What Can We Learn from the LINCS Learner Center User Data to Enhance Learner Engagement

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LINCS

Literacy Information and Communication System

Disclaimer

LINCS
Literacy Information and Communication System

Welcome & Introductions

Meet the Presenters

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Agenda

1. Welcome

2. LINCS Overview
    – LINCS Community
    – LINCS Learning Portal
    – Resource Collection
    – State Resources/Federal Initiatives

3. The LINCS Learner Center

4. Wrap-Up and Questions

Welcome!

- Turn and Talk
  - What do you hope to learn from this session?

- For virtual attendees, please introduce yourself in the chat.
  - Name
  - Location
  - What you hope to learn to learn from this session?
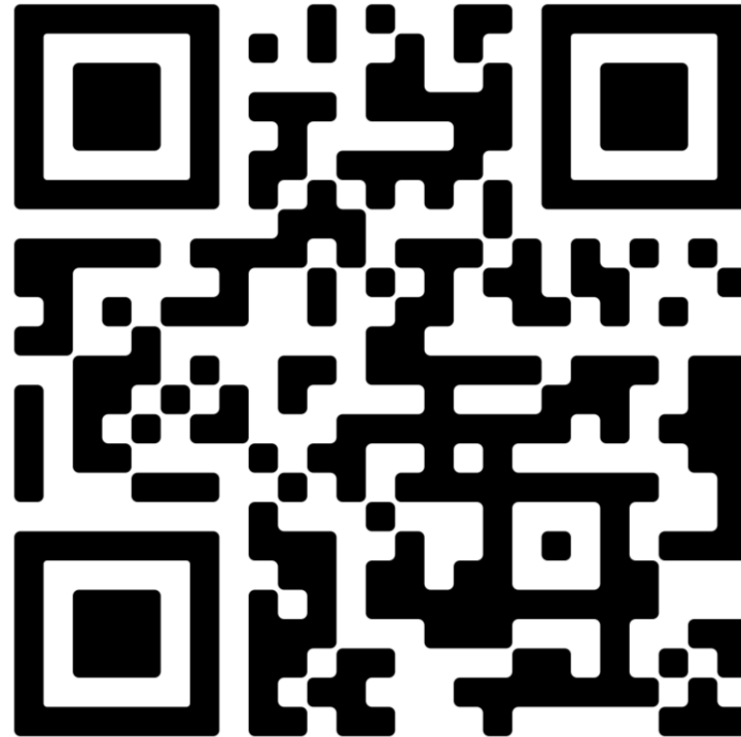
LINCS Overview

Rate your familiarity with LINCS.

Fist to Five.

- 5 – Very familiar with LINCS

- 3 – Somewhat familiar with LINCS

- 0 – Not at all familiar with LINCS

LINCS
Literacy Information and Communication System

Where do you access LINCS?

https://lincs.ed.gov/

LINCS Main Page

LINCS Purpose & Components

WHAT IS LINCS?

LINCS, the Literacy Information and Communication System, is an initiative of the U.S. Department of Education's Office of Career, Technical, and Adult Education (OCTAE). LINCS aims to expand evidence-based practice in the field of adult education. The LINCS website provides high-quality on-demand educational opportunities to practitioners of adult education so that those practitioners can help adult learners successfully transition to postsecondary education and 21st century jobs.

Five Components of LINCS

COMMUNITY OF PRACTICE	LEARNING PORTAL	RESOURCE COLLECTION	STATE RESOURCES	LEARNER CENTER

LINCS Audiences

LINCS COMPONENT	INSTRUCTORS	PROGRAM ADMINISTRATORS	STATE STAFF	ADULT LEARNERS
Community	✓	✓	✓	
Learning Portal	✓	✓	✓	
Resource Collection	✓	✓	✓	
State Resources			✓	
Learner Center	✓			✓

The LINCS Community

Community

What is the LINCS Community?

