



SED DE SABER

Industry and Community Impact Report

Sed de Saber develops educational solutions that help Limited English Proficient Hispanic adults improve their English language skills, work skills and daily lives. Our 2008 Impact Report presents completion data, learning results and testimonials from schools, businesses and communities. Sed de Saber has reached 55,000 learners and continues to touch new lives and learners every day.

Retention Education, Inc.

Bridging the Language Gap

Retention Education, Inc. was founded in 2003 with our flagship language product, Sed de Saber: a mobile learning platform designed to teach English to Limited English Proficient (LEP) Hispanic adults. The Sed de Saber learning system was launched to the foodservice industry in 2004.

Generation Gap

The service industries in the United States face an impending workforce crisis. 75 million baby boomers will retire over the next 20 years, with only 35 million qualified workers to fill their jobs. These industries are filling vacancies with hard working Hispanic immigrants. The language gap among this largely LEP labor pool impacts safety, operations, customer service, retention, and promotion.

K-12 Education Gap

A convergence of negative trends in our K-12 education system is crippling our ability to compete in a global economy. Nationally, 50 percent of Hispanic high school students are dropping out, in many cases due to their parents' inability to speak English and interact with teachers. Tragically, this population makes up a significant portion of America's future workforce.

Adult Education Gap

English language acquisition in the adult education system is also in peril. Classrooms are overcrowded and the system is underfunded. A recent Migration Policy Institute study, *Adult English Language Instruction in the United States: Determining Need and Investing Wisely*, asserts that sizeable funding and substantial administrative reform are required to meet the needs of lawful permanent residents. The MPI recommends an increase of funding for LEP adult instruction from \$1 billion to \$2.9 billion.

Leadership

There is hope. Several progressive national employers like Marriott International, Jack in the Box, and Pulte Homes understand the impact the language barrier has on their businesses. These employers offer English language programs as a workplace benefit, and they are seeing results with a more highly trained and committed LEP workforce.

Commitment

The No Child Left Behind Act requires that most school districts that receive Title 1 funds implement programs, activities and procedures for the involvement of parents. While hundreds of schools are investing in language programs for Hispanic parents, much progress is needed. Our national leaders need to increase funding for this underserved population in order to ensure that the children of immigrants have a fair shot at the American dream.

An investment in bridging the language gap is an investment in the future of our workforce and in the growth of our economy.



Bill Groux
Founder & CEO

About Sed de Saber

Sed de Saber *English as a Second Language* programs are designed for adult Hispanic learners and workers. Our *Spanish as a Second Language* program is geared towards executives and community leaders who strive to bridge the language gap in the workplace and in the community. The Sed de Saber curriculum is designed to meet the immediate needs of learners by blending academically sound language instruction with workplace, life skills and cultural insights that are vital to personal and professional success.



SED DE SABER RESULTS*

COMPLETION RATES**

12%	Stand Alone Product
35%	Product with Customer Service Support
70%+	Complete Solution with Tutor Support

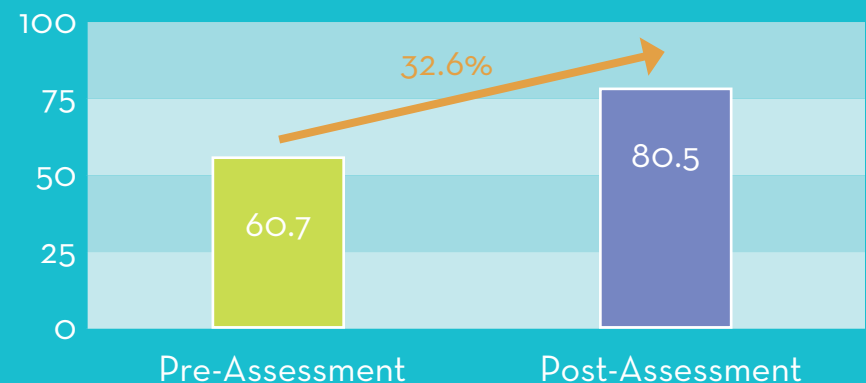
PACE INCREASE: TIME TO COMPLETE PROGRAM

12 months	Stand Alone Product
8 months	Product with Customer Service Support
4-6 months	Complete Solution with Tutor Support

*Based on a survey of 3000 learners enrolled from November 2006 to January 2008.

