



CELL-ED 101

Cell-Ed has been designed to reach, teach, and upskill youth and adults around the world. We started with offering a call-in option of *Vamos a Leer* - teaching immigrants in Los Angeles how to read in their first language. From there, we have expanded with more than 1,000 hours of content including custom training and education content with our partners.

We have had the unique opportunity to partner with hundreds of large and small organizations from libraries, government agencies, community organizations, employers, foundations, and more to deliver over a million hours of learning!

- Connect** Learners gain skills across any phone or tablet*
- Learn** Learners listen to 3-minute lessons & two-way text to gain new skills
- Earn** Learners complete courses to earn certificates

OUR APPROACH

Adults are busy - juggling work, school, childcare, elder care, and much more. Most lack the language, literacy or digital skills to navigate many remote learning solutions.

Cell-Ed was designed for our unique learners. Taking into account key barriers such as time (as few have dedicated one hour blocks for studying), digital access (many lack smartphones or access to expensive data plans/wifi), and literacy (simply call and get started).

All content is 100% relevant to learners' daily lives. In our English language learning course, we teach real skills for real life - how to deposit checks, talk to your doctor, or ace an interview.

- 3-minute lessons** to engage busy learners in short, easily digestible bursts
- Radically accessible** to ensure all learners can access content even without wifi or data
- Scientifically proven** to deliver 84% faster skills gains and 91% learner satisfaction
- Integrated content** to provide learners relevant work and life skills to navigate daily life

“Cell-Ed is most impressive when used on a phone. We see the true innovation of Cell-Ed as bringing the content to users who cannot afford (or decipher) expensive technology.”
Carole Bausell, Literacy Council of Northern Virginia

MILLION LEARNER CHALLENGE PROGRAMS

- COVID-19** Four-part series from experts (CDC and WHO). Multiple languages.
- English on the Go** Six levels (high beginner to advanced) + beginner levels for Spanish speakers.
- WorkReady** Key skills from applying for a job to communicating effectively at work.
- Skill Builder** Reading, writing, social studies, and math skills.





FAQs

THE CHALLENGE

How many learners can sign up for the Challenge?

Thanks to our generous Founding Partners, partners can sign up as many learners as they would like. The goal is to provide as many learners as possible with access to accurate COVID-19 information and Essential Skills training.

How is the Challenge different from a typical Cell-Ed account?

The Challenge provides access to a core number of Cell-Ed courses and basic support for learners with questions. Cell-Ed's typical account provide customers with access to Cell-Ed's full course catalog or custom content, proactive coaching to support learners, other certificate/credential options, and real-time reporting on individual learner progress.

Will Cell-Ed provide marketing materials?

Yes, partners sign up at www.cell-ed.com/million. Once registered, partners can access our online playbook complete with marketing and PR materials, webinar info, and onboarding instructions.

CONTENT

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 placement test for English, Reading, and Math are aligned with national standards.

How long are the lessons and courses?

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

Who writes Cell-Ed content?

We have a stellar team of content experts all of whom have deep experience in Adult Basic Education, Language Learning, and Mobile Learning. The COVID-19 courses were developed using best practices of the World Health Organization (WHO) and Center for Disease Control (CDC), as well as reviewed by certified health coaches and epidemiologists.





ONBOARDING

What devices do learners need?

Learners can simply call Cell-Ed on any cell phone 831-292-4321.

Learners with access to a smartphone, tablet, or computer can use the Cell-Ed app, online version or our WhatsApp integration. Learners simply go to million.cell-ed.com to get started.

NOTE: Learners go back and forth between the call-in, app, online, and WhatsApp versions. Cell-Ed will remember where they left off. This is very common as learners often have limited data plans or inconsistent internet access.

Do learners need internet access or data plans?

Not if they use Cell-Ed's call-in version. If they use the Cell-Ed app, WhatsApp integration or the Cell-Ed online version, they will need data or internet. *Please note standard text messaging rates apply for the call-in version.*

How do learners reach out to Cell-Ed for help?

App and Online users simply click on the HELP tab.

Call-in users simply text HELP and WhatsApp users simply message HELP. After texting "Help," a menu of options will be texted to the learner:

- a. Switch courses
- b. Find resources
- c. Ask questions

AS ALWAYS, IF YOU HAVE ANY QUESTIONS, EMAIL US AT MILLION@CELL-ED.COM

