



## COMMS & MESSAGING ALL-IN-ONE DOC

Updated June 2025

### **What's included here?**

- [PART 1: GENERAL MESSAGING](#)
- [PART 2: EMPLOYER/CORPORATE MESSAGING](#)
- [PART 3: SECTOR-SPECIFIC EMPLOYER/CORPORATE MESSAGING](#)
- [PART 4: ADULT EDUCATION MESSAGING](#)
- [PART 5: LOCAL GOVERNMENT/ECOSYSTEM MESSAGING](#)
- [PART 6: BRAND ASSETS & GUIDE](#)
- [PART 7: PRODUCT METRICS & FEATURES](#)
- [PART 8: COMPETITORS/ALTERNATIVES](#)

## **PART 1: GENERAL MESSAGING**

### **General Boilerplate**

EnGen offers an at-scale, AI-powered approach to English instruction, designed to solve a systemic access issue: Adult English learners now represent 1 in 10 working-age adults in the U.S., yet the workforce system serves the needs of just 2% of these workers. A Certified B Corporation, EnGen is filling the gap by partnering with employers, adult educators, workforce development organizations, and state governments to connect job seekers and incumbent workers with English skills, career pathways, and employment in high-demand industries. EnGen's workforce-aligned approach addresses employers' recruitment and retention challenges and advances learners' economic mobility.

### **Sector-Specific Blurbs**

### *Employers*

U.S. employers face persistent staffing and skills gaps—and EnGen helps them address both. EnGen's online, on-demand, career-aligned English platform delivers workforce-aligned language instruction and upskilling simultaneously, boosting workers' productivity, confidence, career mobility, and retention. A full 84% of EnGen learners say they'll stay with their company because EnGen is offered as an employee benefit; 86% say they'll refer a friend to their company for the same reason.

### *Adult Education*

Community colleges, universities, and adult education providers use EnGen to optimize instruction for adult English learners and create real-world impact in local workforces. As demand for English courses now drives 40% of enrollments in the adult education system, EnGen expands institutions' capacity to offer high-impact learning opportunities, seamlessly integrating with existing curricula to connect workers with degree programs, certificates, and other career-focused credentials. Adult educators across the country leverage EnGen in models like bootcamps, IETs, and pre-apprenticeship programs.

### *Local Government*

From Colorado to Michigan to Maine, a growing network of states are tapping EnGen to catalyze state-level workforce development programs, connecting English learners—who now represent 1 in 10 working-age adults across the U.S.—with skills, career pathways, and employment. EnGen's on-demand, career-aligned English instruction connects local employers with high-potential talent pools. Every \$1 invested in English upskilling generates a \$6 return for local economies.

### **Tagline**

Power Potential.  
Unlock Talent.  
Upskill with English.

### **Mission**

EnGen's mission is to connect workers, including English learners, with pathways to skills, credentials, and employment in high-demand industries.

### **About EnGen**

(Blurb for RFPs, other outreach)

EnGen was founded in 2020, inspired by a moonshot mission to close a critical access gap: English proficiency is a foundational workforce skill for the 1 in 10 working-age adults in the U.S. who is an English learner. Yet the U.S. currently serves the needs of just 2% of this talent pool. The result is an access gap that limits economic mobility for individual workers, exacerbates staffing shortages for local employers, and stymies productivity and innovation for our economy.

EnGen's mission is to connect workers, including English learners, with pathways to skills, credentials, and employment in high-demand industries. EnGen's patented, award-winning English upskilling platform built based on decades of data and best practices from technology-mediated language instruction, adult education, and second language acquisition—and is optimized to serve the needs of working adults, including the estimated 13 million adult English learners currently in the U.S. workforce.

Since launch, EnGen has rapidly scaled to enroll nearly 130,000 learners via partnerships with local government agencies in states like Colorado, Maine, and Michigan; forward-looking employers like Amazon, Chobani, Whole Foods Market, and Walmart; and community colleges and adult education programs in states across the country.

