

Please Note..

This webinar and the engagement tools will be recorded.

An archive will be available on the [event website](#).

Empowering Refugee Communities in Cybersecurity Roles

June 12, 2024



Dr. Katie Brown
EnGen



Annie Fenton
Welcome.US



EVERYONE IS
WELCOME

- by 2030, **97% of net workforce growth** will be immigrants and their children.
- New HSS data suggest that **newcomers can add \$124 billion to the U.S. economy over the next 15 years** through payroll, income, and taxes
- Successful Immigrant and **Refugee Hiring workforce inclusion** Initiatives require **training and support**
- **English skills** are the **number one barrier** to integration and access
- There are over **2M immigrants in the U.S. who are unemployed or underemployed**



Traditional ESL programs do not meet the needs of working adults

- Rely on outdated and ineffective curricula
- Significant barriers to participation (e.g., childcare, transportation, fixed schedules)
- Shortage of providers - as a country the U.S. meets the needs of only 4% of adult English learners

INNOVATIVE, WORKFORCE-FOCUSED ENGLISH PROGRAMS ARE THE SOLUTION



Learning a language requires **acquiring a skill**, not studying a content area.



Decades of Research Offer a Research-Based Framework for Language Learning



INPUT



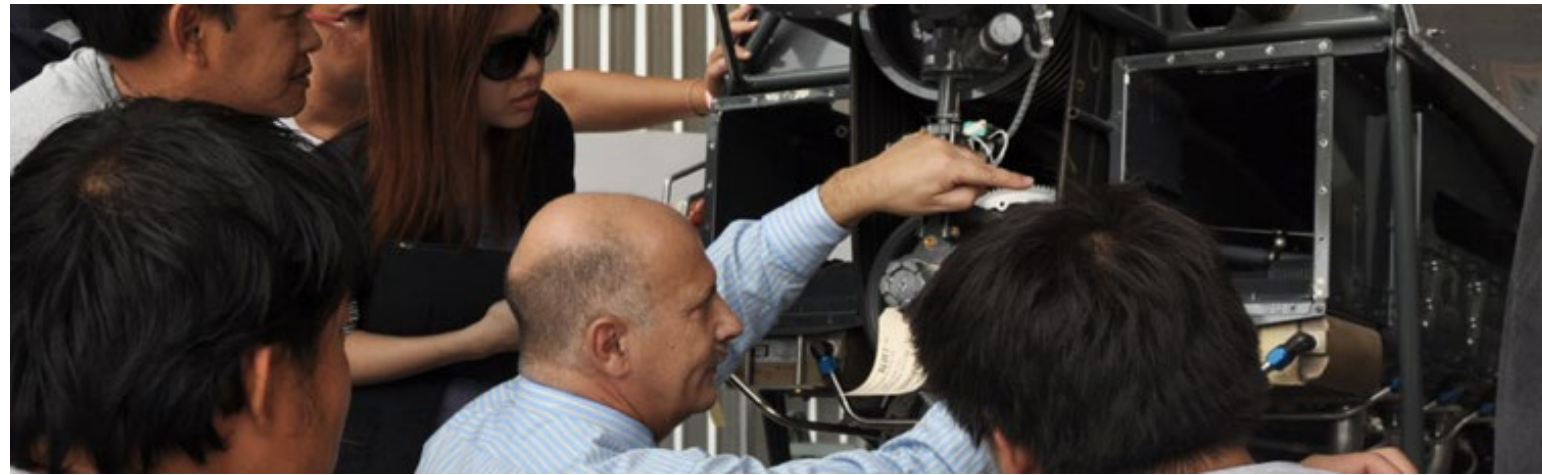
OUTPUT



INTERACTION



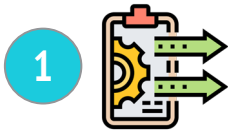
FEEDBACK



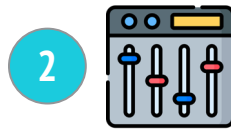
TASK-BASED LANGUAGE TEACHING (TBLT)

A pedagogic approach to language instruction based on the concept of organizing courses around *tasks*, rather than linguistic concepts or communicative functions.

