

What every FOODSERVICE OPERATOR should know about ENGLISH LANGUAGE TRAINING

Limited English Proficiency (LEP) employees in the foodservice workforce present challenges that no owner or manager can afford to ignore. For the industry to increase productivity and achieve forecasted profitability, it needs employees who can speak, read, write, and understand English proficiently.

4% of Gross Domestic Product¹

\$799 BILLION in 2017 sales

1 Million + restaurants nationwide

An Essential Industry in the U.S. Economy

Nearly **50%** of consumers identify restaurants as an essential part of their lifestyle, while **90%** consider going to restaurants enjoyable.¹

Need for Employees Continues to Rise

1.9 million foodservice jobs will be created over the next decade — many filled by foreign-born employees and their immigrant children.¹

Foodservice leads the economy in providing jobs for foreign-born individuals.

14.7 million employees¹

10% of American employees¹

23% of restaurant employees

vs 19% of overall economy²

Limited English Skills Compromise Business Goals

Every element of the foodservice operation requires staff and managers to communicate clearly. LEP employees present several problems for managers and owners.

Lower retention rates

LEP employees without future advancement and education plans from their employers are less likely to stay.

27% of restaurant operators said recruiting and retaining employees is the single most important factor facing their business.⁷

Major Impediment to Food Safety

LEP employees can only compound a problem that is critical to all restaurant operations.

59% of the foodborne illnesses originate from retail foodservice establishments.⁴

Increased Safety Risk

Trends show a disturbing rise in problems for LEP employees. Non-fatal rates of injury and illness in food production increased from **4.6 cases** per hundred workers in 2010 to **5.5 cases** in 2014.⁸



DRIVE THRU

Training Employees Outside of Work Can Lower Retention

71% of Millennials are likely to leave a position if dissatisfied with their development.⁵ The odds of service sector employees overcoming their situation without employer-sponsored support are small.

Other barriers that employees face outside of work include:

Lack of financial resources

Unpredictable income of LEP individuals can create a major impediment. **84%** of service sector workers enrolled in formal degree or certificate programs received no financial support from their employers.³



Limited available time

LEP employees are squeezed for time, especially with child care and family responsibilities, perhaps more than other classes of workers.

31% of low literacy service sector employees said lack of time and money were barriers.³



Long waiting lists

In 2016, Los Angeles had a waiting list of **16,000 people** for adult education classes, "especially the English as a Second Language programs..."

Employers Gain Advantages by Providing Training

The 2016 Rosetta Stone Business Impact Survey asked thousands of business users about language training's value to their organizations.⁶ The survey revealed that investing in language training:

Leads to higher retention rates
Percent of employees more likely to remain in their current company: **58%**
Percent of Food/Beverage/Aq learners that agreed: **70%**

Enhances customer service
Percent of employees served a greater number of customers: **54%**

Boosts overall job performance
Percent of English Language Learners performed better at their jobs: **80%**

Improves employee productivity
Percent of English Language Learners overcame barriers to efficiency: **73%**



5 Steps to Successful Language Training

STEP 1

Determine Value of Language Learning

Use a checklist to assess how things are, asking questions such as:

- Is English a second language for a significant portion of our employees?
- Have there been safety incidents that could have been avoided if employees spoke English?

64% of companies surveyed confident they can align language-learning programs to the company's strategic direction.⁶

STEP 2

Conduct a Language Audit

Audits using technology-based resources set a starting point for learning and allow later progress to be measured against that benchmark during and at the end of training.

60% of companies surveyed assess employee baselines and starting levels.⁶

STEP 3

Set Realistic Goals

WHY EMPLOYEES LEARN A LANGUAGE

- Improve their communications confidence
- Earn a promotion or advance their careers
- Increase internal communication

WHY COMPANIES PROVIDE LANGUAGE TRAINING

- Better customer service outcomes
- Improved employee engagement
- Increased business productivity

STEP 4

Review Tips for Program Success

- Develop language learning objectives
- Formally encourage and measure your language training program
- Choose a scalable solution to meet changing business needs
- Build language learning into employee development plans
- Track key performance indicators (KPI)
- Give employees the ability to learn anywhere

STEP 5

Measure Success, Evaluate Effectiveness

- Ask employees about their language training pros and cons
- Monitor and measure actual learning with real-time reporting tools
- Have managers observe employees using new languages on the job

Serving up English language training to employees

In 2016, the management team at the Wendy's restaurant chain used a Rosetta Stone program to set up English as a Second Language (ESL) training for its employees. Juan Cortez-Diaz, a manager at a Wendy's restaurant in Countryside, Illinois, encouraged his employees to participate.

“ Employees at all levels could really benefit from this program. I know a manager who aspires to grow her career at Wendy's, but feels like her language skills are holding her back. I've told her to look into the ESL Rosetta Stone® program because I know it will give her the confidence to achieve her dreams and reach that next level.”

Want to Learn More?

Download our 5-step guide to language training

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RosettaStone.com/Business



Business

Sources

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