

WHITE PAPER

# IMPACT SURVEY



Q121 | June, 2021

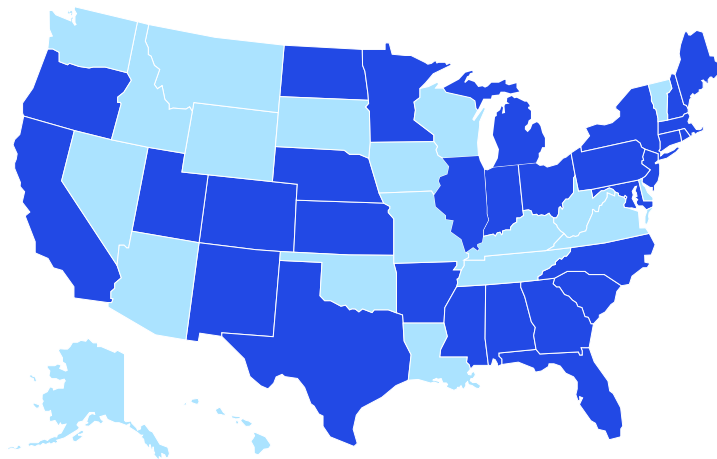
**ENGEN**

## INTRODUCTION

As the ever-evolving U.S. job market makes upskilling arguably [more important than ever](#) before, EnGen—a results-driven, virtual English-language learning (ELL) platform for organizations and employers working with immigrants, refugees, and other English learners—is helping to empower workers, immigrants, and refugees with economic mobility, and ultimately, a better quality of life.

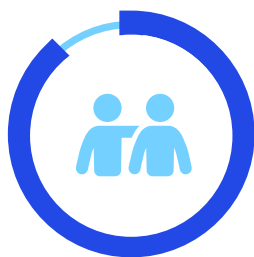
---

Currently used by **over 7,000**  
learners in **more than 30 states**



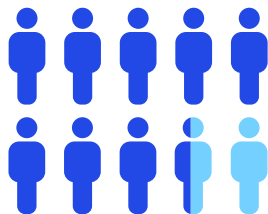
In a country where just 4% of adult English-language learners have access to English-language instruction, EnGen’s groundbreaking, patented pedagogy has benefitted over four million people since 2012. Its mobile-first, skills-focused, scalable platform—currently used by more than 7,000 learners in over 30 states—provides learners with the English and workforce readiness skills they need to boost their workplace productivity and economic prospects, while also addressing systemic talent shortages for employers.

But how is it impacting their daily lives? Jobs? Careers? Social lives? To understand its learners’ real-world successes, EnGen surveys participants in every program and aligns its analysis with an industry-standard framework (the [Impact Management Project’s Five Dimensions of Impact](#)). The results of its latest survey, conducted in April 2021, speak for themselves: Of the nearly 450 EnGen learners who responded, a whopping **84%** said EnGen enabled them to achieve their real-world career goals, while **90%** said the platform allowed them to achieve their social goals.



**90%**

of learners said that EnGen enabled them to achieve their real-world **social goals**



**84%**

of users said that EnGen enabled them to achieve their real-world **career goals**

According to Dr. Katie Nielson, EnGen’s founder and chief education officer, “Before the COVID-19 pandemic, there was a national focus on upskilling and reskilling workers for the jobs of the future, but immigrants and refugees were often left out of training programs simply because they lacked English skills. As the U.S. focuses on an inclusive recovery from the job losses of the last year, it is critical that we enable speakers of other languages with the English skills they need for high-value jobs.”

## The EnGen Difference

Rather than using generic workplace content supplemented with industry-related word lists, EnGen empowers incumbent workers with English skills relevant to their particular workplaces—a crucial differentiator versus traditional ELL platforms. With hundreds of integrated pathways leveraging real-world content, the platform improves the way employees communicate and understand vital, job-specific information—and, in turn, multiplies their opportunities for advancement within a wide array of industries, including healthcare, retail, construction, and hospitality, among many others.

EnGen's Food & Beverage pathway, for example, enables learners to take reservation requests and food and drink orders, and improve their understanding of dietary requirements so they can better serve customers. Meanwhile, learners in its Health & Safety pathway acquire skills to assess and discuss workplace health and hygiene, home cleaning and sanitation, and food safety. Multimedia lessons—including videos, articles, and audio recordings—reflect real-world English usage, and are updated daily with news-based lessons and job-specific training materials.

The unique, real-world language immersion EnGen offers helps learners achieve their career goals. According to the survey, **58%** of learners improved their communication with colleagues.



**58%**

of learners **improved their communication with colleagues**

Another 17% received a new job offer, 11% received a promotion, and 7% received a pay raise.

Learners reap a host of social benefits as well. Nearly **57%** of respondents said the platform improved their ability to complete daily tasks, while 42% said they're better able to engage with their community.



Nearly

**57%**

of respondents said the platform **improved their ability to complete daily tasks**

---

Helping family with schoolwork, at 40%, and civic engagement and advocacy, at 15%, were two specific areas where learners reported measurable improvement.



