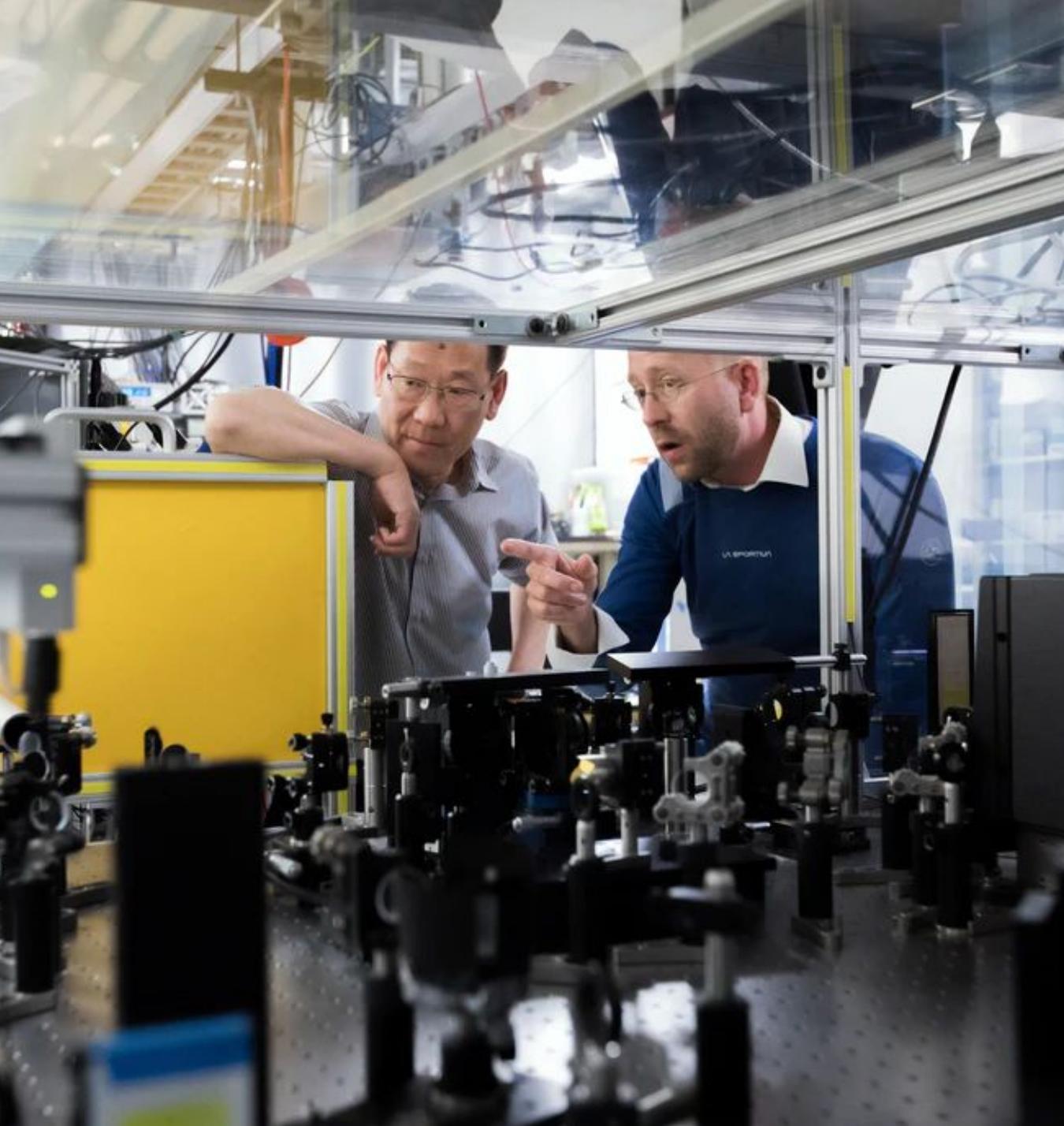
# By 2030...

