



An Investment in  
**America's future**



**COABE**  
COUNCIL ON ADULT BASIC EDUCATION

 National Council of State  
Directors of Adult Education

**National Webinar**  
Informing & Educating Legislators about Adult Education

# Today's Webinar Leadership

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**Sharon Bonney**, Executive Director, COABE

**Reecie Stagnolia**, Chair, NCSDAE

**Alex Harris**, Policy Chair, NCSDAE

**Polly Smith**, Policy Chair, COABE

**Pat Tyler**, Executive Director, NCSDAE

**Kaye Sharbono**, President, COABE

**Regina Suitt**, Student Engagement Chair, COABE

**Kristin Hempel**, Associate Director of Adult Program, EASTCONN, Willimantic, CT

**Gene Sofer**, Director of Government Relations, COABE



National Council of State Directors of Adult Education



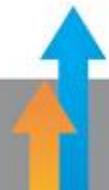
# Meet our Communications Partner

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full capacity marketing, inc.  
*elevate your brand*

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



# Housekeeping

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**Chat Real Time:** Chat with peers and presenters

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

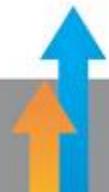
**Raise Your Hand:** Let us know you are present



# Top 5 Reasons to Participate

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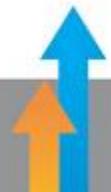
1. Access Tools to Build your Organization's Brand
2. Get your Organization Recognized Locally, Statewide & Nationally
3. Build the Capacity of your Organization to Effectively Communicate
4. Engage your Community & the News Media with your Mission
5. Save our Funding!



# Webinar Topics

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- Advocacy Outreach Goals
- Strategies to Participate
- Overview of Toolkit Items & Technology
- Briefing Approaches
- DeVos Briefing Updates
- Next Steps & Learning Forum TA



## 3 Outreach Goals

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1. Create processes for a concerted, collective effort to reach local, state and federal officials & our communities.
2. Inform & educate officials about the relevancy of adult education through data, stories, innovations & key message points.
3. Make specific asks to support funding adult education.



# Events to Leverage / Timeframe

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1. Summer Recess (August 5<sup>th</sup> – Labor Day)
2. National Adult Education & Family Literacy Week (September 24 – 30, 2017)
3. Capitol Hill Visit (Last week September)



Audience Type	Engagement Methods	Toolkit Item	Timeframe for Engagement
<p>Local Elected Officials:            Mayors            County Executives            City Council</p>	<p>Host a Local Event            Ask for Local Proclamation            Mail &amp; eMail Support Letters            Mail Postcards            eMail and Share Video            Develop Tailored Presentation            Conduct 1-1 Briefings            Social Media Strategies</p>	<p><a href="#">Webinar #4: Planning an Event</a>            Sample Proclamation AEFL Week &amp; Sample Proclamation 2 General  <a href="#">Editable Postcards</a>  <a href="#">Editable Posters</a> or <a href="#">Rally Signs</a>  <a href="#">Sample Support Letter</a>            Technology Tools: <a href="#">Automatic Support Emails</a>            Technology Tool: <a href="#">Schedule a Briefing</a>  <a href="#">Talking Points</a>  <a href="#">Campaign Fact Sheet</a>  <a href="#">Campaign Video</a>  <a href="#">Media Advisory Template</a>            Press Kit: <a href="#">Press Release Template</a>  <a href="#">Webinar #5: Social Media Strategies Facebook Townhall Function/Ads</a>  <a href="#">Adult Learner Stories</a>, <a href="#">Employer Stories</a>, <a href="#">Adult Education Innovations</a>            Local Data/Results: See <a href="#">National Fact Sheet as Example</a>  <a href="#">PowerPoint Template for Presentations</a></p>	<p>August – September 2017</p>
<p>State Elected Officials:            Governors            State Legislators            Committee Chairs            (Education/Jobs)</p>	<p>Coordinated Visits            Ask for State Proclamation            Mail &amp; eMail Support Letters            Mail Postcards            eMail and Share Video            Develop Tailored Presentation            Conduct 1-1 Briefings            Social Media Strategies</p>	<p>Sample Proclamation AEFL Week &amp; Sample Proclamation 2 General  <a href="#">Editable Postcards</a>  <a href="#">Sample Support Letter</a>            Technology Tools: <a href="#">Automatic Support Emails</a>            Technology Tool: <a href="#">Schedule a Briefing</a>  <a href="#">Talking Points</a>  <a href="#">Campaign Fact Sheet</a>  <a href="#">Campaign Video</a>            Op-Eds &amp; Columns; Guest Blogs  <a href="#">Press Release Template</a>  <a href="#">Webinar #5: Social Media Strategies Facebook Townhall Function/Ads</a>  <a href="#">Adult Learner Stories</a>, <a href="#">Employer Stories</a>, <a href="#">Adult Education Innovations</a>            State Data/Results: See <a href="#">National Fact Sheet as Example</a>  <a href="#">PowerPoint Template for Presentations</a></p>	<p>August – September 2017</p>
<p>Federal Officials:            U.S. Senators            U.S. Representatives            Committee Chairs            (Education/Jobs)</p>	<p>Coordinated Visits            Mail &amp; eMail Support Letters            Mail Postcards            eMail and Share Video            Develop Tailored Presentation            Conduct 1-1 Briefings            Social Media Strategies</p>	<p>Op-Eds in National Publications  <a href="#">Editable Postcards</a>  <a href="#">Sample Support Letter</a>            Technology Tools: <a href="#">Automatic Support Emails</a>            Technology Tool: <a href="#">Schedule a Briefing</a>  <a href="#">Talking Points</a>  <a href="#">Campaign Fact Sheet</a>  <a href="#">Campaign Video</a>  <a href="#">Webinar #5: Social Media Strategies Facebook Townhall Function/Ads</a>  <a href="#">Adult Learner Stories</a>, <a href="#">Employer Stories</a>, <a href="#">Adult Education Innovations</a></p>	<p>Last Week in September 2017</p>

