



# welcome start





Full Program Launch

# Welcome and Introductions

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# General Information

Click the 'CC Live Transcript' link on your Zoom navigation bar for Closed Captioning and 'Live Transcription' to add real-time transcription

The webinar recording, slide deck, and transcript will be available on the Toolkit; we will also email all attendees.

Please use the Q&A window to submit your questions. We will answer questions during the Q&A session of the webinar.

# Agenda

- Who is Cell-Ed?
- Welcome Start Program
- Welcome Start Toolkit and Staff Materials
- Supporting Your Clients in the Onboarding Process
- Welcome to the Customer Portal & Dashboard
- Navigating the Customer Portal & Dashboard
- Next Steps
- Try Welcome Start Today

# Who is Cell-Ed?

# Who is Cell-Ed?

**Cell-Ed provides a mobile-first solution** proven effective to upskill adults worldwide. Cell-Ed delivers education and live coaching support to individuals who need it most.

*No smartphone, internet, or classroom required.*

## Key features

- 3-minute Lessons** as adults learn better in short, easily digestible bursts.
- Coaching Support** to provide learners with the encouragement they require.
- Proven Effective** to deliver 84% faster skills gains and 20%+ higher engagement.
- Cross Platform** to meet learners where they are - phone, tablet, WhatsApp, laptop.

# Key Differentiators

to reach, teach, engage & empower vulnerable populations



**designed to reach**  
low literate & resource  
populations



**customizable  
programming**  
data, content, &  
communications



**multi-lingual**  
live coaching support



# Cell-Ed Coaching

Each learner gets paired with an accredited certified coach who stays with them through their learning journey

- Learners are introduced to the system with a warm welcome from their Cell-Ed coach, and lead them through the onboarding process
- Learners are paired with their coach based on language ability and needs
- Coaches support and encourage learners with their goals and are there as a source of encouragement and support



# Welcome Start Program

# Program Goals

The **Welcome Start** program was created to reach vulnerable populations in the state of California. The program will provide culturally-sensitive educational resources to support clients in achieving self-sufficiency and successful integration. Resources include:

- English language learning courses
- WorkReady courses
- Select translated courses available in Dari, Pashto, Ukrainian, and Russian
- Live coaches who provide support and inspiration
- Learner onboarding materials



# Who is Eligible?

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\* service providers.

Citizens and nationals of Afghanistan for whom refugee and entrant assistance activities are authorized (e.g., Special Immigrant Visa holders, Special Immigrants with Conditional Permanent Resident status, SI/SQ parolees, refugees, asylees), whose eligibility date is on or after July 31, 2021.

\*Alameda, Los Angeles, Orange, Sacramento, San Diego, San Francisco, Santa Clara, and Stanislaus



# Who is Eligible?

## Notice:

Anyone holding a Temporary Protected Status (TPS) status MUST ALSO be an eligible humanitarian parolee. Temporary Protected Status (TPS) alone does not make one eligible. Humanitarian Parolee status can be confirmed by the Class of Admission Code on client's I-94 or their passport.



# Welcome Start Toolkit & Staff Materials



# Navigating the Toolkit

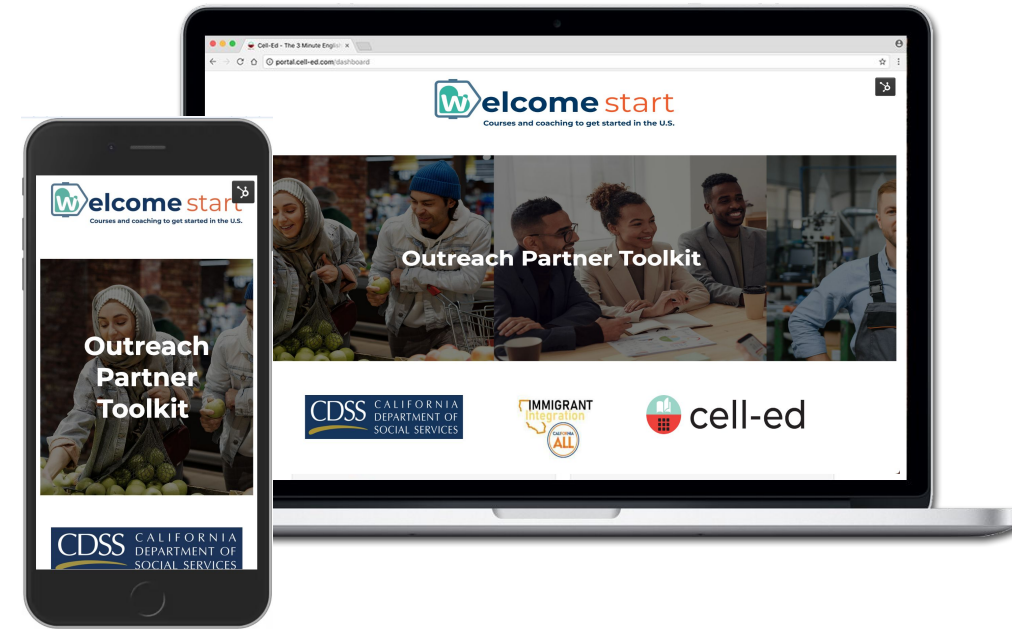
The Welcome Start [Toolkit](#) is home to the materials to:

- Familiarize yourself with the program & Cell-Ed
- Train new staff
- Support clients
- Support provider staff

Register for Toolkit access [here](#).

