Cell-Ed's Remote Learning Solution for CalWORKs

delivering English, Life & Work Skills on any mobile device

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DEPARTMENT OF
SOCIAL SERVICES

June 10, 2020 | Webinar

Welcome

Attendees

Cell-Ed
CDSS
County Administrators
CalWORKs Program Contacts
Refugee Support Services Program Contacts

AGENDA

Partnership Overview

Cell-Ed Overview & Demo

Available Content & Programs

How to Start with Cell-Ed

FAQs

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The Partnership at a Glance

Why

COVID-19 has put millions of vulnerable Californians even more at risk
1 in 5 U.S. adults can't read, 1 in 4 lack digital access, 1 in 2 need essential skills

Who

Learners who need access to essential skills & accurate information on COVID-19
essential workers - immigrants - refugees - families - out of work adults

What

Cell-Ed's scientifically-proven Essentials Skills remote learning programs
available on any mobile device or computer
no smartphone, internet connection or data plan required

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The Partnership at a Glance

Cell–Ed and CalWORKs

Cell-Ed provides supervised development of Work Ready Skills and Education Activities, which can be used as an option for Welfare-to-Work Activities.

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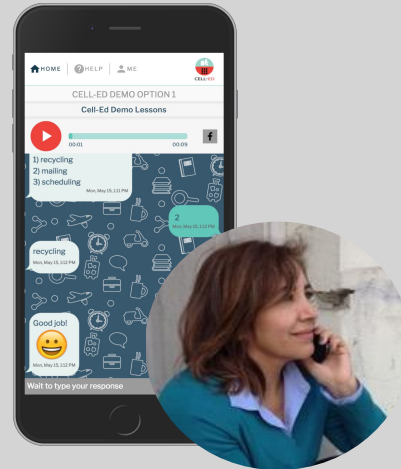CALIFORNIA
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Cell-Ed at a Glance
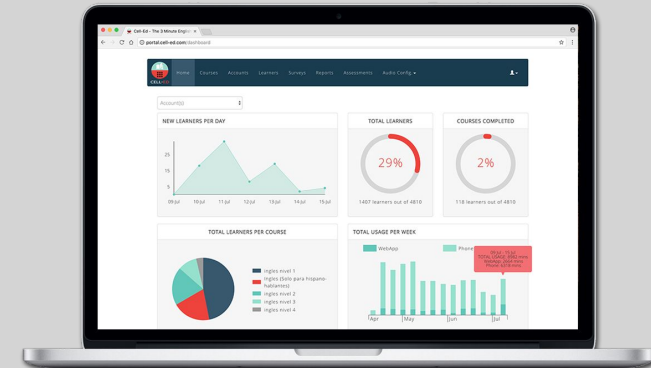
train
assessments
micro-lessons

engage
coaches
2-way messaging

track
surveys
analytics

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Uniquely Designed for Vulnerable Californians

Universal Access

Available across any device. No smartphone or data plan required
call in/text - WhatsApp - Smartphone app - tablet - laptop - computer

Micro Lessons

Adults are busy - juggling work, school, childcare, & more
three-minute lessons - available 24/7 - anytime, anywhere

Stackable

From beginner to work & college ready
two-way Q&A check for understanding - certificates

Integrated

Relevant work and life skills in every lesson
designed for today's workforce - aligned with national standards

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Proven Effective

84%
faster learning gains

4x to 6x higher engagement
than other mobile education apps

2 year RCT, field tests

UCLA

91%
learner satisfaction.

