Cell-Ed's Remote Learning Solution for California DSS

delivering English, Life & Work Skills on any mobile device

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DEPARTMENT OF
SOCIAL SERVICES

January 11, 2021 | Updates

Welcome

Cell-Ed
CDSS
County Administrators
CalWORKs Program Contacts
CalFresh E&T Program Contacts
Refugee Support Services Program Contacts

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AGENDA

Welcome

Thank you for your Feedback

What's New in 2021
- Content
- Features
- Reporting

Cell-Ed Coaching

Q&A

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New to Cell-Ed?

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

Attend a Cell-Ed Implementation Training webinar

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

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Toolkit at a Glance: https://solutions.cell-ed.com/ca-toolkit

Step 1 - Join a webinar

Introduction Webinars

- May 26, CalFresh Webinar Recording (password is Calfresh1@ and Presentation
- June 10, CalWORKs Webinar Recording (password: 8d@K@0 Presentation, and Webinar Q&As

Training & Implementation Webinars

- June 11, Training & Implementation webinar recording (password: 7n^OC3*1) and answers to questions not covered during the webinar
- June 24, Training & Implementation webinar recording (passwo 6P%855y5)
- July 2, Training & Implementation webinar recording
- August 25, Q&A webinar and pre-webinar survey

Remote Learning Solution Presentation (from all training webinars)

Step 2 - Get your questions answered

- Playbook
- Manuals - coming soon
- FAQs - living document (updates coming)
- Why Cell-Ed Video English
- Why Cell-Ed Video Spanish
- Testimonials - What Learners Say About Cell-Ed

Step 3 - Onboard your county

- Program 101 2-pager
- Remote Learning Platform Manual (report & data) for those who have registered for reporting access
- Designated authorized county admins register for reporting access here

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Toolkit at a Glance: https://solutions.cell-ed.com/ca-toolkit

Step 4 - Onboard your learners

- Flyer - English
- Flyer - Spanish
- Flyer- Bilingual English/Spanish
- Postcard - English
- Postcard - Spanish
- Email Header - Teal
- Email Header - Yellow
- Cell-Ed Logo
- Onboarding video slides

Curriculum

- Custom Course Catalog
- Cell-Ed Course Placement Assessment - coming soon
- Cell-Ed Scope and Sequence - English, Intro Part 2
- Cell-Ed Scope and Sequence - English Level 3
- Cell-Ed Scope and Sequence - WorkReady Communicating on the Job

Interested in doing a local press release? Email california@cell-ed.com

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CDSS Remote Learning | By the Numbers