Our results speak to the power of English upskilling to build future-ready workforces that drive business outcomes for employers: 94% of EnGen learners have improved their confidence in using English; 93% saved time at work; 92% improved their job skills; 90% have said their digital skills have improved; and 79% have achieved a real-world career goal like a pay raise or promotion as a result of EnGen.

EnGen earned status as a Certified Public Benefit Corporation in 2021; we are committed to continuing to grow our results-driven platform to reach the 96% of adult English learners who are currently unable to access English instruction in the U.S. Get full details on our work and impact at [getengen.com](http://getengen.com)

## PART 2: EMPLOYER/CORPORATE MESSAGING

- Employers of all sizes and sectors are grappling with the same challenges: Staffing and skills gaps.
  - Staffing gaps hinder productivity.
    - Even if every unemployed worker were to fill an open job within their respective industry, there would still be millions of unfilled job positions, highlighting the widespread labor shortage, per the [U.S. Chamber of Commerce](#) (as of April 2025).
    - The labor gap is expected to grow to [6 million](#) workers by 2032, with sectors like healthcare, skilled trades, hospitality, and service industries hit the hardest by labor shortages.
  - Skills gaps limit innovation.
    - [70%](#) of employers report having a skills gap in their companies; [one third](#) say that gap has limited innovation.
- U.S. employers must connect with all available talent. Companies are committed to upskilling workers with in-demand skills, including English skills.
  - Employers in [healthcare](#), [manufacturing](#), [hospitality](#), [e-commerce](#), [technology](#) and more are investing in career-aligned English upskilling as a talent solution.
    - *Train New Employees:*
      - EnGen offers a valuable resource for training new hires, ensuring they have the English skills to excel in their roles from day one.
      - English upskilling improves communication, safety, and collaboration.
      - [88%](#) of EnGen learners improved their English proficiency.
    - *Advance Retention & Talent Development:*
      - EnGen helps employees learn English and job skills simultaneously, enabling them to take on new roles and responsibilities.
      - [92%](#) of EnGen learners saved time at work
      - [92%](#) of EnGen learners improved their job skills
      - [79%](#) of EnGen learners achieved a career goal, like a pay raise or promotion.
    - *Promote Engagement:*

- EnGen is a valuable tool to improve employee communication and connections at work, key to fostering engagement, collaboration, and safety.
- 84% of EnGen learners will likely stay with their company because EnGen is an employee benefit.
- 86% of EnGen learners will likely refer a friend to their company because EnGen is an employee benefit.
- *On-Site, On-Demand:*
  - EnGen includes on-demand instruction, live online classes, and personalized coaching, based on the needs of employees and employers alike.
  - The platform integrates seamlessly into existing training and benefits programs.
  - EnGen's approach is optimized for working adults, allowing them to make progress quickly. Some learners are able to accomplish their real-world goals after just 20 hours on the platform.
- Learn how EnGen can work for your organization:
  - CTA: [Invite to live demo](#)

#### Additional Resources:

- [2025 Workforce Report: Employers Brief](#)
- [Axios: U.S. immigrants are likely to stay at jobs with English-language programs](#)
- [Working Nation: Report: Workers who are foreign born – and receiving English upskilling on the job – experience greater retention and career mobility](#)
- [Fast Company: Why many U.S. companies are teaching workers English](#)
- [HR Dive: Want to hire refugees? Get serious about inclusive communication](#)
- [HR Brew: Opinion: Are language programs missing from your talent retention toolkit?](#)
- [Blog: How English upskilling powers the workforce: Perspectives from U.S. employers + immigrant workers](#)
- [Blog: Community colleges champion diversity in their classrooms – here's how employers can too.](#)
- [Blog: Is English upskilling in your company's 2024 budget? It should be](#)
- [Blog: Top 3 Takeaways: New BLS data on foreign-born workers](#)