20%+ higher engagement
than other mobile education apps

live U.S. market trial

UNIVISION

4X
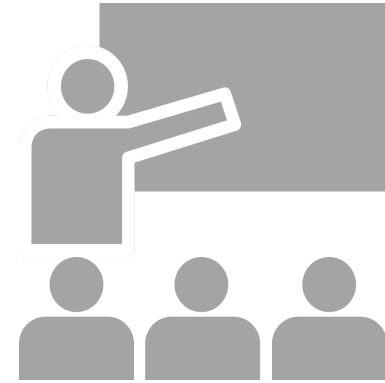higher employee retention

**increased promotion
& wage gains**

12- to 18-month field tests

WORLD EDUCATION   XPRIZE

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Cell-Ed Accelerates Learning
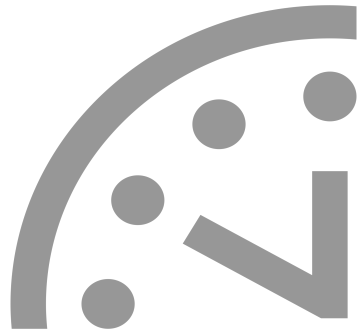
10 minutes on Cell-Ed = 3 concrete skills = 1 hour classroom

Universal Access

Cell-Ed 101

What if less
is actually more?