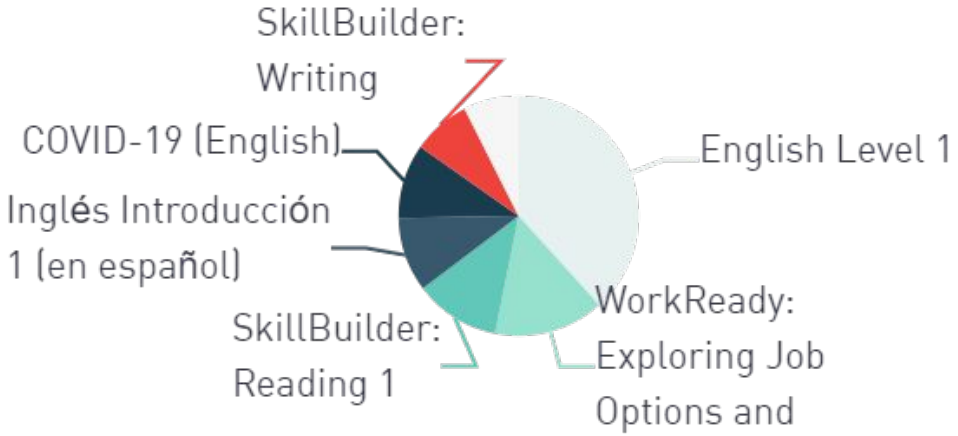
706 Clients

1,271 Completed Courses

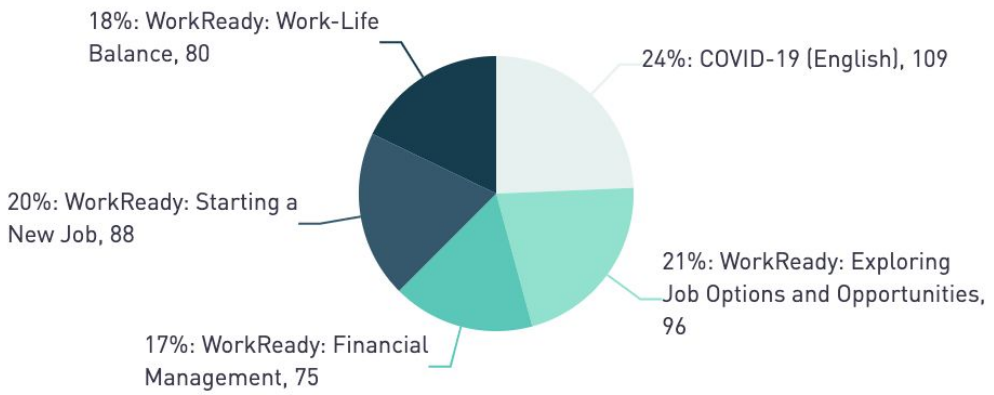
16,148 Countable Hours

110,656 Lessons Completed

Top Active Courses



Top Completed Courses



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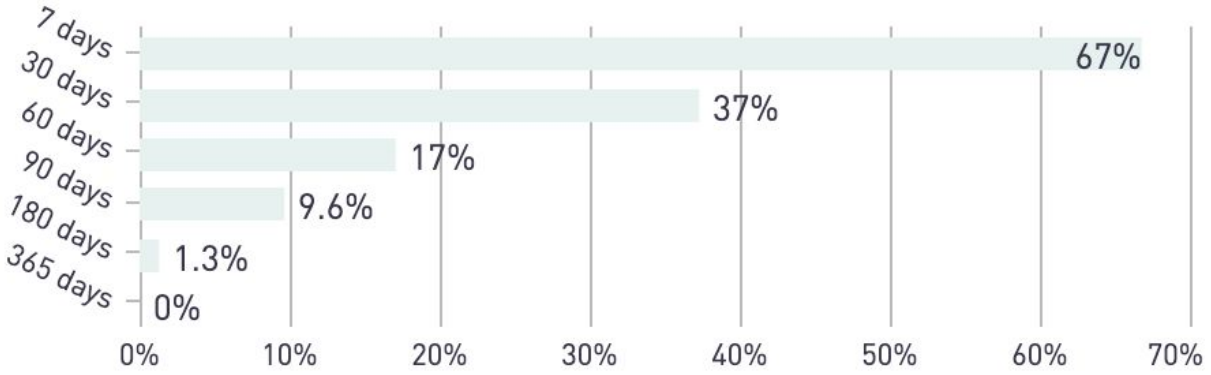
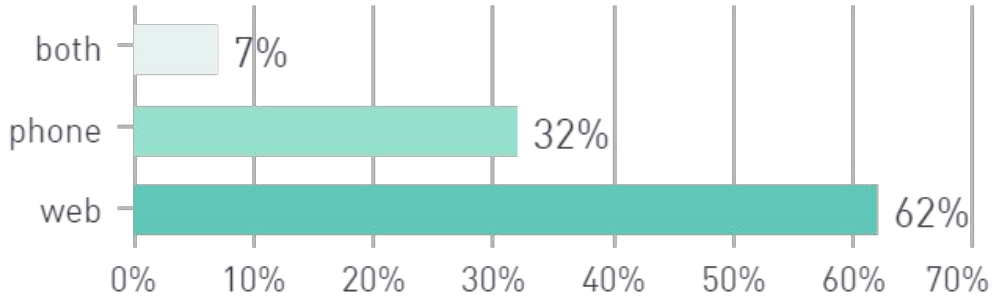
CDSS Remote Learning | By the Numbers