- 18,000+ registered members

- 11 topical groups (13)

- Dedicated subject-matter expert moderators

COMMUNITY OF PRACTICE

How do I use the Community?

? Ask questions
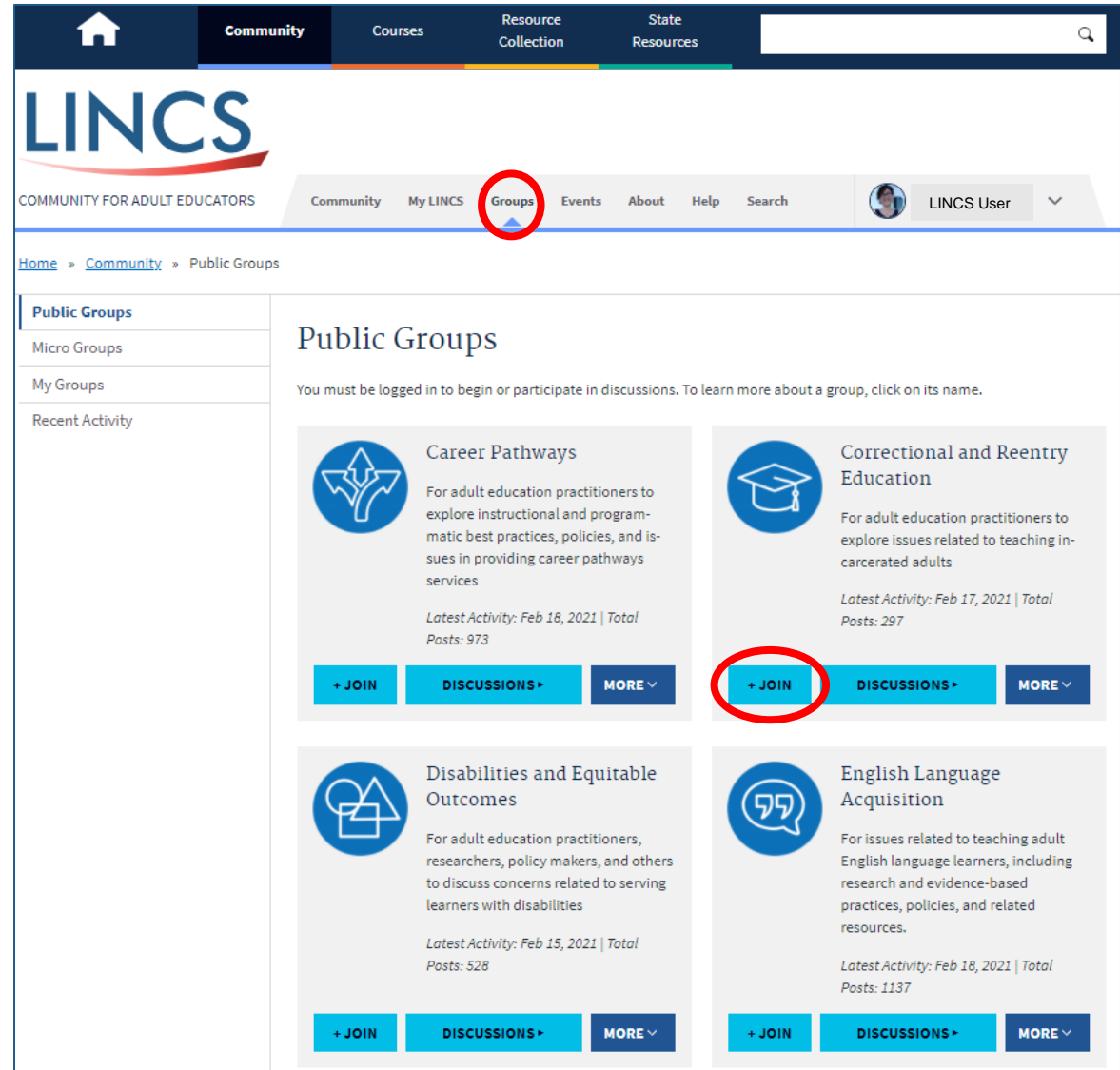
✓ Read current and previous discussions

