



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

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# Disclaimer

This presentation was produced and funded in whole with Federal funds from the U.S. Department of Education under contract number GS-10F-0112J with the American Institutes for Research (AIR). Carolyn Lampila serves as the Contracting Officer's Representative. The content of this presentation does not necessarily reflect the views or policies of the U.S. Department of Education nor does the mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

A background image of a classroom with several students sitting at desks, focused on their work. The image is overlaid with a semi-transparent blue and green filter. A horizontal bar with a green-to-blue gradient is positioned behind the title text.

# 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

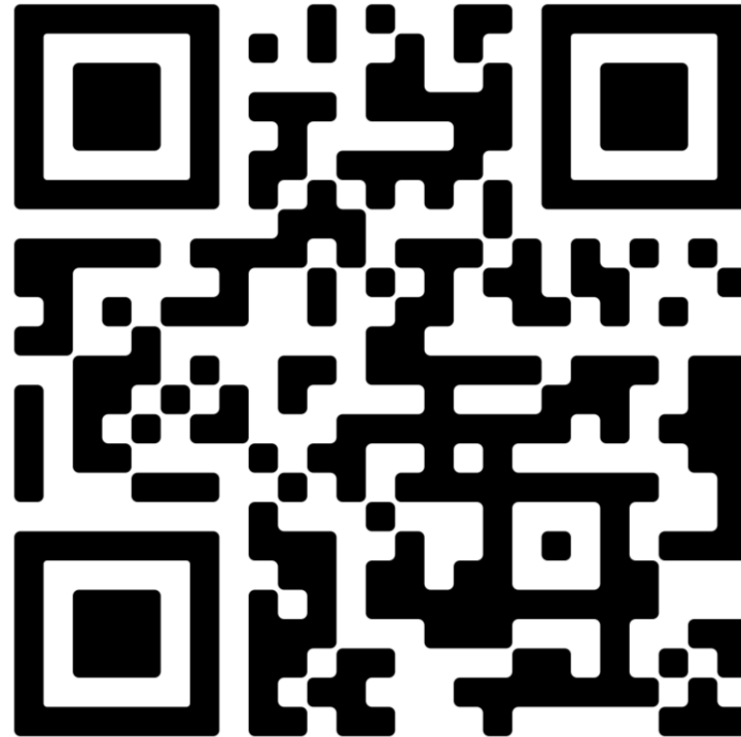
# Rate your familiarity with LINCS.

Fist to Five.

- 5 – Very familiar with LINCS
- 3 – Somewhat familiar with LINCS
- 0 – Not at all familiar with LINCS

# Where do you access LINC'S?

<https://lincs.ed.gov/>



# LINCS Main Page



COMMUNITY, COURSES, AND  
RESOURCES FOR ADULT EDUCATION



[COVID-19 Support for Adult Educators](#)



Through the LINCS **COMMUNITY OF PRACTICE**, self-paced **ONLINE COURSES**, and searchable **RESOURCES**, adult education practitioners nationwide harness the power of collaboration and sharing to improve educational outcomes.

Our **LEARNER CENTER** connects your adult learners to free online resources to reach their life goals.

