

PROPOSED PILOT: SERVING THE HARD TO SERVE & HARD TO REACH

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Public Utilities Commission

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WORKFORCE SYSTEM INFRASTRUCTURE

- Workforce Development
 - Labor and Workforce Development Agency
 - Workforce Development Board
- Education Partners
 - Title II WIOA Funded Programs
 - Adult Education Program
 - California Department of Education
 - California Community College Chancellors Office
 - Community Colleges
- Social Services
 - CalWORKs
 - Cal Fresh/ Cal Fresh Employment & Training
 - Refugee

WHO RECEIVES SERVICES

Figure 2

Jobseeker Status in Employment Services and Training

2016-17 Participation in Adult and Dislocated Worker Programs Under WIOA Title I



^a Includes "displaced homemakers," jobseekers who will exhaust cash-assistance in the coming two years, and jobseekers who spent time in the foster care system.

Note: Some jobseekers identify under more than one priority status.

WIOA = Workforce Innovation and Opportunity Act and ELL = English language learner.

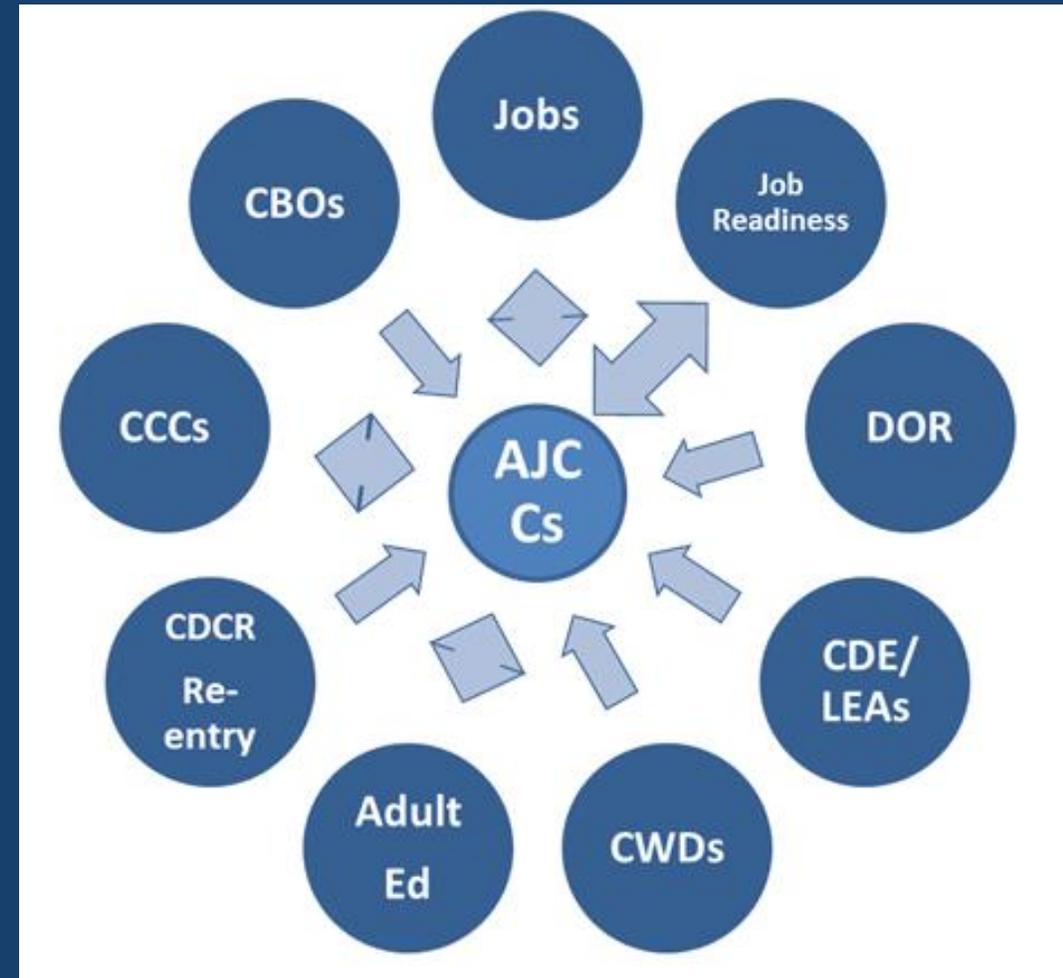
LAOA

- Largely low-income individuals
- Individuals with barriers to employment:
 - ELL
 - Low Literacy
 - Returning citizens

