

COABE

COALITION ON ADULT BASIC EDUCATION

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:



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

STATE OF ALABAMA

OVERVIEW (SEPT. 19-25, 2021)

VIEWS	IMPRESSIONS	REACH	ENGAGEMENT
+1.8K	+6.9K	+19.9K	+1.8K

Facebook: Facebook.com/theACCS, 31 Posts
19.9K Reached, 1.8K Engagements (likes, comments, shares and saves), 870 Unique Story Opens, 173 Shares, 153 Photo Views, 56 Link Clicks, 39 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/accs_education, 15 Posts, 42 Stories
500 Accounts Reached, 128 Interactions

LinkedIn: LinkedIn.com/company/alabama-community-college-system, 11 Posts
281 Reactions, 303 Views, 154 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



Indiana, Illinois, Iowa, Kentucky, Minnesota, Michigan, Ohio, Wisconsin

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

2021 Intersect

A Workforce Symposium
Connecting Educators and Business

NOVEMBER 9TH • 10AM - 4PM EST.

REGISTER NOW

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 woman with dark hair in a bun, wearing a blue headset, is smiling and looking at a laptop. She is sitting at a desk with a notebook and a pen. The background is a blurred office space with plants and a window.

COABE

COALITION ON ADULT BASIC EDUCATION

VIRTUAL CONFERENCE SOLUTION

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



#MoveAheadWithAdultEd

Why education is important to move ahead?

Good jobs and most training programs require more than a high school diploma. People with a high school diploma earn **\$6,000+ more a year** than those without one. Improve your reading, writing and math skills for a better life or train for a new career through adult education.

[LEARN MORE ABOUT THE BENEFITS OF ADULT ED](#)



FINISH WHAT YOU STARTED IN HIGH SCHOOL

Pick up that high school equivalency or GED to make more money or to help your child with their school work.



GET JOB TRAINING

Ready for a job that pays more? Learn new skills that can lead to a better paying job.



LEARN COMPUTER SKILLS

Learn how to use a computer to get a better job, keep up with family and friends or help your child with their school work.

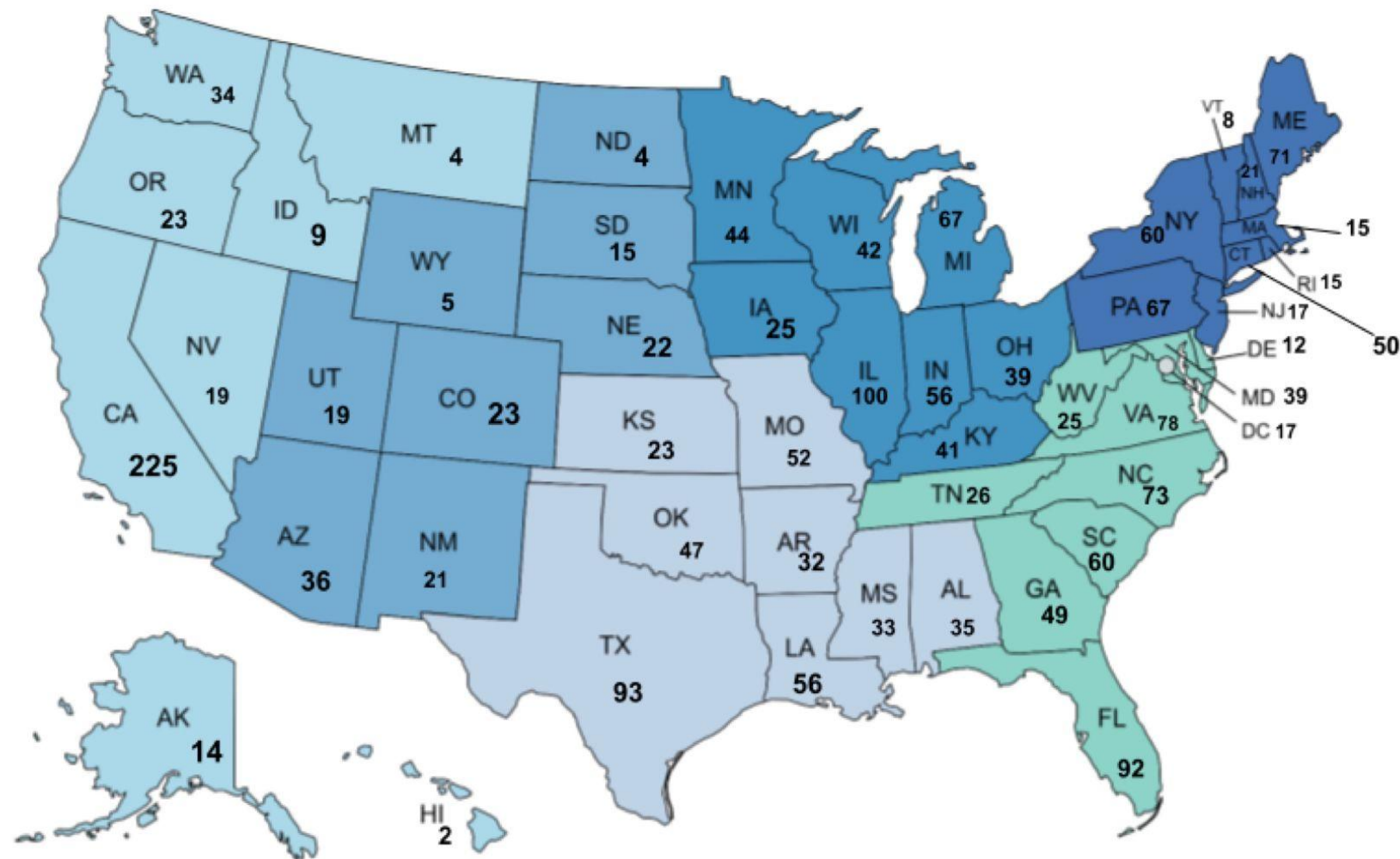


LEARN ENGLISH

Learn better English to have more job opportunities, help your child with school, and more easily talk to the people around you.



Programs on the Move Ahead with Adult Ed Map Locator by State



we**work**

ADULT EDUCATION // ELEVATING AMERICA'S COMMUNITIES

LET'S WORK

187,521 connections with legislators since 2017
312 legislators contacted during AEFL Week 2021

HIGH IMPACT EDUCATION & INDUSTRY PARTNERSHIPS

Get on the map so employers
can find your program!



POWERED
BY:

COABE

COALITION ON ADULT BASIC EDUCATION

Behind Every Employer
Take the short survey to get on the map





Google

Special thanks to Sheryl Hart
for her part in reviewing and
giving input into the IBM
SkillsBuild platform



IBM SkillsBuild

Increase Your Adult
Learner's Employability
with the IBM SkillsBuild
Credentialing Platform,
in partnership with COABE.

1,414 Programs

103 Present with Purpose



CENTER FOR EXCELLENCE

Apprenticeships for
Department of Labor





2022 COABE NATIONAL CONFERENCE

PRE-CONFERENCE APRIL 10 | FULL CONFERENCE APRIL 11-13

**MOVE THE
NATION**

WITH ADULT EDUCATION

A HYBRID [IN-PERSON & VIRTUAL] EXPERIENCE

State Association Preconference and VIP Event on Sunday, 4/10

State Association/State Directors Meeting on Tuesday, 4/12
