

# COABE



COALITION ON ADULT BASIC EDUCATION

# President's Welcome

Jody Angelone, COABE President





**“COABE Connects”** Presented By: Regina Suitt and Sharon Bonney





# ADULT EDUCATION & FAMILY LITERACY WEEK

SEPTEMBER 19-23, 2022

BROUGHT TO YOU IN PARTNERSHIP WITH:



## COLLECTIVE IMPACT



#AEFLWeek2022 #EducateAndElevate #AdultEducation



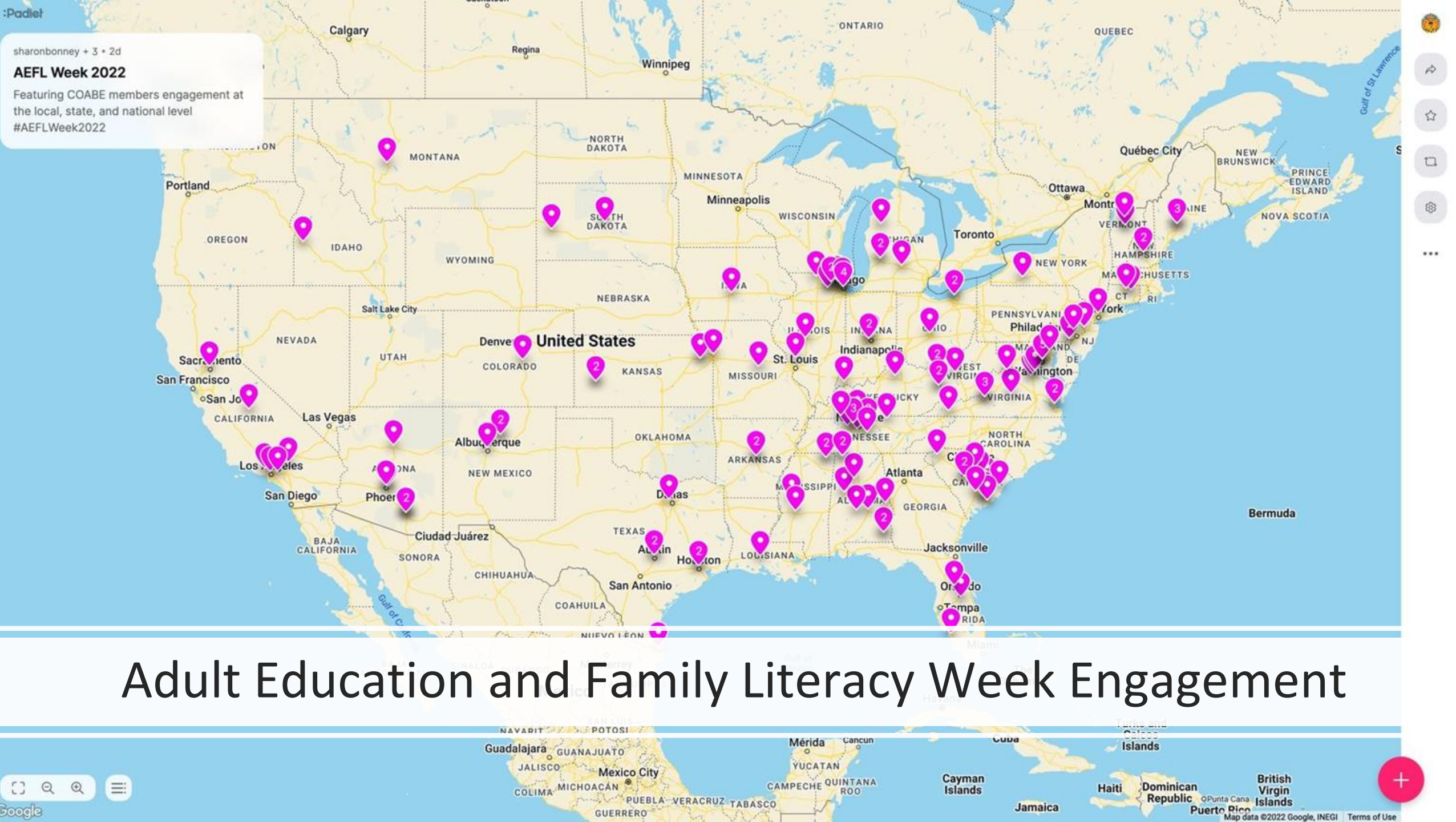
Continue to share your photos, videos, press releases, and legislative visits | [media@coabe.org](mailto:media@coabe.org)



sharonbonney + 3 • 2d

**AEFL Week 2022**

Featuring COABE members engagement at the local, state, and national level  
#AEFLWeek2022