All 73 million Baby Boomers will reach the age of 65



97% of net workforce growth will be immigrants and their children





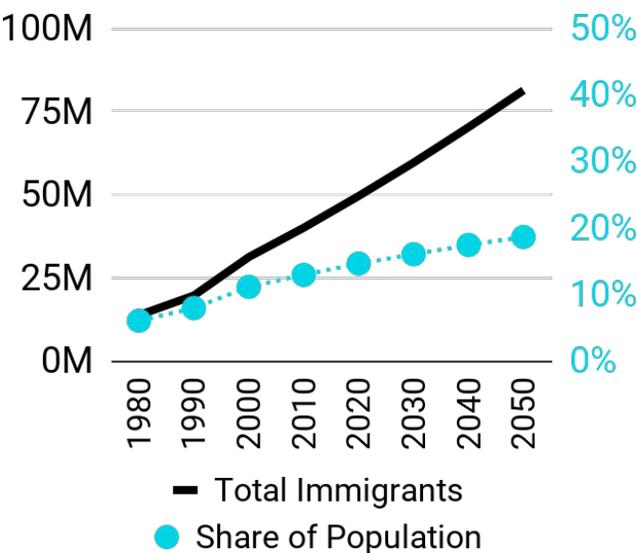
**Nearly one quarter of workers in the manufacturing industry are aged 55 or over**

**“Over the next decade, 4 million manufacturing jobs will likely be needed, and 2.1 million are expected to go unfilled if we do not inspire more people to pursue modern manufacturing careers.”**

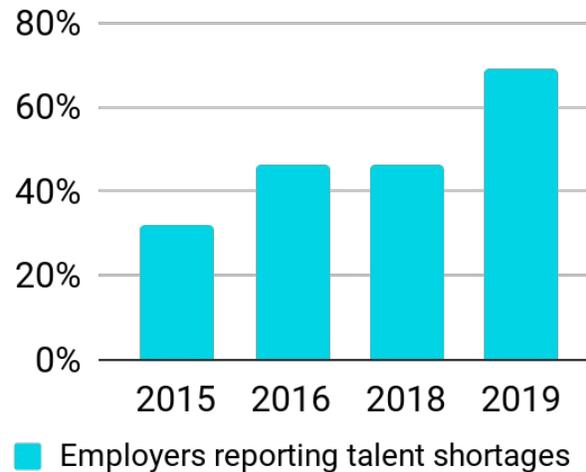
- <https://www.nam.org/facts-about-manufacturing/>

# Good News! The solution for employer talent shortages is already here

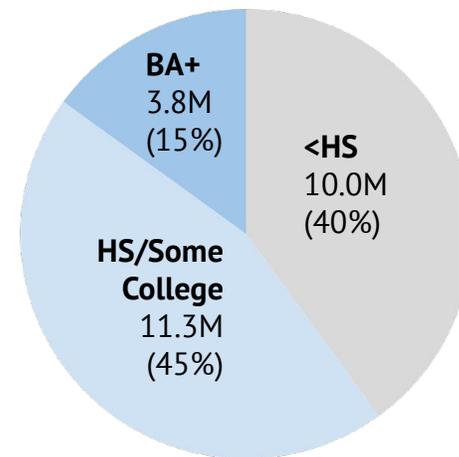
New American growth is accelerating...



...while companies face unprecedented talent shortages.

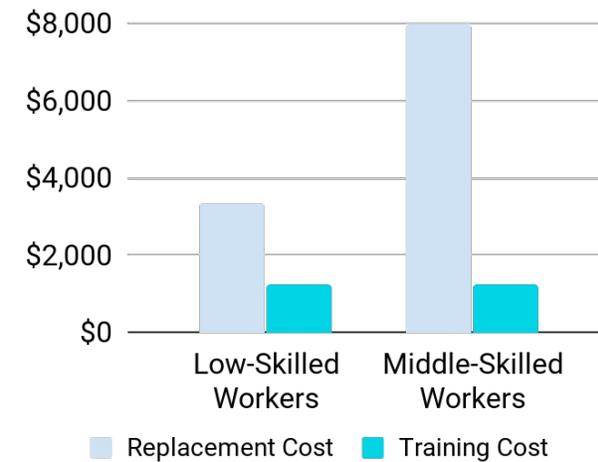


Improving immigrant English skills reveals an untapped talent pool...