# 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



# 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

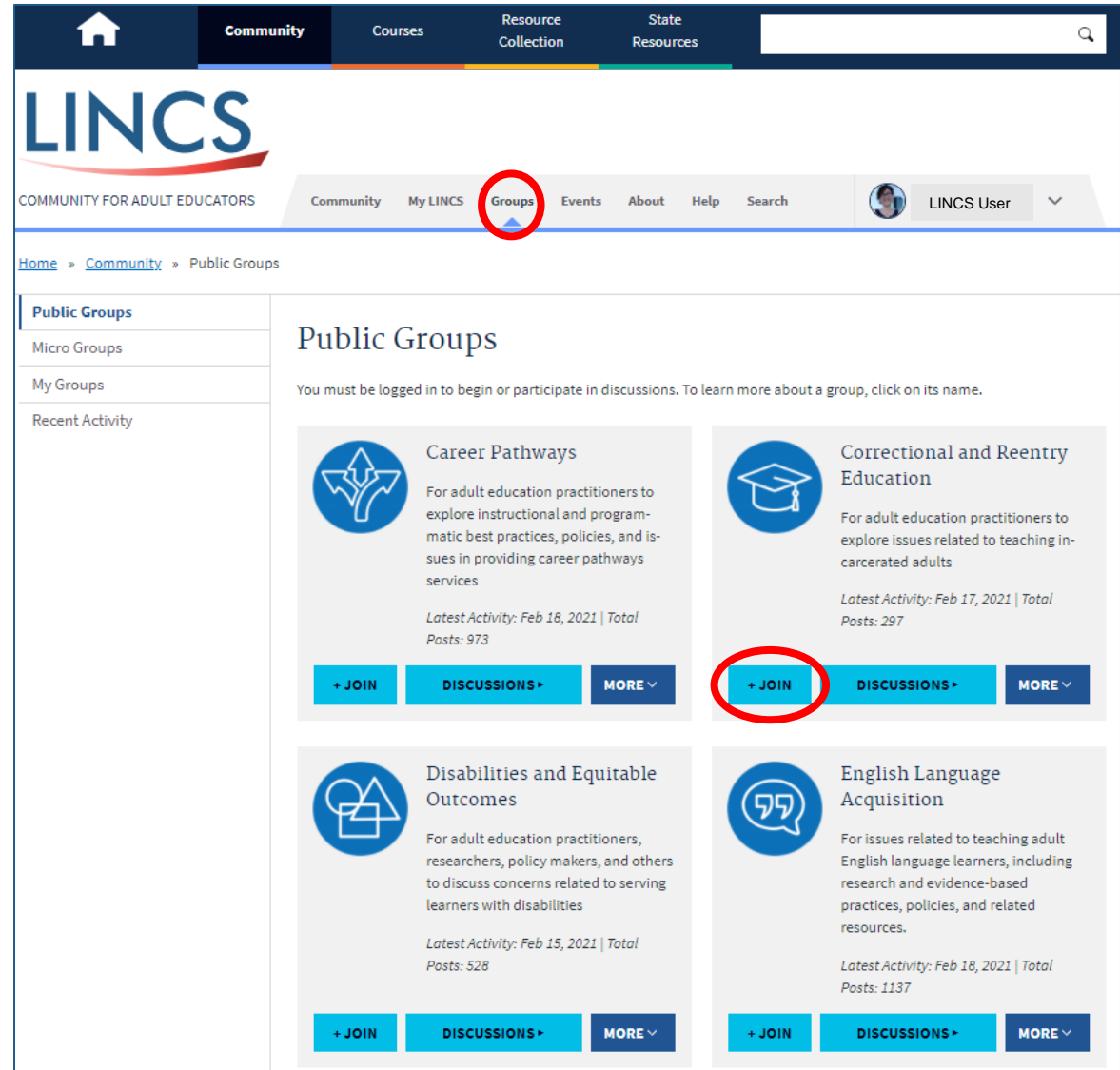


Search by keyword for specific information



Participate in community events

# Join a LINCS Community Group



The screenshot displays the LINCS website's 'Community' section, specifically the 'Public Groups' page. The top navigation bar includes links for 'Community', 'Courses', 'Resource Collection', and 'State Resources'. Below this, a secondary navigation bar features 'Community', 'My LINCS', 'Groups' (highlighted with a red circle), 'Events', 'About', 'Help', and 'Search'. The main content area is titled 'Public Groups' and includes a sub-header 'You must be logged in to begin or participate in discussions. To learn more about a group, click on its name.' Four group cards are visible: 'Career Pathways', 'Correctional and Reentry Education', 'Disabilities and Equitable Outcomes', and 'English Language Acquisition'. Each card provides a brief description, the latest activity date, and the total number of posts. The '+ JOIN' button on the 'Correctional and Reentry Education' card is circled in red. The left sidebar contains links for 'Public Groups', 'Micro Groups', 'My Groups', and 'Recent Activity'.

**Public Groups**

You must be logged in to begin or participate in discussions. To learn more about a group, click on its name.