Source: <https://lao.ca.gov/Publications/Report/3781>

THE WORKFORCE SYSTEM

- Various entry points- how do we maximize the hubs of resources?
 - Existing infrastructure
 - Co-located facilities
- Adult schools- the gateway for immigrants are a critical partner in accessing education and training for populations with barriers to employment
- Libraries- growing in delivering workforce programs, ESL and other literacy programs
- Community partners- working directly with groups that are trusted messengers in the community



AMERICA'S JOB CENTER OF CALIFORNIA (AJCC'S)

45 local workforce development boards
200+ (AJCCs)

Available at:
https://www.labormarketinfo.edd.ca.gov/file/Maps/AJCC_StatewideMap.pdf

Local Workforce Development Areas

Name	Members	Name	Members
Alameda County	Alameda County, except Oakland City	Oakland City	Oakland City
Anaheim City	Anaheim City	Orange County	Orange County, except Anaheim City and Santa Ana City
Contra Costa County	Contra Costa County, except Richmond City	Pacific Gateway	Cities: Long Beach City, Signal Hill
Foothill Consortium	Cities: Arcadia, Duarte, Monrovia, Pasadena, Sierra Madre, South Pasadena	Richmond City	Richmond City
Fresno County	Fresno County	Riverside County	Riverside County
Golden Sierra Consortium	Counties: Alpine, El Dorado, Placer	Sacramento County	Sacramento
Humboldt County	Humboldt County	San Benito County	San Benito County
Imperial County	Imperial County	San Bernardino County	San Bernardino County
Kern, Inyo, Mono Consortium	Counties: Kern, Inyo, Mono	San Diego County	San Diego County
Kings County	Kings County	San Francisco	San Francisco
Los Angeles City	Los Angeles City	San Joaquin County	San Joaquin County
Los Angeles County	Balance of Los Angeles County	San Jose-Silicon Valley	San Jose-Silicon Valley, except NOVA
Madera County	Madera County	San Luis Obispo County	San Luis Obispo County
Merced County	Merced County	Santa Ana City	Santa Ana City
Monterey County	Monterey County	Santa Barbara County	Santa Barbara County
Mother Lode Consortium	Counties: Amador, Colusa, Mariposa, Tuolumne	Santa Cruz County	Santa Cruz County
North Bay Consortium	Counties: Marin, Napa, Mendocino, Lake	SELACO	Cities: Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, Norwalk
NCCC Consortium	Counties: Colusa, Glenn, Sutter, Yuba	Solano County	Solano County
NOVA	San Mateo County, and the following cities: Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, Sunnyvale	Sonoma County	Sonoma County
		South Bay Consortium	Cities: Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Redondo Beach, Torrance
		Stanislaus County	Stanislaus County
		Tulare County	Tulare County
		Ventura County	Ventura County
		Vendugo Consortium	Cities: Burbank, Glendale, La Canada Flintridge
		Yolo County	Yolo County



Local Workforce Development Areas & America's Job Center of CaliforniaSM

Data Source:
America's Job Center of CaliforniaSM locations, September 2018
Workforce Services Branch
California Employment Development Department
Esri Geographic Data