**Once you've registered, you'll see the password and the URL to access the Toolkit.**

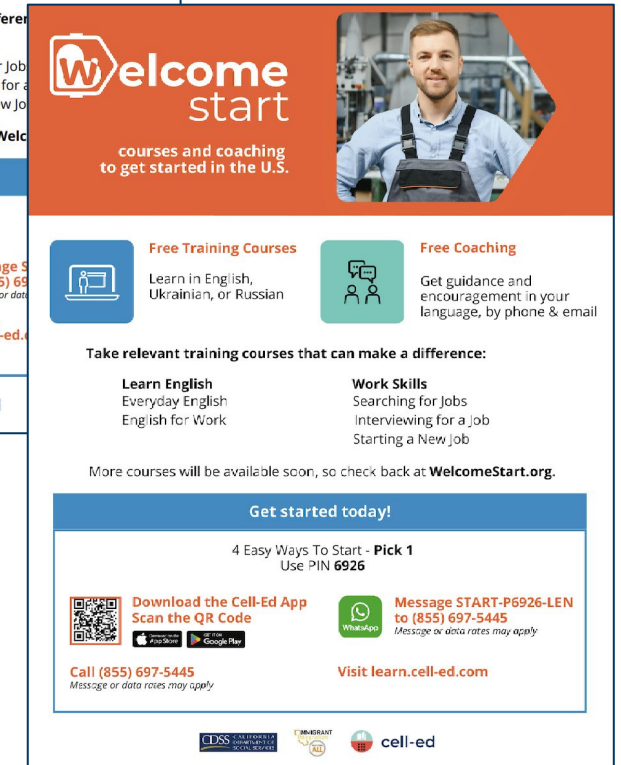
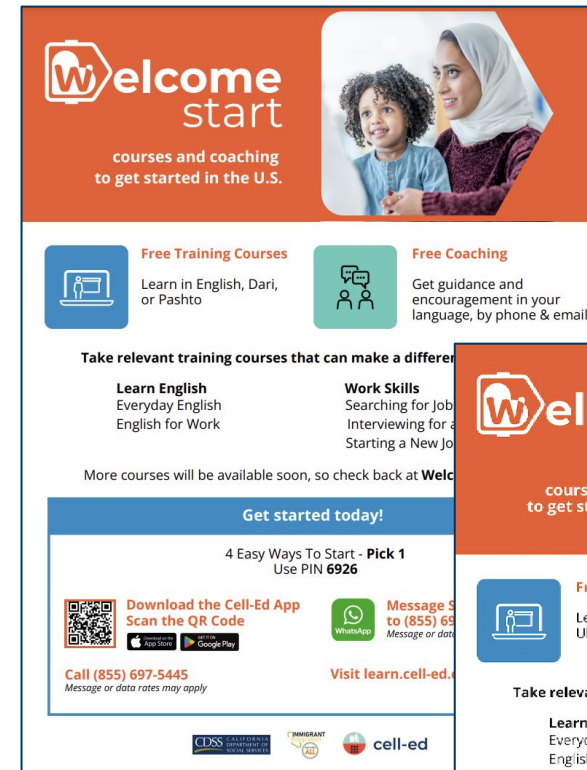
**Please ensure that you do not share the password with individuals outside of your program, these materials are customized for the Refugee Program Bureau**



# Client Flyers and Posters

Staff will have access to Client Flyers that guide a learner through getting started on Cell-Ed

- These flyers can help ensure a learner is placed into the course and topic that is right for them
- Flyers can be downloaded, shared, or printed to fit the needs of your client population
- Flyers and posters can be requested to order and shipped to the County or Provider Organizations