🔍 Search by keyword for specific information

👥 Participate in community events

Join a LINCS Community Group

Upcoming Community Events

To learn about LINCS upcoming community events: https://community.lincs.ed.gov/events

Title	Group	Starts
Mental Health Learning Series	Disabilities and Equitable Outcomes	Oct 4, 2022
Lessons from an ESOL Literature Circle: Flash fiction, four skills and fun	English Language Acquisition	Oct 18, 2022
In Conversation with Judith Heumann, Internationally Recognized Disability Rights Advocate	Disabilities and Equitable Outcomes	Oct 18, 2022
Using Infographics to Communicate Learning	Science	Oct 19, 2022
Using Infographics to Communicate Learning	Integrating Technology	Oct 19, 2022
The COVID Pivot: Better Practices in Correctional and Reentry Education	Correctional and Reentry Education	Oct 20, 2022
National Stuttering Day Video and Coffee Break	Disabilities and Equitable Outcomes	Oct 21, 2022
Supporting Veterans through WIOA Programs	Career Pathways	Oct 31, 2022

LINCS Learning Portal Courses

What is the Learning Portal?

- Access to 30 self-paced, online courses that are always available

- Download a certificate of completion for your records when you finish a course

LEARNING PORTAL

What courses are available?

30 courses

- Career Pathways (7)

- Diversity, Equity and Inclusion (1)

- English Language Acquisition (4)

- Integrating Technology (2)

- Learners with Disabilities (6)

- Science (1)

- Teaching and Learning (9)
  – Content Standards for ELLs (3)
  – Differentiated Instruction (1)
  – Teacher Effectiveness (3)
  – Teaching Adults To Read (2)

Photo by Andrew Neel on Unsplash

New Courses

- Career Pathways (4)
  - Creating Adult Pre-Apprenticeships
  - Building Strategic Partnerships: Engaging Employers
  - Building a Bridge to Career Pathways
  - Instructional Considerations for Adult Career Pathways

- **Diversity, Equity and Inclusion (1)**

- English Language Acquisition (1)
  - Teaching English Learners: Principles and Practices

- Teaching and Learning (2)
  - Teaching Adults to Read: Beginning and Intermediate Readers
  - Teaching Adults to Read: Advanced Readers

The Resource Collection

What is the Resource Collection?

- Over 800 vetted resources for various audiences, including many instructional and program management resources

RESOURCE COLLECTION

How do Resources get added?

- The field suggests a new resource: https://lincs.ed.gov/node/add/resource_request

- OCTAE recommends a new resource

- Resource identified through providing training and technical assistance

- From an OCTAE federal initiative

RESOURCE COLLECTION

State Resources

How does LINCS provide services to states?

- Assist states to meet state leadership requirements set forth in WIOA

- Provide TA to states to share promising models and resources, discuss challenges and solutions, and build state capacity

- Deliver LINCS research-based, high-quality trainings to states with a three-tier model

