



**NATIONAL
IMMIGRATION
FORUM**

SKILLS AND OPPORTUNITY FOR THE NEW AMERICAN WORKFORCE

A contextualized English language training program for the retail industry

NEED

An estimated 1 in 10 working-age adults in the United States have limited English skills, which limits career advancement and business growth. The retail sector alone employs about 11 % of all limited English proficient workers – nearly 1.5 million.

PROJECT

2 ROUNDS OF TRAINING
3 CITIES
1000 EMPLOYEES
3 MAJOR EMPLOYERS

In 2016, the National Immigration Forum partnered with Miami Dade College and the Community College Consortium for Immigrant Education to launch *Skills and Opportunity for the New American Workforce*. This first-of-its-kind initiative provides contextualized English language learning for retail employees. The program builds the skills of the company's workforce by aiding with industry-specific vocabulary and communication, with the overarching goal of improving worker upward mobility – utilizing an original curriculum, 40 percent through in-person instruction and 60 percent online, offered by community college partners.

In 2017, we improved the program to offer an effective, mobile-accessible, computer application to deliver the online learning. Over two years we trained nearly 1,000 employees of major retailers in three cities: Kroger in Houston, Whole Foods in Houston and the New York City metro area, and Publix in Miami. *Skills and Opportunity for the New American Workforce* has proven itself as a program ready for the growth necessary to serve the new American workforce.



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**NEW
AMERICAN
WORKFORCE**



In the retail industry communicating effectively is the key to success. These classes have allowed our associates to develop the skills necessary to communicate effectively and to provide premier customer service.

- Maria Delly, Publix Retail Associate Relations



This class helped me better engage with my managers and I feel so much more confident in all aspects of my job.

-Sharon Collado, Publix Associate

IMPACT



IMPROVED ENGLISH SKILLS

87%

As demonstrated by pre & post test scores



ENHANCED CAREER OUTCOMES

37%

Reported promotion

73%

On track to higher wages



INCREASED EMPLOYEE LOYALTY

EMPLOYEES REPORTING:

95%

“Satisfied” or “Very Satisfied” at work

100%

30-day Job Retention



INCREASED CUSTOMER SATISFACTION

MANAGER RATINGS:

86%

Improved interaction with customers

91%

Increased confidence on the job



IMPROVED BUSINESS OUTCOMES

93%

Participants reported improved job performance

89%

Managers reported increased store productivity

Project Partners



Project Funded by