Group Name	Description	Latest Activity	Total Posts	Join Button
Career Pathways	For adult education practitioners to explore instructional and programmatic best practices, policies, and issues in providing career pathways services	Feb 18, 2021	973	+ JOIN
Correctional and Reentry Education	For adult education practitioners to explore issues related to teaching incarcerated adults	Feb 17, 2021	297	+ JOIN
Disabilities and Equitable Outcomes	For adult education practitioners, researchers, policy makers, and others to discuss concerns related to serving learners with disabilities	Feb 15, 2021	528	+ JOIN
English Language Acquisition	For issues related to teaching adult English language learners, including research and evidence-based practices, policies, and related resources.	Feb 18, 2021	1137	+ JOIN

# Upcoming Community Events

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

Title	Group	Starts
<a href="#">Mental Health Learning Series</a>	<a href="#">Disabilities and Equitable Outcomes</a>	Oct 4, 2022
<a href="#">Lessons from an ESOL Literature Circle: Flash fiction, four skills and fun</a>	<a href="#">English Language Acquisition</a>	Oct 18, 2022
<a href="#">In Conversation with Judith Heumann, Internationally Recognized Disability Rights Advocate</a>	<a href="#">Disabilities and Equitable Outcomes</a>	Oct 18, 2022
<a href="#">Using Infographics to Communicate Learning</a>	<a href="#">Science</a>	Oct 19, 2022
<a href="#">Using Infographics to Communicate Learning</a>	<a href="#">Integrating Technology</a>	Oct 19, 2022
<a href="#">The COVID Pivot: Better Practices in Correctional and Reentry Education</a>	<a href="#">Correctional and Reentry Education</a>	Oct 20, 2022
<a href="#">National Stuttering Day Video and Coffee Break</a>	<a href="#">Disabilities and Equitable Outcomes</a>	Oct 21, 2022
<a href="#">Supporting Veterans through WIOA Programs</a>	<a href="#">Career Pathways</a>	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 background image shows a hand holding a tablet computer. The hand is positioned in the center-left, with the thumb and index finger visible. The tablet is held horizontally. In the background, there are bookshelves filled with books. The lighting is warm and soft, creating a cozy atmosphere. A semi-transparent dark blue rectangle is overlaid on the image, containing the title text.

# **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](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



The background of the slide features a blurred image of a hand holding a tablet computer. The hand is positioned in the center-left, with the tablet held vertically. In the background, a bookshelf filled with books is visible, creating a sense of a library or study environment. The overall color palette is soft, with muted greens, blues, and yellows. A semi-transparent blue rectangle is overlaid on the center of the image, serving as a backdrop for the title text.

# State Resources

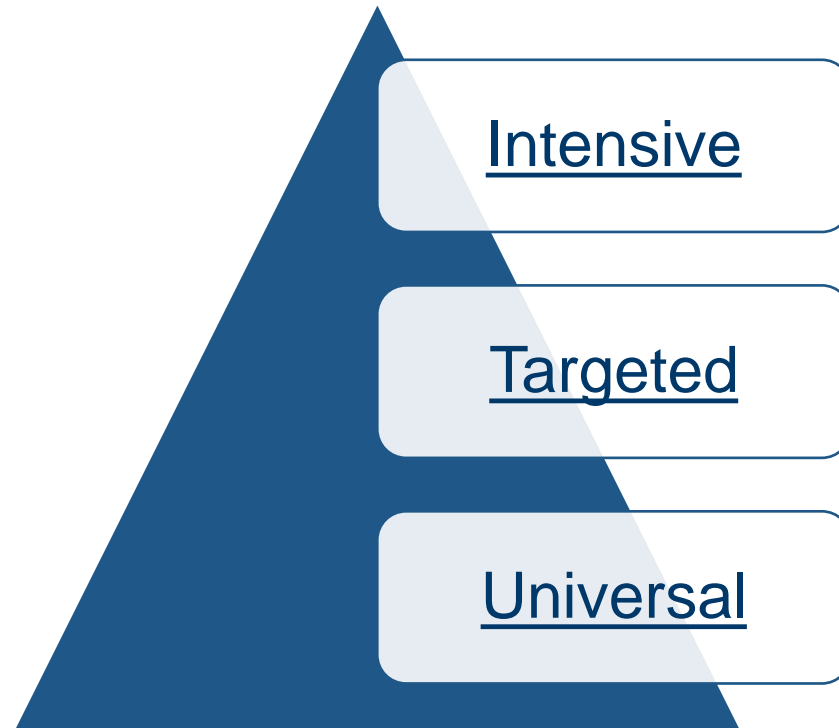
# How does LINCS provide services to states?

