



ICILLEARNING, INC.

275 Seventh Avenue | 20th floor
New York, NY 10001
212.558.2288 | 646.486.6885 fax
66.212.81.6 video
www.ic-il.com

GLOBAL WORKER EDUCATION: PROFESSIONAL TRAINING FOR LAC

Dr. Francisco Madera, MD, ICIL & David Gray, GDLN

Dr Francisco Madera, Chief Marketing Officer of ICIL and David Gray, Regional Knowledge Management Coordinator for the World Bank's LAC Region will present a model for an integrated approach for providing state-of-the-art worker training in the areas of financial services, healthcare, education and the civil service.

The four pronged model uses broadband technology as the primary delivery vehicle and is intended to assist country development by building skilled worker capacity, a broad-based training infrastructure for worker skills, and a broader range of content options for the GDLN. Content sources include

- *Columbia University Teachers College*
- *Consortium for Worker Education (CWE)*
- *Columbia University School of Public Administration and International Affairs (SIPA)*
- *Johns Hopkins School of Public Policy*
- *National Institute of Health*
- *National Healthcare Association*
- *etc.*

The model – which is designed for replication throughout LAC – is being piloted in the Dominican Republic and Ecuador. In the DR, the model begins with financial services in partnership with Banco de Reservas de la República Dominicana and seeks to expand to offer education, healthcare and civil service training. In Ecuador, it begins with healthcare and seeks to expand to offer education, financial services and government worker training.

Note: We would like Sandra Mercedes, Head of HR at Banco de Reservas, to join in the presentation.

Initiative results will be measured by the following country impacts:

- *Facilitation of the movement to a managed healthcare system*
- *Economic development and attraction of international businesses through a risk management oriented banking system*



- *Creation of a globally competitive knowledge based economy through improved education standards*
- *Reduction of poverty through early childhood nutrition and development awareness in rural areas*
- *Improved productivity and efficiency standards for government workers.*

*Programs will be delivered as part of the **ICIL Virtual Learning Environments, a broadband based macro-platform**, which is comprised of six interrelated components, including the*

- *Virtual Learning Simulation*
- *Interactive Virtual Classroom*
- *Distance Learning*
- *Virtual Learning Library*
- *Learning Management Services*
- *Virtual Mentoring Services.*

The Virtual Learning Environment is a highly engaging, interactive learning model in which the learner has the opportunity to efficiently acquire new knowledge and skills, apply knowledge and skills to a virtual work environment, receive qualitative and quantitative feedback and appropriate mentoring options. Using videoconferencing, learners will be able to participate in live interactive seminars and mentoring sessions from the CWE and other content source providers.

*From a macro perspective, the learning management service will provide real-time reporting on aggregate training progress and deficiencies. **Each component of the platform will be demonstrated as part of the presentation.***

In each country we are seeking to establish a network which expands and enhances the GDLN as the primary tool. For example, in the Dominican Republic the offering will include the GDLN Distance Learning Center and a state-of-the-art training center at Banco de Reservas, which connects several branches throughout the DR, where both staff training and customer education will be provided re:

- *Personal finances*
- *Healthcare*
- *Early childhood development*
- *Nutrition*
- *Etc.*

Customer education will be highly engaging and non-interactive.



The network model is based on the network designed and implemented by Verizon, the Consortium for Worker Education and the City of Yonkers. Offering over 300 sites including direct links to the Dominican Republic and the GDLN, the network links schools, hospitals, clinics, legal aid societies, libraries, unions, social organizations and corporations providing key information and training for customers of these services.

ICIL is pleased to co-present with The World Bank. ICIL is a global learning company dedicated to providing learning to developing areas in order “to close the digital worker divide”. Using powerful broadband platforms, such as its patent-pending 3d virtual learning simulation, ICIL proposes that the use of simulation is key to the establishment of regional worker readiness, skilled worker transport across Europe and capacity building on a per industry sector basis with the goal of promoting economic development. Dr Francisco Madera is the CMO. Dr Madera is also the Director of the Health Care Institute of the Consortium for Worker Education (CWE).

*The CWE and ICIL together with partners in Europe have defined the concept of the **Global Consortium for Worker Education**, which is concerned with standardized tracking of worker acquisition of skills/knowledge certifications for global recognition. By providing standardized measures, the GCWE plans to promote both worker mobility as well as regional economic development by providing businesses with standard measures of workforce readiness.*