

How Mobile Technology Supports Your Workforce Development Programs

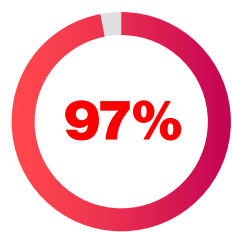
Some of Engage by Cell's workforce clients:

- Middlesex County Workforce Development (NJ)
- Gloucester County of Workforce Development (NJ)
- Workforce Solutions Southeast Texas
- Goodwill Industries
- America's Job Center



Try it yourself!
Text **DEMO WORKFORCE**
to **56512**.

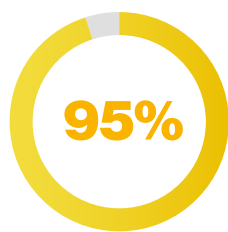
Text messaging is simply the easiest way to communicate with your job seekers.



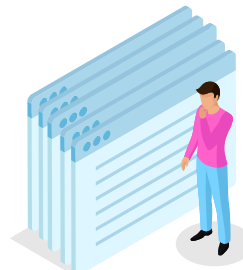
97% of Americans use **text messaging at least once per day**



98% of all text messages **are opened**



95% of text messages are opened and responded to within **3 minutes of being delivered**

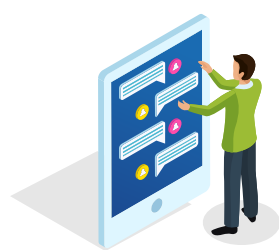


Email response time averages **90 minutes**

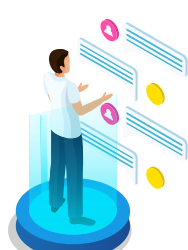


Text message response time is only **90 seconds**

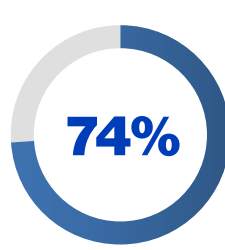
Mobile technology is used by literally everyone.



An average person sends/receives **357 texts a month**, the average **millennial** receives **1,752 texts a month**



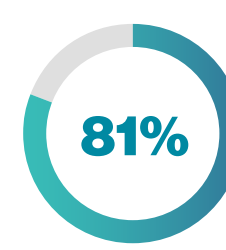
75% of millennials prefer texting over talking



74% in the **65+ age range** own a cell phone

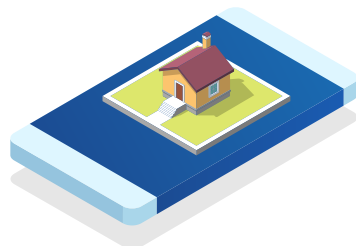


Today, smartphone adoption is...
86% among Americans **age 50 to 59**

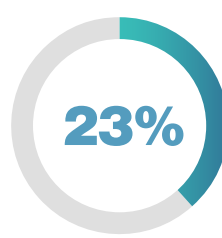


81% among Americans **age 60 to 69**

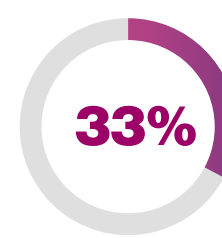
Mobile makes it easier for those without computers to access proper resources.



Most low- and moderate-income families have limited or mobile only access to internet

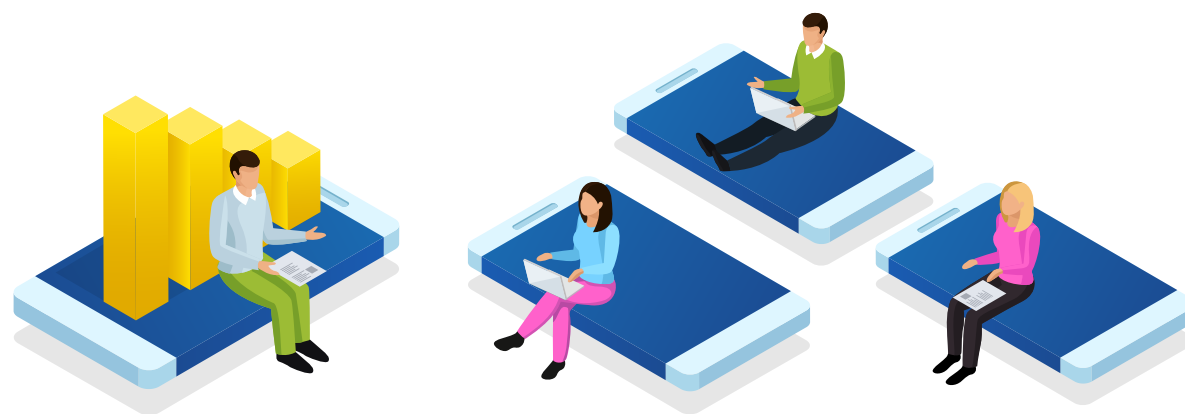


One quarter (23%) of families below the median income level rely on mobile-only internet access



One third (33%) of those below the poverty level rely on mobile-only internet access

Efficiency of mobile communication.



“**The use of Engage by Cell** has been instrumental in disseminating information to our customers. Many of my colleagues across the state are experiencing a large volume of calls. We have seen just the opposite, **because we've been able to get information out in real time.**”

Kevin Kurdziel, Middlesex County Workforce Development Director

Not only does the **instant availability of information boost employee confidence before performing a task**, learners also have access to quick, bite-sized skill refreshers to remind them of helpful information before they perform a task, reducing risk and increasing efficacy. **Technology can take training from reactive to proactive.**”

trainingindustry.com

Sources:

Chromis.com Smscomparison.com Slicktext.com Snapdesk.app Pewresearch.org Aarp.org Digitalequityforlearning.org