

INTRODUCTION

How the Dominican Republic Used AI to Create Jobs with English

Every year, over 100,000 Dominicans apply for the national English scholarship program—the country's premier pipeline into the booming BPO (business process outsourcing) and tourism sectors.

As the president of the DR has said, "No Dominican who knows English lives below the poverty line." Bilingual workers routinely earn several multiples of the median wage. The English scholarship program is operated by MESCYT—the Ministry of Higher Education—which has operated the fully government-funded Inglés de Inmersión para la Competitividad program for nearly two decades.

In 2025, MESCYT partnered with Jinso Labs to pioneer AI-driven conversational English practice across 13 institutions and 2,898 students. The program was evaluated independently by MESCYT's Department of Evaluation using their own institutional performance framework. This report documents the results.

The Metric

MESCYT uses an internal 100-point academic evaluation that composites grammar, vocabulary, listening, reading, writing, and speaking into a single score, referred to internally as the GDE. MESCYT uses this score to benchmark institutional performance, identify centers that need intervention, and determine which programs are cleared for expansion.

The Technology

Jinso is an AI platform that delivers personalized English practice through WhatsApp. The WhatsApp integration makes Jinso suitable for national-scale deployment in low-connectivity areas. By plugging into an institution's courses, content, and learner data, Jinso delivers students learning experiences that are prompted to align to their coursework, national standards, and teacher preferences. Teachers are given real-time dashboards to track progress and measure outcomes across every classroom.

The Finding

An independent evaluation by MESCYT's Department of Evaluation recommended expanding Jinso to all learners in the national English Immersion Program with mandatory use, to create job opportunities for Dominican students.

EXECUTIVE SUMMARY

AI-Powered English Practice Delivered a 7% Increase on National English Scores

How MESCYT and Jinso deployed conversational AI to 2,898 students across 13 institutions, producing a statistically significant score advantage on the national English assessment.

2,898

STUDENTS ENROLLED

Across 13 pilot institutions

322K

INTERACTIONS

4.8-month engagement

+5.8

NATIONAL ASSESSMENT ADVANTAGE

Systematic integration vs. limited adoption—on MESCYT's 100-point English evaluation

56

CLASSROOMS

Integrated into curriculum

NATIONAL SCALE TARGET

Presidential Bilingualism Initiative mandate to expand program reach.

27,000
CURRENT



50,000
STUDENTS TARGET



"No Dominican who knows English lives below the poverty line."

LUIS ABINADER | President of the Dominican Republic

The Challenge: Workforce-Ready English at Scale

The Dominican Republic's economic sectors—call centers, tourism, free trade zones—require workers with advanced English proficiency.

The Presidential Commission on Bilingualism set an ambitious goal to meet workforce demand by scaling English education. The "Inglés de Inmersión" program is the flagship vehicle for this transformation: currently serving 27,000 students annually with demand exceeding 100,000 applicants.

Achieving advanced English proficiency at this scale presents unique challenges. While classroom instruction provides a strong foundation, the leap to fluency requires consistent, personalized speaking practice—something that is operationally difficult to deliver in crowded classrooms with limited hours.

THREE STRUCTURAL BARRIERS



Budget Constraints

Program operates 100% on local funds. Demand is 4× current capacity (100,000 vs. 27,000 students). Linear scaling of human tutors is cost-prohibitive.



Connectivity Gaps

Students in vulnerable regions lack stable internet. Many families rely on prepaid mobile data, making bandwidth-heavy video platforms inaccessible.



Limited Practice Time

Students lack English-speaking practice partners outside classroom hours. Teachers report students often "freeze" when speaking due to lack of repetition.

"The economic sector is demanding students with a good level of English. By doing so, obviously, it creates a market dynamic and becomes more competitive."

LIDIA LOZADA | Head of Evaluation Area, MESCYT

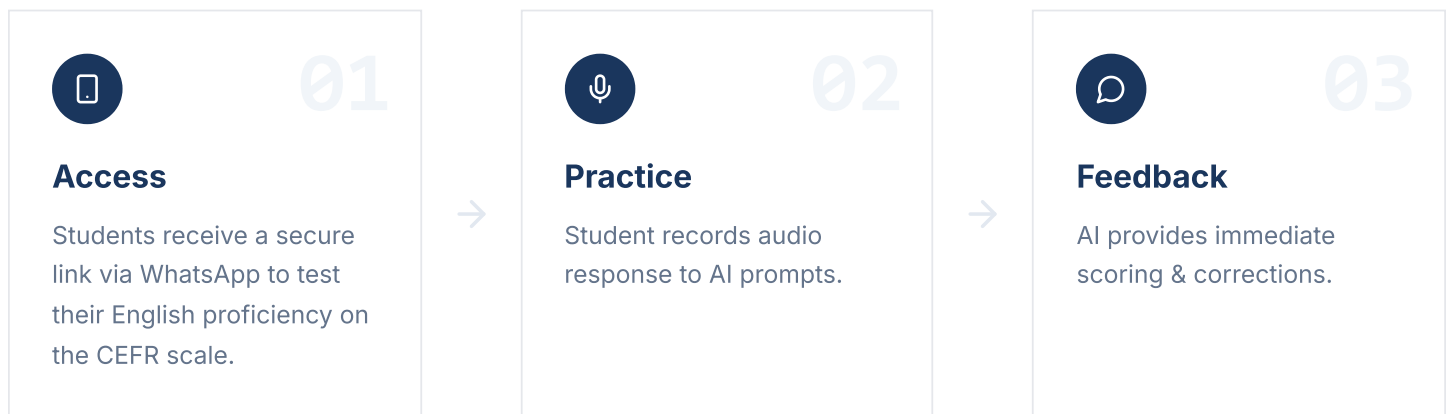
The Solution: AI-Powered Practice via WhatsApp

MESCYT selected Jinso for its friction-free WhatsApp delivery, addressing the core constraints of connectivity and device access.