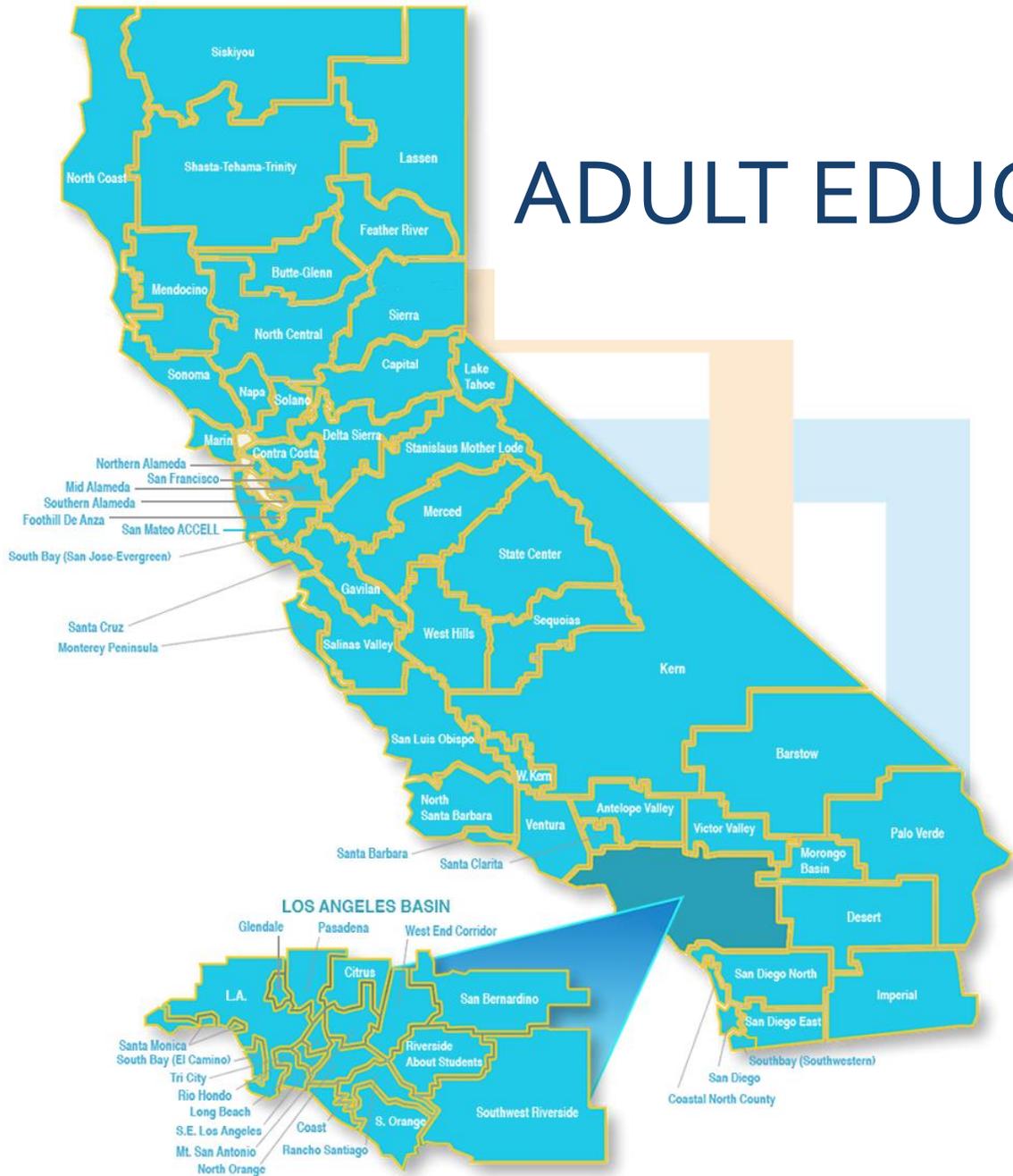
- Comprehensive Job Centers
- ◆ Affiliated Job Centers & Specialized Job Centers