STATE RESOURCES

- **Universal TA**
- **Targeted TA**
- **Intensive TA**

Building States' Capacity by Meeting Them Where They Are

Intensive

Targeted

Universal
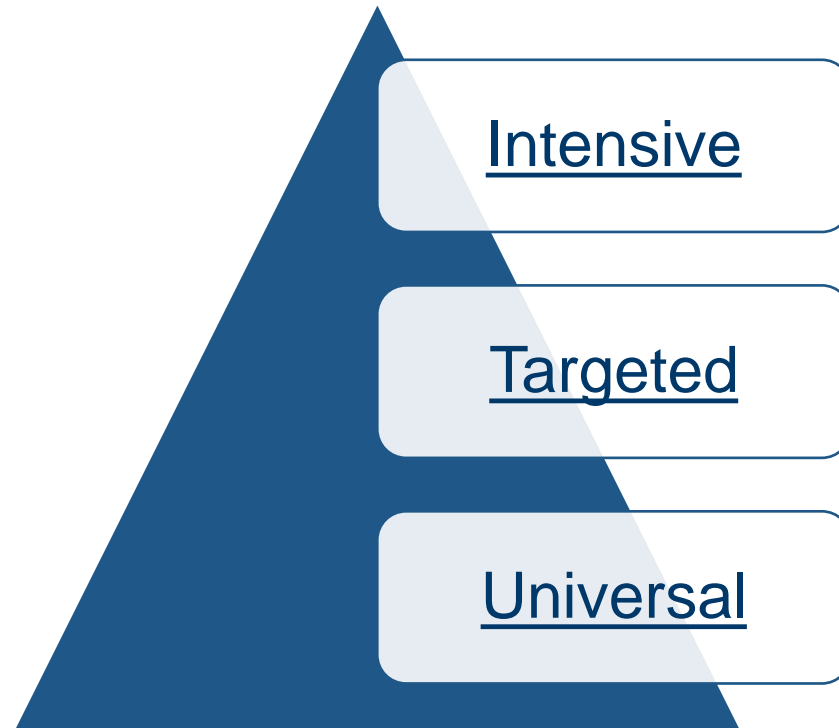
For questions on State TA please email training@lincs.ed.gov

Federal Initiatives

Archive of past and present OCTAE-funded national activities projects including:

- **NEW:** Digital Resilience in the American Workforce (DRAW) project
- **NEW:** Enhancing Access for Refugees and New Americans (EARN) project
- Advancing Innovation in Adult Education
- Standards In Action
- Teaching the Skills That Matter in Adult Education
- Technology-Based Coaching in Adult Education

Federal Initiatives Adult Education

The U. S. Department of Education, Office of Career, Technical, and Adult Education (OCTAE), Division of Adult Education and Literacy funds initiatives to advance adult education and to improve teacher quality. These initiatives help adults acquire the basic skills necessary to function in today's society – skills that allow them to complete secondary school, engage fully in family life, attain citizenship, and participate in job training and retraining programs. The Division is responsible for ensuring the continuous improvement of these initiatives.

COVID-19 Support for Adult Educators: In response to COVID-19, the need for adult educators to remain abreast of the Department's response to the pandemic and to transition from in-person to distance teaching, LINCS has created this page with useful resources to help adult education programs.

Implementing State-Adopted Challenging Content Standards

- Standards-in-Action Resources and Professional Development
- Preparing Adult English Language Learners for State-Adopted Academic Content Standards

Integrating Technology into Teaching and Learning

- Digital Resilience in the American Workforce
- Digital Literacy
- OER STEM Project
- Technology-Based Coaching in Adult Education

Disseminating Evidence-based Methods and Techniques

- Adult Numeracy Instruction (ANI)
- Advancing Innovation in Adult Education
- Center for the Study of Adult Literacy (CSAL)
- ESL Pro
- Learning to Achieve
- Power in Numbers
- Promoting Teacher Effectiveness in Adult Education
- Reentry Education Framework
- STudent Achievement in Reading (STAR)
- Supporting Student Success
- Teaching Excellence in Adult Education (TEAL)
- Teaching Skills That Matter in Adult Education