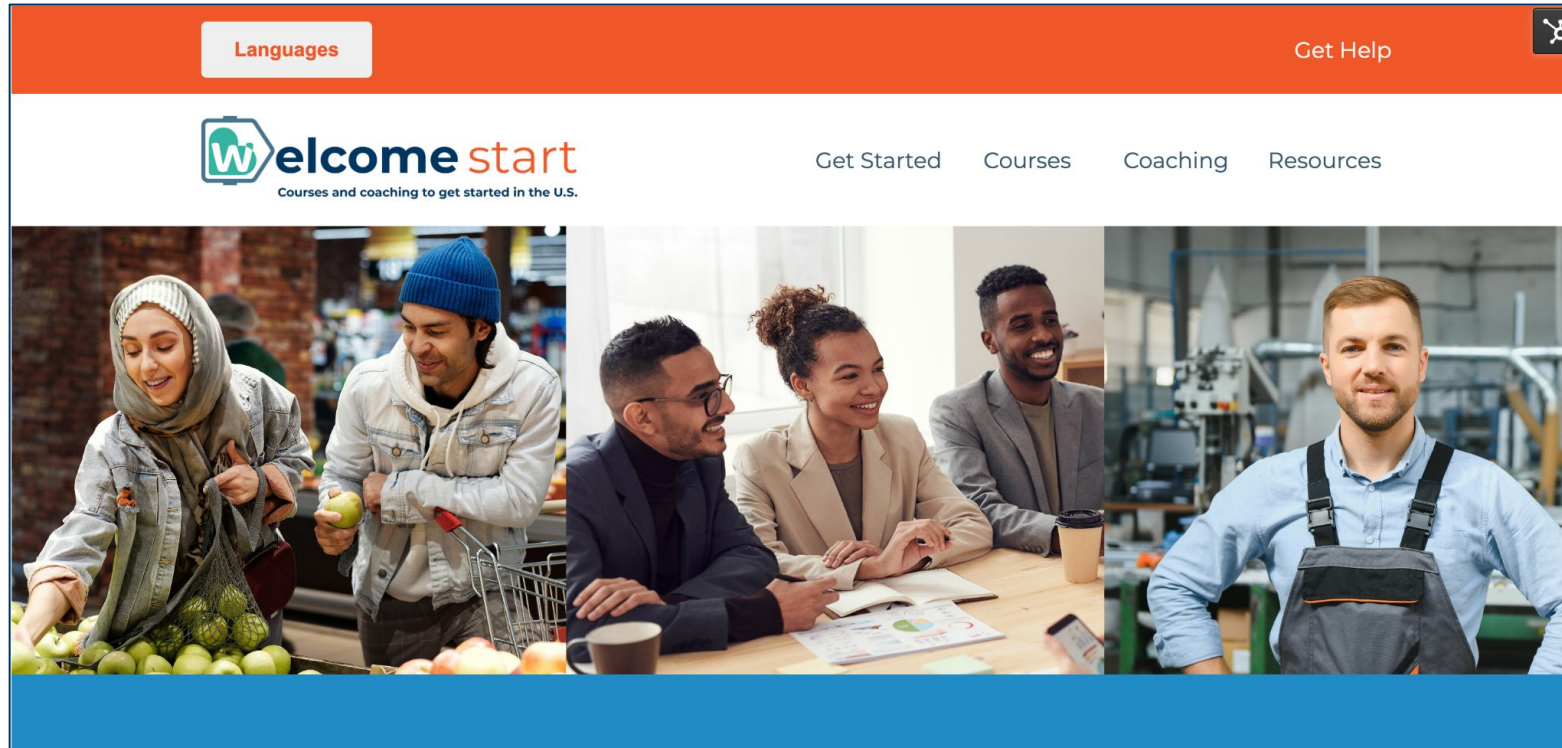




# Supporting your Clients in the Onboarding Process

# Client Website

Clients can access the Welcome Start Client Website [WelcomeStart.org](https://WelcomeStart.org)



# Choosing a Platform

Identify which devices a learner has access to in their home, work, or community. Which devices are they most comfortable using?

## Cell-Ed Recommendations:

**If:** A learner is not comfortable with technology

**Then:** Cell-Ed recommends using the Call-in version on a feature phone or smartphone

**If:** A learner uses WhatsApp as a main form of communication

**Then:** Cell-Ed recommends using the WhatsApp version

**If:** A learner has access to a smartphone or computer

**Then:** Cell-Ed recommends using the App or Web version

No matter which platform a learner chooses, they will not miss out on any content or coaching

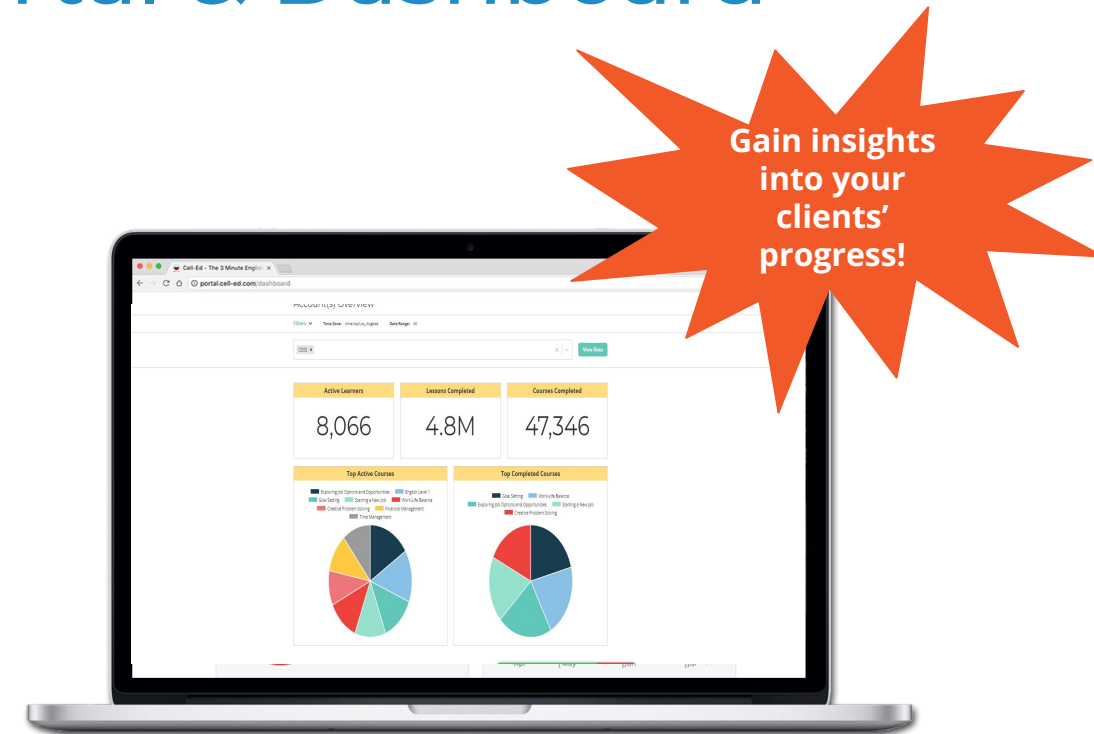


# Welcome to the Customer Portal & Dashboard

# Welcome to the Customer Portal & Dashboard

The **Customer Portal & Dashboard** provides a platform where staff can track individual and aggregate client data.

This includes **course history, responses, and learner progress.** Individual learner progress and time spent on Cell-Ed can be downloaded to your computer with step-by-step instructions included in this presentation.




# How to Request Access

Navigate to the [Welcome Start Toolkit](#) to request access to the Customer Portal. Please provide your name, work-issued email address, and which program you are associated with.

Your request will be processed by Cell-Ed and approved by the **RPB Administrative staff**.

Once approved, you will receive an email from Cell-Ed on how to get started.

**welcome start**  
Courses and coaching to get started in the U.S.

### Cell-Ed Customer Portal And Dashboard Access Request

Please submit this form to request access to the Cell-Ed Customer Portal and Dashboard. The Cell-Ed Customer Portal and Dashboard allows staff to see clients' overall progress on the platform and run reports based on client data.

Your request will be processed by Cell-Ed and approved by Welcome Start staff. Once approved, you will receive an email from Cell-Ed on how to get started. *Please allow up to 1 business week for your request to process.*

Thank you for your participation in the Welcome Start program!

First name *	Last name *
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>
Organization *	Work Email *
<input type="text"/>	<input type="text" value="jane@cell-ed.com"/>
Name of Supervisor who authorized L4L/S4L LMS access *	Email of supervisor who authorized L4L/S4L LMS access *
<input type="text"/>	<input type="text"/>

Submit

# Getting Started


## 1. Log-in

Go to <https://portal.cell-ed.com>. Your log-in credentials (email and password) will be shared by a Cell-Ed team member via email.