Leverage authentic, industry-specific content



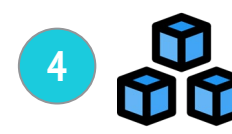
Ingest Content



Establish Language Level with proprietary algorithm



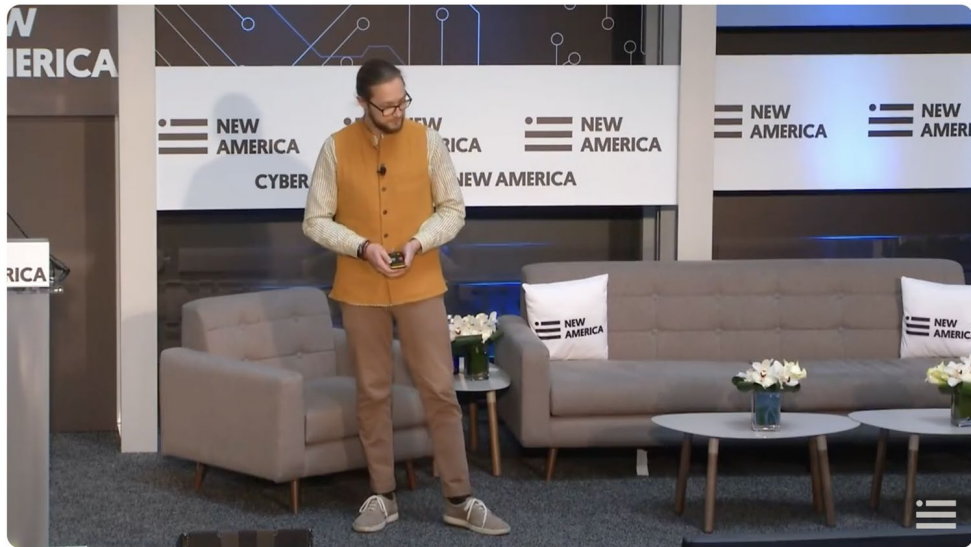
Identify Domain-Specific Keywords



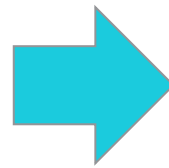
Generate 218+ Personalized Activity Sequences



Content becomes English lessons tailored to learners' needs



What Can Cybersecurity Learn from Behavioral Science?



~30 Mins

A screenshot of a digital interface for language learning. It features a video player with a play button and a text input field. The text reads: "And while many of the recent [input field] attacks". To the right, there is a dropdown menu labeled "ACTIVIDADES DE LECTURA" and a list of options: "high-protein", "high-pitched", "high-five", "high-fiber", and "high-profile".

And while many of the recent [input field] attacks

Source Content transformed into...

...contextualized language learning content

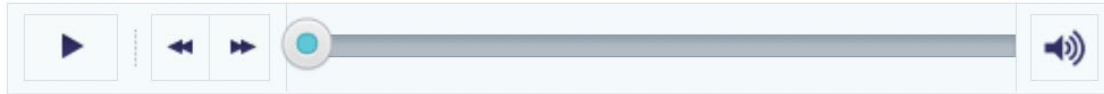
Contextualized English Learning Opens Access



Unsplash

Preventing Information Breaches

HEALTHIT.GOV 13 DE OCTUBRE DE 2021



When breaches of health information occur, they can have serious consequences for your organization, including reputational and financial harm or harm to your patients. Poor privacy and security practices heighten the vulnerability of patient information in your health information system, increasing the risk of successful cyber-attack. To help cultivate patients' trust, you should:

- Maintain accurate information in patients' records
- Make sure patients have a way to request electronic access to their medical record and know how to do so



THIS WORK IS LICENSED UNDER A CREATIVE COMMONS PUBLIC DOMAIN MARK 1.0 LICENSE.

