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Client Courses, Coaching, & Content

Who is eligible for this program?

This partnership will allow clients to participate in the Welcome Start program. Participants must be eligible Ukrainian Humanitarian Parolees (including non-Ukrainian habitual residents) or Afghan Humanitarian Parolees, SIV holders, refugees and asylees receiving Refugee Support Services (RSS) benefits from one of the impacted counties: Alameda, Los Angeles, Orange, Sacramento, San Diego, San Francisco, Santa Clara, and Stanislaus. The Welcome Start program is designed for Ukrainian and Afghan refugees in California to learn English, work-ready skills, and gain access to other resources.

Will learners be able to choose their language preference for onboarding?

Yes. When onboarding, learners will be asked to choose their language preference. Once they have selected their preferred language, they will then receive messages from their coaches in the preferred language that the learner has identified. Learners will be able to choose between: English, Dari, Pashto, Ukrainian, and Russian.

What languages are Cell-Ed Courses available in?

For the Welcome Start program, 37 units will be translated into Dari, Pashto, Ukrainian, and Russian. All of our other courses will be available in English.

Is Cell-Ed accessible to learners with varying levels of English proficiency?

Yes. When learners register for Cell-Ed they will take a language proficiency test. The results of this exam will determine their language placement. The learner will then be placed in the appropriate courses.

Can an international phone number be used for Cell-Ed?

Yes, for international phone numbers we recommend using WhatsApp or the Cell-Ed app in order to not incur international messaging charges. At this time, coaching nudges and reminders are not sent to international numbers.

Can a learner take multiple courses at the same time?

Yes, a learner can begin a new course at any time. The learner can save their progress as they complete their courses. Learners will also receive a congratulations message from their coaches once they have completed each course.

Can learners retake a course?

Yes, learners can retake a course as many times as they want. They can retake a course by accessing the **ME** tab on the Cell-Ed app or by texting HELP to their coach.

Can two accounts be created for one phone line?

At this time, Cell-Ed tracks each user by their phone number. However, if the learners have two different phone numbers available but occasionally use another device, they can use the app to log in with their other phone number if they want to continue studying.

For English learning, what levels are provided? Do they relate to CASAS scores/levels?

A placement is provided to learners to place them in the right level, aligned with CASAS, Best Plus, and more.

- Level 1 - Basic conversations, reading & writing for basic situations
- Level 2 - Everyday conversations, reading & writing 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

There are also vocational English programs in partnership with SEIU-1099 NY and English Empowerment Centers. The Advanced SkillBuilder Series was developed in partnership with Educational Testing Services (ETS).

What is the Cell-Ed equivalency for countable hours?

Cell-Ed 10 minutes	Cell-Ed 1 hour	Cell-Ed 5 hours	Cell-Ed 20 hours
1 hour classroom	1 unit or 10 hours of classroom = 1 BADGE	5 units or 50 hours of classroom = 1 CERTIFICATE	1 foundational year of college or other credit = 1 YEAR



Staff Toolkit

How can I access the staff toolkit?

First [register](#) to access the Welcome Start staff toolkit. Once you've registered, you'll see the password and the URL to access the Toolkit.

What materials are available on the staff toolkit?

Materials that are available on the toolkit include: Welcome to Cell-Ed Presentation and Video, Program Overview, Cell-Ed Course Descriptions, Frequently Asked Questions, Client Flyers, and Customer Portal & Dashboard Reporting Guide.

How can I use these materials to help clients?

The Welcome Start toolkit materials can be used for familiarizing yourself with the Welcome Start program, to train new staff about the program, how to onboard new clients, ensure that clients are placed in the correct courses, and help clients begin their learning journey.

What languages are the Onboarding Client Flyers available in?

Cell-Ed's Client Onboarding Flyers are available in English, Dari, Pashto, Ukrainian, and Russian.

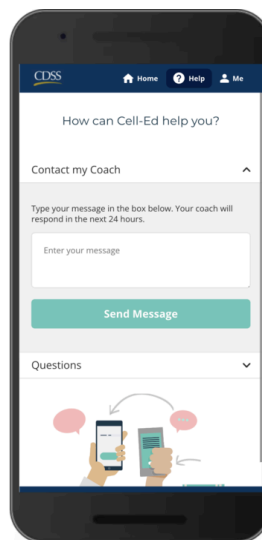
How can I request additional training or one-on-one support?

To request additional training or individualized support, please contact: california@cell-ed.com.

Learner Usage and Triage

How can a learner contact Cell-Ed's Dari, Pashto, Ukrainian, and Russian speaking Coaches?


We have multi-lingual coaches available to provide support to learners. To reach out to these coaches, learners can go to the **Help** tab of the app and either call, text, or email the coach directly from the app.



If a learner disables their SMS notifications, does that mean coaching will not work for them?

If a learner disables their SMS notifications they will not be able to receive coaching messages. This selection is made during onboarding. See below if they would like to turn the SMS notifications back on.

How can a learner re-enable SMS notifications?

Learners can go to the **ME** tab to turn on their notifications,  tab > Preferences > select "allow my coach to send me messages."

Reporting on the Customer Portal & Dashboard

How can I access the Customer Portal?

Navigate to the Welcome Start Toolkit to request access to the Customer Portal. Please provide:

- Name
- Work-issued email address
- Which county you are associated with

Your request will be processed and approved by Cell-Ed and RPB staff. Once approved, you will receive an email from Cell-Ed on how to get started.

How can I track the progress of learners and view the courses that they are taking?

You can track the progress of learners by clicking on the **Learners** tab. Once here, you will have access to all learner information associated with your account. You will then be able to click on the individual learners' names and view their course history.

Is there a way to see how many learners are taking a specific course?

Yes, when you are viewing your Customer Portal, you will see a **Courses** tab. Once you click on this tab you will see the list of courses and the number of active learners who are taking that course. Active learners are learners who have registered or for people who have not registered for courses (were uploaded) but have responded to at least one text from Cell-Ed.

What types of reports are available on the Customer Portal system?

Daily, Weekly, and Monthly Learner Reports are available on the reports page by selecting the "type" of report you would like to generate. You can also choose a custom date-range for your report.

How do I find a specific learner?

To find a learner, navigate to the **Learner** tab, you can type their name or phone number into the search bar in the Customer Portal.

How can I view coaching interactions?

Navigate to the **Learners** tab and select a learner profile by clicking on their name or number. Scroll down until you see the "Coaching Activity" section.

Where do I get feedback from learners?

Cell-Ed coaches continuously gather feedback from learners. We will share learner feedback in reports sent during the contract period. You can also review learner feedback in the Notes under the "Coaching Activity" section in the learners' profile.



Data and Privacy

The Cell-Ed Customer Portal and Dashboard has identifying learner information. Is this information shared anywhere outside of Cell-Ed?

Individual learner data is not shared with anyone other than approved partners and Cell-Ed staff. We do not sell information or data to any third parties. We take learner privacy very seriously as we work with many vulnerable populations. If any results or findings are shared publicly then it is anonymized so no one person could be associated with the data points collected/shared.

What security measures does Cell-Ed take to ensure secure PII?

Cell-Ed is SOC 2 compliant. SOC 2 is a voluntary compliance standard for service organizations, developed by the American Institute of CPAs (AICPA), which specifies how organizations should manage customer data. Cell-Ed is HIPAA compliant, protecting your clients' personal information.