## PART 3: SECTOR-SPECIFIC EMPLOYER/CORPORATE MESSAGING

Hospitality	Restaurants	Healthcare	Retail	Manufacturing	Construction
English is considered an ' <a href="#">international language</a> ,' key to employability in the hotel and hospitality sector. Connecting adult English learners with English skills creates a multilingual workforce, key to communicating with guests in their preferred language and elevating guest experience.	The restaurant industry is expected to add more jobs over the next decade than the current workforce can fill; restaurant employers must tap new talent pools, including adult English learners.  English upskilling helps restaurant workers build communication, safety, and productivity on the job. Employees deliver an elevated customer experience, move into new roles, and become brand ambassadors.	In the health sector, multilingual skills and cross-cultural competencies are linked to improved <a href="#">communication</a> & <a href="#">patient health outcomes</a> , critical assets when <a href="#">74%</a> of U.S. hospitals serve patients whose primary language is not English.	Workplace-based English upskilling models pioneered by global retailers like Amazon & Walmart, in partnership with EnGen, hold promise for employers to advance communication, safety, and retention at work.	English upskilling programs will help the sector address critical skills and staffing shortages, particularly when language skills are delivered as part of pre-apprenticeship programs. There are <a href="#">400,000</a> manufacturing jobs currently unfilled in the U.S., with just <a href="#">one qualified candidate for every 20 open positions</a> . And nearly <a href="#">one-quarter</a> of the sector's workforce is 55 or older, meaning that staffing shortages will only get worse.	The construction industry is facing a shortfall of <a href="#">500,000</a> workers. <a href="#">65%</a> of home builders report either "some" or "serious" shortages of workers, including finding workers for foreman and leadership roles: <a href="#">63%</a> of construction CEOs said they have difficulty finding managers. Incumbent workers, including English learners, are primed for promotion into leadership roles if the sector invests in English upskilling.

Additional Resources:	Additional Resources:	Additional Resources:	Additional Resources:	Additional Resources:	Additional Resources:
<p><a href="#">EnGen Hospitality Landing Page</a></p> <p><a href="#">Fast Company: Op-ed by Kimo Kippen, former CLO at Hilton.</a></p> <p><a href="#">PPT: English upskilling for the hospitality industry</a></p>	<p><a href="#">EnGen Restaurants Landing Page</a></p> <p><a href="#">Blog: One Solution: Upskilling Insights from the Restaurant Sector</a></p> <p><a href="#">HR Dive: National Restaurant Association op-ed</a></p> <p><a href="#">WTVR: Segment featuring Taziki's learner</a></p> <p><a href="#">Fast Company: Op-ed featuring Taziki's</a></p> <p><a href="#">PPT: English upskilling for the hospitality industry</a></p> <p><a href="#">Employer Voices video featuring Eurest/ESFM</a></p>	<p><a href="#">EnGen Healthcare Landing Page</a></p> <p><a href="#">Blog: Tapping New Talent Pools in Healthcare: Five Takeaways for HR Leaders</a></p> <p><a href="#">Case Study: A Blueprint for Building a Highly Skilled Health Workforce</a></p> <p><a href="#">Case Study: Bolster Apprenticeship Pipelines with English Upskilling</a></p> <p><a href="#">Training Industry: Atrium Health Case Study</a></p> <p><a href="#">Blog: Addressing physician shortages starts with English upskilling</a></p> <p><a href="#">Blog: Opening new pathways to address health worker shortages</a></p>	<p><a href="#">EnGen Retail &amp; Ecommerce Landing Page</a></p> <p><a href="#">Amazon Case Study</a></p> <p><a href="#">HR Brew: Amazon English Upskilling Q&amp;A</a></p> <p><a href="#">Axios: Story on English upskilling featuring Walmart</a></p> <p><a href="#">Fast Company: Op-ed featuring Amazon</a></p> <p>Amazon learner blogs: <a href="#">Juan</a>, <a href="#">Olena</a>, <a href="#">Tanzima</a>, <a href="#">Michael</a>, <a href="#">Sabrina</a>, <a href="#">D</a>, <a href="#">Zoharys</a>, <a href="#">Guerda</a></p> <p><a href="#">Employer Voices video featuring Amazon</a></p>	<p><a href="#">EnGen Manufacturing Landing Page</a></p> <p><a href="#">Blog: The U.S. needs more apprenticeships. Here's why – and how – to start with adult English learners.</a></p>	<p><a href="#">Forbes: Employers Have A New Way To Attract And Retain Talent: Upskill With English</a> (Featuring Rummel Construction</p>