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
September 2018

HOW CAN ADULT EDUCATION PROGRAM CONSORTIA HELP

#AdultEdu #EducateAndElevate

ADULT EDUCATION PROGRAM



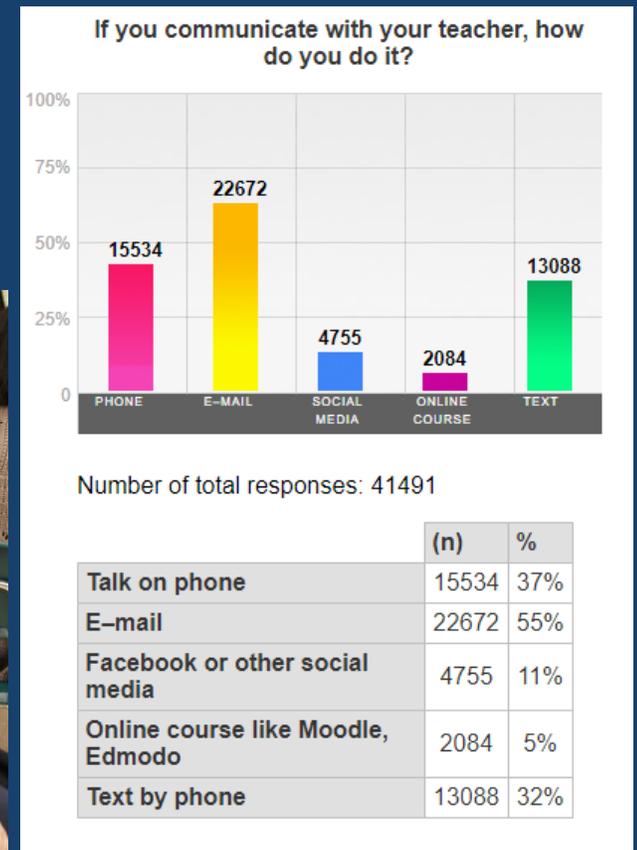
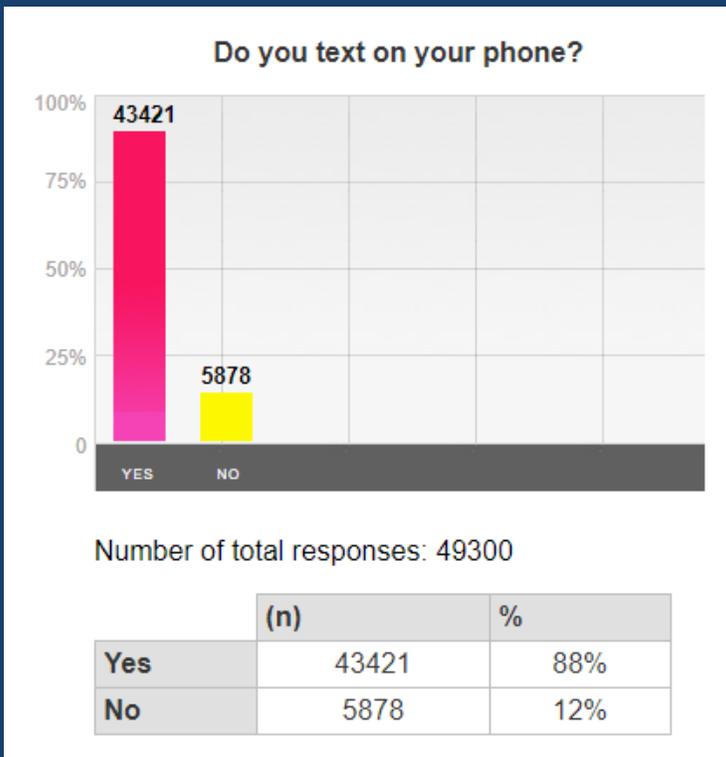
71 Adult Education Program
Consortia

Available at:

<https://caladulthood.org/ConsortiumDirectoryMap>

DIRECT SERVICES TO EXISTING STUDENTS

- Adult education teachers in many existing programs already utilize apps, texting and other features of mobile devices to engage their learners. They can enhance current practices with the addition of this pilot.



REACHING THOSE NOT IN ADULT EDUCATION CLASSES

- **Learners** in adult education programs can **spread the word** about the pilot to those who are connected to them in various aspects of their lives:
 - Family
 - Neighborhood
 - Workplace
 - Faith-based community
 - Interest-based community
- Adult Education **Consortia** have close relationships with **partners** in the community consisting of CBOs, libraries, immigrant and refugee organizations, workforce, and corrections partners. These organizations can **help identify** the candidates for the pilot and **continue the existing work**.

