



Living Your Dreams with TRAC in the Land of Opportunities

Troy Continuing Education TRAC

Transitioning challenges for immigrants in US



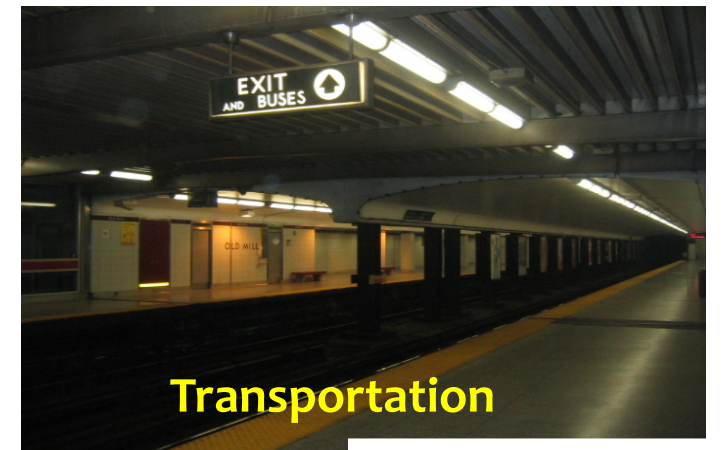
- Language learning process
- Visa related issues
- Physical move: housing and transportation
- Adjustment to cultural differences
- Emotional move
- Legal process
- Work authorization process



Work Authorization



Housing



Transportation

About TRAC

Career Pathways

- Provides study opportunities in English, basic reading and Math skills for career options
- Assists you in career certification at the same time
- Scholarship program in partnership with Oakland County Michigan Works
- Group learning in cohorts

Program Goal...

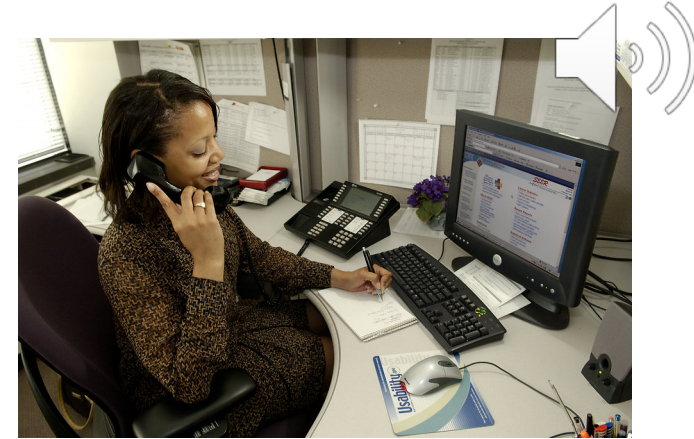
Troy Continuing Education TRAC program's goal is to connect highly

- ✓ skilled English Language Learners
- ✓ with local Troy employers to improve the local economy



For more information contact:

[TRAC programs](#)





Our Promise

Troy Continuing Education TRAC

Break language barrier

- Advertising English Language classes available for immigrants at the Troy Continuing Education Center
- Taking advantage of media channels to reach and help immigrants living in Troy, MI
- Offering TRAC certification programs for immigrants

Life opportunity for immigrants

Confident communication skills:

- Looking forward for entry level jobs in different fields
- Joining the US workforce
- Expanding their horizons and making strong communities
- ✓ Supporting and training them will be paid back with their tax contributions
- ✓ Guaranteeing TRAC program to continue



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Advertising and promotion through media channels



Digital media

- Facebook
 - ✓ Communication exchange
- Google
 - ✓ Information Megabox
- Twitter
 - ✓ News - World phenomena
- WhatsApp
 - ✓ Community and residential casual exchanges



Print media

- Asian Communities
- Mexican Consulate in Detroit
- Chinese Community Center
- Troy Public Library
- Troy Community Center
- St. Anastasia Catholic Church
- Schools