# Adult Education and Family Literacy Week Engagement



# Triumvirate of State Leadership

- Proclamations
- Legislative Champions
- Legislative Meetings



# City and State Proclamations 2021-2022



Year		Mayoral Proclamations	Gubernatorial Proclamations
2022	(52 Total)	31	21 (4 more in progress)
2021	(17 Total)	8	9



# AEFL Week Collective Impact

- Social Media
  - 564,795 impressions
- Eblasts
  - 52,985 opens
- Programming:
  - 1,365 viewers
- Op Eds
  - 14
- Radio Opportunities
  - 5
- Television Opportunities:
  - 6





# COABE Command Center 2022

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# Survey Responses

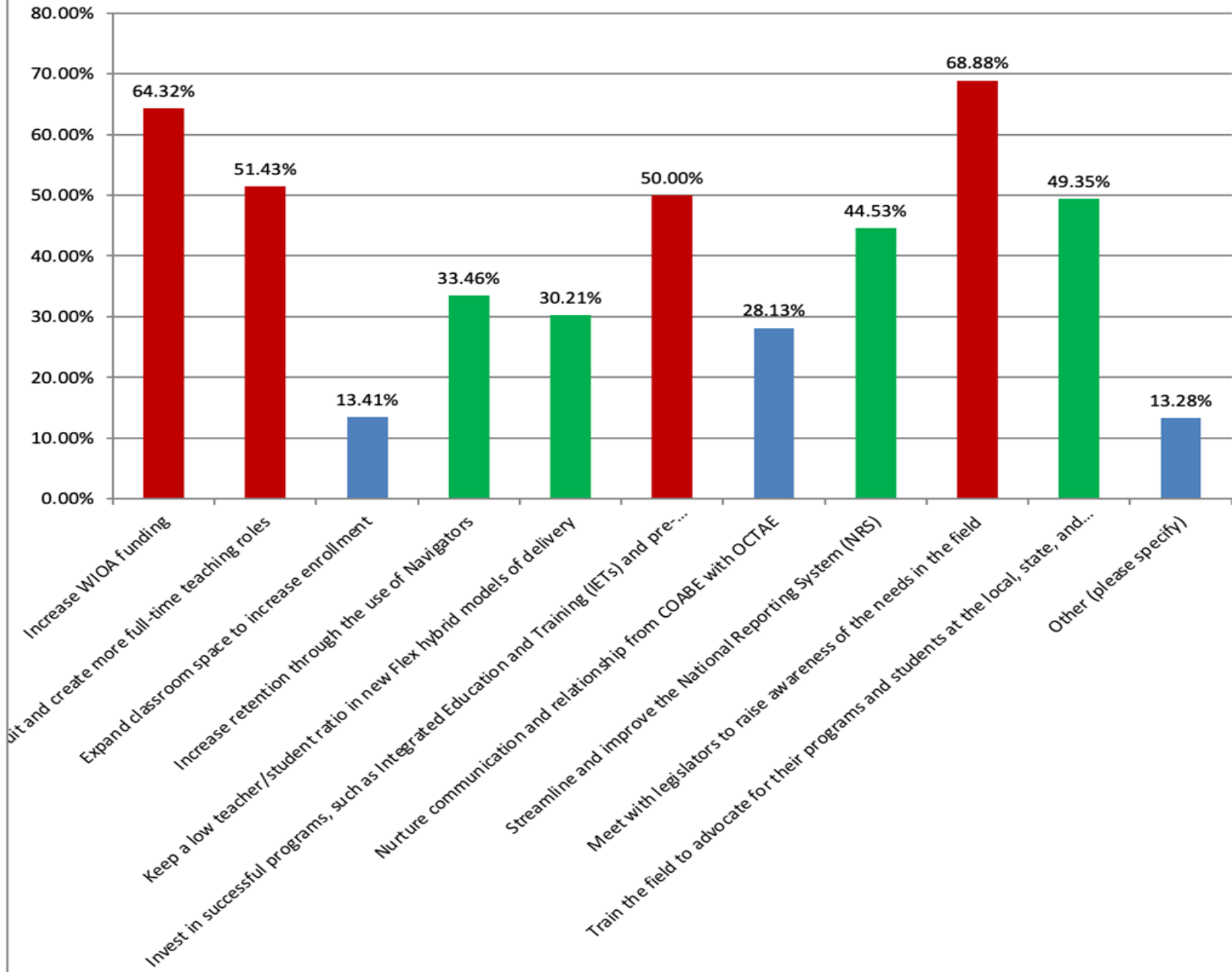
Employers  
Perceptions of  
the HSE

NRS Assessments





Please indicate all areas you want COABE to lead advocacy efforts.



