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National Council of State
Directors of Adult Education



National Campaign Kickoff Webinar
Demonstrate Value - Tell our Story

Welcome! Meet our Leadership

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Tom Nash, Board President, COABE

Kaye Sharbono, President-Elect, COABE

Beverly Smith, Chair, NCSDAE

Reecie Stagnolia, Chair Elect, NCSDAE

Sharon Bonney, Executive Director, COABE

Pat Tyler, Executive Director, NCSDAE



National Council of State Directors of Adult Education

COABE
COALITION ON ADULT BASIC EDUCATION



Outreach Efforts to Date

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- **April 2016:** 57 visits with legislators & staff
- **September 2016:** 92 visits with legislators & staff
- **April 2017:** 88 visits with legislators & staff, plus senior leadership meeting with Education Secretary DeVos
- **3 Webinars:** prepare state leaders for Hill visits
- **1 Webinar:** working with Trump Administration
- **1,500 registrants & 4.9 out of 5 star rating**



Meet our Communications Partner

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full capacity marketing, inc.
elevate your brand

- Celina Shands, M.S. - CEO/Founder
- Maryanne Conlin, MBA - Sr. Brand Director
- Ivan Freaner, B.S. - Creative Director



Communications Team

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Chris Binnix, App and Social Media Coordinator

Rob Lawrence, Website Designer

Michelle Chiles, Office Manager

Christine Heinrich, Project Coordinator



Housekeeping

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Chat Real Time: Chat with peers and presenters

Ask Questions: Type your questions in the Q & A box

Raise Your Hand: Let us know you are present



Webinar Agenda

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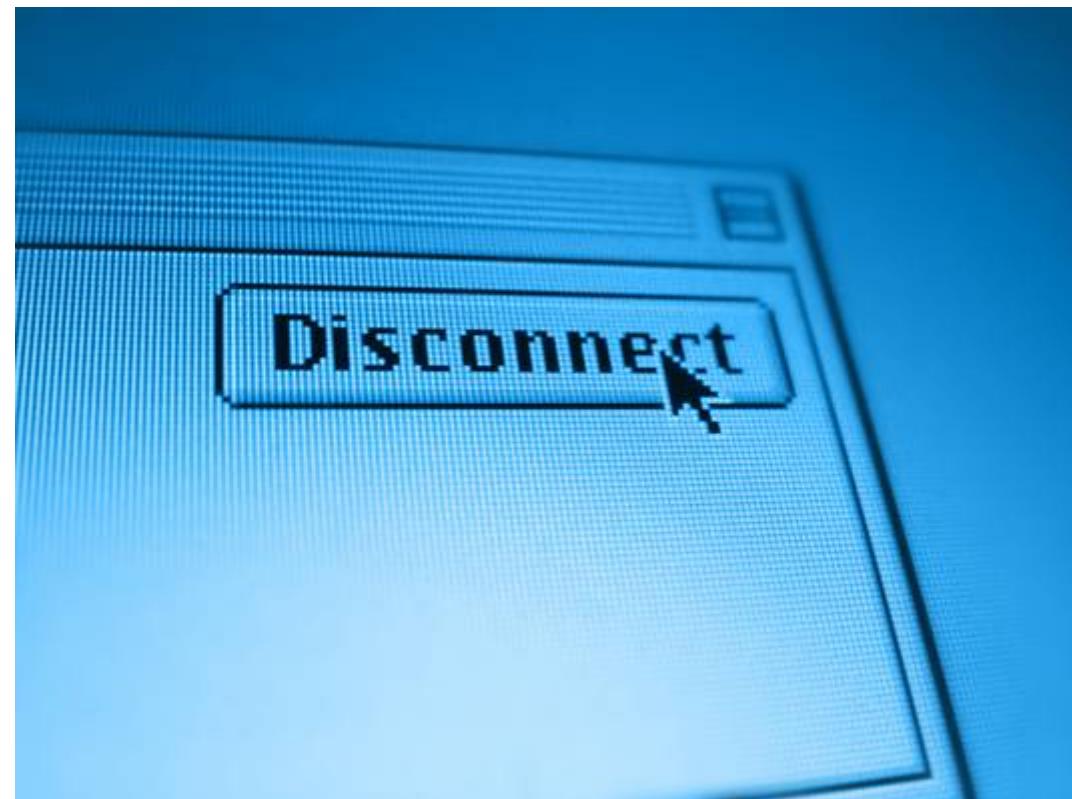
- Why a national campaign now?
- Campaign Elements & Toolkit
- Benefits for Participation
- Future Webinar Topics
- The Learning Forum
- Next Steps



National Campaign: Why Now?