PILOT CONCEPTS

Possible Models for Service Delivery

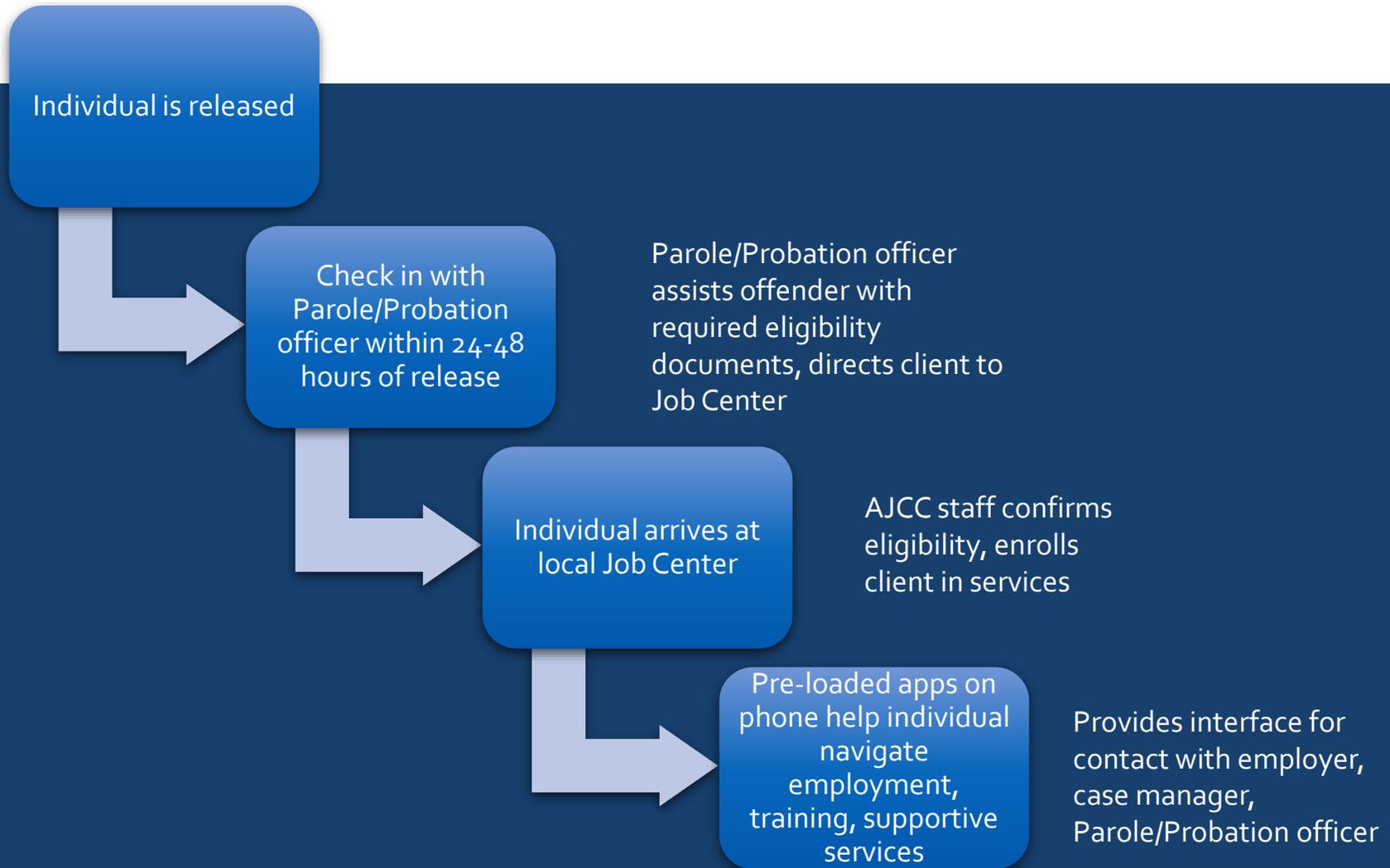
Hard to Serve, Hard to Reach

RETURNING CITIZENS/ RE-ENTRY POPULATION

REENTRY PILOT

- **Geography:** Sacramento County
- **Target population:** Justice-involved individuals residing in or returning to Sacramento County
 - primary focus on newly released individuals
- **Prospective Partners:** CWDB, CDCR, CALPIA, Sacramento County Probation, SETA, Sacramento Reentry Council
- Job Centers to serve as access point
 - On-site staff provide assistance enrolling individuals in employment, education, training and supportive services
- Partners to collaborate on development of app(s) to be preloaded on phone