# Public Policy Survey

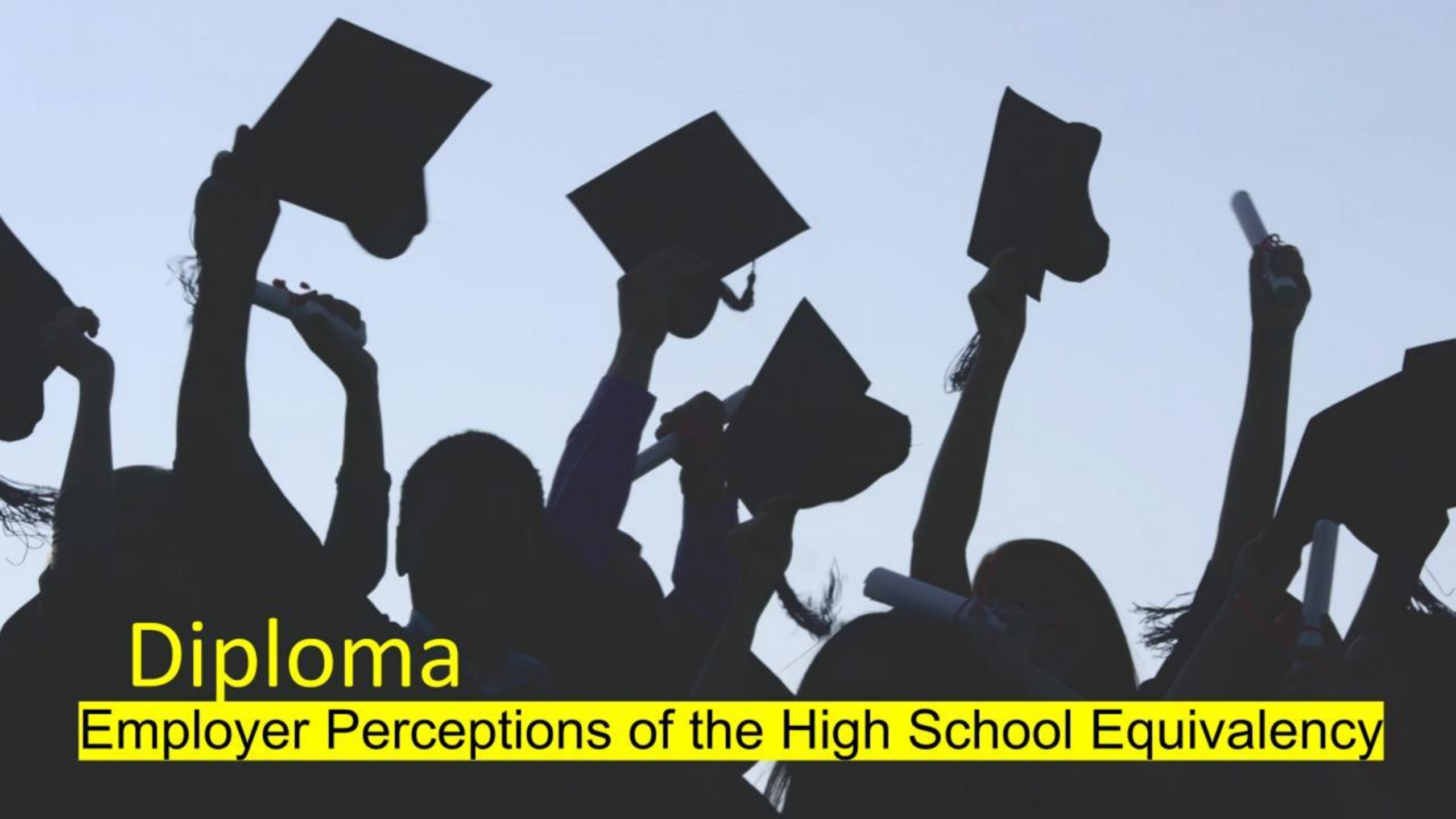
## Top Priorities

Meet with legislators to raise awareness of the needs of the field: **68.88%**

Increase WIOA Funding: **64.32%**

Recruit and create more full time teaching roles: **51.43%**

Invest in successful programs, such as IETs and Preapprenticeships: **50%**

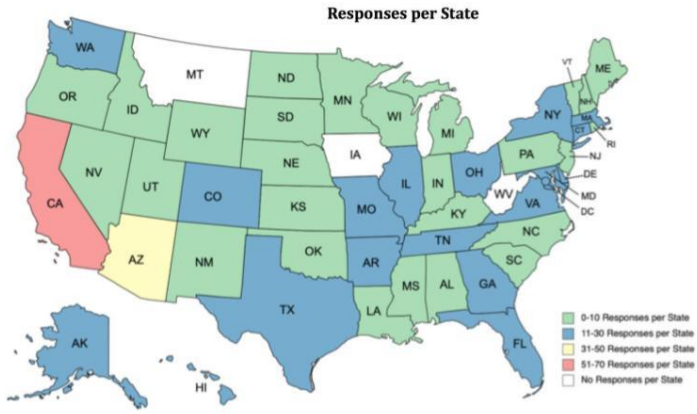


# Diploma

Employer Perceptions of the High School Equivalency

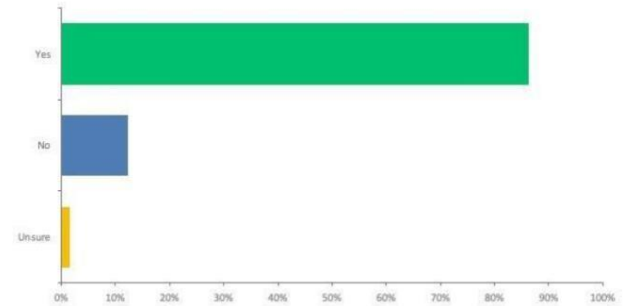


## Employer Participation



Diploma Requirements  
**86%**

Q3: Does your business have requirements for a high school diploma for any of your hires?



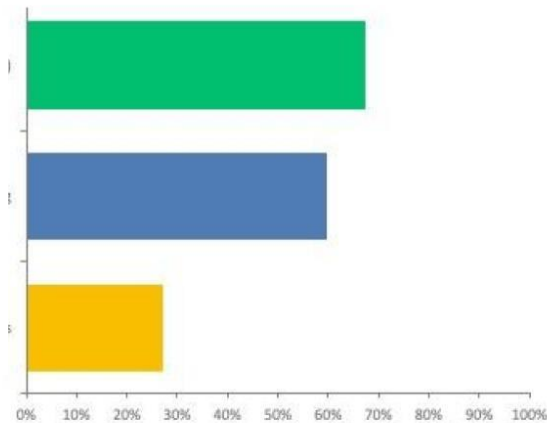
86% of the survey respondents have a hiring requirement of a diploma which included high school diploma, high school equivalency (GED, HiSET, NEDP etc.)

## Skills That Matter To Employers

Soft Skills: 67%

Industry Recognized  
Credential: 60%

Digital Literacy Skills: 27%



## Focus For the Future

**618** focus group

**754** respondents



# Value of Assessment

- Standards that are rigorous and defensible
- Accountable to performance objectives
- Heart of WIOA

