President’s Welcome

Jody Angelone, COABE President
“COABE Connects” Presented By: Regina Suitt and Sharon Bonney
COLLECTIVE IMPACT

#AEFLWeek2022 #EducateAndElevate #AdultEducation

Continue to share your photos, videos, press releases, and legislative visits | media@coabe.org
Adult Education and Family Literacy Week Engagement
Triumvirate of State Leadership

• Proclamations
• Legislative Champions
• Legislative Meetings
## City and State Proclamations 2021-2022

<table>
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<tr>
<th>Year</th>
<th>Mayoral Proclamations</th>
<th>Gubernatorial Proclamations</th>
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<tbody>
<tr>
<td>2022</td>
<td>(52 Total)</td>
<td>31</td>
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<tr>
<td>2021</td>
<td>(17 Total)</td>
<td>8</td>
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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
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
Soft Skills: 67%
Industry Recognized Credential: 60%
Digital Literacy Skills: 27%

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

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

- 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

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<th>PHASE 1</th>
<th>PHASE 2</th>
<th>PHASE 3</th>
<th>PHASE 4</th>
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<tbody>
<tr>
<td>Pima Community College develops and implements Ambassador Program</td>
<td>COABE adopts and modifies Ambassador Program for national and hybrid format</td>
<td>Educate and Elevate showcases Adult Learner Success</td>
<td>Students as Leaders Initiative launches nationwide</td>
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**For many years Pima Community College implemented the Ambassador Program.**

**Ambassador session at COABE 2011**

**Student Strand at COABE 2014**

**Student Committee 2018**

**Student Success Stories 2020-2022**

**Alumni Advisor to the Board 2020**

**Ambassador Coordinator Hired 2020**

**Programs Succeed When Learners Lead Incentive Grant 2022**

**Student Leadership Journal 2023**

**Advocast 2022**

**Developed by Regina Suits**

**Journal Article 2016**

**Capitol Hill Day 2017**

**Student Keynote at conference 2018**

**Student Success Files with Rob Lowe video**

**Free Membership**

**Free Conference Registration**

Students profiled during AEFL Week

Alumni Study of Adult Education

Champions join the movement

**37 States + 238 Ambassadors**

Empowerment Portal developed Student voice in Ignite/Engage NCL Leadership Award

Amazon Reskilling Initiative IBM SkillsBuild Google Scholarships Social Media Campaigns

Success Files with Rob Lowe video

**Incentive Grant 2022**

**Advocast 2022**

**Free Membership**

**Free Conference Registration**

Students profiled during AEFL Week

Alumni Study of Adult Education

Champions join the movement
ONLINE ENTREPRENEURSHIP INSTITUTE FOR ADULT EDUCATORS & SERVICE PROVIDERS
• 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
Funding Year over Year: $374 to $583 per adult learner

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<tr>
<td>Adult Education State Grants</td>
<td>$581,955</td>
<td>$581,955</td>
<td>$616,955</td>
<td>$641,955</td>
<td>$656,955</td>
<td>$674,955</td>
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<tr>
<td>Change from last Fiscal Year (FY)</td>
<td>$0</td>
<td>+$35,000</td>
<td>+$25,000</td>
<td>+$15,000</td>
<td>+$18,000</td>
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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 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 my 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 help 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
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

Google
IBM SkillsBuild
Amazon
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!