**“When I came here, I wanted to talk to local people and be involved in the community, but I didn’t know how,”** said Hiromi Isono, who moved to Chicago from Japan in 2015.  
**“EnGen is helping to push me out into the community. Learning English has broadened my world.”**

Beyond illustrating the positive impact of real-world English-language skills on learners’ confidence and ability to assimilate and achieve at work and at home, the survey results underscore EnGen’s value proposition for employers in terms of employee productivity and satisfaction.



**80%**

of learners said improving their English **helped them save time at work**

**Eighty percent** of learners said improving their English helped them save time at work, while **53%** ranked their job-skill improvement a 4 or 5 on a 0-5 Likert scale. Twenty-eight percent received a job offer or a promotion.



Engen’s proven, proprietary methodology facilitates employers’ ability to promote from within, solving talent-pipeline shortages and opening new, entry-level positions for job seekers.

## Highly-Engaged Language Learners = Stronger Workplace Performers

EnGen also cross-referenced learners' survey responses in terms of workplace promotion and productivity with their engagement data from the EnGen platform. Those who were highly engaged with the platform compared to lower engagers demonstrated more workplace-related benefits: Of 425 respondents, higher engagers received **33%** more job promotions than lower engagers.

Furthermore, **31%** more of the highly-engaged learners—whose overall proficiency gains were also demonstrably higher—reported saving significant time at work as a result of their improved English.



**33%**

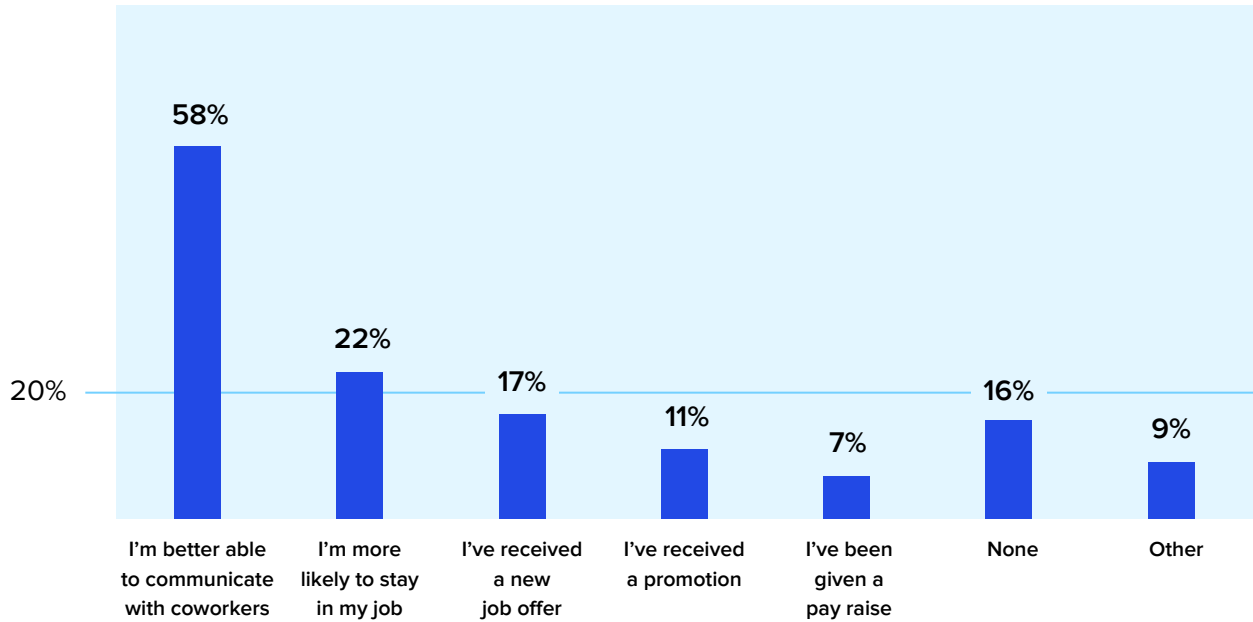
of higher engagers received more **job promotions** than lower engagers.