## 2. Password Reset

- Log into the Cell-Ed Learning Platform, we recommend changing your password.
- To change your password, go to the upper right corner, click on the human icon and a dropdown menu will appear. Click on **“My Account”**.
- At the bottom of the page, you will see **“Reset Password”**, where you will then be able to change your password.

**\*Note: Remember to save**



**CELL-ED**

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Welcome to Cell-Ed's portal. Sign in to access your account's information.

Email

Password

**SIGN IN**

[forgot your password?](#)

# Navigating the Customer Portal & Dashboard

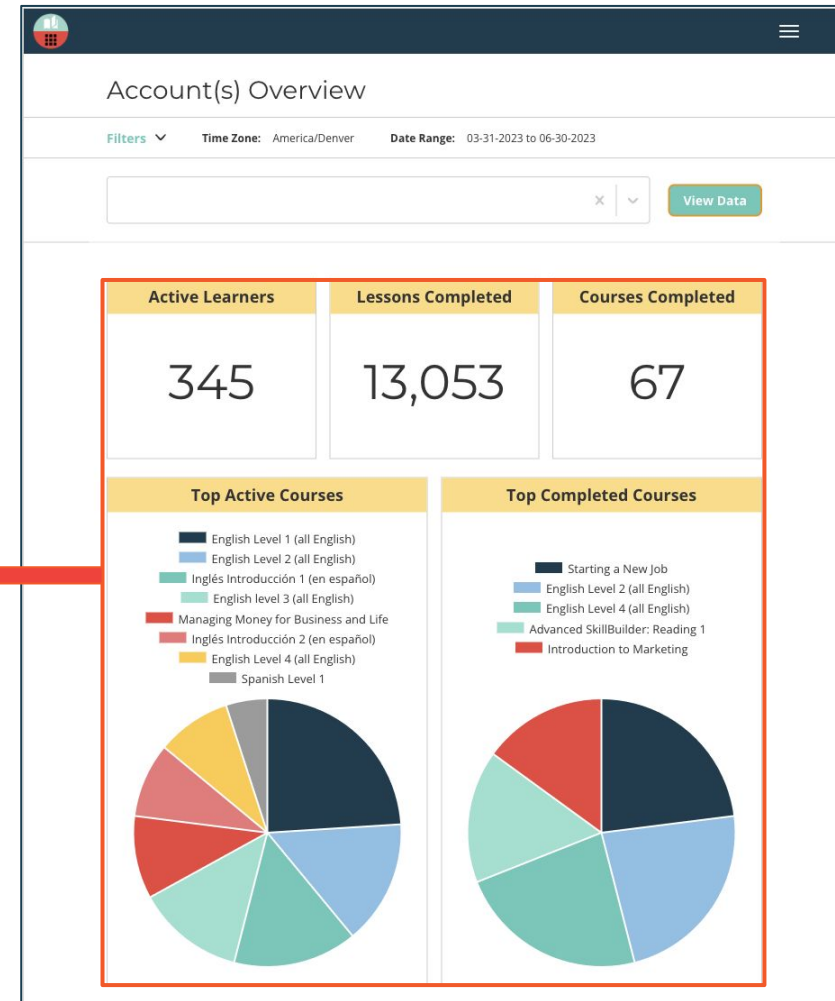


# Cell-Ed Dashboard

In the “**Home**” tab you will see the **Cell-Ed Dashboard**. The dashboard serves as a space to see your learners’ overall progress on the platform, including:

- Total active learners
- Lessons completed
- Courses completed
- Top active courses
- Top completed courses

You can customize the timezone and date range to fit your needs.

