



Case Study: MassHire North Shore

Embedding English Into Workforce Training

How MassHire North Shore Expanded Access to Manufacturing Careers

17

WEEKS IN TRAINING PROGRAM

100%

IMPROVED ENGLISH
& JOB SKILLS

100%

ADVANCED TO EMPLOYMENT

THE CHALLENGE

Many workforce programs unintentionally exclude English learners from high-demand career pathways by requiring English proficiency before enrollment. MassHire North Shore sought a more accessible model that would allow participants to build English skills while preparing for careers in advanced manufacturing.

THE PARTNERSHIP



Community Leadership

MassHire North Shore Workforce Board and Career Center convened partners in an innovative training program for multilingual local residents.



In-Demand Technical Skills

Essex Tech delivered hands-on manufacturing training in machine operation, electromechanical assembly, and welding.



Foundational Skills

North Shore Community College recruited and prepared learners through foundational math and study skills instruction.



Workplace Communication

EnGen provided online manufacturing-focused English instruction, helping learners build professional communication and workplace skills.

"The EnGen platform helped me a lot with my professional vocabulary. Today I'm proud to say that I'm on a clear career pathway where I can continue to grow."

— Ketmanaila da Silva Shaw, Program Participant

"The EnGen platform is invaluable to our ESOL learners. They are able to assimilate the manufacturing language into an already challenging curriculum."

— Kate O'Malley, MassHire North Shore Workforce Board
AMTEP-Advanced Manufacturing Training Expansion Program



Get a demo today!