- 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



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

# Building States' Capacity by Meeting Them Where They Are



For questions on State TA please email [training@lincs.ed.gov](mailto: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

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 \(YAP\)](#)



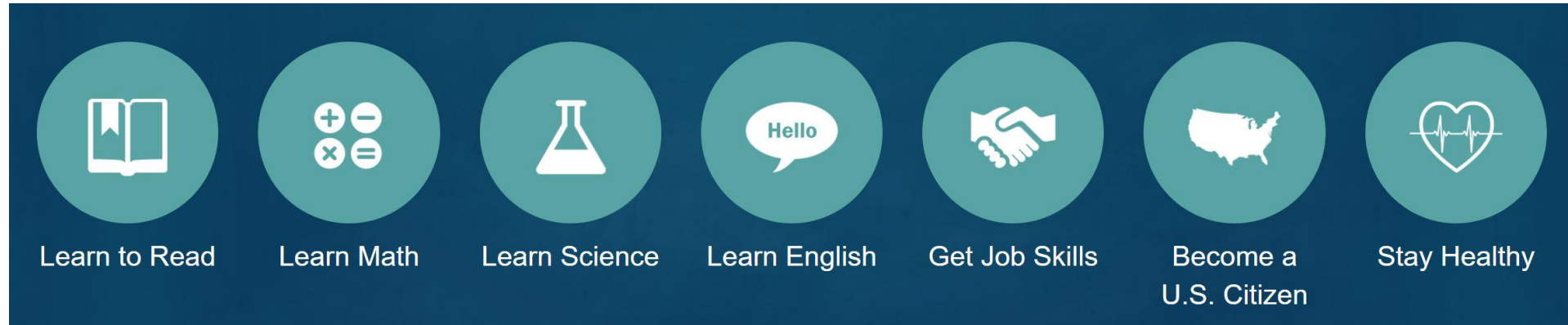
# The LINCS Learner Center

# Turn & Talk

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

