Workshop Series:
Workplace ESOL Capacity-Building
Part I: Employer Engagement
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• Franklin Peralta
  Director of Business Engagement
  fperalta@englishfornewbostonians.org
  617-982-6863

• Sarah Barber
  Workplace ESOL Coordinator
  sbarber@englishfornewbostonians.org
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.

COMMONWEALTH CORPORATION
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?
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?

Participants’ objectives captured during the workshop.
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
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*

- FEWER THAN 10 COWORKERS: 56%
- 10 TO 50 COWORKERS: 30%
- MORE THAN 50 COWORKERS: 14%

*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
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:

![Labor Market Information (LMI)](image)

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)
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
Meeting the needs of MA businesses

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

For more information on the Workforce Training Fund Program, including eligibility information and how to apply, visit www.workforcetrainingfund.org and follow us on Twitter: @MassWTFP
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
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