REENTRY PILOT OVERVIEW



ENGLISH LEARNERS

THE HARD FACTS

- **Less than 11% of working adults** will ever reach a class for instruction. Over 89% are left behind without opportunity essential skills and workforce training (OECD)
- Over 56% of the working adults read and communicate at a 6th grade level, one quarter can't read at all (PIAAC, UNESCO)
- By providing a teacher, coach and skill-building lessons over any mobile devices, we can bridge digital, education and opportunity divides

Key Questions:

- How do we enhance the use of mobile technology to compliment those in class
- How do we deliver education and training to those that don't make it through our doors

THE CELL ED OPTION

- **Introducing Cell-Ed:** a complete mobile learning platform designed for the hardest to reach
 - Reaches ANY ADULT LEARNER via basic phone or any mobile device
 - Instructs at the lowest literacy levels - from NON-LITERATE, LOW LITERATE, No English and above and provides pathway programs to achieve life, learning and work skills goals
 - Customizable programs for unique learning populations
 - No other digital or mobile learning solution on the market that comprehensively bridges access and learning divides, provides automatic and live coaching instruction, designed by teachers and learners, and is proven effective (RCT 2014,16)

CELLPHONE LEARNING OVER ANY DEVICE



Key Features

- **24-hour access** to skill-building lessons with **no internet**, smartphone or computer required
- **Bite-sized lessons** (as users are proven to learn more effectively in short, easily digestible bursts)
- **Live & automated coaches** that users can talk to or text with when they need support
- **Self-paced** so users can spend more time on some lessons, less on others
- **Track progress & customize content** using reporting tools & course builder

How it works

1. Cell-Ed **designs and contextualizes** language, literacy, numeracy and vocational skills training for specific populations, testing with small groups to ensure relevancy and engagement.
2. Learners **simply call Cell-Ed to start** their course or download an app. Assessments help place learners in the right course and level.
3. **Interactive content** is delivered through short three-minute audio lessons each with embedded reading, writing, speaking and listening practice.
4. Two-way messaging **tests for comprehension** (either via an app or text messages) with **live coaches** are available for learners who are struggling.

PILOT IDEA



24/7
access



self
directed



micro-
lessons
(3 mins)



real life



2-way



live
coach

Using a phone provider, learners receive a voucher/code to use Cell-Ed to learn English, essential skills and/or other programs to earn certificates and access otherwise unavailable opportunities.

PILOT CONCEPTS



Innovative Digital Learning Models for ELL Adults

Ranging from “cellphone first” pure distance learning with virtual coaches to a blended model in classrooms

Full chart and webinar at: <https://edtech.worlded.org/resources/>

Range of Models




PROGRAM EXAMPLE	LEARNER DEMOGRAPHIC	% ANYWHERE DIGITAL LEARNING	% FACE TO FACE INSTRUCTION
Mobile Up! 	Low-income service workers in California (janitors, long-term care workers, etc.) who can't get to class.	100%	0%
Smartphone Workshops 	Low-income janitors and other building service workers in California	Not tracked	Varies
Cyber-ESL 	Low-income adults in Chicago, high percentage women and parents	85%	15%
English Now! Learning Circles 	Adults on waitlists in ESL programs at 5 sites nationwide	5-80%	95-20%
Skills & Opportunity for the New American Workforce 	Retail workers at stores across the country	60%	40%
English Innovations 	Low level learners at 8 sites across the country	26%	74%
ESL Classes 	Low level learners in rural areas of Central Texas	10-20%	80-90%

from Distance
↓
to Blended

PILOT CONCEPTS

Distance Learning



Blended Learning

Expand Reach



California
LABOR
Federation

Mobile Up!



