



english for **NEW BOSTONIANS**  
ANNUAL REPORT 2015

# Imperative

# Results-Focused



# Practical & Accessible



# Innovative



Dear Friends,

It's an exciting time at ENB, as we continue to advance the field with innovative approaches to providing high-quality English language classes. We've heard from new stakeholders about how English language skills are critical to their businesses, families, and communities, and responded with new tools and approaches.

Businesses told us that their employees need English, and many small business owners themselves feel held back by limited English. The specific nature of these businesses, and time constraints due to long hours, forced ENB to dig deeper and find creative solutions. Fast forward, and, as you will see in this report, ENB developed a customized curriculum covering topics such as marketing, finance and customer service; we identified appropriate business partners and funding; and are now piloting ESOL for Entrepreneurs classes at four sites.

ENB also heard from parents, school administrators and teachers that with nearly half of Boston Public Schools students speaking a language other than English at home, ESOL classes geared toward parents are essential. We expanded our ESOL for Parents and Caregivers sites from four to six, including elementary and pre-schools and the Boston Newcomer Assessment and Counseling Center. Parents leave classes with language skills and confidence to fully support their children at home and school, and to successfully advocate for their children.

ENB is making our work, and the ESOL system, more responsive to the aspirations of immigrants, with classes at all levels, and incorporating college and career skills, technology, and content relevant to student needs.

In November, ENB completed our first year as an independent non-profit organization. We have stayed true to our multi-sector structure with city, philanthropic and immigrant community representation on our Board, while adding business voices at the leadership level to enhance our impact on Massachusetts workplaces.

ENB flexes and grows, but our true north remains steady – quite simply, we help newcomers learn English. To the community of partners, supporters and friends who join us in this work because you know it will change lives and create lasting, systemic value in our communities, we are grateful.

With deepest appreciation,



Claudia Green  
Executive Director  
English for New Bostonians



Jesús Gerena  
Board Co-President  
Family Independence Initiative



Alejandra St. Guillen  
Board Co-President  
Mayor's Office of New Bostonians



# english for **NEW BOSTONIANS**

ENB's mission is to increase access to high-quality English language learning opportunities for adult immigrants.

## LEADING THE WAY IN ESOL EDUCATION

### **Innovative** (page 2)

Flexible, customized programming meets students' unique goals and circumstances, and the rapidly changing demands of today's labor market.

### **Results-Focused** (page 3)

Tracking, evaluation and continuous quality improvement ensure measurable impact.

### **Practical & Accessible** (page 4)

Programs offer convenient scheduling and locations, and immediate applicability to daily life.

### **Imperative** (page 6)

Cross-sector leadership draws attention to shared impact of our ESOL system.



## INNOVATIVE

ENB-funded programs integrate technology and adaptable services to accelerate student progress towards their goals. For example, professionals with foreign-earned credentials use online, occupation-specific tracks to work toward re-entering the fields for which they trained in their home countries. They also Skype with their teacher and classmates, receive specialized job coaching, and gain U.S. workplace knowledge through mentoring.

Other examples include:

- Use of smartphones to practice vocabulary with lessons constructed by teachers;
- Integrating English instruction with computer literacy, online job interest inventories and career planning.

### Program Spotlight: English Innovations

In 2015, ENB began working with local and national partners to launch English Innovations™ programs at Northeastern Crossing and in East Boston. English Innovations™ is a blended social learning model that combines a collaborative, supportive classroom environment with online tools that enable self-paced, independent learning anytime, anywhere. A Tech Coach provides face-to-face instruction, and students continue their learning outside the classroom by using take-home tablets and the game-based learning tool, “Xenos.” Students also receive free legal assistance and “next step” coaching to continue with their academic and career plans.

English Innovations™ is implemented in partnership with Massachusetts Immigrant and Refugee Advocacy Coalition, the National Partnership for New Americans, Learning Games Network, and One America. Funding is provided by the Bill and Melinda Gates Foundation.



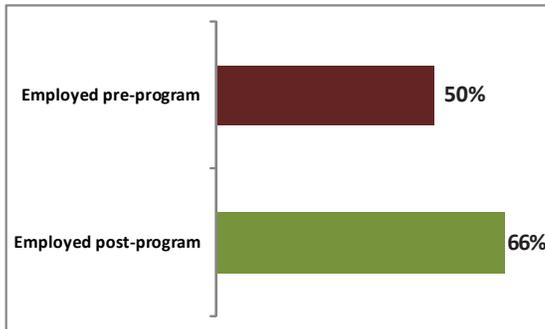


## RESULTS-FOCUSED

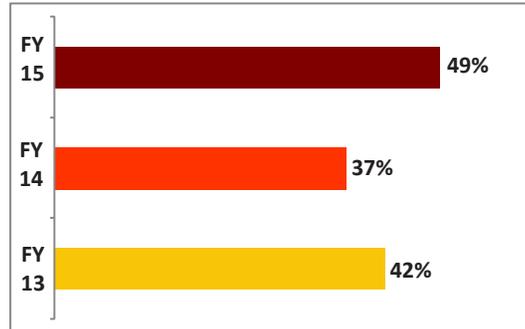
ENB is committed to supporting and cultivating programs that show proven results: English learning gains; increased employment; improved communications between parents and schools.