**Average ESL Community College Completion Rates in the U.S: 20%

LANGUAGE PROFICIENCY IMPROVEMENT (Average)



Reflects 1,595 participants from 2007

FOODSERVICE

While immigrants are 12 percent of US residents, they are 15 percent of all workers. (Pew Research Center)



Everyone who is here needs to learn English and Sed de Saber is a great way to do it. I thank Carl's Jr. for the opportunity.

*Maria C.
Participant*

At first they were embarrassed when you spoke to them and now they just answer back with confidence!

*Von R.
District Manager*

Carl's Jr.

Carl's Jr. has gone through 2 cycles of Sed de Saber's English for Hospitality and is currently looking to purchase over 200 more learning systems to help their employees learn English.

CARL'S JR. CASE STUDY

8	Number of Locations
50	Number of Learners
63%	Average Baseline Score
71%	Average Final Score
17%	Average Score Increase

Updates:

- Carl's Jr. is currently enrolling 212 more learners:
- 162 with Program Support Packages
 - 50 with Personal Tutoring

MANAGER SURVEY RESULTS

31%	Of participants have already been promoted
97%	Of participants have increased confidence
93%	Of participants are now ready to be promoted

Participants were better able to play a role in the '\$6 service standards':

90%	Are better able to greet guests
90%	Are better able to respond to guest requests
86%	Are better at initiating conversations with guests

Participants are now able to take on additional responsibilities:

90%	Of participants are still with Carl's Jr.
80%	Are able to work the cash register
76%	Are able to work the drive-thru
86%	Are able to work in the dining area
97%	Of participants are making fewer mistakes

HOSPITALITY

*The share of immigrant workers who are LEP has risen dramatically in recent decades, and stands at roughly two-thirds of those who have entered since 2000.
(The Migration Policy Institute)*

Marriott

In February 2007 Marriott launched Sed de Saber nationally and currently has 850 learning systems deployed and 550 learners enrolled. They are also currently piloting Sed de Saber in four of their Latin American Marriotts.



MARRIOTT CASE STUDY

103	Number of Locations
250	Number of Learners
54.1%	Average Baseline Score
73.4%	Average Final Score
36.3%	Average Score Increase

PARTICIPANT SURVEY RESULTS

97%	Felt participating in Sed de Saber helped them personally and professionally
94%	Felt increased confidence in speaking English at work
99%	Felt Sed de Saber demonstrated Marriott's commitment to their careers
99%	Would recommend Sed de Saber to others

The program was exceptional. Everyone improved so much and in only 4 months!

*Yvonne R., Manager
Panama Marriott*

One of the associates, Maria, was intimidated at first and didn't want to try it. We told her to try it and if she didn't like it, we would give it to someone else. Maria tried it and became a great success. She practiced more than anyone else. She spent extra time reviewing each book, and had an increase of 86% between her first and last assessments. Her English improved a lot!

*Leila S., Manager
San Francisco Airport Marriott*

I am really happy with the results. My employee Dora was promoted from housekeeper to Dining Room Attendant. Her promotion was definitely due to Sed de Saber.

*Pilar K., Manager
Tampa Airport Marriott*

RETAIL

The service industries and retail trade employ the most Hispanic men and women, with construction industries placing third in employment among Hispanic men. (U.S. Bureau of Labor Statistics)

Bashas'

Food City - Bashas' has already gone through two rounds of Sed de Saber English for Hospitality with the program support package and is currently on their third round with 20 new learners .

The program is like a stepping stone. It helps our members cross the language barrier because it gives them knowledge and confidence to continue learning. This has been a wonderful experience for me... to impact lives and see people move up.

Mary Mendoza
Asst. Director of Training



BASHAS' CASE STUDY

9	Number of Locations
31	Number of Learners
65.5%	Average Baseline Score
87.02%	Average Final Score
36.3%	Average Score Increase

PARTICIPANT SURVEY RESULTS

100%	Felt Sed de Saber helped them learn English. 96% recommend Sed de Saber to others
96%	Feel more connected to the organization
96%	Feel Sed de Saber demonstrates Bashas' commitment to their career development
96%	Have noticed an increase in confidence when speaking English at work

Success Stories:

Teresita F. - promoted to Deli Manager
Teresita started with Bashas' as a deli clerk. All she needed was a little extra confidence and Sed de Saber provided just that.