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- Budget Cuts
- Lack of Understanding
- Diminished Value



Participation Benefits

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- **Engagement** of local, state & federal officials
- Build **momentum** for funding
- Increase community **awareness** of depth & breadth of your programs
- Highlight your unique **brand**
- **National recognition** for your state efforts and local programs
- **Award Recognition**: COABE 2018 Conference
- Build **organizational capacity** for outreach and storytelling



Why Collective Storytelling?

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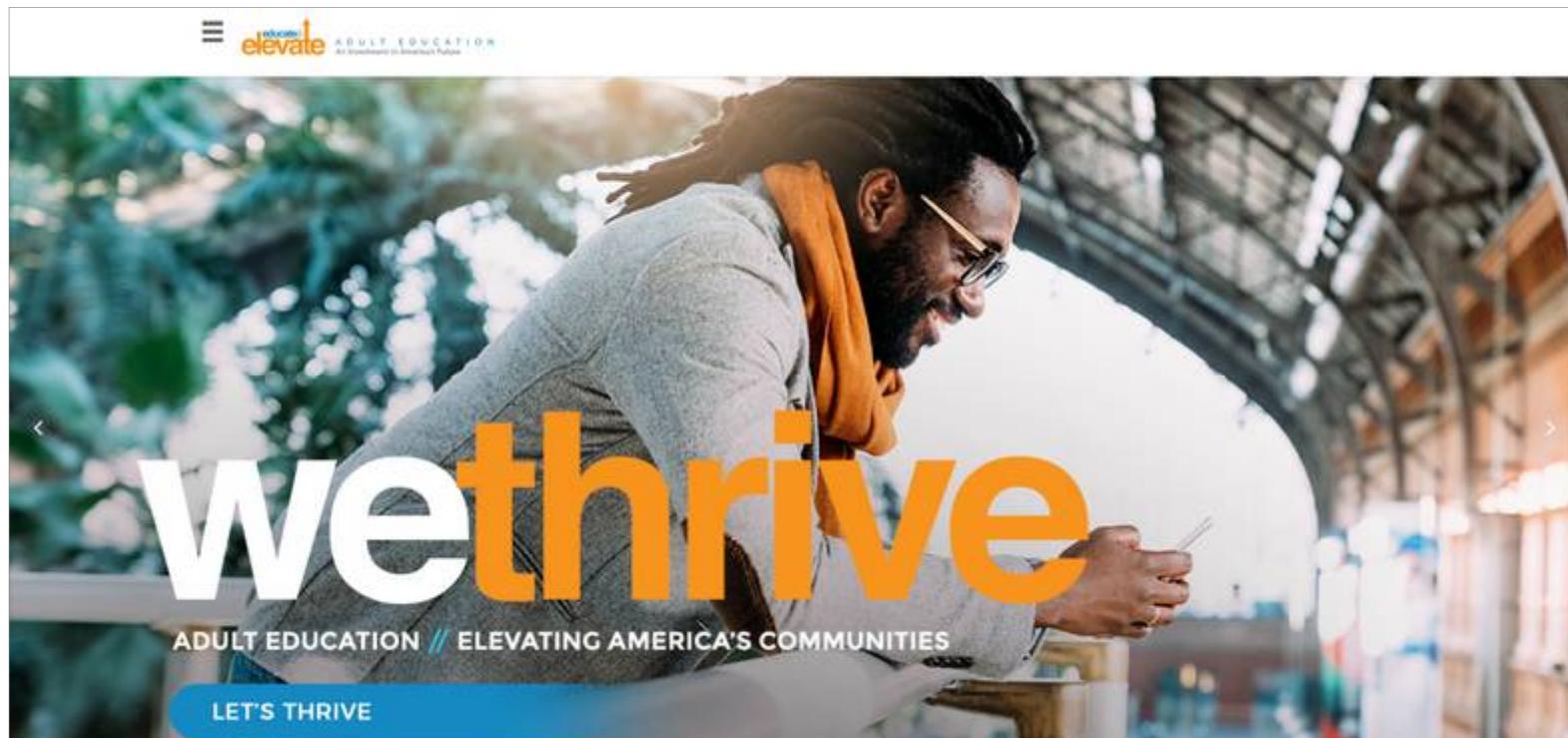


<https://www.youtube.com/watch?v=q1a7tiA1Qzo&feature=youtu.be>



Campaign Elements: Web Tour

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Campaign Elements: Toolkit Tour

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The image shows a diverse group of 15 people of various ages and ethnicities, including men and women, standing together and smiling against a white background. The group is diverse in terms of ethnicity, age, and style of dress, representing a wide range of individuals.