## End Result:

- Quality programming
- Quantifiable results
- Equal playing field

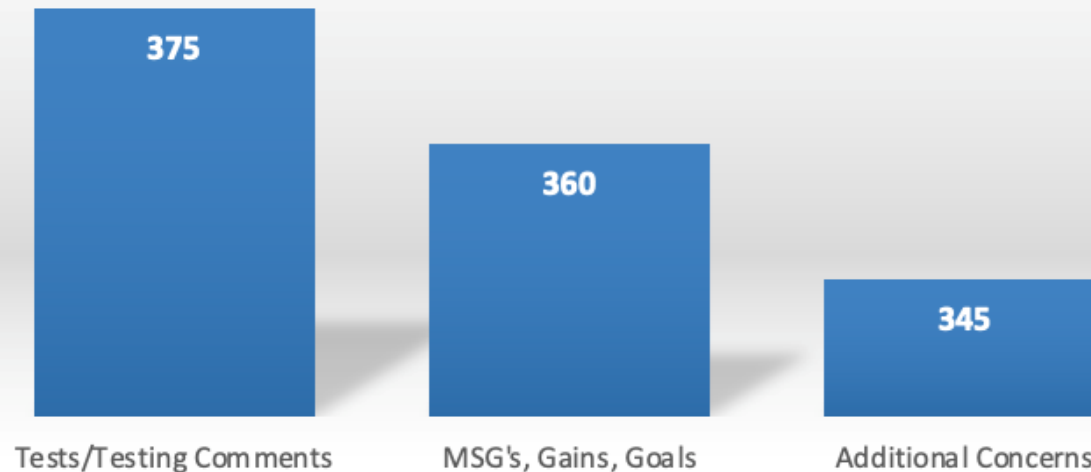




# NRS Assessments



## NRS Assessment Survey Results Responses



- Comments (1,080 unique responses)
  - Available upon request
- Themes
  - Digital Skills
  - Interim Goals
  - More than one MSG



## NRS Assessments: What's Next?

- WIOA Reauthorization provides the opportunity for potential pilot
  - 3-5 innovative states
  - 5-10 local programs