accurate ▶

breaches ▶

consequences ▶

cultivate ▶

cyber-attack ▶

electronic ▶

financial ▶

harm ▶

health information system ▶

heighten ▶

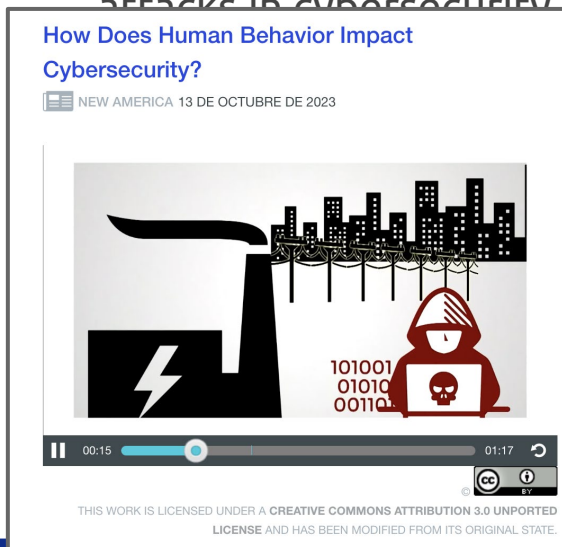
maintain ▶

English for Cybersecurity

In an increasingly technological and interconnected world, cybersecurity is vital in keeping computer systems safe from harm. In this course, you will learn key cybersecurity terms and concepts.

Objectives:

- Learn about the importance of cybersecurity.
- Recognize common cybersecurity frameworks and regulations.
- Identify the security concerns and measures associated with different systems and processes.
- Understand how to reduce risk and respond to threats or attacks in cybersecurity.



EnGen's newest career-aligned pathway prepares learners to complete bootcamps, short courses, certificates, and degrees in fields related to cybersecurity. All of the course content comes from real-world materials, including lectures, articles, and expert interviews. These materials have been transformed into an adaptive suite of lessons that offer learners the chance to develop the English language skills they need to thrive in programs related to careers in cybersecurity. This flexible pathway can be used for career exploration, IET programs, and more.



Leverage technology to do what computers do best, so people can do what humans do best

- Reach more learners
- Remove barriers to access
- Individualize instruction
- Measure progress and outcomes for rapid and efficient training transitions
- Optimize learning for competency-based models
- **INTEGRATE DIGITAL SKILLS**

CREATE SUSTAINABLE TALENT DEVELOPMENT MODELS



Workforce-Focused English Programs Deliver Clear ROI

80%

of EnGen learners report achieving a major career or social goal, including pay raises, promotions, and access to further training

85%

of EnGen learners report improving their digital literacy skills alongside their workforce English skills

93%

of EnGen learners report saving time at work as a result of improved English skills

“How has EnGen helped you in your current job role?”

Magaly S., TX.



“I’m really happy with having enrolled in this course... I hope to continue with this training until I take my GED.”

Norma G., AZ.



“It has helped me understand what customers are looking for, and give them better customer service.”

Stephanie R., FL.



“I can communicate better with customers, coworkers and supervisors.”

Q&A



WELCOME.US MISSION:

To unleash the desire and capacity of people across America to welcome more newcomers and help them thrive.



