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

Cherise G. Moore, Ph.D., AIR
Edith R. Westfall, D.Sc., CALCO Consulting Group
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.
Welcome & Introductions
Meet the Presenters

Cherise Moore, Ph.D.
American Institutes for Research
LINCS Project Director
cmoore@air.org

Edith Westfall, D.Sc.
CALCO Consulting Group
LINCS Learner Center Task Lead
ewestfall@calcocg.com
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 LINCS?

https://lincs.ed.gov/
LINCS Main Page

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.
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

<table>
<thead>
<tr>
<th>LINCS COMPONENT</th>
<th>INSTRUCTORS</th>
<th>PROGRAM ADMINISTRATORS</th>
<th>STATE STAFF</th>
<th>ADULT LEARNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Learning Portal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Resource Collection</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>State Resources</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Learner Center</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
The LINCS Community

Community
What is the LINCS Community?

- 18,000+ registered members
- 11 topical groups (13)
- Dedicated subject-matter expert moderators
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](https://community.lincs.ed.gov/events)

<table>
<thead>
<tr>
<th>Title</th>
<th>Group</th>
<th>Starts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health Learning Series</td>
<td>Disabilities and Equitable Outcomes</td>
<td>Oct 4, 2022</td>
</tr>
<tr>
<td>Lessons from an ESOL Literature Circle: Flash fiction, four skills and fun</td>
<td>English Language Acquisition</td>
<td>Oct 18, 2022</td>
</tr>
<tr>
<td>In Conversation with Judith Heumann, Internationally Recognized Disability Rights Advocate</td>
<td>Disabilities and Equitable Outcomes</td>
<td>Oct 18, 2022</td>
</tr>
<tr>
<td>Using Infographics to Communicate Learning</td>
<td>Science</td>
<td>Oct 19, 2022</td>
</tr>
<tr>
<td>Using Infographics to Communicate Learning</td>
<td>Integrating Technology</td>
<td>Oct 19, 2022</td>
</tr>
<tr>
<td>National Stuttering Day Video and Coffee Break</td>
<td>Disabilities and Equitable Outcomes</td>
<td>Oct 21, 2022</td>
</tr>
<tr>
<td>Supporting Veterans through WIOA Programs</td>
<td>Career Pathways</td>
<td>Oct 31, 2022</td>
</tr>
</tbody>
</table>
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
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)
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
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
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
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 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
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

Visitor Source

- Total Visitors: 14,279
- Pageviews: 34,728
- Total Resources Available: 103

- Direct Links & Referrals: 13,416
- Social: 458
- Search Engines: 80
Learner Center - Users

3-Year Trend - Total Visitors to Adult Learning Center

FY 2019  FY 2020  FY 2021

October  November  December  January  February  March  April  May  June  July  August  September
<table>
<thead>
<tr>
<th>Learner Center Goals</th>
<th>Total pageviews FY21</th>
<th>Total pageviews FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn to Read (11)</td>
<td>15,500</td>
<td>9,613</td>
</tr>
<tr>
<td>Learn Math (11)</td>
<td>1,193</td>
<td>956</td>
</tr>
<tr>
<td>Learn Science (27)</td>
<td>555</td>
<td>468</td>
</tr>
<tr>
<td>Learn English (11)</td>
<td>4,073</td>
<td>7,348</td>
</tr>
<tr>
<td>Get Job Skills (30)</td>
<td>2,468</td>
<td>2,397</td>
</tr>
<tr>
<td>Become a U.S. Citizen (23)</td>
<td>2,503</td>
<td>746</td>
</tr>
<tr>
<td>Stay Healthy (10)</td>
<td>457</td>
<td>314</td>
</tr>
</tbody>
</table>
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.
Visit Site ▷
U.S. Citizenship and Immigration Service

**TV411 Vocabulary**
Build your vocabulary through video lessons.
Visit Site ▷
Education Development Center, Inc.

**TV411 Reading**
Improve your reading through video lessons.
Visit Site ▷
Education Development Center, Inc.

**Read.gov**
Explore free online reading resources.
Visit Site ▷
Library of Congress

**TV411 Writing**
Build your writing skills through video lessons.
Visit Site ▷
Education Development Center, Inc.

**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
Reading Resource

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.
Learner Center – State Data (Most Visitors)

Top 5 states (FY21, FY22)

- California
- Florida
- Texas
- New York
- Virginia

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

Qualitative Data
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

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

Contact

Cherise Moore, PhD
LINCS Project Director
cmoore@air.org

Edith Westfall
LINCS Learner Center Task Lead
ewestfall@calcocg.com

LINCS Website:  http://lincs.ed.gov/
Thank You!