



CELL-ED'S REMOTE LEARNING SOLUTION FOR CALFRESH E&T PROGRAM

delivering English, Life & Work Skills on any mobile device



May 26, 2020 | Webinar

WELCOME

Attendees Cell-Ed
CDSS
County Administrators &
CalFresh E&T Program Contacts



AGENDA

Partnership Overview

Cell-Ed Overview & Demo

Available Content & Programs

How to Start with Cell-Ed

FAQs



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
English - WorkReady - COVID-19 - Civics & Citizenship - Math - Reading - more



THE PARTNERSHIP AT A GLANCE

Cell-Ed and CalFresh E&T

Supervised Job Search & Education Component Package
and a Case Management Solution.



CELL-ED AT A GLANCE

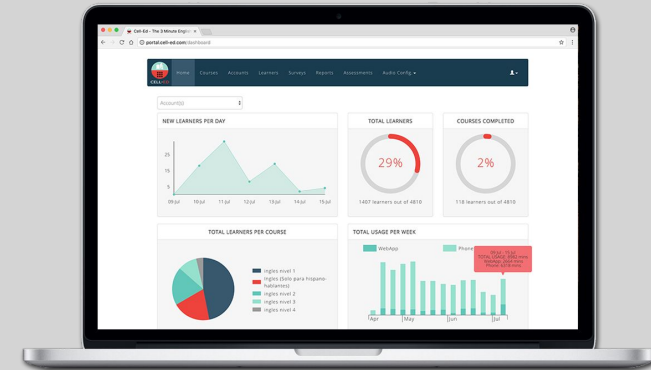
train
assessments
micro-lessons



engage
coaches
2-way messaging



track
surveys
analytics



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



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

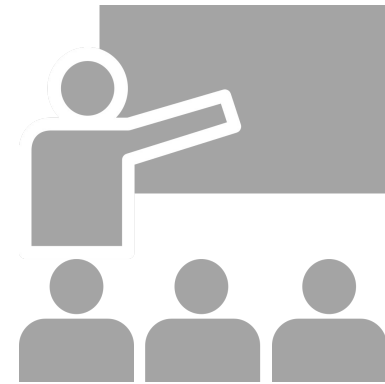
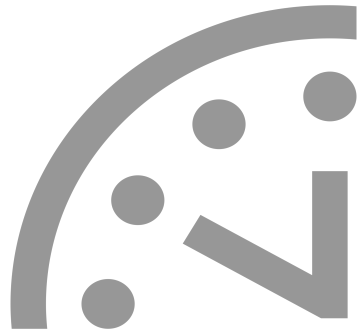
**increased promotion
& wage gains**

12- to 18-month field tests

 **XPRIZE**[®]
WORLD EDUCATION



CELL-ED ACCELERATES LEARNING



10 minutes
on Cell-Ed

3 concrete
skills

1 hour
classroom



UNIVERSAL ACCESS

GET STARTED TODAY!

call [redacted]
ON ANY CELL PHONE

GET IT ON **Google Play** Download on the **App Store** **Whatsapp** click to learn

PIN Code: [redacted]

FREE ENGLISH - LIFE - WORK SKILLS
and COVID-19 Information to keep you safe

English	Civics & Citizenship
WorkReady	COVID-19 guides
Math for Life & Work	Reading for Life & Work

only 3 minutes a lesson
earn a certificate



CELL-ED 101



For Spanish version of video [click here](#)

LIVE DEMO



AVAILABLE CONTENT & PROGRAMS



PROGRAMS & CONTENT AVAILABLE

full suite of essential skills & information for vulnerable Californians





BEST PRACTICES & PREVENTATIVE MEASURES

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





BEGINNER TO ADVANCED

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





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

Time Management

Goal Setting

Understanding Culture & Diversity

Exploring Job Options & Opportunities

Building Confidence

Financial Planning

Creative Problem Solving on the Job

Work-Life Balance

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 calfresheandt@ca.gov or 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



CELL-ED IMPLEMENTATION TRAINING WEBINAR DATES

June 11	Thursday	10:00am-11:30am	<u>Registration Link</u>
June 24	Wednesday	10:00am-11:30am	<u>Registration Link</u>
July 2	Thursday	10:00am-11:30am	<u>Registration Link</u>

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

Learner Onboarding (ENG, SPA)

- Flyers
- Posters
- Postcards
- Social media posts
- Text messages
- Learner landing page link

Feedback and contact information



FAQS

CALIFORNIA@CELL-ED.COM



FAQS

How does Cell-Ed fit into CalFresh E&T program?

Cell-Ed aligns with Education and Supervised Job Search Components, which are offered as a package with additional supports such as live coaches to assist with goal setting to meet the case management requirements.

What reports and data can I get?

Cell-Ed is working with CDSS to ensure Counties and the State have access to data. Stay tuned!

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.



FAQS

How many CDSS recipients 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 recipients have signed up and are taking courses?

Cell-Ed is working with CDSS to ensure Counties and the State have access to data. Stay tuned!

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.



THANK YOU! Q&A

contact us
sign up

california@cell-ed.com

www.cell-ed.com/california