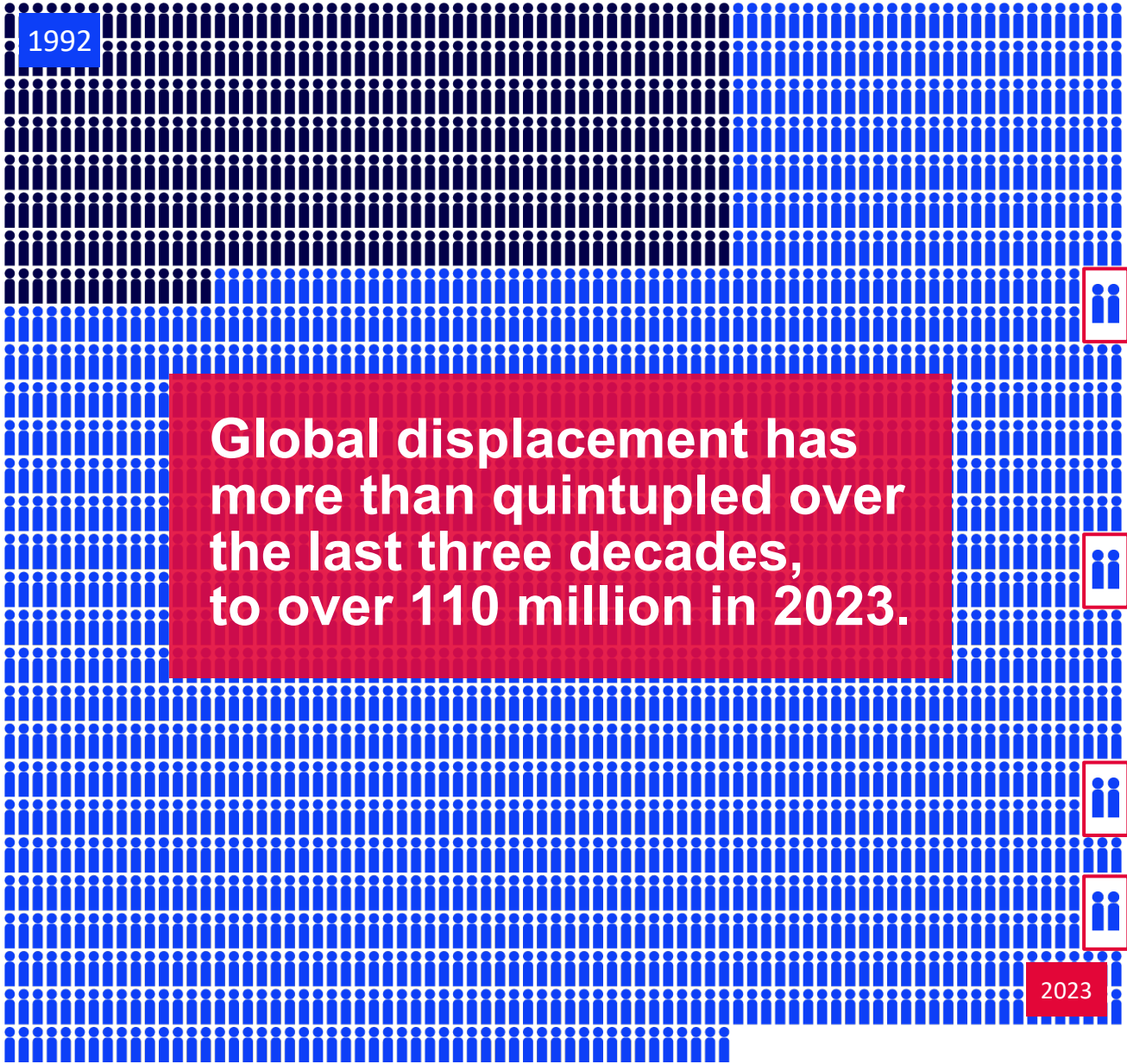
In a formal partnership with the U.S. government and resettlement agencies, **identifying needs and coordinating solutions**



With diverse organizations, companies, and the American people, **creating pathways for participation and bringing non-traditional actors into the resettlement ecosystem**



By **telling the stories of Americans from all walks of life** who are stepping up as Welcomers and inspiring others to get involved