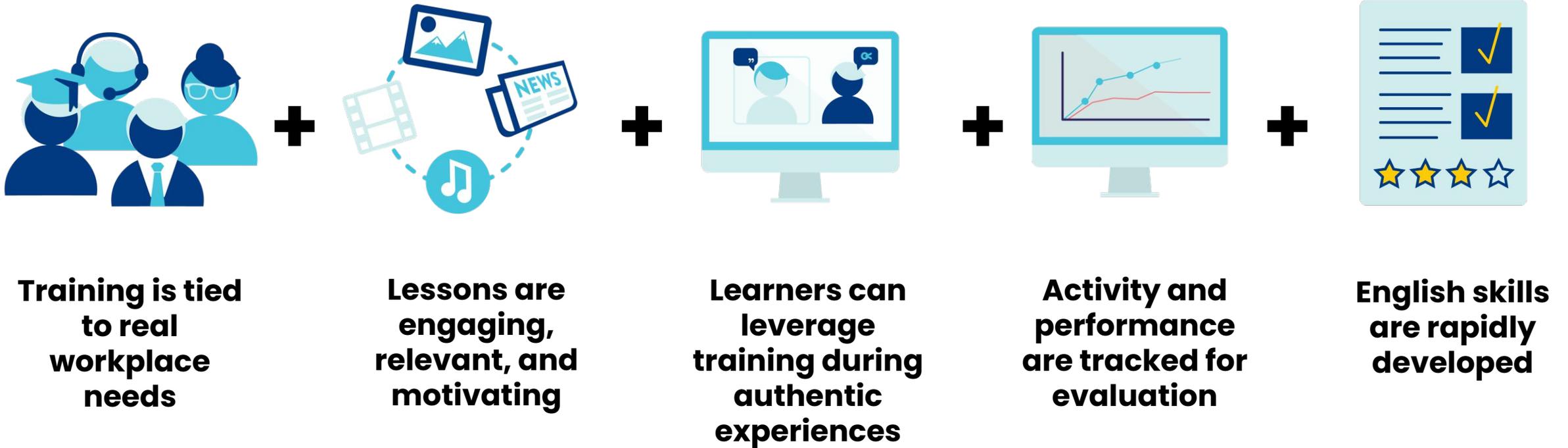
Limited English Proficiency Immigrants by Educational Attainment