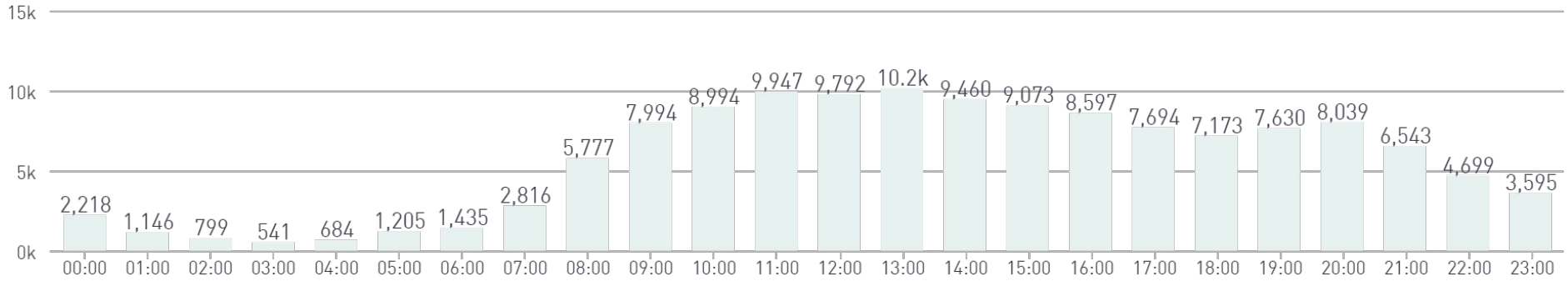
Learner Retention



Access by Platform



SMS by Time of Day



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CDSS Remote Learning | Learning Gains

COURSENAME	PRE PERCENT	DELTA %	POST PERCENT
Applying for Citizenship	51.56%	31.25%	82.81%
English Level 1	66.82%	20.67%	87.49%
English Level 2	31.04%	50.73%	81.77%
English Level 3	43.62%	39.85%	83.46%
English Level 4	39.54%	30.56%	70.10%
English Level 5	34.81%	34.84%	69.66%
English Level 6	28.93%	40.67%	69.60%
Filling out the N-400 Form	33.00%	39.33%	72.33%
Inglés Introducción 1 (en español)	40.77%	39.72%	80.49%
Inglés Introducción 2 (en español)	34.84%	25.98%	60.82%
The Interview	58.62%	17.24%	75.86%

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Thank You for Your Feedback!

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Early feedback from survey

What's Working Well

Positive feedback from clients

New option for clients

Response times from Cell-Ed

Ongoing emails and updates

Even Better If ...

Password management ✅

More content ✅

Enhanced reporting, esp. daily usage - Q2 2021

Finding clients if registered incorrectly - WIP

Some trouble for low-tech literacy users

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Feedback from Clients

What's Working Well

Easy to use and engaging

Boosts confidence

Coaching support and reminders

Convenience

Even Better If ...

Get more people to use it... ✅

More advanced content ✅

Images & Audio
not loud enough/doesn't always load
(wifi, data plan, handset issues)

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Feedback from Clients

“I recommend this program 100%. You learn a lot of interesting things.
It would be beneficial for other people.”

- Orange County Client

“**I really love the program and I wish more people would try it out, especially older people.**
It really helps refresh concepts. Whoever came up with the program, is a genius.
I have only positive things to say about this course.”

- Orange County Client

“**I would definitely recommend this**. You can do it whenever you have time.
I just connect my headphones and listen even when I’m cooking or when I’m with my daughter.”