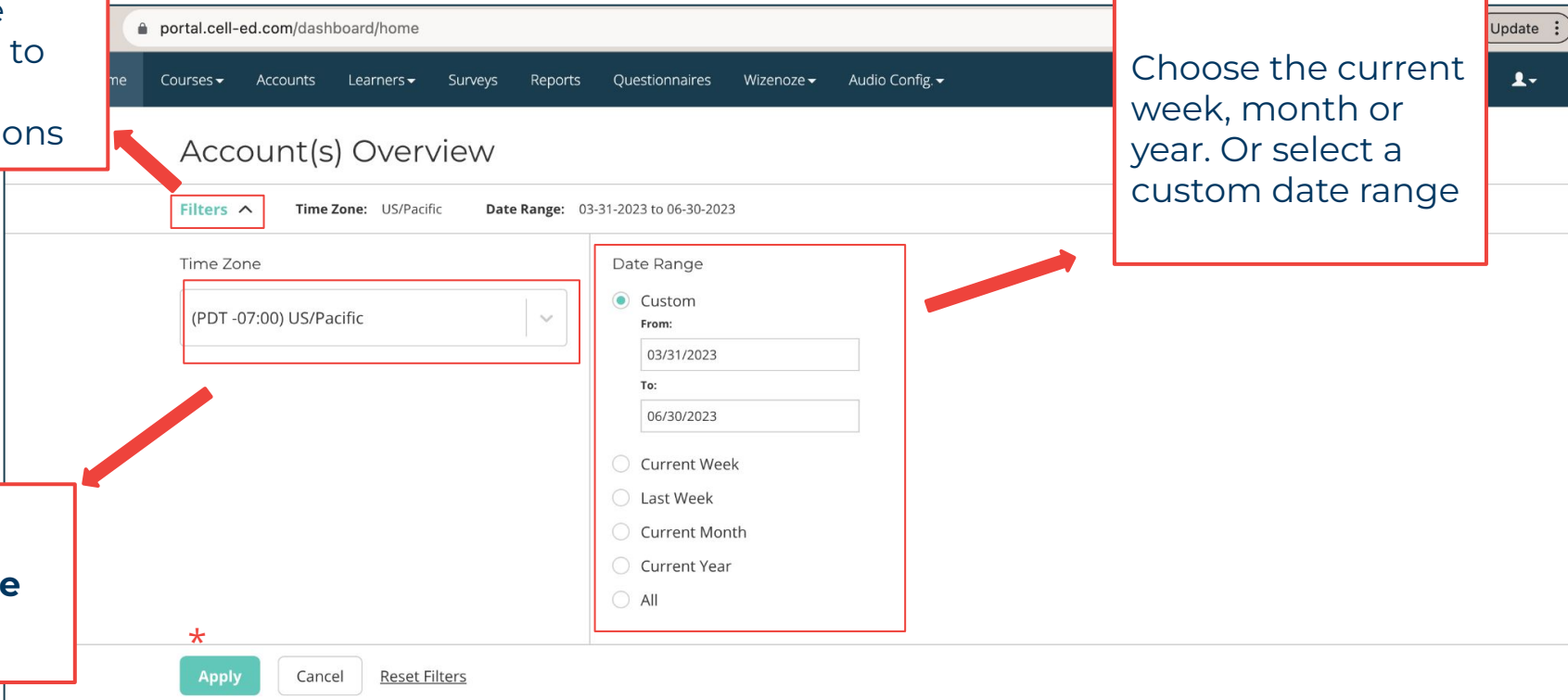


# Cell-Ed Dashboard

Click on the **filter** menu to make customizations

Choose the current week, month or year. Or select a custom date range

Select your preferred **time zone**



The screenshot shows the 'Account(s) Overview' page in the Cell-Ed dashboard. The URL is 'portal.cell-ed.com/dashboard/home'. The navigation bar includes links for Home, Courses, Accounts, Learners, Surveys, Reports, Questionnaires, Wizenoze, and Audio Config. The main content area has a 'Filters' button, 'Time Zone: US/Pacific', and 'Date Range: 03-31-2023 to 06-30-2023'. Below these are two sections: 'Time Zone' with a dropdown menu showing '(PDT -07:00) US/Pacific' and 'Date Range' with radio buttons for 'Custom', 'Current Week', 'Last Week', 'Current Month', 'Current Year', and 'All'. The 'Custom' option is selected, showing 'From: 03/31/2023' and 'To: 06/30/2023'. At the bottom are 'Apply', 'Cancel', and 'Reset Filters' buttons. Red arrows point from the annotations to the 'Filters' button, the 'Time Zone' dropdown, and the 'Date Range' section.

**\*Note: Remember to apply your customizations before continuing**

# Learner Data & Information

# Learner Tab

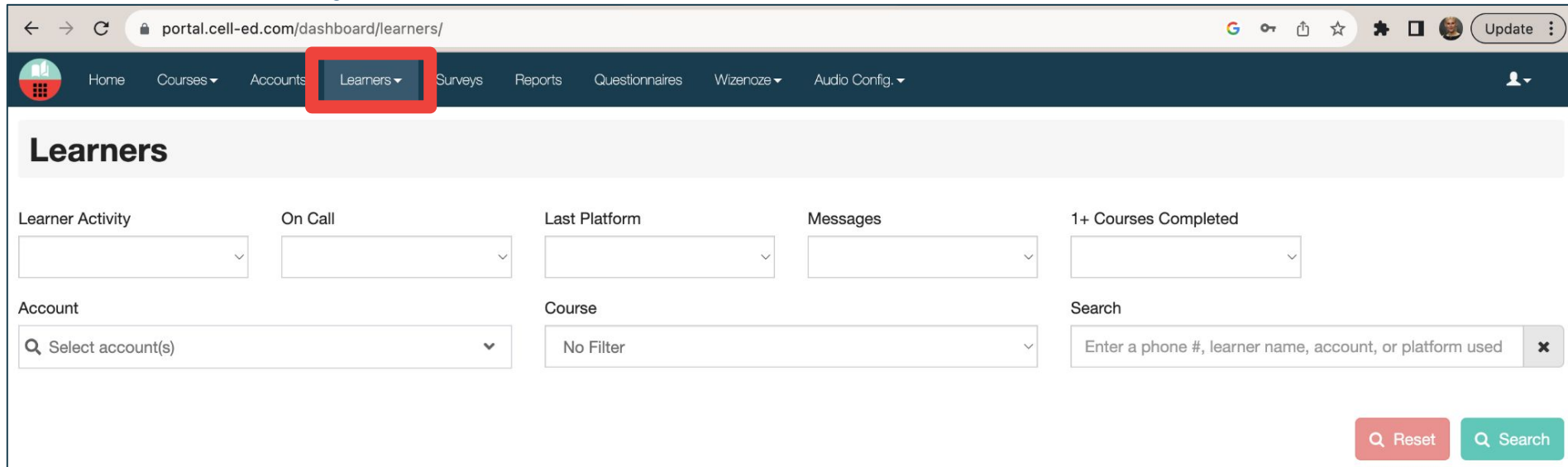
Navigate to the **Learner Tab** to access a complete list of learners who have onboarded onto the system.

This is a great way to see the total number of learners who have been associated with the Welcome Start account on Cell-Ed, including information on their activity on Cell-Ed and date of registration.



# Learner Filters

Use filters to narrow down your learners. The main filters include:




The screenshot shows the 'Learners' dashboard in the portal.cell-ed.com system. The 'Learners' menu item in the top navigation bar is highlighted with a red box. Below the navigation bar, the 'Learners' section contains several filter dropdowns: 'Learner Activity', 'On Call', 'Last Platform', 'Messages', and '1+ Courses Completed'. Below these, there are three more filters: 'Account' (with a search icon and 'Select account(s)' text), 'Course' (with 'No Filter' selected), and a 'Search' field with the placeholder text 'Enter a phone #, learner name, account, or platform used'. At the bottom right of the filter section are two buttons: 'Reset' and 'Search'.

1. Learner Activity: filter by who has been active vs. inactive on the system
2. Courses Completed: View learners who have completed at least one course on Cell-Ed
3. Course: Filter learners based on the specific course they are active in
4. Search: here you can search a specific learner by entering their name or phone number

# Learner Profile

# Learner Profile

To view a learners' profile, click on their name in the Learners Tab.