## PART 4: ADULT EDUCATION MESSAGING

- Forward-looking community colleges and adult education providers are optimizing their approach to better serve adult English learners, connecting them with skills, career pathways, and employment in high-demand sectors.
  - Demand for English courses drives [40%](#) of enrollments in the adult education system.
- The adult education system plays a central role in upskilling the U.S. workforce, including the [1 in 10](#) working-age adults who are English learners.
  - Employers face persistent staffing gaps, despite low unemployment.
    - Even if every unemployed worker were to fill an open job within their respective industry, there would still be millions of unfilled job positions, highlighting the widespread labor shortage, per the [U.S. Chamber of Commerce](#) (as of April 2025).
  - Skills gaps hinder innovation and economic mobility.
    - [70%](#) of employers say there's a skills gap in their companies; [one third](#) report say that gap has limited innovation.
  - The U.S. workforce system currently serves the needs of just [2%](#) of adult English learners—the adult education/workforce development system must build capacity to do more.
- EnGen can [seamlessly integrate](#) with your organization's current English curriculum, enhancing your students' learning experiences and boosting instructors' capacity to deliver differentiated, high-impact instruction.
  - Instructors can leverage tech to expand their capacity to support adult English learners with [models](#) like bootcamps, IETs, pre-apprenticeship programs, and cross-campus programs.
  - EnGen's English upskilling model creates on-ramps that ensure speakers of other languages can access degree programs, credentials, and other training at your institution.
  - EnGen's approach is optimized for working adults, allowing them to make progress quickly. Some learners are able to accomplish their real-world goals after just [20 hours](#) on the platform.
  - Adult education providers across the country—[like these examples](#)—are optimizing their English instruction with EnGen.
- EnGen's approach is proven to enhance your students' progress:

- [94%](#) of learners improved their confidence in using English.
- [92%](#) improved their career-aligned skills in addition to English skills.
- [88%](#) improved their English proficiency.
- [90%](#) said their digital literacy improved as a result of using EnGen.
- [79%](#) achieved a career goal; [83%](#) achieved a social goal.

- Learn how EnGen can work for your organization:
  - CTA: [Invite to live demo](#)

#### Additional Resources:

- [2025 Workforce Report: Workforce Partners Brief](#)
- [Case Study: Bolster Apprenticeship Pipelines with English Upskilling](#)
- [EnGen Adult Education Landing Page](#)
- [Hechinger Report: Katie op-ed on higher ed English upskilling](#)
- [CAEL: Katie guest blog on opening training & learner pathways for English learners](#)
- [Open Campus: Learning English for the Workplace](#)
- [Ask Dr. Katie: How can community colleges \(and employers\) support multilingual learners?](#)
- [EnGen video](#) featuring partners & learners at Anoka-Hennepin Adult Basic Education
- EnGen Learner Blogs: [Jessica](#) (Eastern Gateway CC), [Kathy](#) (Austin CC), [Ana](#) (Miami Dade)
- [Blog: \(Ask Dr. Katie\) How can community colleges support multilingual workers and learners?](#)
- [Blog: Three ways that technology can address language barriers & digital skills gaps](#)

## PART 5: LOCAL GOVERNMENT/ECOSYSTEM MESSAGING

As conveners of key workforce partners—including employers, adult educators, community colleges, nonprofits, and other stakeholders—state governments (and local workforce boards) play a unique role in connecting local workforces with skills, career pathways, and employment in high-demand industries.