Partnering to Develop Career Pathways

- Building Opportunities through Integrated English Literacy and Civics Education
- Enhancing Access for Refugees and New Americans
- ESL Pro
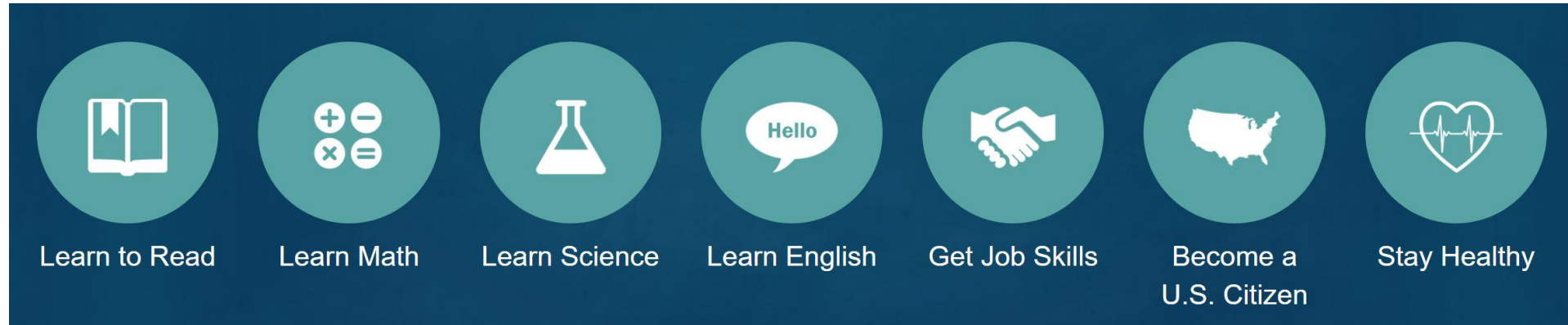- Moving Pathways Forward
- Youth and Adult Pathways (YAP)

The LINCS Learner Center

Turn & Talk

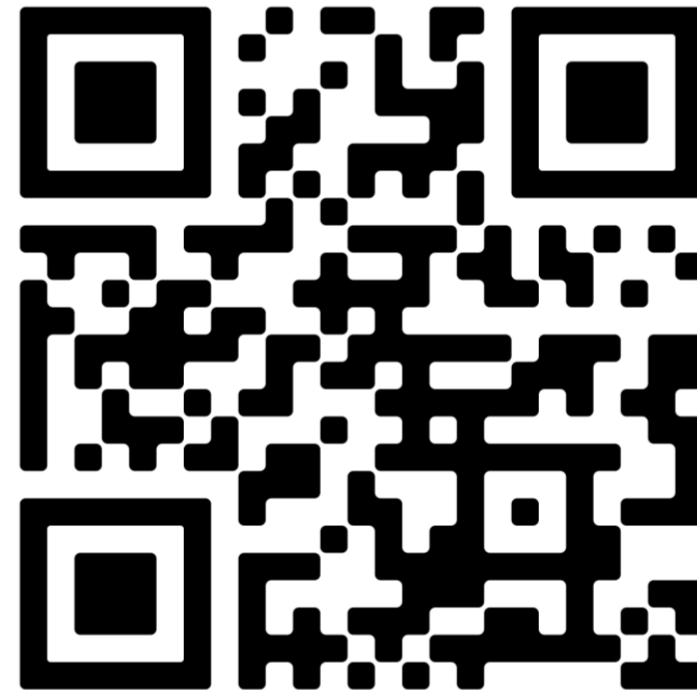- What resources do your adult learners ask about most often?

The Learner Center

The LINCS Learner Center connects students to free online resources that help them achieve their life goals.