<input type="checkbox"/>	Name	Phone	Registered	Last Access	Total Time	Current Course	Account
<input type="checkbox"/>	<a href="#">Jane Doe</a>	 +1 500-000-0000	01/04/2024 MST-0700	01/04/2024 a few seconds ago	0h 6m 29s	Essentials - Civics: Applying for Citizenship - 1/3, ELL	Welcome Start Program
<input type="checkbox"/>			12/28/2023 MST-0700	12/28/2023 7 days ago	0h 16m 20s	Essentials - WorkReady: Starting a New Job - 2/10, ENG	Welcome Start Program

The learner's profile includes the following information:

- Learners basic information
- Coaching activity
- Course history
- Questionnaire history

# Learners Basic Information

At the top of the learner profile, you will be able to access the following information:

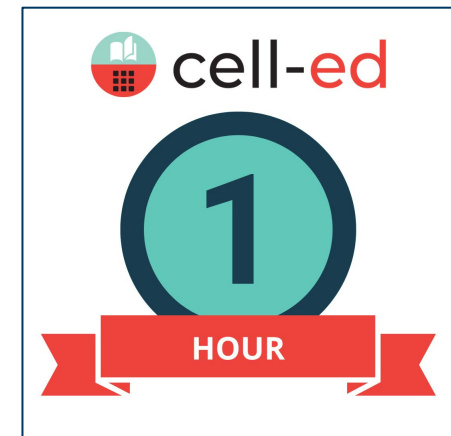
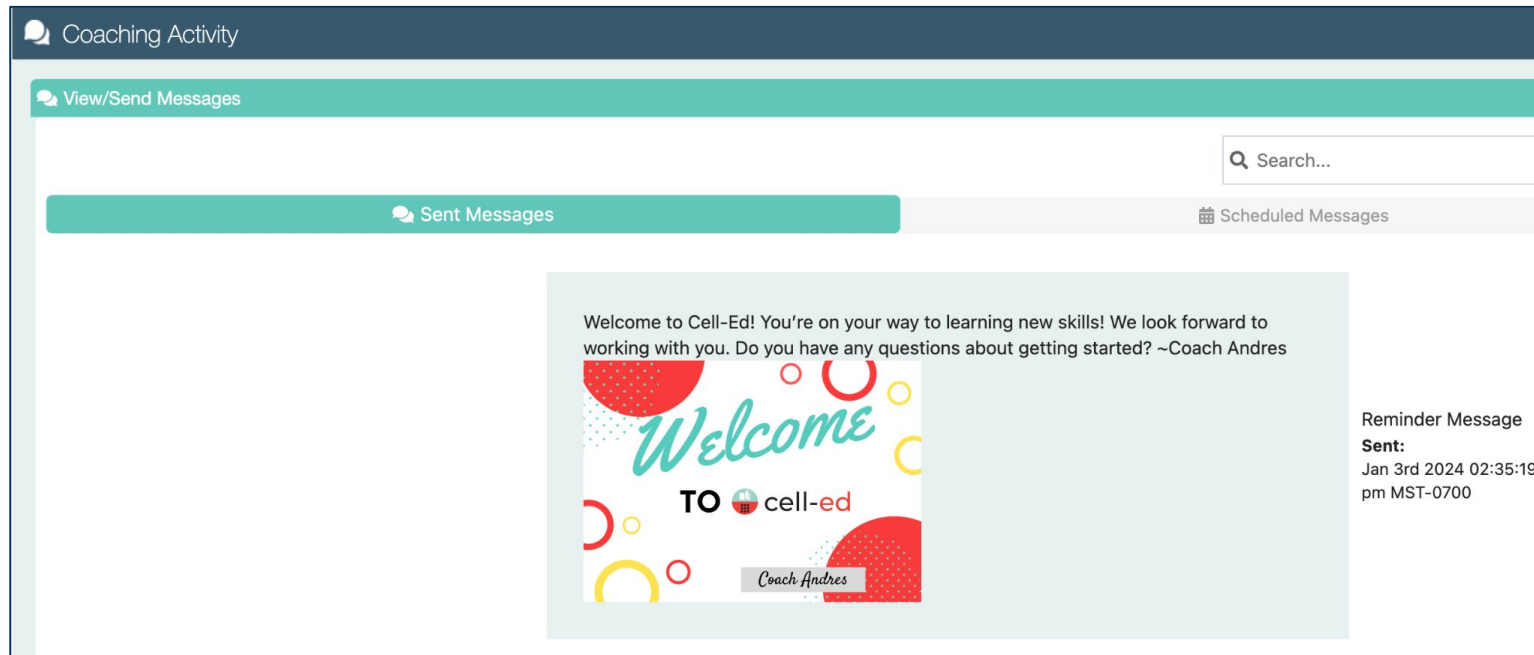
- Course in progress
- First/last time on Cell-Ed
- Total time spent on Cell-Ed
- Platform used
- Timezone
- Learner status

Learner's Basic Information - +1 500-000-0000				
Course in Progress	Last Message	Platform Used	Time Zone	Learner Status
Essentials - Civics: Applying for Citizenship - 1/3, ELL	No Messages	Web App - Chrome	America/Los_Angeles PST	Taking Course
First Time on Cell-Ed	Last Time on Cell-Ed	Total Time on Cell-Ed	Account	
Jan 4th 2024 MST-0700	Jan 4th 2024	00:06:29	Welcome Start Program (PIN Code: 6926)	



# Coaching Activity

**Track interactions between a learner and their coach** by scrolling down in the learner profile. Cell-Ed coaches will reach out with nudges, answer questions, and send celebrations through the Customer Portal.



# Course History

Under Course History, **access information on which courses a learner has completed or is currently active in.** To gain more insight into course information, click on the course title.