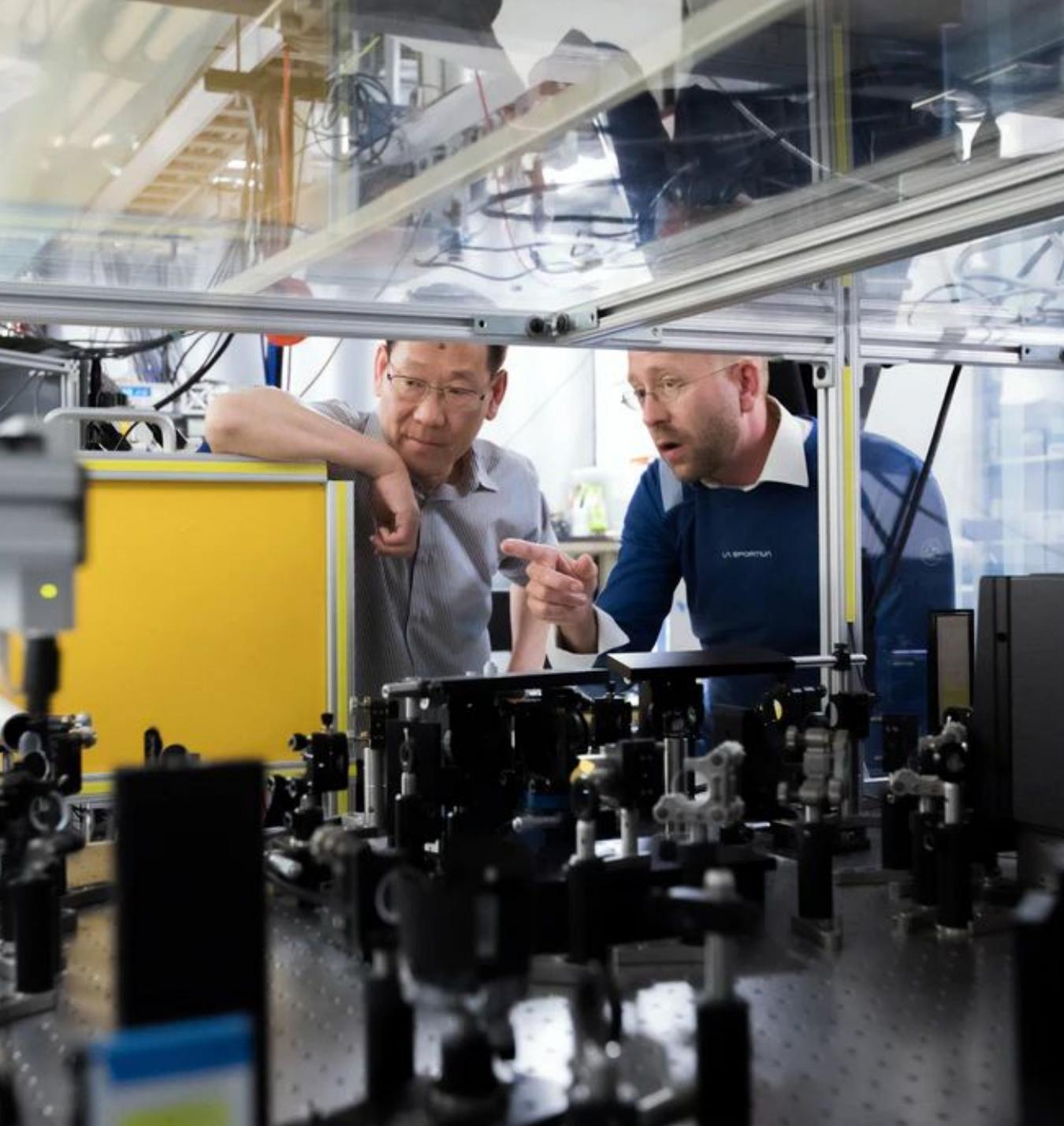
...with training costs up to 85% lower than hiring replacement workers.



# 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.



Many HR and Workforce Development leaders see the **benefits of upskilling employees with English.**

However, they struggle with **where to start.**

# How do we enable adult ELLs with the English they need to improve their careers and access to educational opportunities?

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With structured training programs designed specifically for their needs and goals.

- 1 On-ramps to Careers**
- 2 Bridge Programs**
- 3 Pre-apprenticeship Programs**
- 4 Integrated Education & Training (IET)**



# Technology is Key

English training mapped to manufacturing career pathways that adapts to learners' individualized needs rapidly prepares immigrants, refugees, and speakers of other languages for careers that will **improve inclusion and economic mobility** while also addressing critical talent shortages



## **EFFECTIVE & EFFICIENT**

- Personalized instruction
- Measuring learners' engagement
- Moving learners rapidly into real-world WFD programs
- Remove barriers of space and time
- Provide on-ramps to internal career development programs

# Sample Manufacturing Pathways



## ***Build a Foundation***

1. English for Digital Literacy
2. Beginner Business Skills: Work Email
3. Beginner Business Skills: Phone Calls
4. Intermediate Business Skills: Meetings and Presentations



**General Industry Safety  
Warehouse Machinery  
E-Commerce Warehousing  
Health & Safety  
Manufacturing  
Leadership & Management  
Data Science**



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 E-COMMERCE WAREHOUSING



In this course, you will learn about working in an e-commerce warehouse. You will be able to describe various warehouse jobs, understand the order picking process, and follow safety rules.

- Describe roles and responsibilities in an e-commerce warehouse.
- Understand common hazards, solutions, and best practices.
- Learn about order picking process and ergonomics.