---

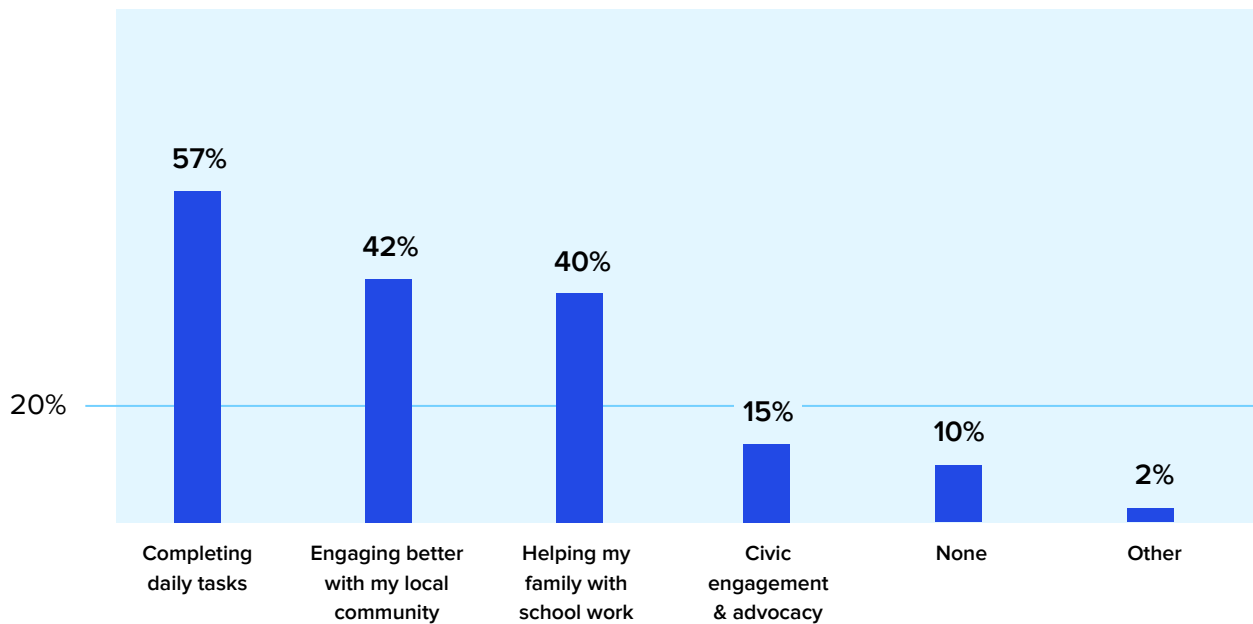
All highly-engaged learners from a large national restaurant chain who responded to the survey, which has some 40 employees using EnGen as part of their educational benefit program, reported saving time at work, as well as improvement in their ability to use English to achieve their professional and personal goals. Half of them also said they received a promotion as a result of their newfound English skills.

<sup>1</sup> Higher engagers completed more than 100 activities (median: 552); lower engagers completed less than 100 activities (median: 24).

## Real-world Career Goals Achieved



## Real-world Social Goals Achieved





# An Unmatched Value Proposition for Instructors & Employers

In addition to learners, EnGen surveyed the decision-makers sponsoring their language-learning program to glean their feedback on the platform.

“We partnered with our local refugee resettlement agency to assist individuals wanting to enter the healthcare field in the U.S.,” said Tim Honchel, ESOL Counselor at Miami Valley Career Technology Center in Clayton, OH. “EnGen was the perfect solution for our English for Healthcare students, supplementing our classroom curriculum with engaging online courses relevant to their goals. The platform amplified our impact on each student, and will enable us to serve more of them than we could otherwise in the future.”

Stephen Sloan, sanitation supervisor at Chobani, which first implemented the platform with a group of workers in 2019, was especially impressed with EnGen’s impact on Dah Dee, an employee whose previous struggles with English had limited his considerable potential. His hard work is paying off with a recent promotion to Sanitation Lead.

“Since enrolling in the EnGen training program, the increase in Dah’s confidence has been remarkable,” Sloan said. “He’s gone from being a competent but quiet employee to someone who consistently brings a greater sense of purpose to his work—sharing ideas with his peers, and engaging with senior management to successfully align his vision for projects he’s driving with theirs to achieve continuous

improvement goals. He's derived a true sense of accomplishment from the program, and is excited to share with others the important milestones he's achieved along the way."

Respondents also praised the platform's help in preparing students for future careers—like Scott Hedblom, ELA instructor at Emily Griffith Technical College, whose students used EnGen as part of their transition to the school's Career and Technical Education (CTE) programs.

"The content helps prepare students with material and real skill sets for the CTE courses, while encouraging them to choose units of interest and use the Performance page for self-monitoring," said Hedblom. "As an instructor, I liked the Command Center for quick overviews of time-on-task and to see which learners might need an additional push. We're considering using the completion of some EnGen courses as a way to demonstrate readiness for admission to some of our programs. Of the 15 students who used EnGen as part of their summer curriculum, one was admitted to Barbering, one to Certified Nursing Assistant (CNA), one to Dental Assistant, one to Accounting, and another to Esthetician."

The platform's ease of use scored points with clients as well.

EnGen is a fantastic [platform] that helps learners stay connected to learning and encouraged even when circumstances arise that can keep them away from class," says Bryce Bayer, director of education at the Welcoming Center for New Pennsylvanians. "Many students took really well to accessing EnGen on their phones, on the train, on the bus, even when they didn't do so as easily on the classroom computer. The visibility into learner activity provided by the Command Center gives us the ability to set goals more collaboratively."



# Put EnGen to Work for You

With our scalable, patented technology, EnGen creates custom programs for workplaces that empower employees to learn English while expanding and sharpening their skill sets.

[Contact us for a custom demo to meet your unique situation](#)

**ENGEN**

**ENGEN**

[voxyengen.com](http://voxyengen.com)