- Stanislaus County Client

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Clients having issues

1. **Troubleshoot Common Problems (check Playbook)**

   Call-in users hanging up - do not hang up the phone!
   Clients should stay on the line and open the text messaging app on their phone to reply

   App users - do they have enough memory to download

   Learners can contact the coach directly in the app or text ‘HELP’ in WhatsApp or to 213-325-3311

2. **Staff can contact Cell-Ed at** california@cell-ed.com

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What's new in 2021

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New Content

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Advanced SkillBuilder Courses - 9 Total Courses

Advanced SkillBuilder Numeracy, Reading, and Charts, Graphs and Tables

Designed in partnership with ETS

- Based on needs of and feedback from 1,000s of employer

Courses are meant for advanced English speakers who are working to build their skills

Intermediate English (Level 3) and literacy needed

New Course Steps Toward Educational Program Success (STEPS)

New courses for non-traditional adult learners (e.g. parents, first-gen, etc.) who are new to educational and career pathways

Provides not only the "what" of pursuing further education, but also the "how"

Intro to Pathways	community college, university, vocational/trade school, certificate/credential paths)
How to Pay for School	financial aid (FAFSA), applying for scholarships, loans (subsidized vs. unsubsidized federal vs. private)

Launch date - January

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New Course Vocational-ELL

Vocational courses for English Language Learners (ELL)

WorkReady for ELL	bridge program to Cell-Ed's WorkReady series
English for Customer Service	focuses on the basic concepts and vocabulary of customer service for work

on CDSS account - late January

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New Course Digital Literacy (in development - Q2/Q3 2021)

New courses in development. ENG, SPA, ELL versions

To bridge the digital literacy gap, Cell-Ed is developing a comprehensive digital literacy program.

Topics covered include:

- data privacy
- navigating forms/applications
- setting up and using email
- identifying trustworthy sources of information online
- using word processing solutions

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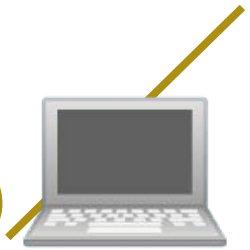
New Features 