For Spanish version of video click here

Live Demo

Individual & Aggregate Data

Reporting

Phone Number	name	Age	First Day On Cell-Ed	Last Day on Cell-Ed	Total Time Spent on Cell-Ed	Lessons Completed	Current Course	WorkReady - Work-Life Balance	WorkReady - Self-Confidence at Work	Total Course Time Beginning to Oct 7th 2019	Last Unit Completed	Courses Completed	Last Accessed From	Learner ID
STG-65TcT6vRWiqT	NN-65TcT6	54	1/5/2017	6/20/2019	82:08:11	1621	Ingles (Solo para hispano-hablantes)			3:9:42:11.000	Level 5, Lesson 11 - Life	N/A	phone	586d98a25b37330400458149
STG-buU5GqbFOrlN	NN-buU5Gq	86	3/17/2017	10/27/2018	69:44:05	1600	Ingles (Solo para hispano-hablantes)			2:20:48:37.000	Level 5, Lesson 10 - Wor		phone	58cc311be9f48004005880b8
STG-UOdUEJg1A1C	NN-UOdUEJ	73	10/30/2018	6/18/2019	79:14:35	1580	SkillBuilder: Social Studies			3:6:27:33.000	Unit 2: Colonial America	English Level 2 (all English)	webapp	5bd88d9cd65952f26126dce1
STG-qSGeVRvl9oN8	NN-qSGeVR	64	1/17/2017	6/20/2019	62:28:32	1389	Ingles (Solo para hispano-hablantes)			2:14:17:01	Level 5, Lesson 1 - Job: S	N/A	phone	587eabb463460b040015f99b
STG-CyBfTUGNXRW	NN-CyBfTU	73	1/9/2017	12/8/2018	72:42:42	1357	English level 3 (all English)			2:19:27:23.000	Level 3, Lesson 2 - Educa	English Level 2 (all English)	phone	5873f9adf801270400308b45
STG-NtV0VJTRy41n	NN-NtV0VJ	24	4/25/2017	6/20/2019	57:11:48	1316	Ingles (Solo para hispano-hablantes)			2:9:12:02.000	Level 5, Lesson 1 - Job: S	N/A	phone	58fed27c7e369a0400444e9b
STG-VCNtyLP1r4KF	NN-VCNtyL	19	3/28/2017	3/1/2019	52:46:47	1278	Ingles (Solo para hispano-hablantes)			2:4:46:47.000	Level 4 - Final Assessme	N/A	phone	58dabd838a7a150400c510f5
STG-W4Mn67P5gO:	NN-W4Mn67	53	11/27/2016	5/12/2019	69:20:20	1228	Ingles (Solo para hispano-hablantes)			2:19:51:48	Level 4, Lesson 11 - Edu	N/A	phone	583a2619adb1b20400481e07
STG-ArRTbFBZ8wrS	NN-ArRTbF	75	2/3/2019	6/22/2019	57:15:20	1194	Ingles (Solo para hispano-hablantes)			2:8:22:28.000	Level 3, Lesson 6 - Getti	Ingles Introduccion 1 (en e	phone	5c5654a6d2eec034247a0684
STG-6vstT0nZdW2X	NN-6vstT0	31	4/19/2017	1/24/2019	56:29:45	1168	Ingles (Solo para hispano-hablantes)			1:21:08:44.000	Level 4, Lesson 2 - Job: I	Ingles Introduccion 1 (en e	phone	58f7d0d92973fe0400cdf70c
STG-Slbint9vzxVK	NN-Slbint	70	5/21/2018	6/13/2019	70:40:59	1091	English level 3 (all English)			2:22:16:11.000	Level 3, Lesson 11 - Life:	English Level 1 (all English)	webapp	5b035caee312c96a3dfa3346
STG-V4oKA1vpcf0r	NN-V4oKA1	44	8/31/2018	6/22/2019	59:44:11	981	English Level 2 (all English)			2:11:32:29	Level 2, Lesson 3 - Healt	Ingles Introduccion 2 (en e	phone	5b895d2252960eb418aac3e5
STG-0FxODGy87fK8	NN-0FxODG	29	10/8/2017	11/13/2018	44:39:41	956	Ingles (Solo para hispano-hablantes)			1:20:39:41.000	Level 4, Lesson 2 - Job: I	N/A	phone	59daa8cca8a6ce040044c325
STG-MDTkZ5hFsEkL	NN-MDTkZ5	64	9/29/2017	7/15/2018	60:40:47	927	Ingles (Solo para hispano-hablantes)			2:12:31:30	Level 3, Lesson 7 - Apply	N/A	phone	59ceba3d3d813f04000ca8dd
STG-044ghTFpbdNk	NN-044ghT	88	12/11/2016	3/15/2017	49:12:29	901	Learner is not in a course			1:19:33:34.000	Level 3 - Final Assessme	Ingles (Solo para hispano-h	phone	584d68e732029f04000f55dd
STG-GGmiceHzVgXI	NN-GGmice	21	3/14/2018	4/26/2019	43:03:19	802	Ingles Introduccion 1 (en espanol)			1:1:29:10.000	Level 1, Unit 8 - At work	Ingles Introduccion 2 (en e	phone	5aa882c2098e9d9b5d5a5828
STG-noEP6RgRTlyy	NN-noEP6R	87	9/26/2017	6/21/2019	41:57:35	742	Ingles Introduccion 1 (en espanol)			1:18:07:02.000	Level 1, Unit 7 - Looking	N/A	webapp	59cab05cbdcf0d040064dc64
STG-XoC10xIOIFZC	NN-XoC10x	66	1/23/2018	5/14/2019	30:35:42	672	Ingles (Solo para hispano-hablantes)			1:6:35:42.000	Level 3, Lesson 6 - Getti	N/A	phone	5a669feae3f9fcb7334a7303
STG-skGUkboN7TDI	NN-skGUkb	81	11/30/2018	5/29/2019	31:06:03	645	English Level 1 (all English)			1:6:48:39.000	Level 1, Unit 8 - Making	English level 3 (all English)	webapp	5c01996ea79ae6380c7c9d5b
STG-92yDWT1GwP:	NN-92yDWT	23	2/22/2019	6/2/2019	27:49:16	597	Ingles Introduccion 1 (en espanol)			1:2:13:39	How to Get a Library Ca	Ingles Introduccion 1 (en e	webapp	5c6f60dc8e3701d15bce4d3e
STG-tCypLk4PT6C8	NN-tCypLk	48	6/13/2017	11/26/2018	25:56:22	574	Ingles (Solo para hispano-hablantes)			1:1:56:22.000	Level 3, Lesson 10 - The	N/A	phone	5940719540a2b7040045f255
STG-mEtgkNbE1Khu	NN-mEtgkN	76	10/16/2017	2/13/2019	28:10:09	563	Ingles Introduccion 1 (en espanol)			0	Level 1, Unit 1 - My nam	Ingles Introduccion 1 (en e	webapp	59e517e9d63cc90400056b53