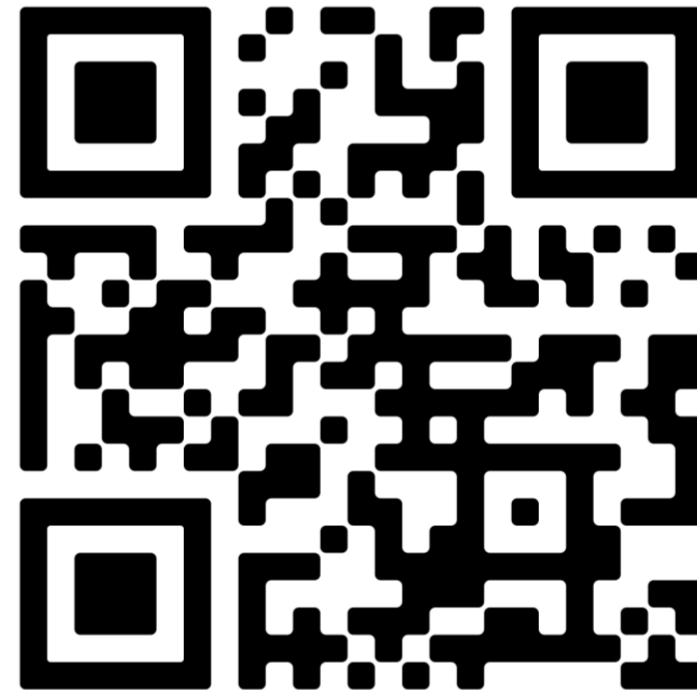


# The Learner Center



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



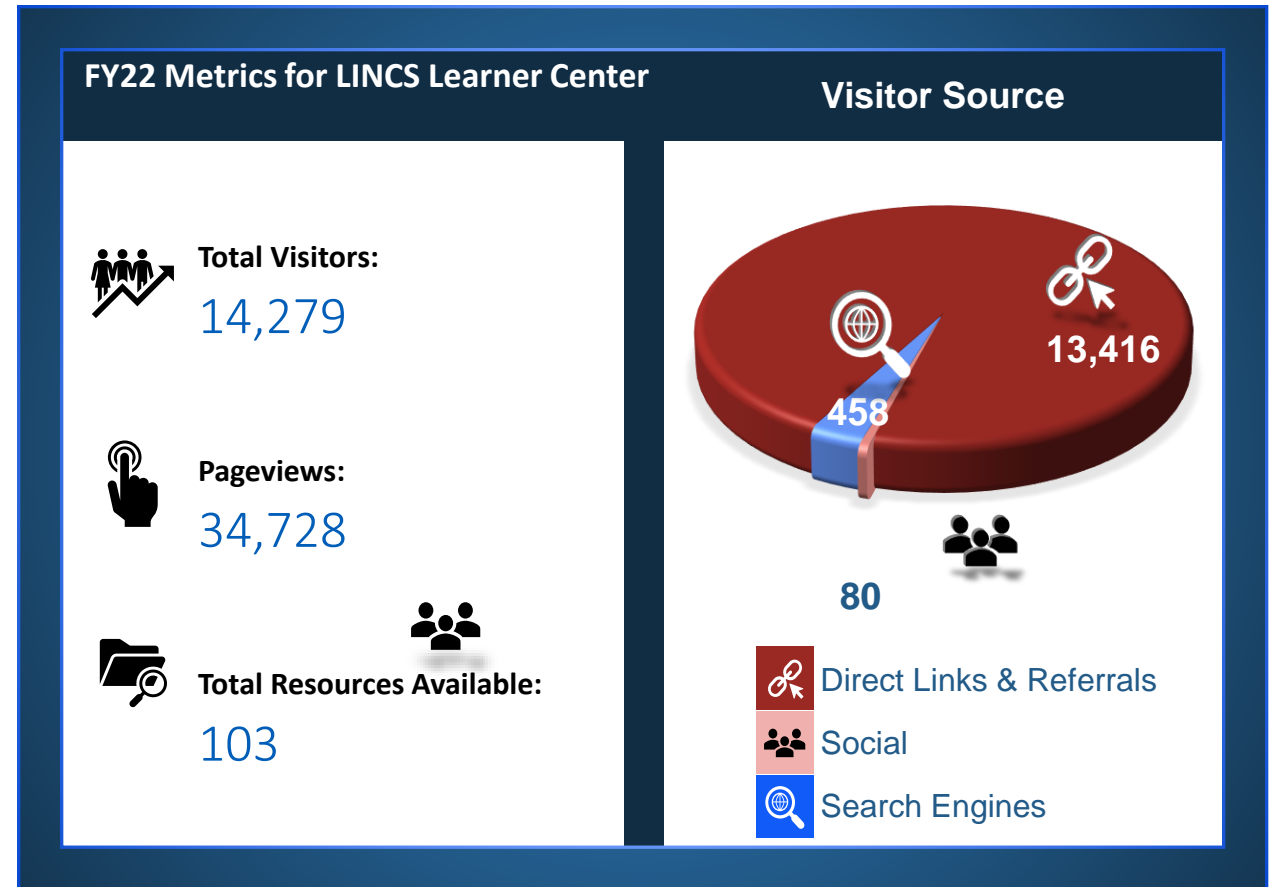
**LINCS**

Literacy Information and Communication System

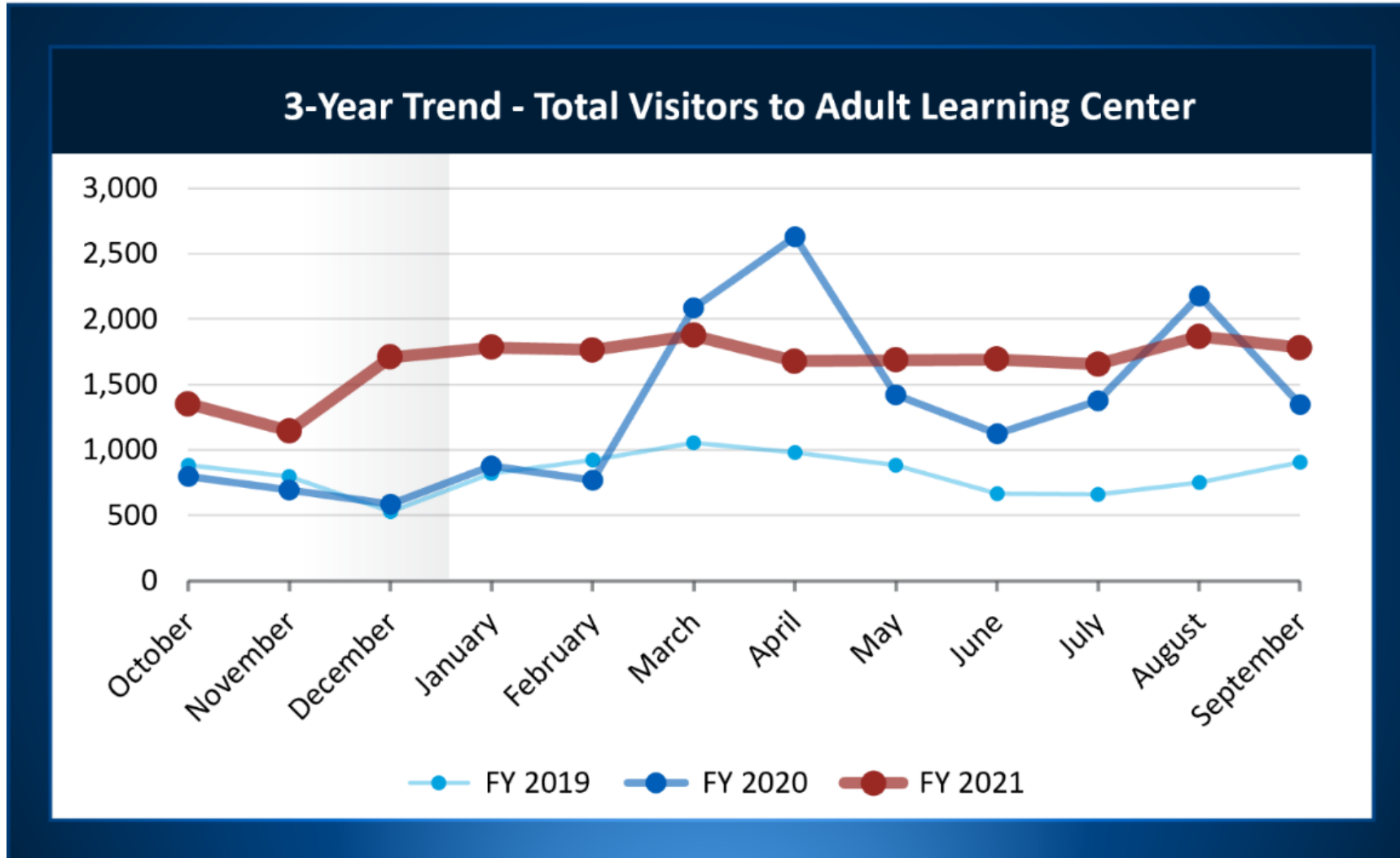
# Learner Center - Users

What do we know about users?

- How many
- How they arrive at the Learner Center
- Where they are located
- Pages visited



# Learner Center - Users



# 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

## LINCS LEARNER CENTER

Search

Home Learn to Read Learn Math Learn Science Learn English Get Job Skills Become a U.S. Citizen Stay Healthy

### Learn to Read

Being able to read well is an important step in advancing your education and getting a job. These resources will help improve your reading skills.

#### Reading Test Vocabulary List

Official list of vocabulary for the English reading portion of the naturalization test.

