Workshop Series:
Workplace ESOL Capacity-Building
Part II: Conducting a Workplace Needs Assessment
March 29, 2022
Investing in the future of our region by creating opportunities for immigrants to pursue their educational, economic and civic aspirations.

fosters workforce equity in Massachusetts by delivering innovative and collaborative professional development solutions that help diverse communities and employers succeed.
AGENDA

1. Introductions

2. Review workshop objectives

3. Planning and Evaluation Team (PET)

4. Steps of a Workplace Needs Assessment
REVIEW LAST SESSION ON BUSINESS ENGAGEMENT

1. Self-assessment: Business engagement takes time, people, and resources
2. Where to find employers? Start with your students
3. Public data available about companies: state website, etc.
4. Trades, chambers of commerce, and other business groups
5. Reach out: You are the expert at teaching English, but do your homework on learning about the company
6. First meeting: Listen, ask questions, be prepared to answer questions, your goal is: Workplace Needs Assessment!
REVIEW WORKSHOP OBJECTIVES

1) Review the steps of an English Workplace Needs Assessment
2) Share materials for conducting a WNA
3) Practice using some of the tools utilize to conduct a WNA

3) What else would you like to discuss about WNA?:
   - How many workplace ESOL programs is best practice?
   - How do you avoid overpromising and under delivering?
   - Do we have a placement tool?
STARTING AT THE END
(TEACHING TO THE EXAM)

Workforce Training Fund Program
Grants to Massachusetts employers to train current and newly hired employees

General Program
Large-Scale: 2-Yr Training Projects
Strategic & Customized

- $250,000 maximum / 2-year grant
- 90-day lead time
- Customized training plan
ROB DUNCAN’S FORMULA:

By improving the English language skills of our employees, we will:

Increase*/Decrease**: X by: x% from: Current Situation to: Goal

What is the Current Situation of the employer’s problem or opportunity?
“In our experience, employers generally support the concept of gathering data and assessing workplace needs prior to holding classes”.

Workplace Education Guide
BREAKOUT SESSION

10 minutes:

1. Who should you talk to for a Workplace needs assessment?

2. What questions do you think you should ask in a workplace needs assessment interview?

Write your team’s ideas in the chatbox.
STEPS OF A WNA

a) Meeting with the company’s management team to kick-start the assessment process

b) Individual meetings, or focus groups, with managers/supervisors to determine curriculum content, schedules, potential students
c) Develop promotional materials
d) Conduct an online, multilingual survey with all employees interested in participating in the English language training.

5. Pou konbyen tan ou te travay pou Stop & Compare? *
Pa egzanp depi 5 mwa de sa, oswa depi 2 zan de sa, elatriye

Short answer text

6. Ki orè travay ou? *
Ki jou ak ki lè ou travay nan Stop and Compare?
e) Conduct language assessment sessions to evaluate employees on their English language and readiness to participate in the training

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**STEPS OF A WNA**

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**PLACEMENT RUBRIC FOR SPEAKING SKILLS**

<table>
<thead>
<tr>
<th>Level</th>
<th>Indicators</th>
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<tbody>
<tr>
<td>Low Advanced</td>
<td>Carries on a natural conversation, offers details even when not prompted; discusses interests and can articulate reasons for participating; able to give opinions and spin out ideas answering questions such as “in your opinion, what’s a good job. Why?” or “Tell me something about (community). Is it a good place for people like you and your family? Why or why not?”</td>
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<tr>
<td>Level 6</td>
<td></td>
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<tr>
<td>Pre-beginning</td>
<td>Does not understand English and is not able to respond in English</td>
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<tr>
<td>Level 1</td>
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Heide Spruck Wrigley for OneAmerica/English Innovations
STEPS OF A WNA

f) Conduct workplace observation of employees performing their daily tasks

g) Meeting to present the complete Workplace Needs Assessment report to company
KEY TO SUCCESS:

FOLLOW-UP

This will just happen if you make it happen!

Email them; email them again; call them; email them again; text them.
UPCOMING WORKSHOPS FOR PROGRAM MANAGERS/DIRECTORS

- Design and Evaluation of Workplace English Language Training Program
  Tuesday, April 12th, 2-4pm

Registration link will be sent to all participants
UPCOMING WORKSHOPS FOR INSTRUCTORS/CURRICULUM DESIGNERS

- Fundamentals of Contextualized Curriculum
  April 22 & 29, 9:30-11:30 AM

- Balancing Student and Company Needs
  May 6 & 13, 9:30-11:30 AM

- Integrating Technology and Digital Literacy
  May 20 & 27, 9:30-11:30 AM

Registration link will be sent to all participants.
Training sponsored by Commonwealth Corporation, and delivered by English for New Bostonians

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We are available for one-on-one Technical Assistance