- In FY15, ENB supported 26 programs with grants, training and technical assistance.
- 1,079 limited English speakers enrolled in ENB-funded ESOL classes.
- 62% of ESOL for Parents students showed learning gains, approximately 20% above the state average for ESOL classes.
- 309 students found jobs or better jobs (higher pay/benefits), entered skills training, or enrolled in educational programs.
- 14 students became U.S. citizens.

### ENB-Funded Programs Helped Students Gain Employment in FY15



### More Unemployed Students Gained Employment in FY15 than Past Two Years



### ENB Parents Program Participants Increase School Engagement

I understand my child's school better, e.g. report cards, BPS calendar, homework policies, conferences.	4.4
I read to my child more than before.	4.2
I am involved in my child's school more than before.	4.1
I can help my child with homework more than before.	4.1
I talk to my child's teacher more than before.	4.0

1-5 scale,  
5 most strongly agree.

## PRACTICAL & ACCESSIBLE

ENB-funded programs offer proven value for students, who assume their own voices and become effective advocates for themselves and their families. We tailor programming to meet the needs we identify through street-level and national research and stakeholder surveys. Workplace ESOL, technology-based instruction, and programs customized for parents and for entrepreneurs allow immigrants to enroll in English classes that are easily accessible, conveniently scheduled, and geared toward students' own contexts, constraints and dreams. Program sites are in 15 neighborhoods, offering classes at beginning, intermediate and advanced levels.

ENB puts resources where the needs are. For example, at

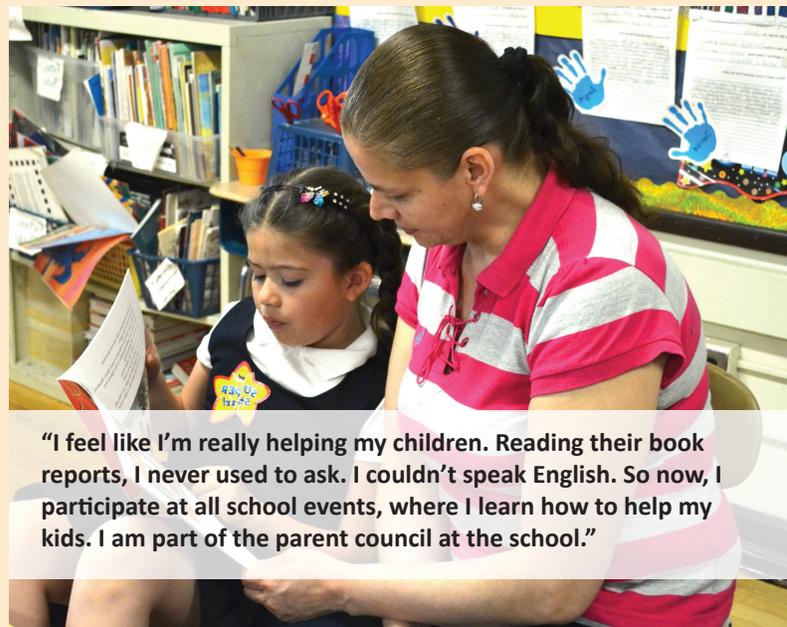
*“We want better lives for ourselves and for our families. We work hard and we are ready to work even harder. The sooner more people can learn English, the sooner they will find better jobs, and the sooner they will be able to provide a decent future for their children; and accordingly, the sooner our community will be even stronger and more successful.”*  
- Evgeniia Kagramanova,  
emigrated from Russia in 2013

### Program Spotlight:

## ESOL for Parents and Caregivers

Many new immigrants are unfamiliar with the expectation that parents be involved in their children's education. Yet family participation has proven to be twice as predictive of academic success as socioeconomic status. ENB's ESOL for Parents Initiative empowers parents by giving them practical tools to fully occupy their role as their child's primary educator and school advocate. Our ESOL for Parents Curriculum includes vocabulary, lessons, and activities that help parents gain skills and confidence to communicate with teachers and school officials; understand standardized test results, report cards and homework assignments; make sound decisions about school choice; and create a positive learning environment at home.