https://lincs.ed.gov/learner/
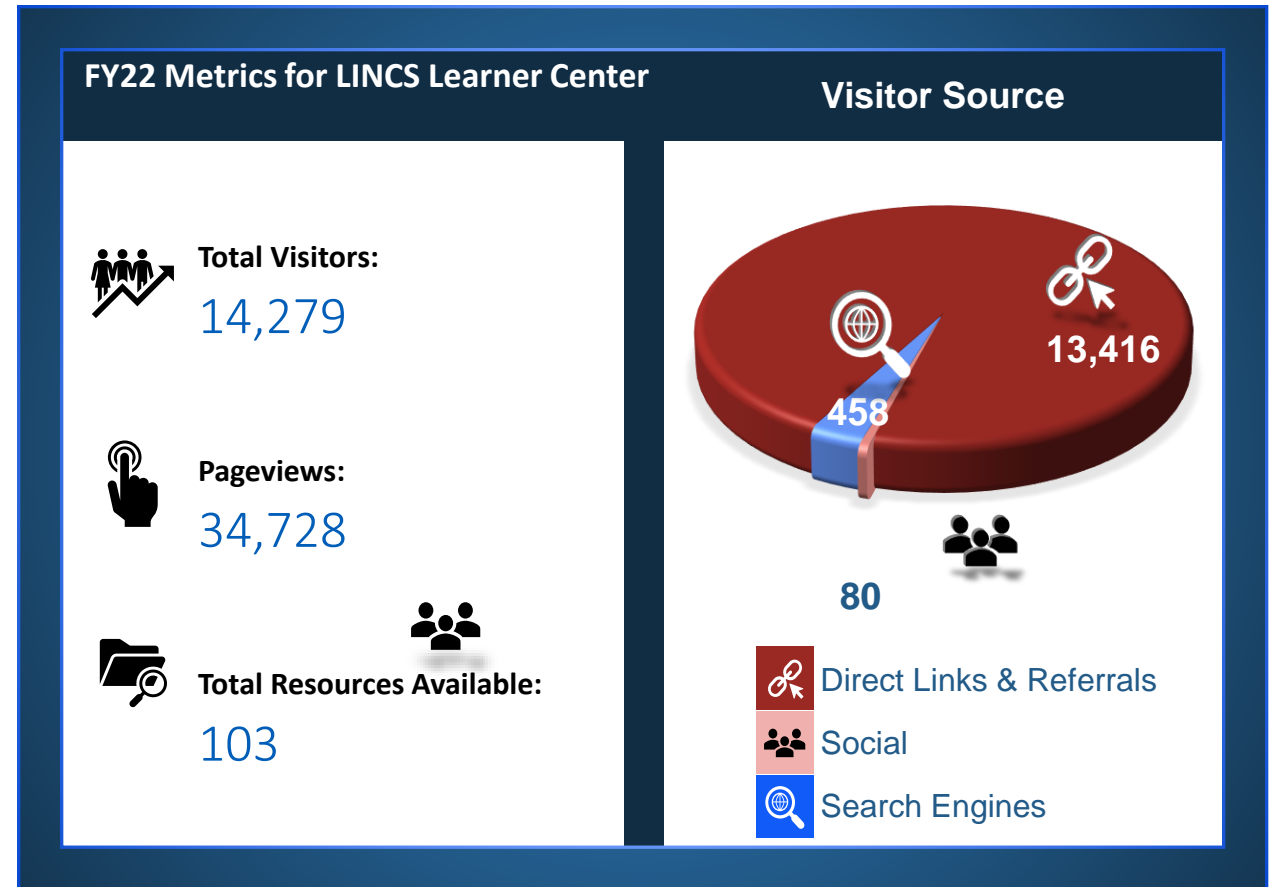
Learner Center Web Analytics