- As local employers report staffing and skills shortages, local governments play a central role in upskilling local workers, including the 1 in 10 working-age adults that are English learners.
  - Even if every unemployed worker were to fill an open job within their respective industry, there would still be millions of unfilled job positions, highlighting the widespread labor shortage, per the [U.S. Chamber of Commerce](#) (as of April 2025).
  - [70%](#) of employers say there's a skills gap in their companies; [one third](#) report say that gap has limited innovation.
  - State/local data on immigrant workforce available via [NAE](#) & [MPI](#).
- English skills are workforce skills, but often overlooked in workforce development efforts.
  - To build a future-ready workforce, we must connect workers with in-demand skills. Yet language skills are siloed from career readiness programs.
  - The U.S. workforce system currently serves the needs of just [2%](#) of adult English learners.
- Government leaders can support the development of an ecosystem that connects local workers with high-demand workforce skills, including English skills.
  - Everyone has a role to play in this work, from employers to community colleges to other workforce partners.
  - Government leaders must invest in at-scale solutions that serve the needs of local employers, using best practices in English instruction to open pathways to apprenticeships, short-term credentials, industry-recognized certifications, and careers in high-demand fields.
  - English upskilling (EnGen) can play a foundational role in building a future-ready workforce.
    - English upskilling connects workers with language skills, industry-specific job skills, and high-demand digital literacy skills, offering a [6x ROI](#) for local economies.
      - [92%](#) improved their career-aligned skills in addition to English skills.
      - [88%](#) improved their English proficiency.

- [90%](#) said their digital literacy improved as a result of using EnGen.
- English upskilling programs support local employers' recruitment, retention, and engagement goals.
  - [84%](#) of EnGen learners will likely stay with their company because EnGen is an employee benefit.
  - [86%](#) achieved a career or social goal, like a new job offer or earning a career credential
- English upskilling can be offered at scale to serve local employers and newcomer talent alike.
  - [2 in 3](#) learners said that EnGen's online, on-demand approach has helped them more than traditional classroom-based approaches
  - EnGen's approach is optimized for working adults, allowing them to make progress quickly. Some learners are able to accomplish their real-world goals after just [20 hours](#) on the platform.
- English upskilling supports civic engagement and social inclusion.
  - [3 in 4](#) learners agree that they could navigate life better, are more engaged in their community, and help their family more
- State governments can follow the lead of [Colorado](#) and [Michigan](#) in building state-level networks to advance this work.
  - CTA: [Invite to live demo](#)

## Additional Resources

\*\*State/local data on multilingual workforce available via [NAE](#) & [MPI](#).

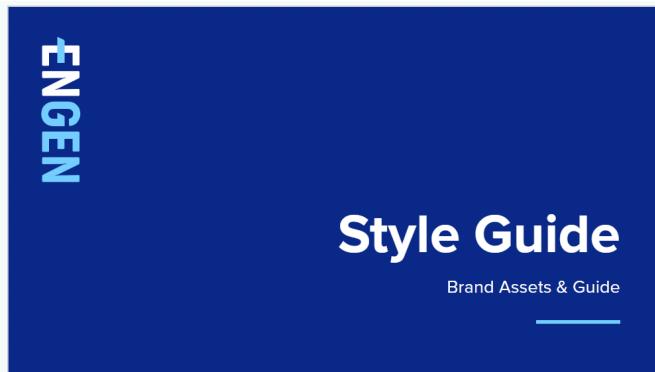
- [2025 Workforce Report: Workforce Partners Brief](#)
- [Case Study: Bolster Apprenticeship Pipelines with English Upskilling](#)
- [Forbes: Three States Are Transforming Their Labor Markets With English Language Learning](#)
- [EnGen State Partnership Blog](#)
- [Michigan Workforce Summit Playbook & Takeaways](#)
- [Colorado Workforce Summit Playbook & Takeaways](#)
- [CO Biz Magazine: Katie Brown Q&A](#)
- [The Hill: States are doubling down in upskilling with English: Three examples:](#)
- [NAWB: Four Ways Workforce Boards Can Better Serve Immigrant and Refugee Jobseekers](#)
- [NAWB: Workforce Boards Can Address Unprecedented Labor Shortages by Unlocking Economic](#)

## Opportunity for Immigrants and Refugees

## **PART 6: BRAND ASSETS & GUIDE**

Get information on EnGen logos, branding, colors, fonts, and keywords, plus sample flier layouts & photo gallery

This is a great resource to share with partners who want to create co-branded collateral.



