

Workshop Series:

Workplace ESOL Capacity-Building

Part I: Employer Engagement

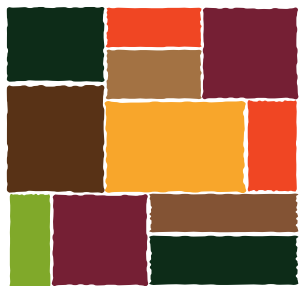
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english for **NEW
BOSTONIANS**

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.

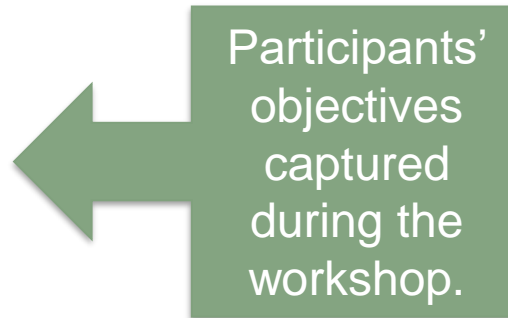


AGENDA

1. *Introductions*
 2. *Review workshop objectives*
 3. *Reaching in to reaching out – Your current capacity for workplace ESOL*
 4. *Employers: What do they want, what do they need?*
- 

REVIEW WORKSHOP OBJECTIVES

- 1) Expand opportunities for connecting with employers
- 2) Explore different outreach strategies to connect with employers
- 3) What else would you like to discuss about Employer Engagement?:
 - How to find the employers that are interested in workplace ESOL?
 - How to approach them?
 - How to get started?



KNOW YOUR OWN CAPACITY TO ENGAGE EMPLOYERS

**Engaging Employers in meaningful,
sustained ways:**

- Takes time and capacity. Be ambitious and realistic.
- Is different from teaching, providing direct services
- Requires staff (at different levels)
- Requires resources



GET TO KNOW THE LABOR MARKET: START WITH YOUR STUDENTS/CLIENTS

Learn where your students work. Add summary data to anecdotes.

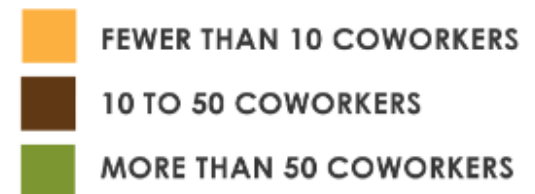
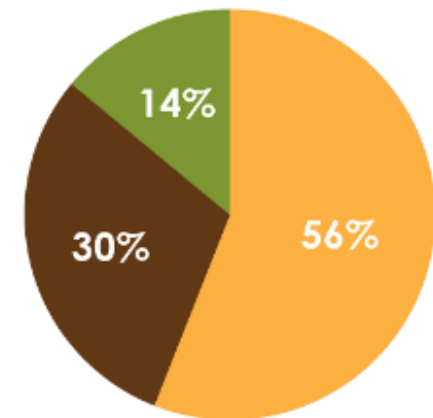
“Learning English, Talking Jobs” Survey:

- ▶ identify employer partners for workplace ESOL engagements
- ▶ provide guidance for developing work-oriented ESOL curricula

835 students completed the anonymous survey

- ▶ employment status, employer
- ▶ whether their co-workers needed English classes

**NUMBER OF COWORKERS
NEEDING ENGLISH CLASSES***



*Among respondents who identified English as a need

ENGAGING EMPLOYERS

Objective: Help employers develop high-quality, cost-effective workplace English training for their employees with limited English skills.

- **Sectors that employ large numbers of immigrants.**
- **Chambers, trade associations; large *and small* businesses**
- **Organized labor**
- **Workforce development boards, career centers, etc., especially those with mandated corporate sector members**



DIALOGUE WITH EMPLOYER:

1. What keeps you up at night regarding your business?
2. What are the qualities of your ideal job applicants?
3. How do you decide which training to offer to your employees?
4. Do you have job openings?

