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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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 BUSINESS OUTCOMES**
93% Participants reported improved job performance
89% Managers reported increased store productivity

**INCREASED CUSTOMER SATISFACTION**
91% Increased confidence on the job
86% Improved interaction with customers

**ENHANCED CAREER OUTCOMES**
37% Reported promotion
73% On track to higher wages

**INCREASED EMPLOYEE LOYALTY**
95% “Satisfied” or “Very Satisfied” at work
100% 30-day Job Retention

**IMPROVED ENGLISH SKILLS**
87% As demonstrated by pre & post test scores

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Project Partners

- Miami Dade College
- Community College Consortium for Immigrant Education
- Lone Star College
- Westchester Community College
- LaGuardia Community College
- City University of New York
- Community College Foundation

Project Funded by

- Walmart Foundation