MISSION

Our mission is to inspire educators so adults succeed and communities thrive:

+ Leadership
+ Professional Development
+ Advocacy
+ Communication
Today’s Presenters

Jody Angelone
Board President

Sharon Bonney
Chief Executive Officer
THANK YOU FOR PARTICIPATING!

ADULT EDUCATION & FAMILY LITERACY WEEK

SEPTEMBER 20-24, 2021

BROUGHT TO YOU IN PARTNERSHIP BETWEEN:

COABE

Aztec Software

COLLECTIVE IMPACT REPORT

STATE DIRECTOR
STATE FELLOW
ASSOCIATION LEADER
DIGITAL MARKETING REPORT

Adult Education Family Literacy Week
September 19-25, 2021

Alabama Community College System
Prepared by Ebony Horton, Communications and Public Affairs Coordinator

OVERVIEW (SEPT. 19-25, 2021)

- Views +1.8K
- Impressions +6.9K
- Reach +19.9K
- Engagement +1.8K

Facebook: Facebook.com/theACCS, 31 Posts
19.9K Reached, 1.8K Engagements (likes, comments, shares and saves); 870 Unique Story Views, 173 Shares, 153 Photo Views, 56 Link Clicks, 59 New Followers

Twitter: Twitter.com/ACCS_Education, 14 Posts
6.9K Impressions, 60 Likes, 14 Retweets, 5 Link Clicks, 172 Engagements (2.2% Engagement Rate)

Instagram: Instagram.com/acccs_education, 15 Posts, 42 Stories
500 Accounts Reached, 128 Interactions

LinkedIn: LinkedIn.com/company/alabama-community-college-system, 11 Posts
261 Reactions, 303 Views, 104 Visitors, 42 New Followers, 59 Shares, 17 Clicks, 6 Comments

Website: ACCS.edu, 1 Blog Post, 2 Press Releases
7 Mayoral Proclamations

South Dakota
Invest in the Midwest Virtual Rally

Friday, September 24
11-1CST/12-2EST

Come see why you invest in the Midwest! Join adult education leaders, learners and advocates to learn about the transformative nature of adult skill building, career and technical education, high school equivalency, English as a second language, and credential attainment.

Adult education is changing lives:
• providing economic mobility
• education and career success

Join us to make an instant and lasting impact on adult education.

REGISTER HERE

COABE
Indiana, Illinois, Iowa, Kentucky, Minnesota, Michigan, Ohio, Wisconsin
A Vision for a Unified Workforce System
Cultivating a Thriving Workplace Education Program
Leveraging to Upskill Your Workforce
Cultural Relevance in Workforce Partnerships
The Untapped Talent Pool: Best Practice in Hiring and Retaining Justice Involved Individuals
Supporting the Economic Integration of Internationally Educated Immigrants and Refugees
Increasing Business Access to Better Serve the Immigrant Workforce
Equity Informed Approach to IET
Pre Apprenticeship as a Pipeline to Apprenticeship
The ROI for Investing in Education and Workforce Partnerships
Digital Inclusion for Everyone in the Workplace

A Workforce Symposium Connecting Educators and Business

NOVEMBER 9TH • 10AM - 4PM EST.

REGISTER NOW
Virtual conference support to state associations, state agencies, and departments of education.
2,237 local programs
-on the locator map
-downloading toolkit

Type of Instruction Offered
83% Hybrid
6% Face to Face only
11% Virtual Only

Monthly Google Ads
1,071,257 ads shown
198,513 leads to local programs

Seed money provided by private donation, COABE, and NASDAE
Programs on the Move Ahead with Adult Ed Map Locator by State
187,521 connections with legislators since 2017
312 legislators contacted during AEFL Week 2021
Get on the map so employers can find your program!

HIGH IMPACT EDUCATION & INDUSTRY PARTNERSHIPS

Behind Every Employer
Take the short survey to get on the map
Special thanks to Sheryl Hart for her part in reviewing and giving input into the IBM SkillsBuild platform.

1,414 Programs
103 Present with Purpose
CENTER FOR EXCELLENCE

Apprenticeships for Department of Labor
State Association Preconference and VIP Event on Sunday, 4/10
State Association/State Directors Meeting on Tuesday, 4/12