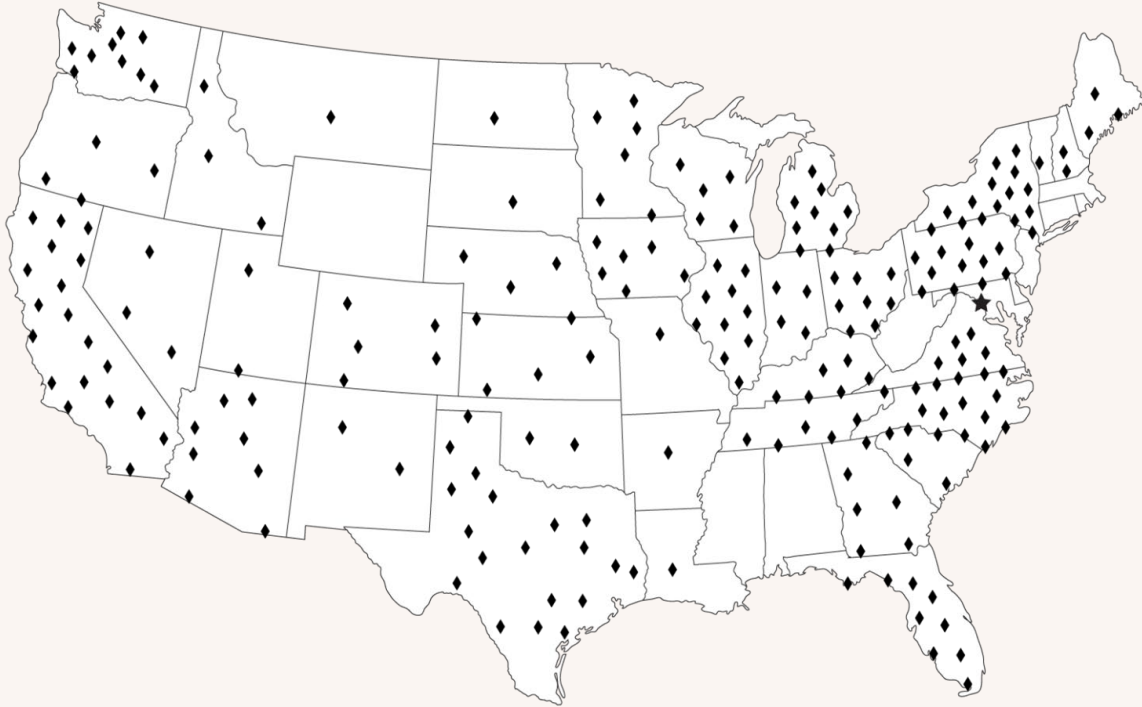


THE GLOBAL REFUGEE CRISIS

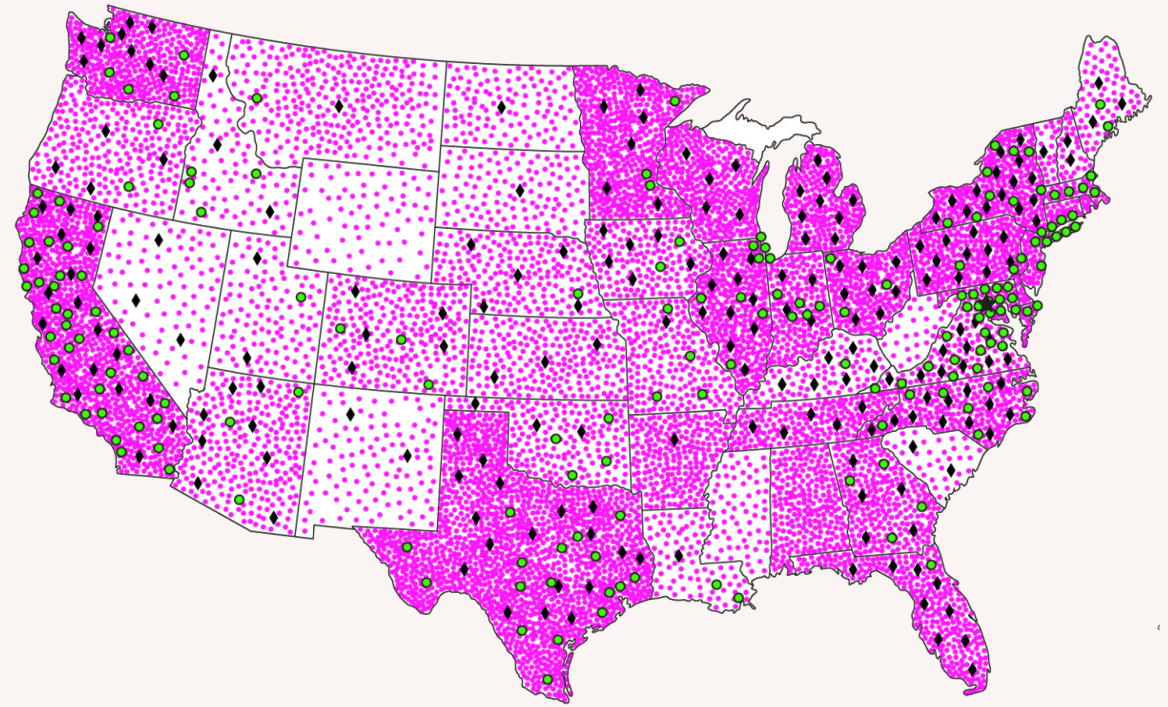
-  Global refugee resettlement numbers have stayed steady at an average of just over **100,000 people a year** over the last three decades
-  The U.S. has resettled an average of **70,000 refugees per year** over the last three decades
-  **<3%** of refugees will be able to **return home**
-  **<1%** of refugees will find a new, **permanent home**