Quantitative Data
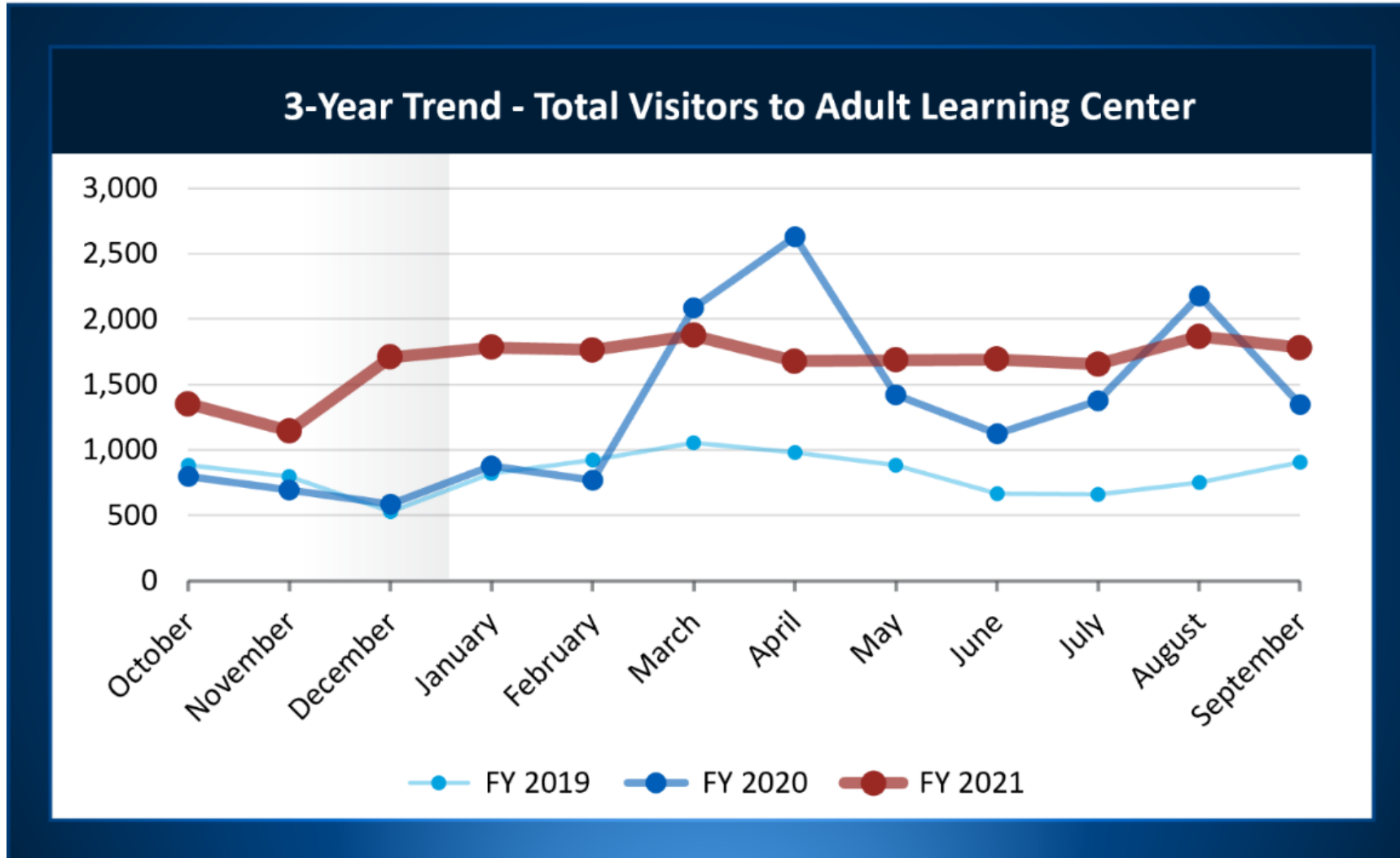
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Learner Center - Users

What do we know about users?

- How many

- How they arrive at the Learner Center

- Where they are located

- Pages visited

FY22 Metrics for LINCS Learner Center

Total Visitors:
14,279

Pageviews:
34,728

Total Resources Available:
103

Visitor Source

13,416

458

80

Direct Links & Referrals

Social

Search Engines

Learner Center - Users

3-Year Trend - Total Visitors to Adult Learning Center

Learner Center – Users by Goal

Learner Center Goals	Total pageviews FY21	Total pageviews FY22
Learn to Read (11)	15,500	9,613
Learn Math (11)	1,193	956
Learn Science (27)	555	468
Learn English (11)	4,073	7,348
Get Job Skills (30)	2,468	2,397
Become a U.S. Citizen (23)	2,503	746
Stay Healthy (10)	457	314

Learn to Read

Reading Resource

Learner Center – State Data (Most Visitors)

Top 5 states (FY21, FY22)