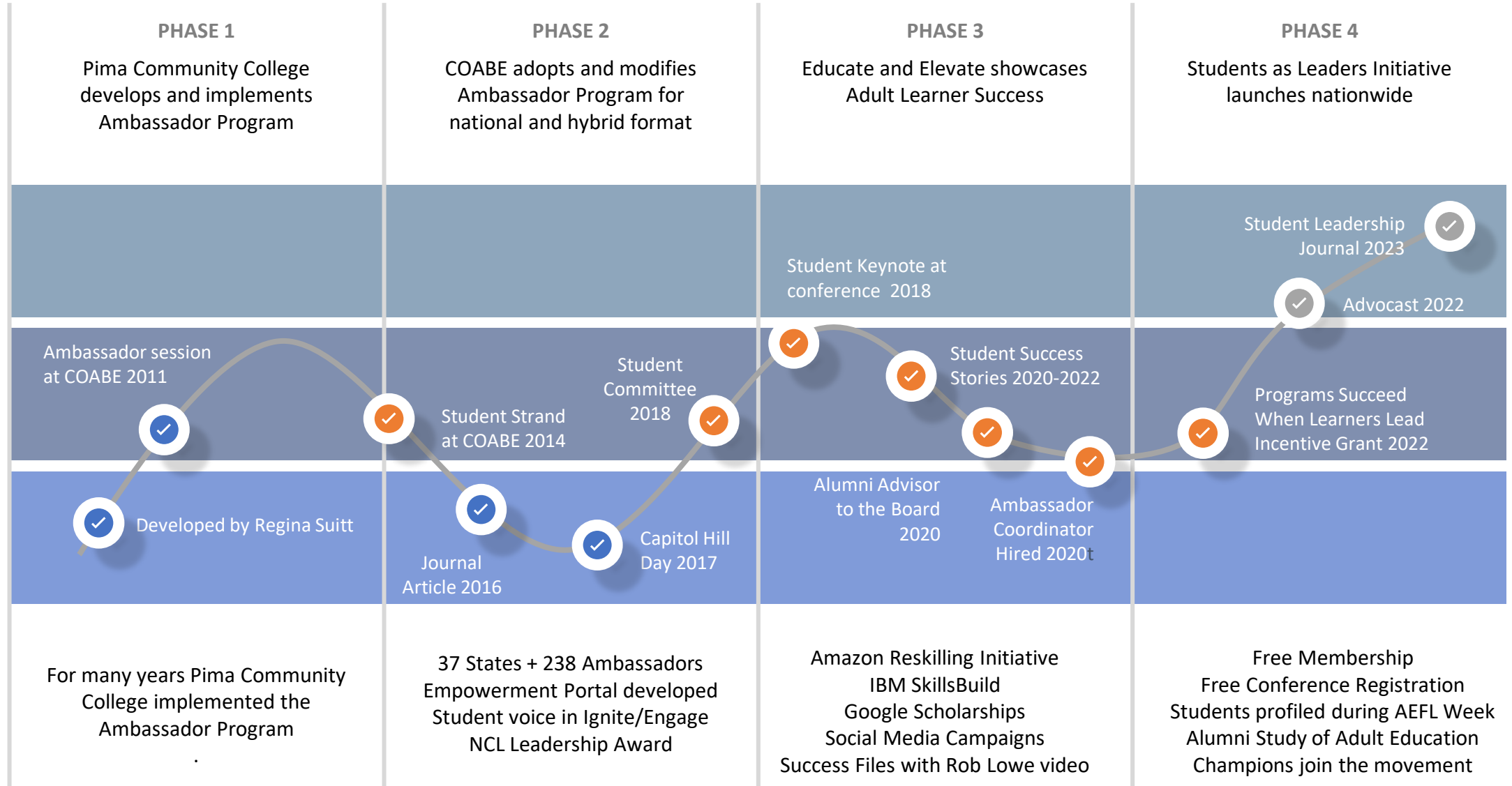




## Students as Leaders

- Ambassadors
- Members
- Advocates

# COABE's Students as Leaders Initiative







COABE  
COUNCIL ON ADULT BASIC EDUCATION

# ONLINE ENTREPRENEURSHIP INSTITUTE

FOR ADULT EDUCATORS & SERVICE PROVIDERS

# SALI

STATE ASSOCIATION   
LEADERSHIP INSTITUTE

POWERED BY COABE IN PARTNERSHIP WITH:



- \_ vision
- \_ infrastructure
- \_ funding
- \_ capacity building
- \_ leadership
- \_ professional development



# SALI

## STATE ASSOCIATION LEADERSHIP INSTITUTE

POWERED BY COABE IN PARTNERSHIP  
WITH ESSENTIAL EDUCATION

**COABE**  
COALITION ON ADULT BASIC EDUCATION

 essentialeducation



- 40 States represented
  - Multiple states without state associations
  - Multiple state associations with limited resources

# Awareness Campaigns






# Educate and Elevate's Impact

- 427,368 Connections with Legislators since 2017
- 148M views of Success Files with Rob Lowe video
- Revised national and state data sheets
- Student success stories
- Ongoing social media
- Toolkit and training for state leaders

78% OF OUR ADULT LEARNERS  
ARE PEOPLE OF COLOR.  
**ADULT EDUCATION  
INCREASES RACIAL EQUITY**

# Funding Year over Year: \$374 to \$583 per adult learner

Career, Technical, and Adult Education	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021
Adult Education State Grants	\$581,955	\$581,955	\$616,955	\$641,955	\$656,955	\$674,955
Change from last Fiscal Year (FY)		\$0	+\$35,000	+\$25,000	+\$15,000	+\$18,000



# Move Ahead with Adult Ed's Impact

- Toolkit and training for practitioners to market their program online
- Leveraging Google Ads
  - Over 5M Advertisement views
  - Over 360 clicks on the MAWAE map per day
    - Estimate more than 200,000 learners have found programs through this campaign