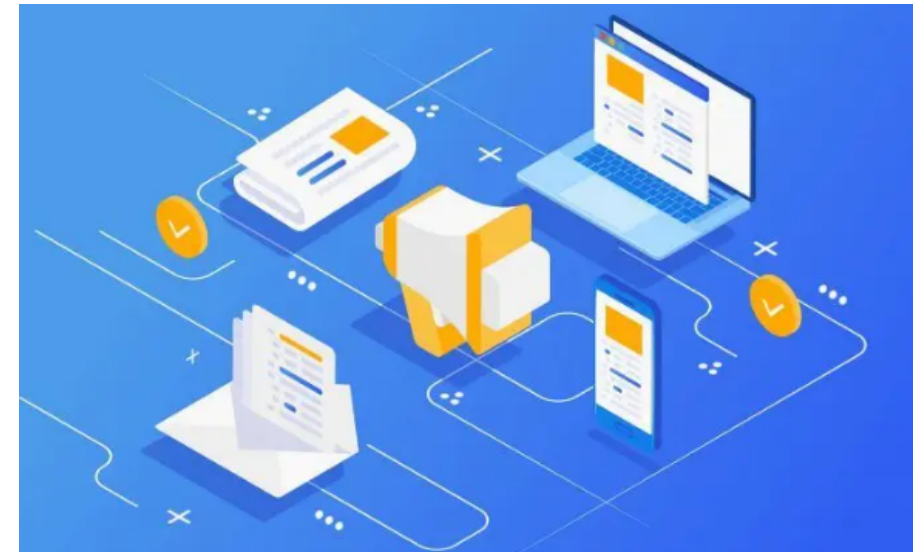
Mexican Consulate in Detroit



Advertising and promotion through media channels



- **Video Content**
 - ✓ Creates an engaging video for target audience to promote TRAC programs
- **Mobile Friendly Website**
 - ✓ Creates a mobile friendly website for ESL students with an optimized landing page for educational services and career guidance, counselling programs
- **Online Reviews**
 - ✓ Approximately 90 percent of people read online reviews before opting for any program, online feedback from current and previous ESL students will give additional insight to the TRAC programs



Immigrant testimonial



TRAC students

“TRAC helps you in your career pathway... keep upskilling yourself.”

Souad Sarakbi
(TRAC Immigration Navigator)