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Reporting

Weekly time spent on Cell-Ed platform

Phone Number	Last Name	County	Program	Last 4 SSN	DOB	First day on Cell-Ed	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
xxxxxxxxx	Name					1/13/2019	n/a	n/a	n/a	n/a	n/a	n/a
xxxxxxxxx	Name					12/14/2018	n/a	n/a	0:33:10	0:55:06	0:40:21	0:44:05
xxxxxxxxx	Name					12/7/2018	n/a	0:21:10	1:00:00	0:03:00	1:12:06	0:04:15
xxxxxxxxx	Name					11/30/2018	1:34:21	6:11:24	4:45:57	4:43:31	3:04:00	3:03:09
xxxxxxxxx	Name					10/30/2018	0:24:34	0:10:36	0:10:12	0:16:26	0:00:00	0:00:00
xxxxxxxxx	Name					11/27/2018	0:35:34	0:26:40	0:23:19	0:14:35	0:00:00	0:35:01
xxxxxxxxx	Name					1/11/2019	n/a	n/a	n/a	n/a	n/a	n/a
xxxxxxxxx	Name					1/11/2019	n/a	n/a	n/a	n/a	n/a	n/a
xxxxxxxxx	Name					12/1/2018	0:17:53	3:31:21	1:37:39	0:03:00	0:00:00	0:00:00
xxxxxxxxx	Name					11/21/2018	0:12:00	0:12:55	0:00:00	0:06:00	0:00:00	0:16:21
xxxxxxxxx	Name					1/15/2019	n/a	n/a	n/a	n/a	n/a	n/a
xxxxxxxxx	Name					12/7/2018	n/a	1:16:01	0:01:02	0:00:00	0:00:00	0:00:00
xxxxxxxxx	Name					11/14/2018	0:16:34	0:12:00	0:00:00	0:00:00	0:00:00	0:03:00
xxxxxxxxx	Name					12/18/2018	n/a	n/a	n/a	2:20:24	0:11:15	0:12:01
xxxxxxxxx	Name					11/14/2018	0:30:15	1:17:31	1:04:39	1:01:43	1:26:40	0:55:11
xxxxxxxxx	Name					11/16/2018	1:35:19	1:01:40	1:19:31	1:31:04	1:09:51	1:14:56
xxxxxxxxx	Name					11/30/2018	0:19:14	0:00:00	0:00:00	0:00:00	0:00:00	0:03:00

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Available Content & Programs

Programs & Content Available

full suite of essential skills & information for vulnerable Californians

- COVID-19
- WorkReady Skills
- Math for Daily Life
- English on the Go
- Reading & Writing
- U.S. Citizenship

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17

BEST PRACTICES & PREVENTATIVE MEASURES

COVID-19

aligned with WHO, CDC, and certified health & wellness coaching

Session 1   How to Stay Safe during COVID-19
Session 2   Signs and Symptoms of COVID-19
Session 3   Breaking the Myths about COVID-19
Session 4   Managing Stress during COVID-19

available in English, French, Spanish

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Beginner to Advanced

English on the Go

assessment to place learners in right level, aligned with CASAS, Best Plus, and more

Level 1   Basic conversations, read & write for basic situations
Level 2   Everyday conversations, read & write more advanced phrases
Level 3   Near fluency for work and life
Level 4   Foundation for post-secondary academic English
Level 5   Near fluency for increasingly advanced topics
Level 6   Fluency, ready for college, management and more

Intro to English 1 & 2 for true beginners available for Spanish Speakers

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SkillBuilder Series

pre-high school equivalency (up to 8th grade), aligned with national standards. assessments place learners in right levels

Reading	phonics to 6th grade, English & Spanish literacy
Writing	basic to intermediate
Math for Life	addition, subtraction, multiplication & division
Social Studies	US history & reading of maps & graphs

US Citizenship & Civics courses – apply for Citizenship and prep for the exam

Work Ready skills

numeracy, digital literacy, reading comprehension, communication & more built in!
integrates 19 competency and workforce training frameworks

Communicating on the Job   Building Confidence
Time Management   Financial Planning
Goal Setting   Creative Problem Solving on the Job
Understanding Culture & Diversity   Work–Life Balance
Exploring Job Options & Opportunities Starting a New Job

Intermediate English (Level 3) and literacy needed

How to Start with Cell-Ed

Counties

1

Sign up

www.cell-ed.com/california

Or send us an email to california@cell-ed.com

and we will email you the information for the sign-up page.