The Parents program has met with great success, and this year included expansion to six program sites, with robust enrollment and learning gains (62%) that are well above the state average.

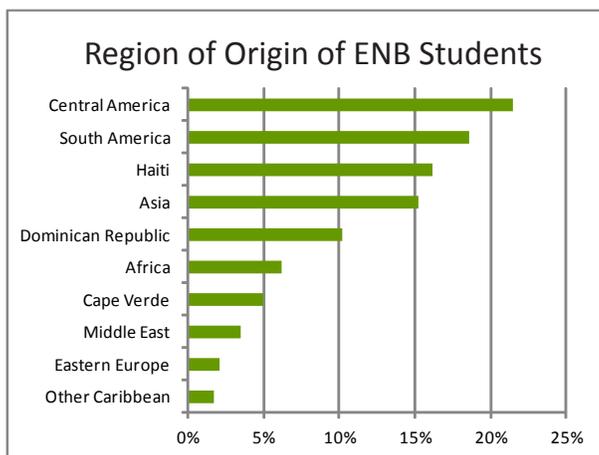


*“I feel like I'm really helping my children. Reading their book reports, I never used to ask. I couldn't speak English. So now, I participate at all school events, where I learn how to help my kids. I am part of the parent council at the school.”*

the low English level, where the greatest demand exists, ENB invests in 22 level-one classes and seven ESOL literacy classes for people with limited formal education. ENB grants, training and technical assistance bolster small, grassroots organizations who often serve as the first open door for new immigrants with minimal language skills. ENB also funds high-level English classes that serve as a gateway to college and careers, and a new innovative model that provides instruction for immigrants with skills and credentials gained in their home countries. In total, ENB supports 49 ESOL classes.



**“I can go to banks and better understand what they’re trying to offer me. Now, I understand my business more, and how I can grow.”**



ENB dedicates resources to underserved geographic and linguistic groups ranging from Portuguese speakers in Allston/Brighton, to Haitian Kreyol speakers in Hyde Park/Mattapan, to Spanish and Arabic speakers in East Boston. Students hail from across the globe, as shown above.

### Program Spotlight: ESOL for Entrepreneurs

Immigrants launch about 60% of new businesses in Massachusetts each year. These entrepreneurs often find that limited English gets in the way of sustaining and growing their businesses, yet traditional ESOL classes do not provide the business-specific language tools they require. In response to this need, ENB created a new ESOL for Entrepreneurs program in 2015. Our customized curriculum covers:

- Customer service
- Writing a business plan
- Licensing
- Marketing, such as slogans and social media
- Banking and loan terminologies

ESOL for Entrepreneurs classes are accessible for business people — the programs are outside regular work hours and in locations convenient to commercial districts.

## english works

Shared Investment,  
Mutual Opportunity

ENB's English Works Campaign brings diverse stakeholders to the table to help build a high-quality ESOL system in Massachusetts, by promoting the mutual benefits and imperative of investing in ESOL to keep our state's businesses and economy competitive.

At eight English Works Campaign information forums across the state in FY15, 181 business representatives, community organizations and elected officials learned about opportunities to support and obtain funds for workplace ESOL using the Workforce Training Fund. ENB staff also work closely with businesses to design effective workplace partnerships.

ENB's Tutors for New Bostonians program trained and recruited 36 volunteers to provide hands-on assistance to students during and after class, and to conduct mock interviews as students prepare to enter or move ahead in the job market.

The ESOL Voices Campaign helped students organize leadership forums that attracted over 60 student leaders from programs across Greater Boston. Students also gained skills to talk to their legislators and help improve access and information systems for all Bostonians seeking English classes.

### Event Spotlight: ESOL Skills Training Fair

English classes open doors to educational and economic opportunity, and for many students the next step is college or skills training. ENB works with ESOL program staff to help students learn about and take advantage of training, college and career opportunities. In 2015, ENB held its first ESOL Skills Training Fair jointly with SkillWorks and Boston's Office of Workforce Development, drawing 120 student attendees.

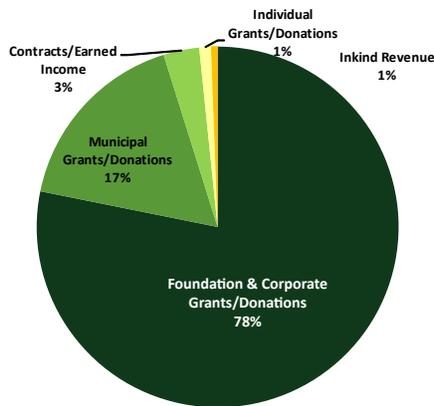
Vendor tables plus presentations by nine skills training vendors and graduates in the fields of health care, hospitality, facilities maintenance, finance and other fields allowed students to learn what programs offer, eligibility requirements and start dates. ENB created materials for classes to review and discuss in advance of the event so students could prepare questions and make connections.