- California
- Florida
- Texas
- New York
- Virginia

State	FY21	FY22
California	1 (14.93%)	1 (11.16%)
Florida	2 (10.29%)	2 (8.96%)
Texas	3 (9.52%)	3 (7.9%)
New York	4 (8.44%)	4 (7.59%)
Virginia	5 (3.92%)	5 (4.23%)
Washington	**15 (1.72%)**	**6 (4.07%)**
Illinois	10 (2.8%)	7 (3.39%)
Connecticut	**23 (1.19%)**	**8 (3.34%)**
Pennsylvania	**12 (2.77%)**	**9 (3.13%)**
Maryland	**11 (2.78%)**	**10 (2.83%)**

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Learner Center – State Data (Fewest Visitors)

- Alaska

- Hawaii

- Idaho

- Maine

- Montana

- North Dakota

- North Dakota

- Rhode Island

- South Dakota

- Vermont

- West Virginia

- Wyoming

LINCS Learner Center on Your State's Website

- Six state sites have highlighted LINCS

- No state sites have an easy to find LINCS Learner Center link

- We invite you to add Learner Center to your adult learner facing pages.

LINCS Learner Center
lincs.ed.gov/learner/

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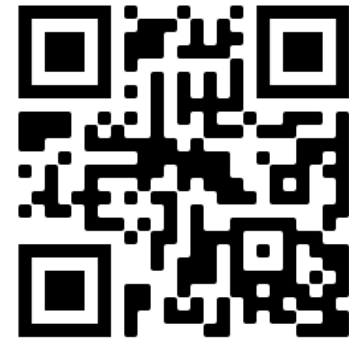
Focus Groups

Qualitative Data

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Focus Group Overview

Why chose a focus group approach?

Developing protocols

Process
Confidentiality
Permission to record

Developing questions

Clear objectives
Avoid yes/no
Regulatory compliance

Recruiting

Outreach
Diversity

Focus Group Objectives

1. Enhance Learner Center look, feel, and navigation

2. Strengthen Get Job Skills category

3. Expand Become a U.S. Citizen category

4. Grow Learn to Read and Learn Math category

5. Grow Learn English category

Focus Group Participants

State	Program name	Focus group objective
VA	Newport News Adult Education Program	Strengthen Get Job Skills
MN	Rochester Public Schools ESL	Enhance Learner Center look, feel, and navigation
MA	El Centro, Catholic Charities Boston	Expand Become a US Citizen
AZ	Coconino Community College ESL	Grow Learn English
CA	Burbank Adult School Learning Center	Grow Learn to Read and Learn Math

LINCS Learner Center Findings and Actions

Reaching adult learners
- New for participants
- Really like the Learner Center

User experience/ease of use
- Engaging, interactive
- Multiple language levels

Organization/layout
- Grouping resources

Barriers to use
- Concerns about internet connectivity and broadband access
- Limited access to technology for some

Learner Center

Increasing Student Engagement

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Using Data to Increase Engagement

- Quantitative data
  - Leverage referral sites
  - Take advantage of school cycle

- Qualitative data
  - Prioritize
    » Determine impact and effort
  - Create plan
    » Action step, timeline, task owner, dependencies
  - Have a lessons learned step

Learner Center

Reflections and Considerations

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Closing Reflections

- In what ways can self-guided resources like the LINCS Learner Center help your state's adult learners?
- What surprised you about the users of the Learner Center?

Wrap-Up

Connect With LINCS

- Join the **Community**: https://community.lincs.ed.gov

- Access the **Learning Portal**: http://lincs.ed.gov/courses

- Search the **Resource Collection**: http://lincs.ed.gov/resource-collection

- Explore the **Learner Center**: https://lincs.ed.gov/learner/

- Follow the latest updates: **@LINCS_ED**

- Join our professional group: **LINCS_ED**

- Watch webinar archives and more: **LincsEd**

Questions

https://pixabay.com/illustrations/question-mark-note-duplicate-2110767/

Contact

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LINCS Website: http://lincs.ed.gov/

Thank You!

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