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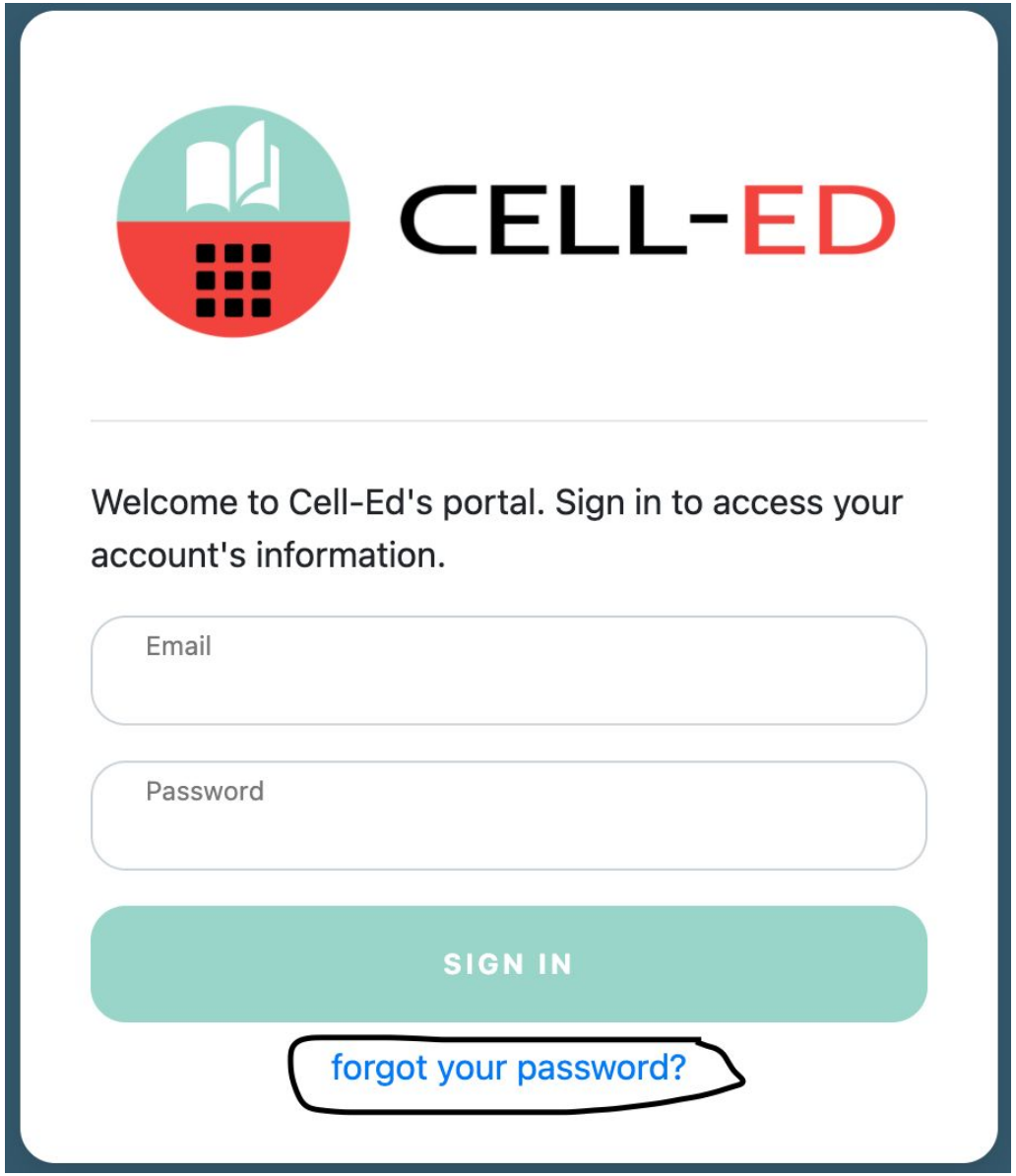
Password management

Simply check “forgot your password”

An email from Cell-Ed will be sent to you to update your password



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Additional Features in Development

Portal & Reporting
- New learner reports - daily usage
- New flexible report generator
- Ability for counties to manage own administrators

Learner Account Assignments
- Adding answer validation to onboarding surveys
- Testing client list uploading with Counties

Laptop/Smartphone Distribution
- New program with CDSS to distribute laptops
- Opportunity to ID learners in need of new hardware via Counties, coaches

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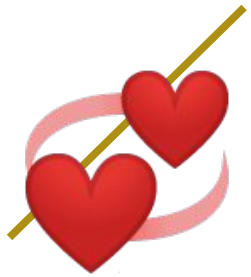
Cell-Ed Coaches 