% ANYWHERE DIGITAL LEARNING	% FACE TO FACE INSTRUCTION
100%	0%

Designed for:

- ELL immigrant frontline workers in California who can't get to class
- Primarily SEIU union janitors (Building Skills Partnership) and long-term care workers (California Long-Term Care Education Center)
- Piloting Cellphone First Career Education & Coaching



Peer Learning



English Now!



% ANYWHERE DIGITAL LEARNING	% FACE TO FACE INSTRUCTION
5% - 80%	95% - 20%

DIGITAL TOOLS USED

USA Learns, Burlington English, DuoLingo, Newsela, Voice of America



Community Action ESL Classes



% ANYWHERE DIGITAL LEARNING	% FACE TO FACE INSTRUCTION
10-20%	80-90%

In class program with "digital homework"

Designed for:

- Low skilled learners in rural Texas
- Little experience with technology

DIGITAL TOOLS USED

WhatsApp, Duolingo, Quizlet, USA Learns, Breaking News English, We Are New York, Interchange, Google Drive, Texting, E-mail

PILOT CONCEPTS

Drop-In Learning Lounges - Providence Public Library

The Learning Lounge is a place for adults to achieve their learning goals in an informal teacher and technology assisted environment.

IMLS Grant on Digital Learning in libraries with Providence, Los Angeles & Chicago Public Libraries

<https://www.ims.gov/grants/awarded/lg-95-18-0014-18>

EXISTING TECHNOLOGY GAPS

USA Learns

EXISTING TECHNOLOGY GAPS: USA LEARNS

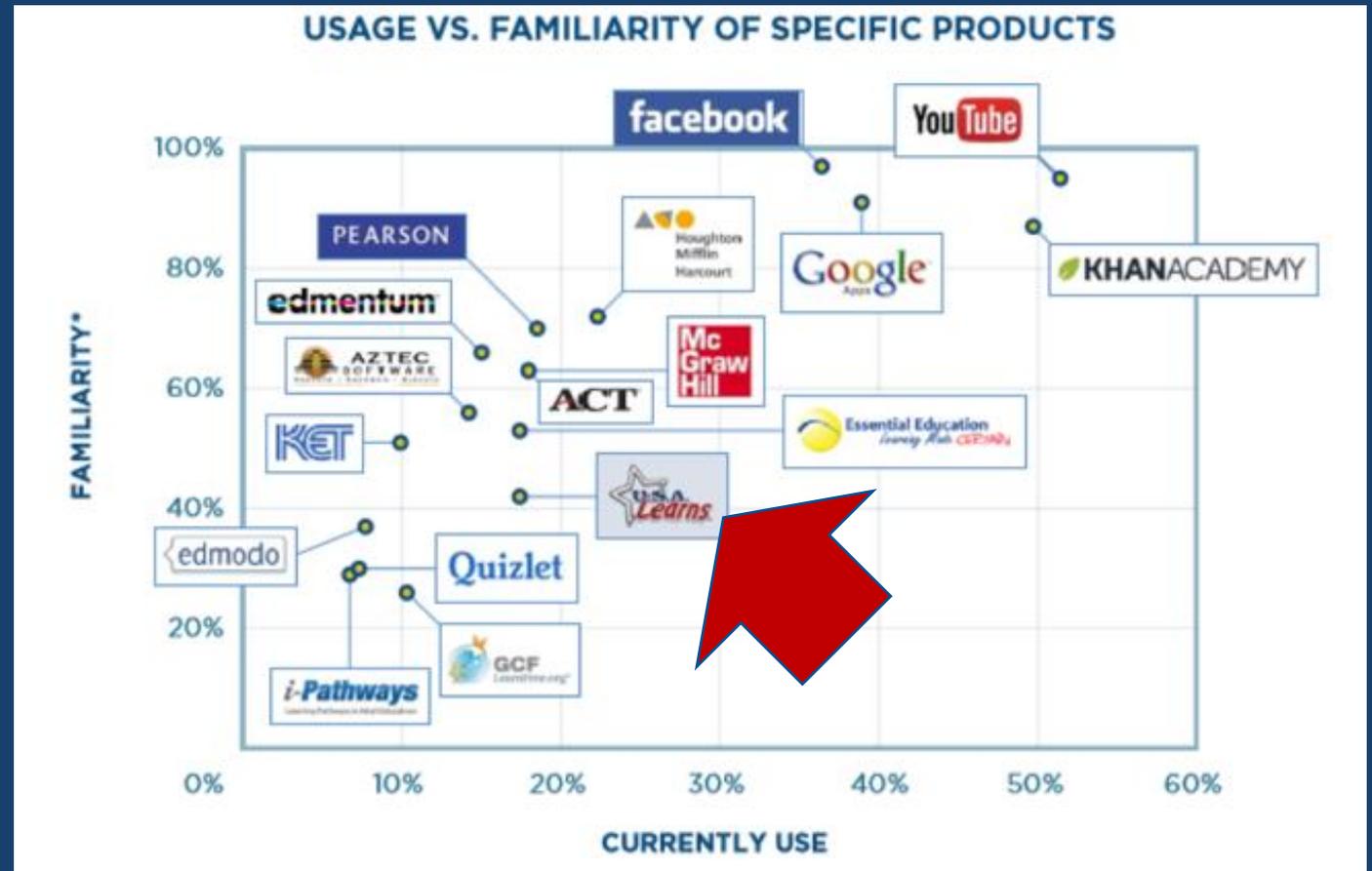
- **USA Learns (www.usalearns.org)**
- The premier, free website for adults to learn English and prepare for U.S. citizenship
- Visited by nearly 11,000,000 people
- Helps immigrants improve their lives by boosting employment potential, strengthening civic participation, increasing ability to participate in school and community activities, preparing them for U.S. citizenship...
- Built and maintained by the Sacramento County Office of Education

