



**Workshop Series:**

**Workplace ESOL Capacity-Building  
Part II: Conducting a Workplace  
Needs Assessment  
March 29, 2022**



english for **NEW  
BOSTONIANS**

**COMMONWEALTH  
CORPORATION**





# english for **NEW BOSTONIANS**

*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 to assessment process
  
  - b) Individual meetings, or focus groups, with managers/supervisors to determine curriculum content, schedules, potential students
- 

## STEPS OF A WNA

c) Develop promotional materials



**BOLOCO EMPLOYEES**  
**CLASES DE INGLÉS**  
**GRATIS**

*¡QUEREMOS CONOCER MÁS DE TI!  
BOLOCO ESTÁ PLANEANDO OFRECER CLASES  
DE INGLÉS PARA SUS EMPLEADOS.*

ESCANEE EL CÓDIGO  
QR Y COMPLETE LA  
ENCUESTA SOBRE SU  
INTERÉS EN PODER  
TOMAR ESTAS CLASES.

 english for **NEW BOSTONIANS**  MODERN MEXICAN **boloco**

The flyer features a grid background with decorative icons of a smartphone, a pencil, and a pen. The text is centered and uses a mix of bold, sans-serif fonts and italics. The QR code is positioned to the left of the main text block.

# STEPS OF A WNA

d) Conduct an online, multilingual survey with all employees interested in participating in the English language training

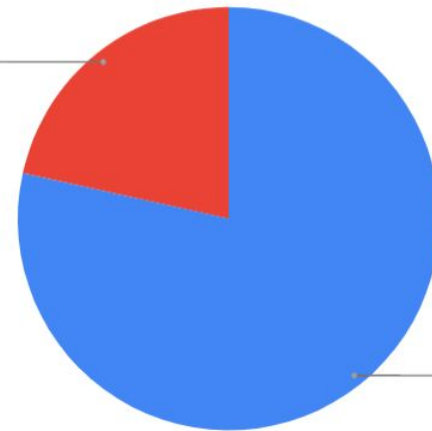
5. Pou konbyen tan ou te travay pou Stop & Compare? \*

Pa egzanp depi 5 mwa de sa, oswa depi 2 zan de sa, elatriye

Short answer text

Count of 8. Do you have another job? / ¿Tiene otro empleo además de éste?

Yes / Si  
21.5%



No / No  
78.5%

6. Ki orè travay ou? \*

Ki jou ak ki lè ou travay nan Stop and Compare?

# STEPS OF A WNA

## PLACEMENT RUBRIC FOR SPEAKING SKILLS

e) Conduct language assessment sessions to evaluate employees on their English language and readiness to participate in the training

Level	Indicators
Low Advanced Level 6	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?”
Pre-beginning Level 1	Does not understand English and is not able to respond in English

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 12<sup>th</sup>, 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,  
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We are available for one-on-one Technical Assistance