Course History					
Course	Status	Account	Time Spent	Start Date	Finish Date
Essentials - Intro to English Part 1- ELL	Paused	Welcome Start Program	0h 4m 49s	Jan 4th 2024 MST-0700	
Essentials - Civics: Applying for Citizenship - 1/3, ELL	In Progress	Welcome Start Program	0h 3m 24s	Jan 4th 2024 MST-0700	
+Switch to new course					

# Questionnaire History

**View a learner's answers to the onboarding questionnaire** by scrolling down to the section labeled “Questionnaire History”.

Questionnaire and Placement History

Pick a questionnaire from the list to view learner answers

Partner Onboarding Questions - RPB (Version, 1) - Created: Thu Jan 4th 2024 03:04:38 pm MST-0700

Thank you for participating in the Welcome Start program. This program is being offered by the CDSS-Refugee Program Bureau. This program provides free courses, personal coaching, and resources for eligible refugees to get started in the U.S.

Continue in English

What is your first name?

Jane

What is your last name?

Doe

# Reports Tab

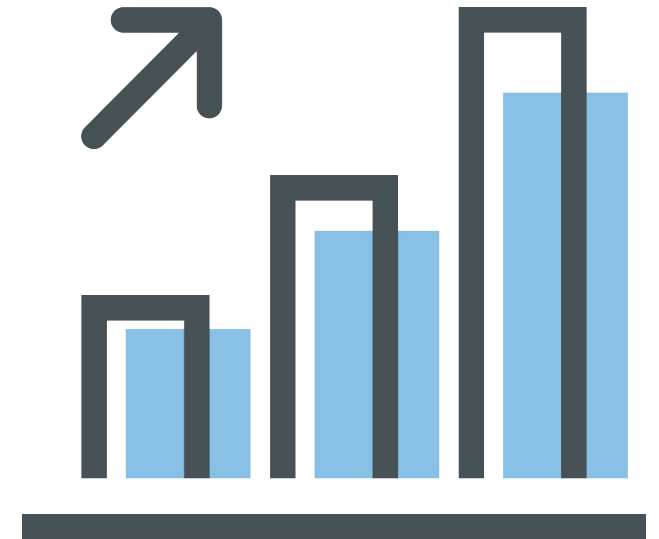
# Customize your Report

Navigate to the **Reports** tab to pull live aggregate data from your account. These reports can be customized to fit your data needs.

To create a new report, select the  button in the top right corner.

Customizations include:

- **Report Type**
  - Overall Learner Progress
  - Learner Questionnaire Responses
  - Daily, weekly, or monthly time spent
- **Time Period**
  - Choose a custom date range to view your learner data in
  - Select a time zone
- **Report Format**
  - Download the report in a spreadsheet or csv. format



# Downloading Reports

Once you have selected all desired customizations, select the [Create report](#) button to **generate your report**. The report may take a few moments to generate, when it is complete a download link will appear. **Click on the link to download the report** onto your device.

HomeCoursesAccountsLearnersSurveysReportsQuestionnairesWizenozeAudio Config.

Reports

+ New Report

Show: 25Total Reports Found: 20076

12345678910next »

Account	Report Type	From	To	Report Format	Report Settings	Status	Requested By	Download Link	Created
	Overall Learner Progress	Jun 1st 2023 PDT-0700	Sep 13th 2023 PDT-0700	spreadsheet	Simple Format	fulfilled		<a href="#">Download</a>	Sep 13th 2023, 15:45:46 M T-0600

# Sample Report

Time Report - MONTHLY				
Jan 1st 2021 to Jun 1st 2021 (PDT -07:00)				
Account: Sample Account				
Phone Number	Learner Name	January 01-2021	February 02-2021	March 03-2021
555-555-5555	Learner Name	00:43:41	N/A	N/A
555-555-5556	Learner Name	N/A	N/A	N/A
555-555-5557	Learner Name	N/A	00:03:02	00:09:02
555-555-5558	Learner Name	N/A	N/A	01:29:57
555-555-5559	Learner Name	N/A	N/A	N/A
555-555-5560	Learner Name	09:55:18	19:55:08	09:36:28
555-555-5561	Learner Name	N/A	N/A	N/A
555-555-5562	Learner Name	N/A	N/A	N/A
555-555-5563	Learner Name	N/A	N/A	00:30:27
555-555-5564	Learner Name	00:17:19	N/A	01:23:32
555-555-5565	Learner Name	N/A	N/A	N/A
555-555-5566	Learner Name	00:44:07	N/A	N/A
555-555-5567	Learner Name	N/A	N/A	N/A
555-555-5568	Learner Name	N/A	03:29:11	01:08:21
555-555-5569	Learner Name	00:06:11	N/A	N/A
555-555-5570	Learner Name	N/A	N/A	N/A
555-555-5571	Learner Name	N/A	N/A	01:17:55
555-555-5572	Learner Name	N/A	N/A	N/A
555-555-5573	Learner Name	N/A	N/A	15:46:13
555-555-5574	Learner Name	N/A	07:04:41	02:00:41
555-555-5575	Learner Name	04:27:09	06:17:27	00:03:00
555-555-5576	Learner Name	N/A	N/A	N/A
555-555-5577	Learner Name	N/A	N/A	N/A

# Learner Security & Privacy



# Learner Security & Privacy

At Cell-Ed we prioritize protecting learners' personal identifying information (PII)

We ensure their privacy through encrypting data at rest and in transit, all learner data is securely stored in our database.

