CELL-ED

closing the skills gap in just 3 minutes

Vis Naidoo
Chief Ed Tech Officer
Skills Gap in Western Canada

40% of the workforce does not have the essential skills needed to apply their technical skills and knowledge at globally competitive levels.

1/2 of the people who did not finish high school have essential skills shortages.

Nearly one-third of 16- to 25-year-olds are short of some essential skills for their jobs.

30% of university graduates also have essential skills shortages for their jobs.

Sources: Jane & Murray, 2015 - Data source: OECD, Statistics Canada in 2011, imputed with data from the Canadian National Household Survey, Employment and Social Development Canada (ESDC).
Skills Gap in Western Canada

In most of the West, Aboriginal people living on reserves are more likely to have shortages than their off-reserve counterparts.

Aboriginal people who live off-reserve experience a similar level of shortages as the population overall.

Sources: Jane & Murray, 2015 - Data source: OECD, Statistics Canada in 2011, imputed with data from the Canadian National Household Survey, Employment and Social Development Canada (ESDC).
Ministry of Advanced Education Goals

GOAL 2 - support learners to achieve full potential with accessible, affordable and equitable education and training opportunities

- use of technology to expand delivery
- increase student spaces

GOAL 3 - high quality & relevant education & skills training system

- target to address unemployment rates of youth with high school credentials
- empower learners, educators, industry & govt to make informed decisions

Understanding Essential Skills

- Skills needed for work, learning and life
- Foundation for learning all other skills
- Skills needed to help people evolve with their jobs and adapt to workplace change

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How mobile phones have changed the world...

Globally: 5.7B subscribers by 2020
Canada: 40M subscribers in 2018

Education
Surveys & polling
Agriculture
Banking the unbanked
Data analysis
mhealth
Cell-Ed closes the most stubborn essential skills gaps affecting today’s workforce .... In minutes.
Cell-Ed. A complete mobile solution to reach, retain & upskill today’s workforce

Designed for essential skills. No internet, data plan or classroom required.
Cell-Ed | a complete mobile solution
work readiness | work skills | language | literacy | math

train
assessments
micro-lessons

engage
coaches
2-way messaging

track
surveys
analytics

Cell-Ed makes it easy, fast and affordable to close skills gaps for today’s workforce
24/7 access
self directed
bite-sized lessons (3 mins)
real scenarios
2-way feedback
live coaching
Cell-Ed

Formats micro-training units

Uses SMS texting and audio reaching your learners, tutors, apprentice expert
Training Micro-Lesson samples
Cell-Ed platform includes tracking learner’s data & progress and dashboard for monitoring progress.
Addressing Learner Challenges

- poor levels of essential skills
- giving up wage earning hours to attend lengthy on-site or on-line training
- limited access to computers by low-income citizens & youth
- high cost of education - time, earning loss, place of learning
Addressing Institutional Challenges

- expanding access
- meeting demand for ed & tr (focus on rural, equity & being cost-effective)
- support provincial targets
- innovative use of technology (online and mobile learning)
- building models for BC post-secondary education system
And it works.
Nadia finished her training units on a flip-phone as she waited for her bus to arrive in the morning...

She is now a happy employee at a busy fulfillment center.
Troy studied at night after the kids went to bed.  

... and noticed training for his construction job gave him math skills to help the kids’ with homework too.
Martin got a raise at his company after completing chemical safety training he could understand and pass a test for.
84% faster skills gains

91% user satisfaction, 20+% higher than competition
These benefits build institutional loyalty, and has employees, employers & post-secondary institutions working TOGETHER to get the job done right.
Published + Honored
Evidence suggests that educational technologies can improve student achievement, so long as such tools are integrated thoughtfully into teaching and learning. When digital capabilities (such as engaging online environments, access to a wide array of resources, and interactivity) are incorporated meaningfully into instruction, students have new opportunities to learn—and achieve.

Source: “Does Educational Technology Improve Student Learning Outcomes?” Compiled by Appalachia Regional Comprehensive Centre
Team

**DR. J. ROTHENBERG-AALAMI**
CEO & CO-FOUNDER
Emerging Market & Ed Tech Expert

**SONALI JOSHI, MBA**
COO
Operations & Finance

**SEBASTIAN RICALDONI, MS**
Software Architect

**VIS NAIDOO, MEd**
International Ed Tech

**ADVISORS**

Dr. Sue Smalley
Co-Founder
UCLA

Kevin Wall
Co-Founder
NEW MEDIA

Lynda Talgo
FACEBOOK

Yiigal Kerszenbaum
Employment Technology Fund

Gloria Lau
STANFORD

Patti Constantakis
DIGITAL PROMISE

Carmen Lomellin
AMBASSADOR

Lorne Needle
GOOGLE