# Testimonial



In the Monroe County Schools Adult Education Program, we joined the campaign during the first week of October, and I have found the tools to be extremely helpful in advocating our program. I used the press release template, had it sent to all of our local media outlets, and posted it on my own Facebook page and other groups I belong to. I use the campaign logo in my email signature and on all print and electronic pieces we distribute.

I joined the campaign for several reasons. First, I currently do the marketing myself: website, Facebook posts, printed pieces, email blasts, etc. But I am not a professional marketer by any means. I found these tools easy to use and gave me ideas I wouldn't have had otherwise. Secondly, I saw this initiative as an opportunity to create the image that our program belongs to something "larger." That is, it makes it clear that we belong to a nationwide effort to help adults affected in any way by COVID-19 find new education, training, and employment opportunities. Thirdly, it calls to people's attention that during this pandemic, we are serving adults using a variety of instructional platforms: distance learning, in-person learning, and hybrid learning. And we're using those platforms throughout a variety of services: high school diploma and equivalency, English language learning, industry-recognized certifications, workforce education initiatives.

As a result, I think this initiative has helped us in only the first few weeks. We have increased our media exposure, as one of our local newspapers picked up the story and is going to run with it. Also, we have seen only a 15% decrease in enrollments over this time last year, as compared to the 42% statewide decrease. Measurable skill gains, down 8% statewide compared to October 2019, are up 5% in our program. We had a local company contact us to begin a new workforce education initiative.

So, I encourage all of our programs to join me in the #MoveAheadwithAdultEd campaign, and let's move our state ahead....together!