Edna A. - promoted to Cashier
Edna started as a courtesy clerk. Within a few months working with Sed de Saber Edna was interacting in English.

Yesenia V. - promoted to Bakery Manager
Yesenia was very timid and would not attempt to interact with store managers. After only two months with Sed de Saber, Yesenia was interacting in English and was promoted to Bakery Manager.

Hector C. - promoted to Cashier
Hector started with Bashas' in meat clean-up. Since using Sed de Saber, his communication has improved and he has become a champion for the program, encouraging other workers to enroll.

EDUCATION

Elementary and secondary schools are perhaps the most important public institution for integrating immigrant families into the fabric of the larger society. (The Migration Policy Institute)

PHOENIX CASE STUDY

11	Number of Locations
130	Number of Learners
56%	Average Baseline Score
74.1%	Average Final Score
32.2%	Average Score Increase
70%	Completion Rate

PARTICIPANT SURVEY RESULTS

99%	Feel they made progress in their personal and professional development
97%	Believe Sed de Saber helped them learn English
96%	Agreed that Sed de Saber was easy to use
99%	Would recommend Sed de Saber to others
100%	Feel prepared to become more involved in school activities
100%	Have improved ability to communicate and support their children
100%	Believe the school is committed to their child's education and to the parents



Sed de Saber offers a new opportunity to our parents. Parents can advance in the workplace, assist their children with their homework, and feel confident going into a parent-teacher conference, because they are breaking down a language barrier and can empower their children to succeed.

Ken Baca

Assistant Superintendent for Business Services

Phoenix Elementary School District #1

I loved the tutor! She helped me so much with my English and with questions I had while going through the program. We are nothing in this country unless we speak English. We don't learn because we don't make time to study. Sed de Saber is magnificent, but you have to use it.

Cecilia Calderon

Participant/Parent



ADULT EDUCATION

Investing in an adult English instruction system that can meet the demand for high-quality instruction and allow the nation to meet the labor shortage challenges posed by retiring baby boomers is an obvious strategy whose adoption is long overdue. (The Migration Policy Institute)



TEXAS LEARNS CASE STUDY

16	Number of Locations
126	Number of Learners
69.6%	Average Baseline Score
86%	Average Final Score
23.6%	Average Score Increase

PARTICIPANT SURVEY RESULTS

100%	Feel Sed de Saber helped them learn English
100%	Feel Sed de Saber was easy to use
100%	Felt participating helped them make progress in their personal and professional development
100%	Would recommend Sed de Saber to others
100%	Feel more connected to the school



CUSTOMER COMMENTS

Socorro School District:

Participants were especially enthusiastic about the LeapFrog platform.

Every participants' Best Plus score increased by at least one level.

San Jacinto School District:

All of our participants have gained valuable confidence in speaking English.

CONSTRUCTION

“Workers need to be able to communicate in English to advance at the workplace and in their careers. This program will help develop a pipeline of skilled workers who overcame language barriers and are prepared to meet the needs of area businesses.”

Emily Stover DeRocco
Assistant Secretary of Labor for Employment and Training, U.S. Department of Labor

TECTA AMERICA CASE STUDY

24	Number of Locations
89	Number of Learners
58.1%	Baseline Score
72.9%	Post-Assessment
24.4%	Increase

PARTICIPANT SURVEY RESULTS

94%	Felt Sed de Saber helped increase their understanding of English on the job
94%	Felt more connected to Tecta and want to stay with the company
100%	Would recommend Tecta America as a good employer to their friends
100%	Have noticed an increase in confidence when speaking English at work



I didn't know much English at the beginning of the program. The program has helped me a lot and I am not afraid to speak English now. Even if I make some mistakes, I have more confidence to keep trying.

*Ruben H.
Participant*

The program is great! I learned so many words, like 'hazard' and 'illness'. Thank you so much for this opportunity!

*Jose S.
Participant*

Updates:

Tecta is currently on their 3rd cycle of Sed de Saber with 50 new participants; 32 have personal tutoring.



Sed de Saber

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888-DE-SABER



The challenge of economic integration affects all immigrants in the United States. Language instruction can provide a pathway to their engagement in the broader civic life of their communities. Sed de Saber provides a path to learning, demonstrated results and the opportunity for integration.