 = 50,000 people

EXPANDING THE NATION'S CAPACITY TO RESETTLE NEWCOMERS



We've moved from a **government system constrained by public funding** and a limited number of government-funded partners...



To a system **unleashed by the capacity and willingness of the American people** and enabled by community organizations and the private sector.

There are now sponsors in all 50 states and in more than 11,000 zip codes.

Welcome.US CEO Council



- Accenture
- Google
- Adobe
- Advent International
- AIG
- Airbnb & Airbnb.org
- Amazon
- American Express, Global Business Travel
- Apple
- Bank of America
- Blackstone
- Business Roundtable
- Tent Partnership for Refugees & Chobani
- Chubb
- Comcast NBC Universal
- Delta Air Lines
- Gap Inc.
- Gibson Dunn
- Goldman Sachs
- HP Inc.
- Lyft
- Manpower Group
- Marriott International
- Meta
- Microsoft
- Pfizer
- ServiceNow
- Snap, Inc.
- Starbucks
- TelevisaUnivision
- T-Mobile
- Tripadvisor
- Uber
- United
- U.S. Chamber of Commerce
- Walmart
- Walgreens Boots Alliance

CHALLENGES EMPLOYERS FACE ENGAGING REFUGEE JOB SEEKERS



Many refugees arrive in the US with low to no English proficiency

which amplifies the additional challenge of learning what is expected to apply and interview with US employers



Many newcomers arrive with work authorization but lack the traditional documentation employers expect

and may not understand their legal status



Refugees with professional experience may lack the professional networks and industry connections needed to support their career goals



International degrees and credential evaluation can confuse employers

and hold up job offers without the right guidance to hiring managers and HR staff



BUILDING REFUGEE-FRIENDLY EMPLOYERS



REMOVING BARRIER TO ENTRY

Expanding language access in the application and hiring process, training staff on alternative documentation, and focusing on transferable skills



DIVERSIFY RECRUITING EFFORTS

Look outward to build a pipeline of newcomer job seekers, starting with the local orgs that provide employment support



BUILD MENTORING OPPORTUNITIES

Improve retention by building employee mentoring programming into onboarding process



ADDRESS GAPS IN SERVICES

Newcomer job seekers face additional challenges accessing initial housing, transportation, and other supports

Q&A

Panel Discussion




Submit an event survey!

<https://www.surveymonkey.com/r/June2024NICEWebinar>

NICE Webinar Series

Equal Access and Opportunity for Blind
and Deaf or Hard of Hearing Talent
September 18, 2024, 2:00-3:00PM EDT



NLST }  **NICE**