**Cell-Ed does not share learner PII to outside organizations or sell data.**



# Next Steps

# Next Steps

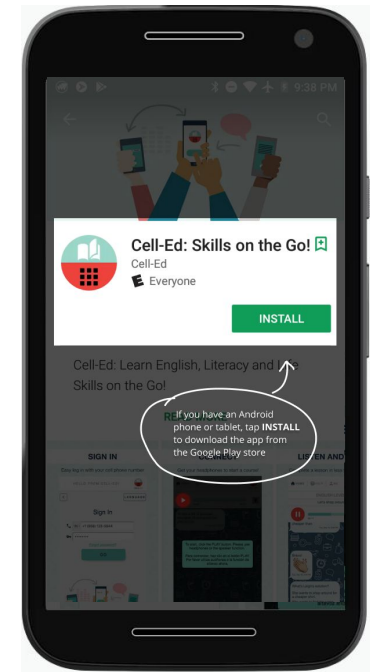
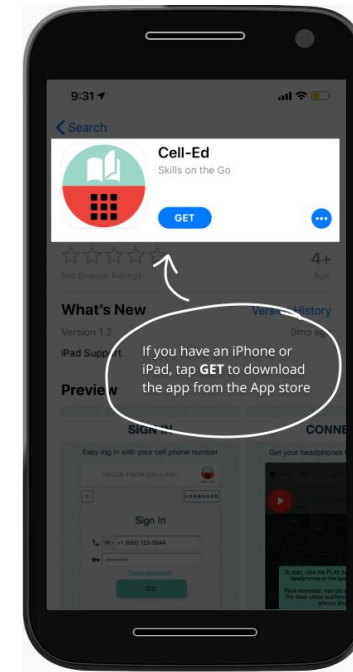
1. Access to toolkit
  - [Request form](#)
2. Review materials on toolkit
  - Use flyers to assist clients with onboarding
3. Review [client website](#) with your clients
4. Ask your supervisor if you should have access to the Customer Portal
  - Request access to the Customer Portal
  - Familiarize yourself with the Customer Portal
5. Try out Welcome Start yourself!



# Try Welcome Start Today

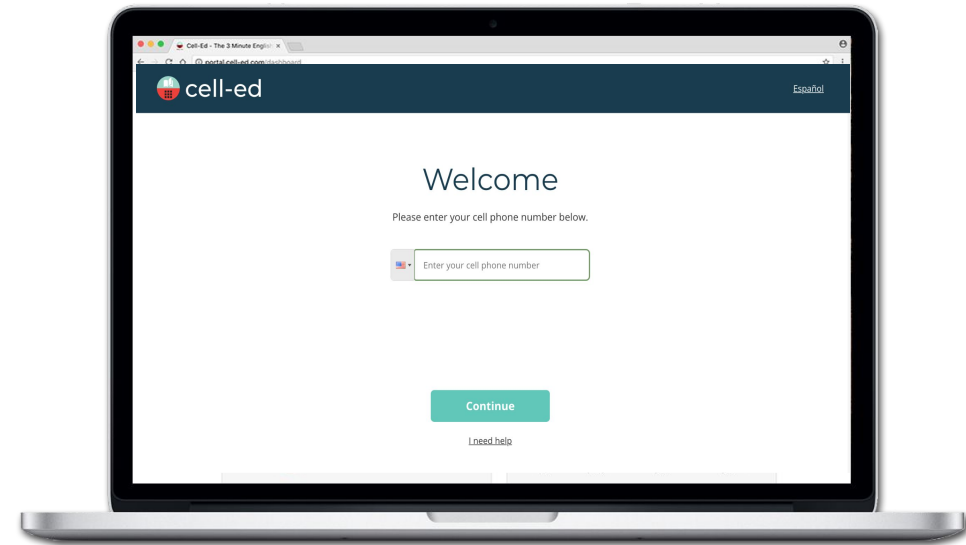
# Option 1: Use the Cell-Ed App

1. Search for “Cell-Ed” on Google Play or App Store
2. Enter your phone number for sign-up
3. Create a password of 6 or more characters
4. Enter **6926** when asked for the PIN code
5. Answer onboarding questions & Start Learning



## Option 2: Use the Cell-Ed Website

1. Search for “Cell-Ed login” on your internet browser or go to [learn.cell-ed.com](https://learn.cell-ed.com)
2. Enter your phone number for sign up
3. Enter **6926** when asked for the PIN code
4. Answer onboarding questions & Start Learning



## Option 3: Call on any Cell Phone

1. Call Cell-Ed at 1-855-697-5445, press **1 #** to continue
2. Enter **6926#** when asked for the PIN code  
***don't forget the # key***
3. Listen to the voice & respond  
***don't hang up (stay on line)***

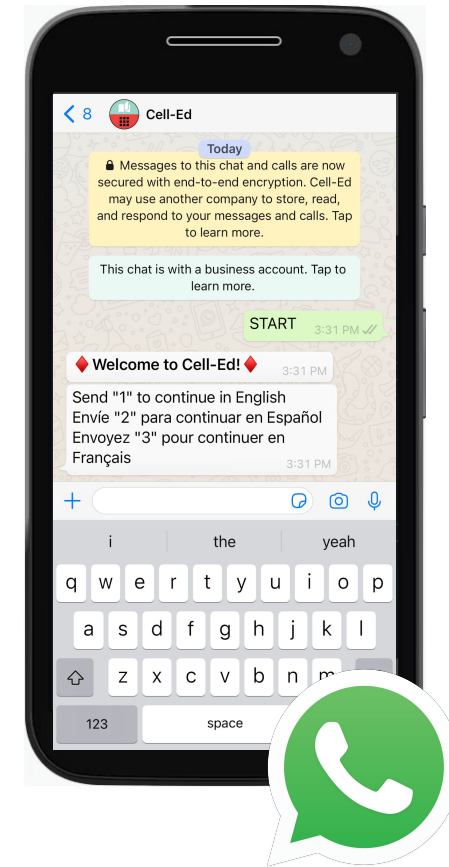
To switch courses or contact a coach  
hang up & text **HELP**



# Option 3: Use WhatsApp to Study

1. Open WhatsApp
2. Send the message **START-P6926-LEN** to 1-855-697-5445
3. Enter PIN **6926** when asked
4. Play the voice messages & respond

Send the word **HELP** anytime to switch courses





# Providers: Learning From You

Cell-Ed would like to learn more about the important work that you do and what you have learned about the clients you serve. The following are opportunities to engage more deeply with the Welcome Start Program:

- Meet one-on-one with Cell-Ed staff
- Join a meeting with United Ways & 211 to collaborate on systems of support for your clients

# Questions

Thank you

[california@cell-ed.com](mailto:california@cell-ed.com)