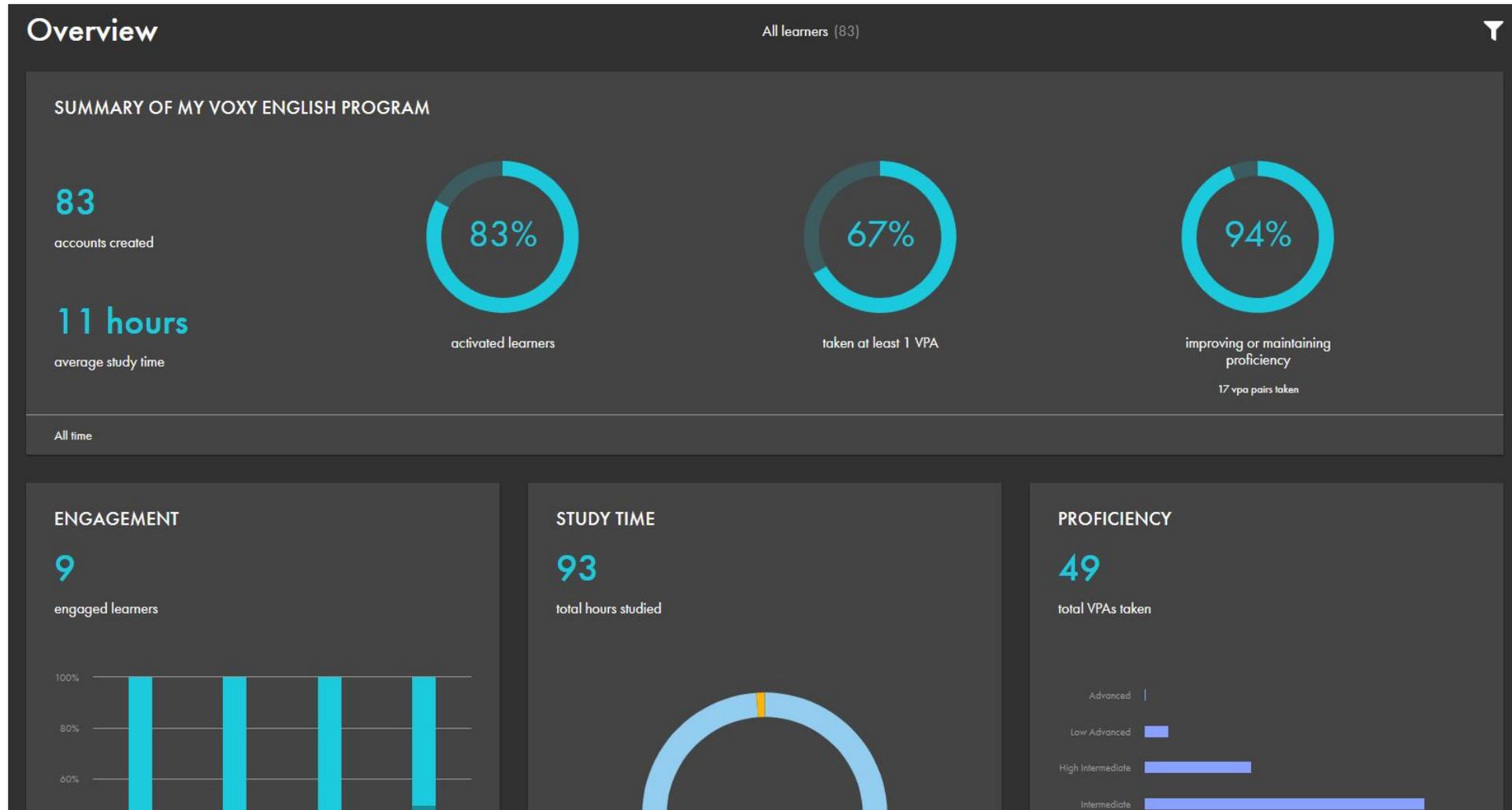
**Why does  
this work?**

# BLENDING APPROACH

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



# Leverage data to drive efficiency and outcomes



# 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.”

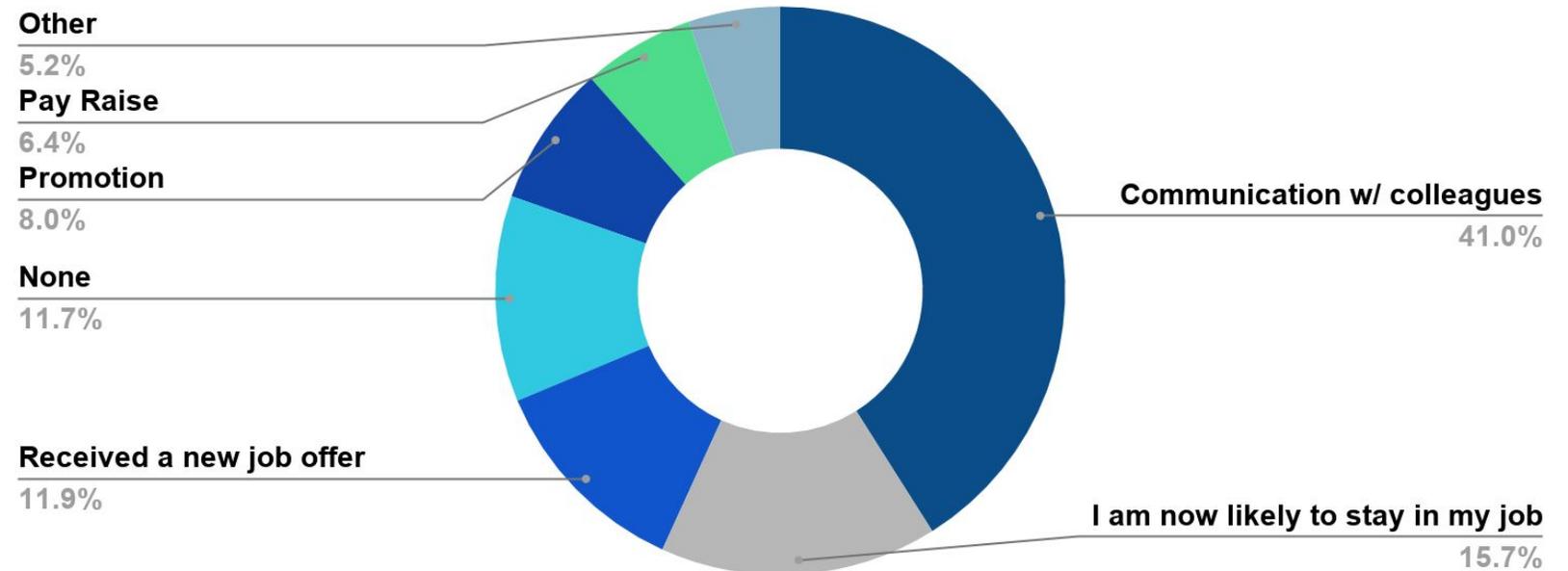