WHY JINSO?

- ✓ **WhatsApp Delivery**
No additional app downloads.
- ✓ **Curriculum Alignment**
Mapped to existing textbooks.
- ✓ **Personalization**
AI provides individual feedback.
- ✓ **Asynchronous Access**
24/7 availability for students.

STUDENT USER JOURNEY



"The friction-free nature of WhatsApp means students actually do the homework. It meets them where they already are."

PROGRAM ADMINISTRATORS | MESCYT Pilot Institutions

What Makes This Work: Implementation Model

Jinso deployed to 2,000+ students across 13 institutions. Three implementation principles drove the result:

○ Curriculum-First Integration

All practice is mapped directly to existing syllabi with academic administrators before any student is onboarded.

○ Administrator-Led Adoption

Administrators are activated first with dashboards and engagement protocols. They own the integration; teachers execute it.

○ WhatsApp-Native Delivery

Students receive practice links directly on WhatsApp, eliminating the onboarding friction that stalls traditional edtech deployments.

"I see a huge advantage in personalization. The teacher can never reach that level of personalization... It also gives you the opportunity to practice at any time."

ZOMNIA SCHOTT | Academic Program Coordinator, MESCYT

How MESCYT Measured Impact

MESCYT's Department of Evaluation independently assessed 13 pilot institutions (2,898 students, 56 classrooms, 4.8-month period) using the GDE—a 100-point composite of five dimensions: Oral Participation, Class Participation, Exams, Written Tests, and Homework/Projects.

MANDATORY INTEGRATION

8 centers

AI is given to all students and integrated with course content, including practice schedules and completion benchmarks for students. Administrators given control to deploy AI at scale.

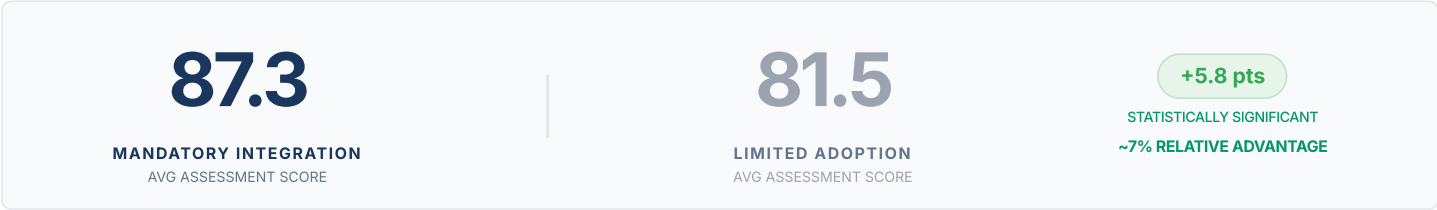
LIMITED ADOPTION

5 centers

AI is made available without a structured integration. Usage remains optional and ad hoc.

Insight: MESCYT's program operates through a decentralized network of independent institutions. Their evaluation identified administrator engagement as the primary driver of the adoption gap.

Pilot Results



WHAT MESCYT OBSERVED

	Mandatory Integration	Limited Adoption
<div>🌟</div> Academic Consistency	Tight score clustering across students with low performance gaps	Wide performance variability within the same classrooms
<div>📄</div> Exam Scores	Consistent results with smaller spreads between top and bottom performers	Volatile scores with large gaps between top and bottom performers
<div>📅</div> Homework Completion	High completion rates driven by structured practice modules	Irregular submission and low task completion
<div>🗣️</div> Speaking Confidence	Students participated more readily in oral exercises	Students continued to avoid speaking when called on

Looking Ahead: From Pilot to Mandate

The 2025 cycle validated both operational fit and academic impact. MESCYT's evaluation recommends transitioning Jinso to a mandatory requirement.

EXPANSION TARGET

50,000

LONG-TERM TARGET

FROM LIMITED TO FULL ADOPTION

MESCYT's independent evaluation identified administrator engagement—not student resistance or technology access—as the primary driver of the adoption gap. Their strategic recommendation: prioritize Jinso integration at all centers with assessment scores below 82. The following protocol codifies the implementation practices that separated high-performing centers from the rest.

2 WEEKS

CURRICULUM MAPPING + ADMINISTRATOR ACTIVATION

Jinso maps AI practice scenarios to existing syllabi alongside academic administrators. Weekly practice schedules and completion benchmarks are co-designed—the step MESCYT identified as the primary differentiator between high-use and limited-use centers.

1 WEEK

TEACHER TRAINING + DASHBOARD SETUP

Virtual training on real-time analytics, assignment protocols, and progress monitoring. Faculty receive a 'first 30 days' adoption checklist with engagement thresholds that trigger proactive support.

48 HOURS

STUDENT ACTIVATION + 60-DAY MONITORING

WhatsApp deployment achieves 85% activation within 48 hours. Jinso monitors engagement weekly for 60 days, flagging any center falling below adoption benchmarks for immediate administrator re-engagement.

CONCLUSION

"The data support transitioning Jinso from an optional resource to a fully integrated institutional requirement."

—MESCYT QUANTITATIVE IMPACT EVALUATION, 2025

Ready to create jobs?

Partner with Jinso to deliver AI-powered English learning at government-grade security and national scale.



www.jinso.com | admin@jinso.com

Case study authored by Jinso Labs. Academic performance data and statistical analysis sourced from 'Impacto Cuantitativo de la Integración de Jinso en el Éxito Académico (GDE) del Programa Inglés de Inmersión para la Competitividad'—MESCYT Department of Evaluation, 2025. Full evaluation available upon request.