EXISTING TECHNOLOGY GAPS: USA LEARNS

USA Learns is well-known and highly used in the field of adult education across the U.S.

Research: 1,000 adult education program administrators and practitioners were surveyed and reported on their familiarity with and the current use of various educational products.

>> The free USA Learns site ranked among top providers, such as McGraw Hill, Pearson, ACT, etc.



EXISTING TECHNOLOGY GAPS: USA LEARNS

Could USA Learns educate more English Language Learners?

Yes, if we fill the gap.

- In spite of its high usage, USA Learns could serve **many** more ELL with one change – **upgrade it to work more optimally on phones.**
- Because many immigrants only access the Internet via phones, they need quality educational resources that are optimized for use on phones.
- With one-time funding, USA Learns could be upgraded to help educate California's hard to serve and hard to reach populations, while remaining free to website visitors.

NEXT STEPS

LWDA

FIRST PHASE

- Push information on these digital learning opportunities to participants
- Work with providers utilizing digital learning to recruit those already accessing services into your program

SECOND PHASE

- Identify local boards interested in testing the model
 - Sacramento will be doing one component of this in the next few months
- Identify education partners or other providers to deliver the training via cell phone
 - The Adult Education Program is a willing partner
 - Sacramento consortia (CAERC) has already expressed interest
- Secure funding for training components
 - Leverage existing resources (Adult Ed, WIOA, Cal Fresh E&T)
 - Other funding to ensure we can test Cell Ed and other license based programs

RESOURCES

- California Nonprofits and the Public Workforce System: How CBOs Can Make Their Voices Heard in the WIOA Planning Process:
<https://www.rescue.org/sites/default/files/document/2928/usp1806communityengagementguideweb.pdf>
- CA Workforce Development Board, State Plan:
https://cwdb.ca.gov/plans_policies/
- English Language Learners: <https://cwdb.ca.gov/initiatives/english-language-learners-immigration-initiatives/>
- ALLIES Technical Assistance for ELL Pilots:
<https://www.allies4innovation.org/our-work/ell-workforce-navigator/>
- Adult Learner Survey Results 2016–17 ->
<https://caadultedreporting.org/Info/index.cfm?fuseaction=studentResults&yr=201617>