“I'm more confident to go find a job and get an interview”

## 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



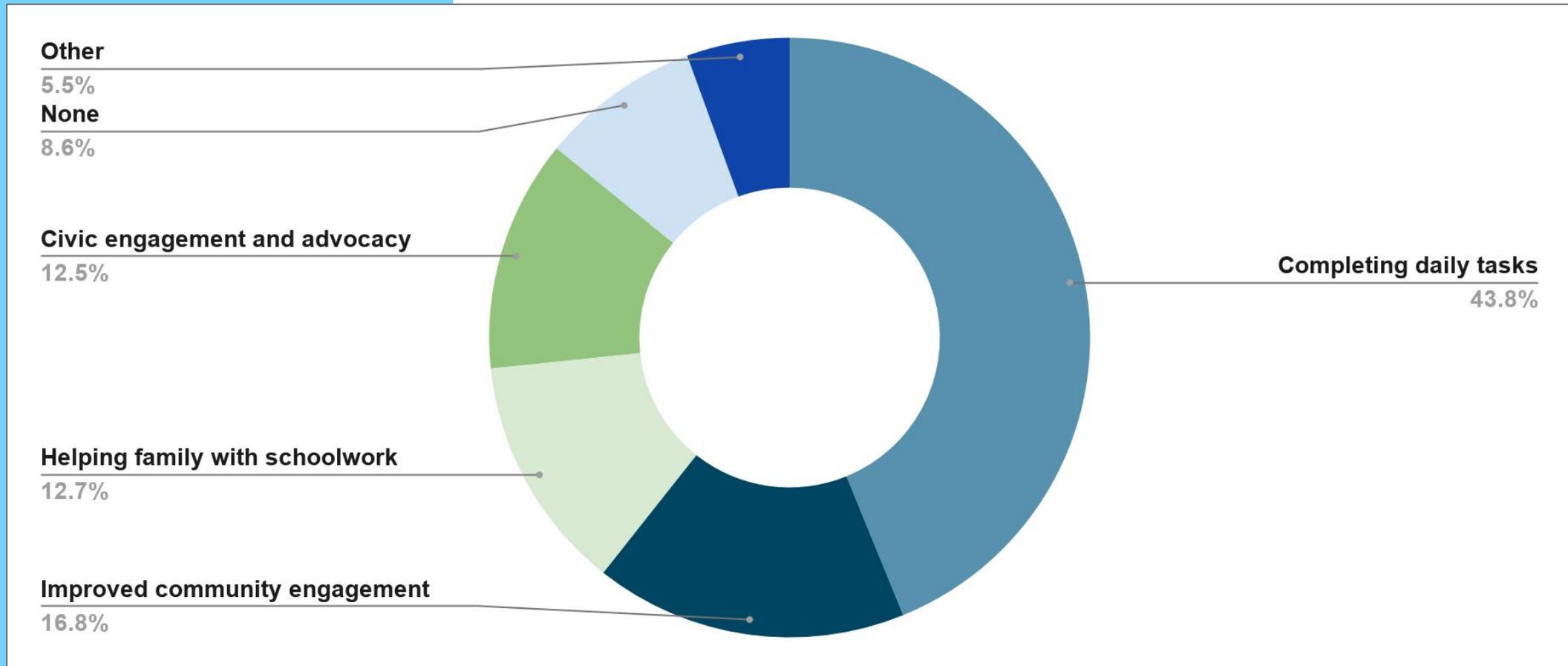
“I’ve improved my English and now I can easily communicate to my classmates”