→ Download the style guide [here](#).

## **PART 7: PRODUCT METRICS, FEATURES & SERVICES**

EnGen is a comprehensive workforce development solution that includes:

- Enrollment Support: *EnGen enrollment advisors prepare learners at your organization for success.*
- On-Demand Digital Learning: *Learners get 24/7 access to workforce-aligned English instruction on their mobile device.*

- Live Group Classes & Workshops: *Certified instructors offer live online classes and workshops on real-world topics.*
- Personalized Coaching: *Multilingual coaches provide 1:1 support with goal setting, study habits, and tech troubleshooting.*
- Custom Content: *Real-world material from your organization can be used to build content for your learners.*

Organizational stats and impact:

- EnGen has enrolled 45,000 learners in 2024.
- EnGen has enrolled nearly 130,000 learners since its founding in 2020.
- We collaborate with nearly 400 employers, community colleges, and workforce partners across the country.
- Our fast-growing team reflects our mission: 67% of EnGen's staff are multilingual, newcomers, and/or the spouse/child of a newcomer.

## Onboarding

Onboarding trains admins and teachers who will be using EnGen on how to best implement EnGen in order to set learners up for success. Onboarding takes place within the first 30 days of the program prior to learner enrollment so you can start off strong.

Onboarding includes:

- Live kickoff and training call to learn about organizational needs
- System configuration
- Asynchronous training on the EnGen platform
- Custom implementation plan

## Active Management

EnGen is committed to providing exceptional customer service by offering responsive, personalized, and data-driven support to our partners. Clients with Active Management are assigned a dedicated Customer Success Manager who ensures smooth implementation, ongoing training, and continuous engagement while collaborating closely with clients to understand their unique needs and help maximize learner engagement and outcomes. We offer timely, multi-channel support through email, live assistance, and the EnGen Resource Center (ERC) to ensure that partners

and learners receive prompt responses to their inquiries. Additionally, we take a proactive approach by regularly analyzing data and feedback to enhance our platform and support services. Our team provides insights, best practices, and strategic recommendations to help organizations optimize learner success.

## PART 8: COMPETITORS/ALTERNATIVES

### Other Language Learning Apps

- People want language learning that's flexible and available anytime, anywhere. That's why they turn to self-study apps (like Duolingo and Rosetta Stone).
- But research shows that self-study apps don't produce results; they produce low levels of learner engagement (paying attention to instruction) and persistence (sticking with it), which translates to limited gains in proficiency and fluency.
- Working adults need real-world content that's relevant to their lives and livelihoods, along with human interventions to help them learn – and that's where EnGen's approach is different.
- We believe that learners shouldn't have to choose between flexibility and results. EnGen combines the flexibility of a mobile, AI-powered app with real-world instruction and human support.
- EnGen is a comprehensive workforce solution that includes:
  - On-demand digital learning
  - Live group classes & workshops
  - Personalized coaching
  - Custom content
- EnGen uses technology for what computers do best, so people can do what humans do best.
- Additional resources:
  - [Self-Study with Language Learning Software: 2024 Context and EnGen's Results](#)
  - [Ask Dr. Katie: Can an app really teach me a language?](#)

### Translation

- With growing staffing and skills gaps, employers are focused on untapped talent, including adult English learners. But they're not sure where to start.
- Many begin with translation and interpretation programs. Translation is an important tool to promote basic language access in the workplace, but it is not a comprehensive workforce development solution.
- English upskilling is a critical complement to translation programs. By connecting workers with English skills and job skills, English upskilling helps workers succeed in their roles and grow within your company.
- English upskilling is a foundational part of an organizational culture that connects workers with in-demand skills and career pathways, promoting employee engagement and retention and improving customer service and bottom lines.
- EnGen can support your organization with workshops and consulting services that can help you:
  - Launch high-impact English upskilling programs
  - Expand language learning opportunities across teams
  - Create organization-wide cultures that champion multilingualism
- Additional resources:
  - [Where To Start: Building a Workplace English Program](#)
  - [EnGen Workshops and Consulting Services \(Internal Messaging\)](#)