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COACHING ROLES

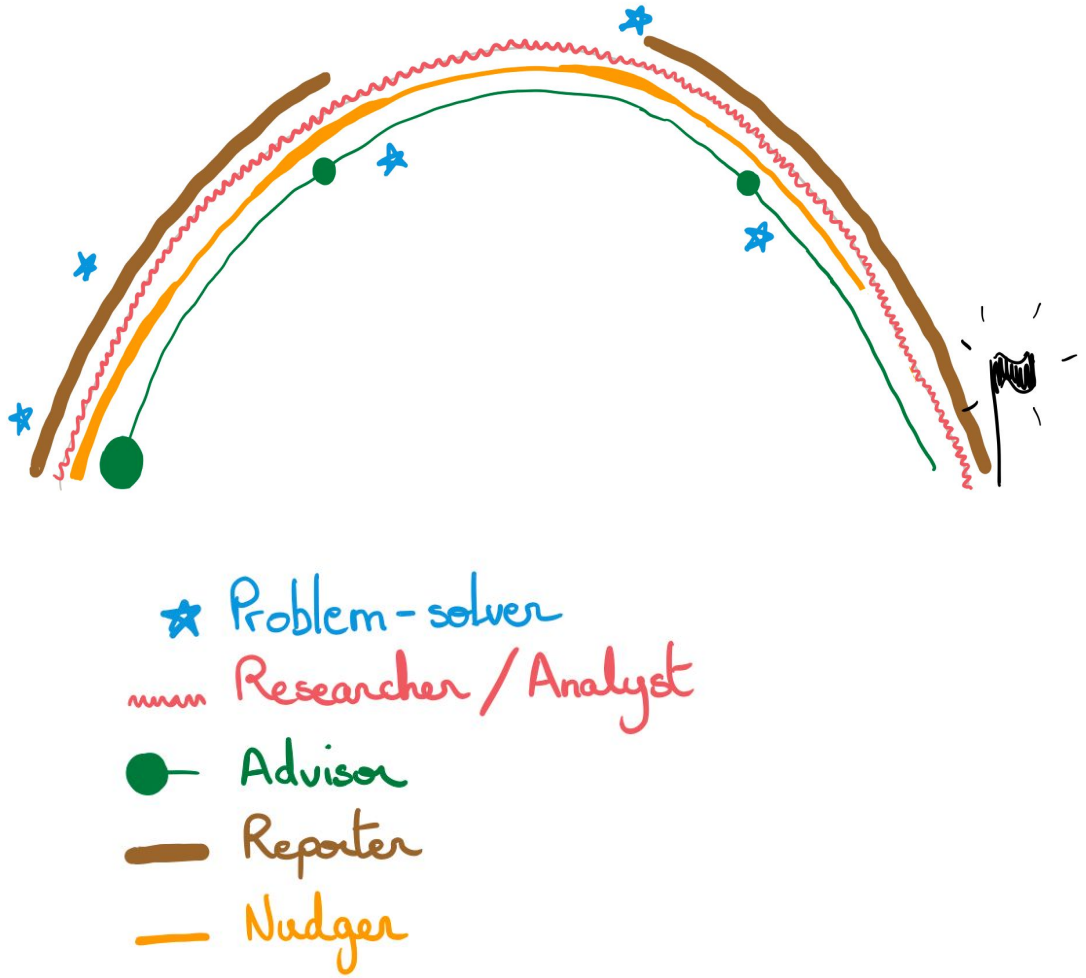
Advisor - Provide guidance on learner's learning journey on Cell-Ed and with other learning courses available to the learners

Problem-Solver - Help learners troubleshoot issues and address any barriers to studying on Cell-Ed

Encourager/Nudger/Champion - Provide extra support to learners to use Cell-Ed: reminders, milestones, congratulatory messages (is supported by the automated messages)

Researcher/Analyst - Identify trends, learners to reach out to, ideas to increase retention or other similar needs

Reporter - Share proactively quotes, stories, observations with counties and CDSS



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COACHING PROCESS

Each learner is assigned a personal coach who stays with the learner through their learning journey. We have found our learners prefer to have an assigned coach/teacher to build trust and rapport - and that is way more important than an immediate response

Coaches are not available 24/7. We do not have a live “on demand” hotline

To contact coaches, learners go to the HELP tab in the app, or text HELP on the call-in/whatsapp version.

Counties can fill out this form (on the toolkit) to contact a coach: **Contact a Cell-Ed Coach**

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Browsers supported (Portal & Learning Platform)

Cell-Ed is accessible on Google Chrome, Firefox, Safari and Microsoft Edge

We are not accessible on Internet Explorer

- Explorer has been sunsetted and is no longer be fully supported by Microsoft
- Therefore unsafe in terms of data privacy and security
- Microsoft Chief of Security against using it
  (e.g., Teams no longer supported on Explorer)

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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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