



Sequoia Adult School ESL eCommerce Program



Award Winning!

In June 2025, Sequoia Adult School was honored with a Promising Practice Award at the CASAS Summer Institute. The award was presented to us by Carolyn Zachry, State Director—marking a moment of true triumph for our school.



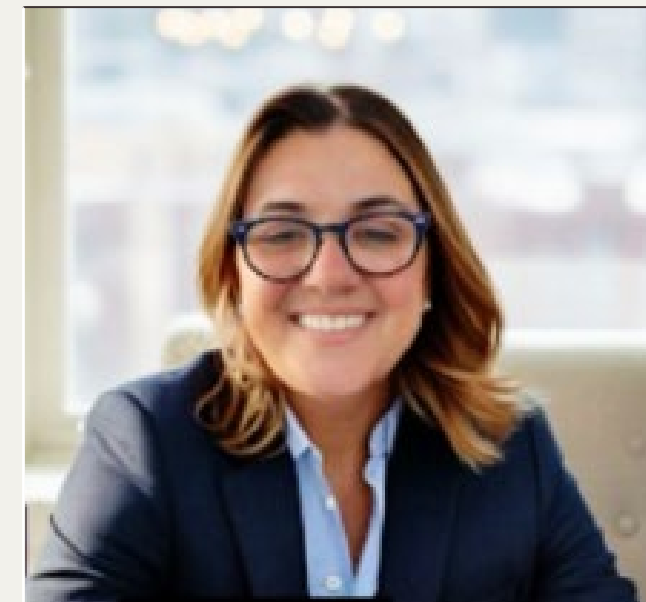
eCommerce at SAS

Level 4 ESL students can gain workforce - focused training in online business through our hands - on E-Commerce course.



Teacher Feature

E-commerce teachers Tracy and Cristina collaborated to design and deliver a curriculum that integrated English language support while teaching learners how to sell products online and market them effectively.



Cristina
Segatto



Tracy
Schwarz



SAS ecommerce student, Hilda

Q: How would you describe
your overall experience in
the program?



eCommerce at SAS

Level 4 students visit the Goodwill Warehouse to gain hands on experience with order processing and packing.



SAS ecommerce student, Marilyn

Q: If you want to start your own business, how has the program helped you feel ready?





Order Fulfillment Process

01. Verify order request

02. Create Order ID

03. Produce order summary

04. Check Customer List

05. Process Payment



eCommerce lessons & activities



DAY 1: HOMEWORK

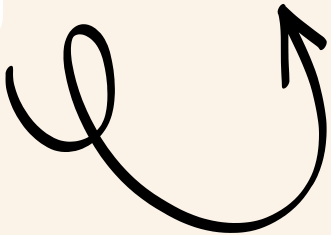
WRITE YOUR MISSION STATEMENT

- STEP 1: ASK AI FOR A **MISSION STATEMENT**.
- STEP 2: **REFINE**. TELL AI HOW TO REFINE IT BASED ON YOU (YOUR NICHE, WHO YOU ARE, WHAT VALUE YOU BRING, WHAT YOUR BUSINESS IS, ETC.)
- STEP 3: **WRITE** YOUR MISSION STATEMENT BELOW:



Example:

- *What is Zazzle?*
- Online **Print on Demand** marketplace.
- Allows **Graphic Designers** to **create and sell** custom-printed products.



SAS ecommerce student, Marilyn

Q: What skills did you gain from the program that you can use in the workplace or your own business?



eCommerce lessons & activities

ACTIVITY 3: YOUR BRAND

LET'S USE AI TO DEVELOP YOUR BRAND!

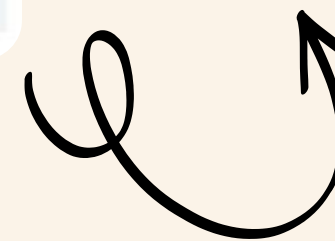
STEP 1: ASK AI TO DEFINE 5-10 KEYWORDS TO MARKET YOUR BUSINESS:

STEP 2: USE GPT TO CREATE THE FOLLOWING ITEMS:

1. Mission Statement
2. About Me Page
3. Intro page for website or landing page

Digital Products

- *What is a digital product?*
 - A non-physical item.
 - Created on a computer.
- **Examples include:**
 - Software
 - e-books
 - Audio books
 - Online courses
 - Digital art / Graphic Design



SAS ecommerce student, Hilda

Q: Would you recommend this program to other students? Why or why not?



SAS ecommerce student, Marilyn

Q: Would you recommend this program to other students? Why or why not?



Certification

Upon completion, graduates receive a certificate from Goodwill, a recognized credential that enhances employability in retail, logistics, and customer service.





Student Empowerment

By combining technical training with industry -recognized certification, this program empowers students with essential workplace skills, increasing their career prospects and competitiveness in the job market.



Final Thoughts

Through this program, learners are gaining the skills and confidence to thrive in the digital marketplace. It demonstrates the power of innovation and collaboration to transform adult education.

Thank you for your attention.

