



english for NEW BOSTONIANS

ENGLISH WORKS BUSINESS COUNCIL



WHAT IS THE ENGLISH WORKS BUSINESS COUNCIL?

Established in 2020, the English Works Business Council is an English for New Bostonians' (ENB) business partnership program to convene leaders, facilitate collaboration, and share best practices to meet the needs of our fast-growing immigrant workforce in Greater Boston.

As an essential part of our economy and communities, immigrants make up 20% of the Massachusetts workforce and own 29% of Boston's "main street" businesses. ENB is a leader in working with immigrant communities to advance the quality and availability of English language training. ENB has unique resources and a track record of helping business leaders create ESOL (English for Speakers of Other Languages) opportunities for their workers.

TIPS FROM EWBC

Do you have mid or upper-level managers who could use assistance to improve their written or oral English skills? Do minimal English skills prevent employees from advancing or fully leveraging their knowledge and talents? Are your company's growth plans dependent on communicating with a new customer base?

The 2021 inaugural ESOL Finance class is preparing supervisors, managers and controllers for Stop and Compare Supermarkets' expansion. Under a Workforce Training Fund Program grant, the company contracted with English for New Bostonians to develop a class to help managers boost their English, improve business operations and prepare for the new environment. The class of nine managers began in February 2020 with a focus on competitive pricing but quickly went on pause as the pandemic sent the grocery industry into chaotic overdrive, with workers and customers in the eye of the Covid-19 storm. One year later, Finance classes resumed, remotely. The rich, longtime partnership between the company and ENB enabled testing and learning, refining best practices for virtual program design.

According to S&C President Vivian Ianotti, English courses are "like a litmus test. Someone who wants to learn and continue to develop ...is someone we want to work for us, those are our company values." Enhanced English, finance and marketing skills for employees are part of S&C's growth plan as they open a new store later this year.

Are you ready to learn how to improve the English language skills of your employees and managers? Join the English Works Business Council today.

2021 Council Members:



NEXT MEMBER'S MEETING
WEDNESDAY, MAY 26, 2021
11:00 AM - 12:00 PM EST.
VIA ZOOM