Campaign Outreach Toolkit



Success Stories

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Amanda Kline

ADULT LEARNER



THE CHALLENGE

Due to a variety of circumstances, I became a single parent working low paying jobs and barely managing, even after obtaining government school diploma and had no higher education. There are not many options at this point for elevating yourself except to work at obtaining a job and outlook on life.

THE SOLUTION

I first came to HCC in 2015 and started with their online GED® study course. This was easiest for me since I could do it from home. After pursuing higher education, I decided on the CMAA certification, certified medical administrative assistant. This is a noncredit program for busy adults. I signed up for this course and started immediately. After obtaining my GED® credential and completing my CMAA program I am happy to say that I am currently working at Upper Chesapeake Hospital. This is where I hope to land my first job and continue up the line of promotion thru higher education.

THE OUTCOME

I am also looking forward to showing my daughter a stronger, more independent role model. None of this would be possible without the Harford Community College. Without them there would be no hope for everyone who finds themselves without proper education later in life. Education is the key!

Zenaida Garcia

ADULT LEARNER



THE CHALLENGE

When Zenaida first came to Genesis Center, she didn't know she had a gift. A talented writer, with a natural sense of rhythm and an imagination without ever hearing anyone say, "You are intelligent," or "You are a good writer." But she is.

Through her writing, one discovers that there is quite a bit of depth to this woman—wisdom wrought from painful matters of having survived abuse.

THE SOLUTION

Thanks to the flexible structure of the ESOL program for College and Career Readiness at Genesis Center, which affords the Learning Facilitator the opportunity to work with Zenaida on her writing, Zenaida has become a published author.



Success Story Submission Form

A Success Story is a narrative that shares the challenge(s), solution(s), and outcome(s) of a student or employer.



Fields marked with an * are required.
Information About You & Your Organization

First Name *

Last Name *



Innovations

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Tarrant County College

TEXAS



THE CHALLENGE

One challenge that the **Tarrant County College District** has experienced is our High School Equivalency/GED® graduates and our English as a Second Language (ESL) completers were falling through the cracks as they attempted to move from the Community and Industry Education to the undergraduate side of the college. We discovered they were applying to be fully admitted in college but not enrolling. The students were getting overwhelmed with taking the next step. One challenge that the Tarrant County College District has experienced is our High School Equivalency/GED® graduates and our English as a Second Language (ESL) completers were falling through the cracks as they attempted to move from the Community and Industry Education to the undergraduate side of the college. We discovered they were applying to be fully admitted in college but not enrolling. The students were getting overwhelmed with taking the next step.

THE SOLUTION

As a solution, the Adult Basic Education College Transitions courses were developed by the Tarrant County College Workforce Services staff. Originally developed in 2012 and located at the TCC Opportunity Center, the courses are now offered on multiple TCC campuses on a rotating basis. The target population for these courses is a combination of recent HSE/GED® completers and advanced ESL students. Topics include but are not limited to: motivation, information about degree and certificate programs, time management tips, campus tours, and guest speakers. College Readiness Academic Advisors work closely with the students and ABE professors to co-teach the courses and assist students with the college admissions process.

THE OUTCOME

As a result of this multi-campus team effort, our students are completing the college admissions process in greater numbers. Our students have obtained Forklift Certifications, completed the Call Center Training Program, and enrolled in the Office Careers Program as well as numerous degree-seeking programs.



Build Capacity – Webinar Series

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News Media Outreach

Date: July 5, 2017

Time: 2:00 p.m. EDT

Working with Legislators

Date: July 12, 2017

Time: 11:30 a.m. EDT

Hosting a Special Event

Date: July, 19, 2017

Time: 2:00 p.m. EDT

Social Media Strategies

Date: July 26, 2017

Time: 2:00 p.m. EDT



Learning Forum

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COABE

Adult Educator Resources

Essential Education

Register Now!

Log in

Home

Browse

Contribute

COABE

Learning Forum

Need Help?

Search

Q

A free resource for all adult educators.

Find lesson plans, videos, apps, conference presentations and Professional Development Resources.

Discussion Posts

Peer-to-Peer Learning

Apply the Toolkit &
Share Successes

Get your Questions
Answered

<https://adultedresource.coabe.org/>



Go to Learning Forum
<https://adultedresource.coabe.org/>

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