Robert D. Moore, Director of Adult Education





# Workforce Talent to Keep You **Competitive**

Through high impact partnerships with industry, our network of adult and career technical education providers ensure that companies have the workforce talent now and in the future to keep them competitive



## Behind Every Employer's Impact

- Leading voices engaged in the Behind Every Employer podcast
- Over 500 local programs “on the map”, wanting to work with employers
- Clicks to the map daily
- Behind Every Employer Incentive Grant

# Initiatives



**DIVERSITY  
EQUITY &  
INCLUSION**

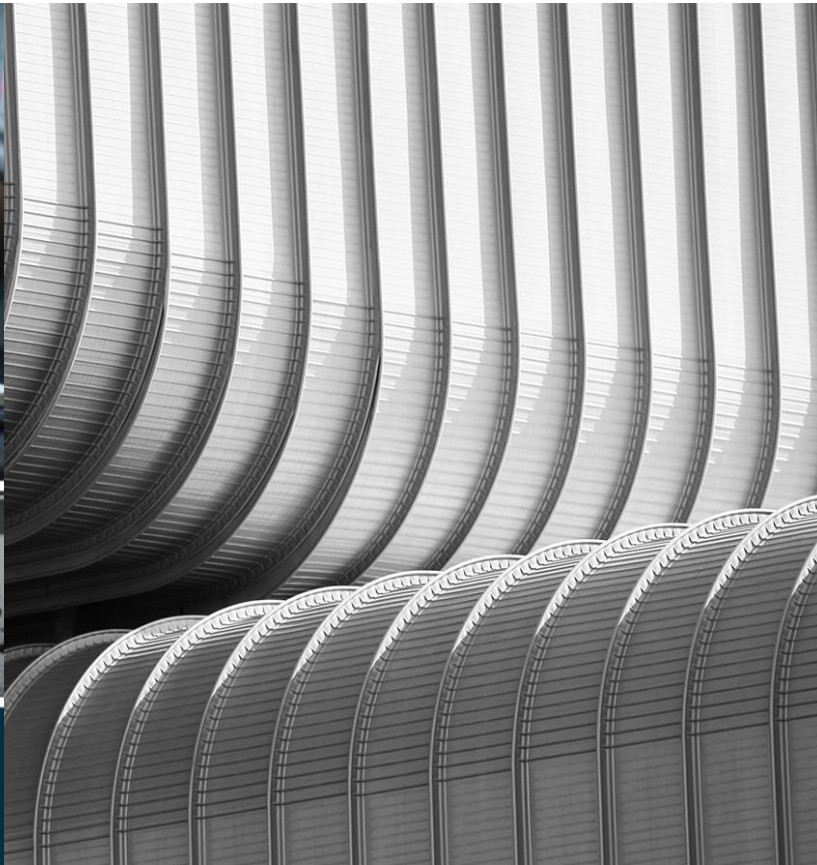
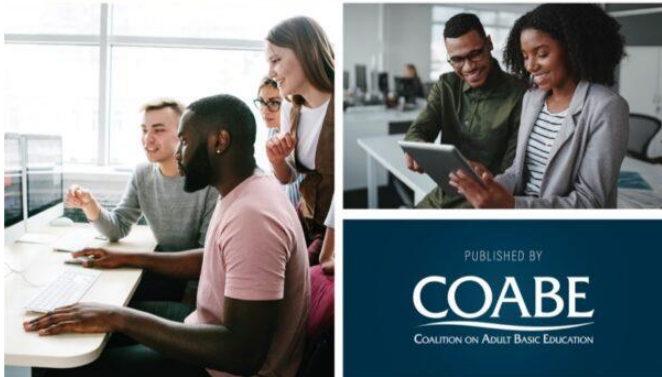
**VIRTUAL SYMPOSIUM | JUNE 8, 2022**

Hosted and Sponsored by COABE & GOOGLE



**IBM SkillsBuild**





# Digital Equity Act

Digital strand at our national conference for 9 years	DEI Symposium with digital equity component
Digital Equity and Technology edition of the COABE Journal	DEA meeting at National Governors Association
Partnership with OCTAE Ed Tech, webinar for all on 10/27	Partnership with NSC, webinar to state leaders on 10/14 (49 states attended)
Strong advocacy for adult ed to be included in DEA	





State leaders,  
bring your state!

**COABE NATIONAL CONFERENCE / APRIL 2-5, 2023 / ATLANTA, GA**