“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

- The solution to the manufacturing talent shortage does exist!
- Workplace-based English programs can deliver learning outcomes that benefit employees and the bottom line
- Technology streamlines implementation and drives efficiency and scale
- Prioritize pathway programs into manufacturing jobs/careers
- Build for the future

# Questions?



*[VoxyEnGen.com](http://VoxyEnGen.com)*

**Thank you!**



***VoxyEnGen.com***



**Tadd Wamester**

*Director of Partnership  
Development*

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<https://getengen.com/upcoming>

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

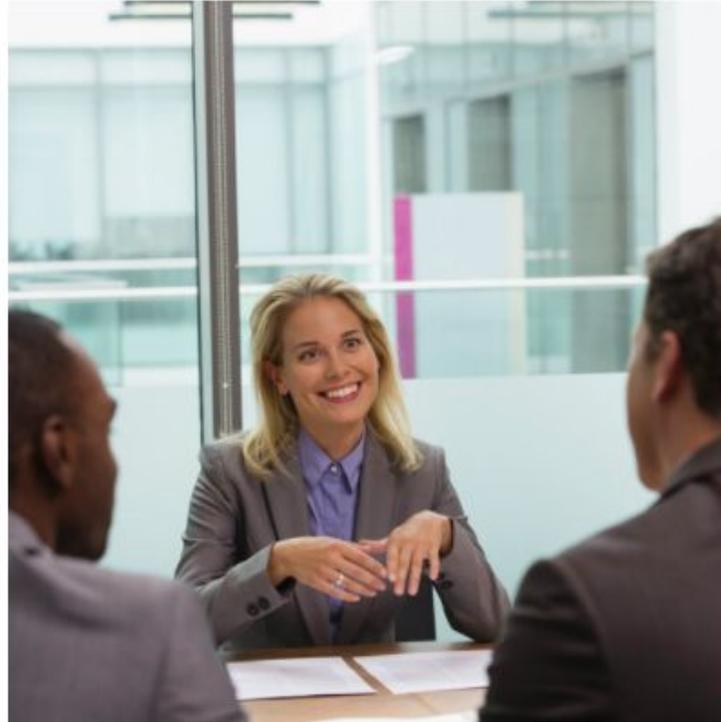
# English skills learners need to navigate manufacturing careers in the U.S., from cross-cultural communication skills, to interviewing skills, to workplace communication



## 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](#) →



## Manufacturing

In this course, you will learn about various aspects of manufacturing, from safety and maintenance to equipment and industry new [Read More](#) →