2

Get your questions answered

Register for a Cell-Ed Implementation Training webinar

Gain access to our online toolkit, videos, materials, FAQs & more

3

Onboard your county

Have county staff and CBOs attend a training webinar, and sign up

Download flyers, use email/text templates, and more to alert your learners

Use the online and PDF playbook for onboarding best practices, FAQs

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Cell-Ed Implementation Training Webinar Dates

June 11   Thursday   10:00am–11:30am   **Registration Link**
June 24   Wednesday   10:00am–11:30am   **Registration Link**
July 2   Thursday   10:00am–11:30am   **Registration Link**

Will be recorded for those who cannot attend.

Online Toolkit

Webinars
    Schedule
    Recordings

FAQs and Info
    Playbook
    FAQs: General
    FAQs: CalFresh E&T
    FAQs: CalWorks
    FAQs: Refugees
    Cell-Ed videos

County Onboarding
    Template Emails
    Program 101 Slides
    Program 101 Document
    Email headers
    Logos

Feedback and contact information

Learner Onboarding (ENG, SPA)
    Flyers
    Posters
    Postcards
    Social media posts
    Text messages
    Learner landing page link

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FAQs
California@Cell-Ed.com

FAQs

How does Cell-Ed fit into CalWORKs program?

Cell-Ed offers CalWORKs clients an option for a Welfare-to-Work Activity via online distance learning.

When will additional information be released about Cell-Ed?

CDSS is currently drafting up an ACIN, which will provide more information Cell-Ed.

Also sign up at www.cell-ed.com/california to gain access to the online Virtual Toolkit
The toolkit will include Onboarding & Training Webinar registration links, as well as information on how to onboard counties and how counties will be able to track progress.

When will Cell-Ed be available to counties?

The full toolkit will be released next week with a sign up form for Admins who need portal access for pulling the data & reports. We recommend you attend (or watch) a Training & Onboarding webinar and review all toolkit materials before launching in your county.

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FAQs

What reports and data can I get?

On-demand county-level reports (XLS, CSV) for assigned administrators with individual learner data on usage (minutes on Cell-Ed), courses, etc. Working on a weekly usage report by learners.

Who is paying for access?

CDSS is making Cell-Ed services free and available to counties

What happens after 2020?

This pilot will be evaluated for success with the possibility of an extension if funding allows.

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FAQs

How many CalWORKs customers can participate?
You can sign up as many as you would like thanks to foundation funding provided to Cell-Ed.

How do I know if my customers have signed up and are taking courses?
On-demand county-level reports (XLS, CSV) for assigned administrators with individual learner data on usage (minutes on Cell-Ed), courses, etc. Working on a weekly usage report by learners.

How do we provide feedback or ask questions to Cell–Ed?
Email us at california@cell-ed.com

FAQs

How does Cell-Ed know what courses a learner should take?

Learners answer a few questions when they start to place them in the appropriate course based on interests and abilities. The placements are aligned with standards, including CASAs and Best Plus 2.0.

How long are the lessons and courses?

Most lessons are only three minutes long so busy learners can fit studying in wherever and whenever they can. Dozens of lessons make up each unit, which is typically an hour in length.

Who writes Cell-Ed content?

Our content experts have deep experience in Adult Basic Education, Language Learning, and Mobile Learning. The COVID-19 courses were developed using best practices of the WHO, CDC, as well as reviewed by certified health coaches and epidemiologists.

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FAQs

What happens if a client changes phone numbers or has issues accessing Cell-Ed?

Cell-Ed will develop a service ticket form for County staff and partners to report any issues that come up with learners such as a new phone/phone number. Learners can reach out to Cell-Ed directly via the help menu or calling their coach.

How will progress be transferred if a client changes phone numbers?

Cell-Ed uses phone number as the account identifier. Therefore, Cell-Ed will merge the two accounts to ensure the client's data is preserved and transferred.

How will client progress be tracked if multiple clients share a phone number?

Unfortunately, this is not possible at this time. However, working with thousands of learners this has so far not been a concern as almost 98% of U.S. adults have access to their own cell phone.

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Thank you! Q&A

contact us   **california@cell-ed.com**
sign up   **www.cell-ed.com/california**

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