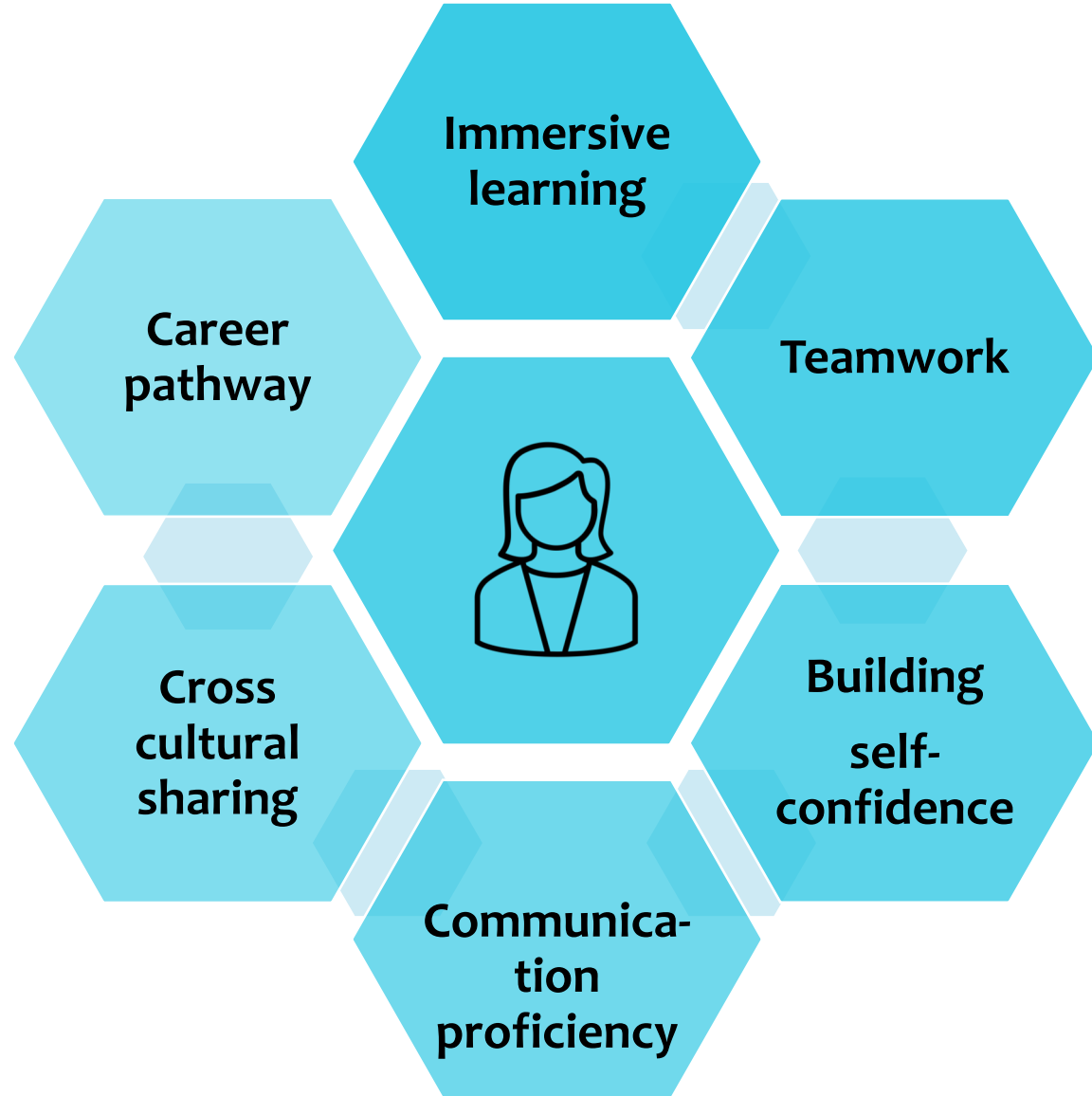
*“Keep working on your English proficiency....make best use of TRAC courses....
Don't get demotivated.”*

Bavisha Modi
(CAD designer at an architecture firm)

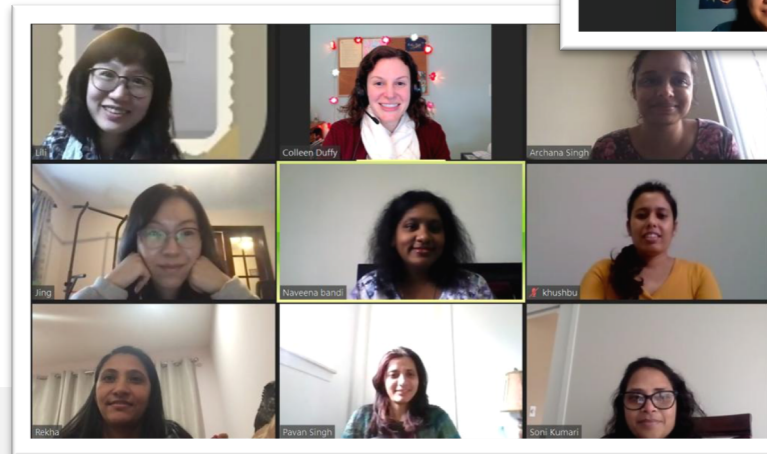
“TRAC helps to reinforce your English communication... as well as helps you with transitional skills required to start a carrier in US.”

Erica Munoz
(Office Support Clerk at Oakland County Corporation Counsel)

Continuous learning - *Our TRAC experience*



***“Never stop learning
because life never
stops teaching”***





Thank You

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TRAC