Ed Santiago

General

Manager at

OX Paper

Tube & Core,

in Holliston

MA



OX INDUSTRIES

TARGETING INDIVIDUAL EMPLOYERS

- State information about companies:



Largest 100 Employers in Haverhill

- The company website!:

Department ▲

- + Maintenance (6 positions)
- + Maintenance and Engineering (1 position)
- + Operations (2 positions)
- + Production (2 positions)
- + Warehouse (2 positions)



WORKPLACE ENGLISH TRAINING

Available resources in Massachusetts:

- **MA Workforce Training Fund Program**
Administered by the Commonwealth Corporation (under MA Dept. of Labor)
Annual funding: \$22M
 - **Workplace Education Funding**
MA Dept. of Elementary & Secondary Ed/Adult & Community Learning Svcs.
Annual funding: \$350-500K
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The Challenge: A Massachusetts-based business known for their 'Fenway Frank', Kayem Foods faced increasing competition from larger national competitors that had streamlined business processes through internationally recognized training programs. Low English language proficiency of production workers and a lack of standardized leadership training for new managers was leading to breakdowns in communication and causing quality assurance challenges.

The Solution: Kayem was awarded a WTFP grant to provide a diverse menu of training that included English for Speakers of Other Languages (ESOL) and Adult Basic Education (ABE) training for production workers, quality assurance training to design product auditing processes, and leadership development training for managers.

BUSINESS IMPACT

- 8% increase in customer satisfaction
- Dramatic increase in employee retention sharply reduced recruiting expenses

WORKFORCE IMPACT

- 12 promotions as a result of training

“*[As a result of ESOL training] many employees felt more confident in their conversations with supervisors in English and for some the ability to write a paragraph in English was a first time accomplishment.*”

-Kayem Foods

JOINING FORCES WITH OTHER PROVIDERS

Partner with technical training providers to expand ESOL reach, and make mainstream training more effective and inclusive

- **Mass. Manufacturing Extension Partnership**
 - * **Principles of Lean Manufacturing for English Language Learners**



MassMEP and English for New Bostonians Launch New Training Opportunities



Pre-Lean ESOL Training Principles of Lean Manufacturing for English Language Learners with Simulation

On-site – 16-28 Hours – Optimum class size 15 - 20 students

Training Description:

An interactive course that combines presentation, discussion, and hands-on activities to introduce employees with limited English proficiency to the basic concepts of Lean. Employees will have opportunities to learn and practice new vocabulary and concepts through small group exercises, videos, and mini simulations of how to improve a manufacturing process.

This course combines classroom instruction with intensive hands-on experience in the simulated shop-floor venue called the Time Wise Inc. Clock Factory. Lean 101 exposes the frailty of Traditional Manufacturing Concepts in a high volume, low variety mass production facility. Students experience directly immediate and dramatic impact of the transformation process on themselves, their workplace roles, and the enterprise of which they are part.

Training Objective:

The Objective of this training is to prepare manufacturing employees with limited English proficiency to be active participants in the full Lean 101 training by providing sufficient background in Lean vocabulary and concepts to enable employees to focus more fully on overall content and intent of the training. Terminology, concepts, and This training will become the basis for the introduction of other training tools that will bring about significant improvements in quality and productivity.

SELLING YOUR ENGLISH TRAINING


“Selling is all about telling people what they need to know in a way they want to hear it” ~Mike Fazio~

WHAT IS SALES?

- Sharing your enthusiasm about something you wish someone else could experience
- Helping other people get what you have and letting them know the benefits of having it
- An exchange of a valuable commodity



FIRST MEETING:

- Listen, listen, listen
 - Ask questions, lots of questions:
 - How many people work for you?
 - How many do you estimate need English training?
 - How many shifts do you run?
 - Is the company ownership onboard with this potential training?
 - English Workplace Needs Assessment
- 



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

- Conducting an English Workplace Needs Assessment:
Tuesday, March 29th, 2-4pm
- Design and Evaluation of Workplace English Language Training Program
Tuesday, April 12th, 2-4pm

Workshops for instructors: Fridays: 4/22; 5/6; 5/20





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