Word	Definition	Word	Definition
1. Read	to look at and understand	10. Write	to put words on paper
2. Understand	to know the meaning of	11. Read	to look at and understand
3. Word	a single unit of language	12. Write	to put words on paper
4. Read	to look at and understand	13. Read	to look at and understand
5. Write	to put words on paper	14. Write	to put words on paper
6. Understand	to know the meaning of	15. Read	to look at and understand
7. Word	a single unit of language	16. Write	to put words on paper
8. Read	to look at and understand	17. Read	to look at and understand
9. Write	to put words on paper	18. Write	to put words on paper

[Visit Site](#)

U.S. Citizenship and Immigration Service

f t e 444 Favorites

#### Read.gov

Explore free online reading resources.

[Visit Site](#)

Library of Congress



f t e 802 Favorites

#### TV411 Writing

Build your writing skills through video lessons.

[Visit Site](#)

Education Development Center, Inc.



f t e 853 Favorites

#### TV411 Vocabulary

Build your vocabulary through video lessons.

[Visit Site](#)

Education Development Center, Inc.



f t e 852 Favorites

#### TV411 Reading

Improve your reading through video lessons.

[Visit Site](#)

Education Development Center, Inc.



f t e 840 Favorites

#### Library for Adult Learners

Read easy, medium, and harder stories by subject.

[Visit Site](#)


Institute of Education Sciences (IES), U.S. Department of Education; Center for the Study of Adult Literacy, Georgia State University



f t e 979 Favorites

# Reading Resource

[ABOUT](#) [DISCUSSIONS](#) [FOR TEACHERS](#) [CONTACT](#) [REGISTER](#) [SIGN IN](#)

 Tune in to Learning

[Reading](#) [Writing](#) [Vocabulary](#) [Math](#) [Science](#) [Finance](#) [En Español](#)

## Reading

[Understanding What You Read](#) [Studying & Test Prep](#) [Libraries & Books](#)

### UNDERSTANDING WHAT YOU READ



#### Video: Summarizing

A cop on the beat demonstrates the art of summarizing.



#### Video: A Poet's Life

Poet Jimmy Baca shares his learning journey and the strength he has gained along the way.



#### Video: Campaign Promises

A voter explains how to read a campaign poster with a critical eye.



### WEB LESSONS

[Science in the News](#)[Scanning for Specifics](#)[Reading the Fine Print](#)[Reading Medicine Labels](#)[Reading Charts and Graphs](#)[Parts of a Newspaper](#)[Using Context Clues](#)[Truth in Advertising](#)[Summarizing](#)[Strategies for Better Reading](#)

# 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%)
<b>Washington</b>	<b>15 (1.72%)</b>	<b>6 (4.07%)</b>
Illinois	10 (2.8%)	7 (3.39%)
<b>Connecticut</b>	<b>23 (1.19%)</b>	<b>8 (3.34%)</b>
<b>Pennsylvania</b>	<b>12 (2.77%)</b>	<b>9 (3.13%)</b>
<b>Maryland</b>	<b>11 (2.78%)</b>	<b>10 (2.83%)</b>

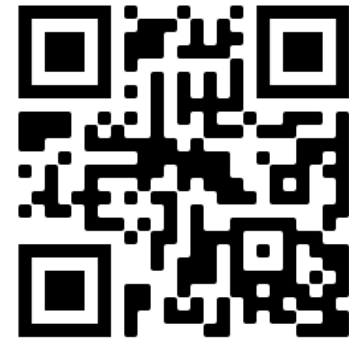
# Learner Center – State Data (Fewest Visitors)

- 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/](https://lincs.ed.gov/learner/)



# Focus Groups

## Qualitative Data



Literacy Information and Communication System

# 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
<b>VA</b>	Newport News Adult Education Program	Strengthen Get Job Skills
<b>MN</b>	Rochester Public Schools ESL	Enhance Learner Center look, feel, and navigation
<b>MA</b>	El Centro, Catholic Charities Boston	Expand Become a US Citizen
<b>AZ</b>	Coconino Community College ESL	Grow Learn English
<b>CA</b>	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



**LINCS**

Literacy Information and Communication System

The LINCS Project is under contract with the American Institutes for Research with funding from the U.S. Department of Education, Office of Career, Technical, and Adult Education, under Contract No. GS-10F-0112J. The opinions expressed herein do not necessarily represent the positions or policies of the U.S. Department of Education, and no official endorsement should be inferred.

# 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



**LINCS**

Literacy Information and Communication System

# 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!**