*"To remain competitive, businesses need to wholeheartedly invest in English language programs to tap the talents and skills of its employees. At Legal Sea Foods, we've seen the successes time and time again."*

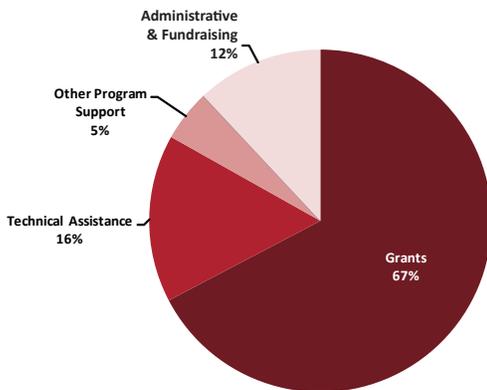
*- Roger Berkowitz  
CEO, Legal Sea Foods*



# FINANCIAL REPORT - FY15 (JULY 2014 - JUNE 2015)



**REVENUES = \$2,501,656**



**EXPENSES = \$1,376,502**

**CHANGE IN NET ASSETS = \$1,125,154**

## ASSETS & LIABILITIES

Cash & Receivables	\$1,169,401
Other Assets	\$20,214
<b>Total Assets</b>	<b>\$1,189,615</b>
<b>Total Liabilities</b>	<b>\$64,461</b>
Unrestricted Net Assets	\$80,154
Restricted Net Assets	\$1,045,000
<b>Total Net Assets</b>	<b>\$1,125,154</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,189,615</b>

*Note: Restricted net assets represent funds committed for future years' grants to programs.*

## KRAFT CHALLENGE

In January 2015, New England Patriots owner Robert Kraft pledged \$100,000 to support ENB's new ESOL for Entrepreneurs Initiative. Recognizing this project as a way to provide communities that are often undervalued with opportunities he himself has accessed, Mr. Kraft offered to match every dollar ENB raised, up to \$100,000. ENB's Board of Directors and supporters rose to the challenge, meeting the \$100,000 goal.

## RAISING OUR VOICES

"Raising Our Voices: Recognizing ESOL Leadership in Business and the Community" is now an annual event that highlights the need for ESOL and promotes deeper public and private investment. This fundraising breakfast at Northeastern University attracts 200+ business and government leaders and immigrant workers who demonstrate the economic imperative of meeting the ESOL needs among our workforce.





## PROGRAMS SUPPORTED BY ENB

### Expansion and Innovation Programs

Asian American Civic Association  
BEST Corp. Local 26 Hospitality Training Center  
Catholic Charities/Haitian Multi Service Center  
Charlestown Adult Education  
College Bound Dorchester  
East Boston Ecumenical Community Council  
Educational Development Group  
Gardner Pilot Academy  
Jackson Mann Community School and Council  
Jamaica Plain Community Center's Adult Learning Program  
Jewish Vocational Service  
Neighborhood of Affordable Housing  
Saint Mark Community Education Program  
Worker Education Program  
YMCA International Learning Center

In FY15,  
programs  
served 1,079  
immigrants  
- primarily  
parents and  
72% women.

### ESOL for Parents and Caregivers Programs

Action for Boston Community Development, South Side  
Head Start ESOL Program  
Blackstone Community Center (Boston Centers for  
Youth and Families)  
Cleveland Community Center (Boston Centers for  
Youth and Families)  
Boston Public Schools' Department of Adult Education *at the  
Newcomer Assessment & Counseling Center*  
Boston Chinatown Neighborhood Center *at the  
Josiah Quincy School*  
East Boston Harborside Community School Council *at the  
Otis Elementary School*

### Emerging Programs

Brazilian Worker Center  
Gilbert Albert Community Center  
Refugee and Immigrant Assistance Center  
South Boston en Acción  
Vietnamese-American Civic Association

# Thank you!

ENB's work is made possible with contributions from many individuals, corporations and foundations.

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*\* In memory of Berta A. Martinez-Triana*

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Greater Boston Manufacturing Partnership  
Kayem Foods  
Legal Sea Foods, Inc.  
Local 26 Hospitality Worker's Union  
Mass Manufacturing Extension Partnership  
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UNITE Here New England Joint Council  
Whole Foods

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The Boston Foundation  
City of Boston Neighborhood Jobs Trust  
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