# Event Planning: Webinar #4

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## **REGISTER: Webinar: Hosting a Special Event**

Date: July, 19, 2017

Time: 2:00 p.m. EDT

### **Topics**

- ✓ Approaches & Types of Events
- ✓ Success Story Speakers
- ✓ Proclamation Presentation
- ✓ Employer Endorsements
- ✓ Sponsors
- ✓ Media Engagement
- ✓ Planning Checklist



# Locating your Legislators

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1. Database for Local, State & Federal Officials: <https://www.usa.gov/elected-officials>
2. Local: <https://www.usa.gov/local-governments>
3. State: [https://openstates.org/find\\_your\\_legislator/](https://openstates.org/find_your_legislator/)
4. Federal:  
U.S. Senators: [https://www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](https://www.senate.gov/general/contact_information/senators_cfm.cfm)  
U.S. House of Reps: <http://www.house.gov/representatives/>



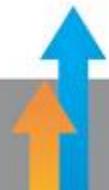
# Proclamation Types

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## Why Proclamations are Effective

Depending on the timing of your outreach, use...

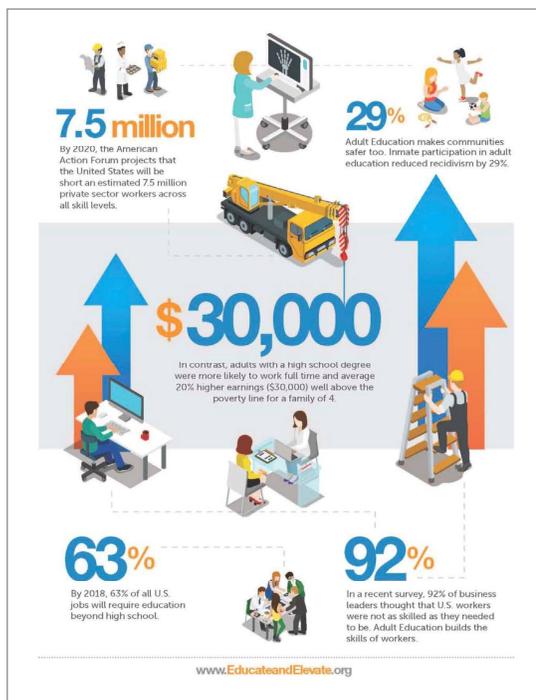
- **Sample #1:** Leverages the Timing of National Adult Education & Family Literacy Week (End of September)
- **Sample #2:** General Proclamation for Educate & Elevate (Anytime)



# Editable Support Letters

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- Key Messages
- Calls to Action
- Stories
- Data Points



Your Name  
Address  
City, State and Zip Code

Insert Date

The Honorable [insert representative's name]  
Street or PO Box  
City, State, Zip Code  
Insert date

Dear [insert name] [zip code locator found here <http://www.house.gov/htbin/findrep> for House Reps] and here for Senators: [https://www.senate.gov/reference/reference\\_index\\_subjects/Directories\\_vrd.htm](https://www.senate.gov/reference/reference_index_subjects/Directories_vrd.htm) ]

As a proud member of the Educate & Elevate campaign, I am writing to you to ask you to support Adult Education, an investment in America's future. We urge you to fund Adult Education at the \$649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014.

In our community and across the nation, we are part of the 55,000+ adult educators focused on building the skill sets of all potential workers so that businesses in America have a competitive workforce to innovate and thrive.

Through Adult Education in high schools and adult schools, community colleges and community centers, these low cost, high value programs upgrade the skill set of millions of eager American workers.

Meet [insert Name of Adult Learner -- one of your success stories]

Insert Story

The proposed 2018 budget cuts that currently support Adult Education will impact millions of people like [insert name of your adult learner], and the business community upon which we depend to keep America's competitive position in the global economy.

[Insert own optional text about how adult education helped a business in your area]

Learn more about how Adult Education elevates career and college readiness at [EducateandElevate.org](http://EducateandElevate.org).

Thank you for your time and considering my request for your support.

Sincerely,  
[insert your name]

[Insert campaign infographic on the back side of your letter]



# Editable Postcards

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- Take completed postcards to class & share with students for signature
- Mail to local, state & federal officials
- Share completed postcards with family members & friends to sign & mail



# eMail Quick Fires

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**educate@elevate**  
ADULT EDUCATION

Together we represent the adult education system of nearly 55,000 leaders, administrators, and educators preparing adults to succeed in a global culture and economy.

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<http://cqrcengage.com/coabe/home?0>

  
INVEST IN ADULT EDUCATION

1800 477-6644

To take action, please fill out your information in the form below.

Compose Message(s)

Message 1 - Make Message, Status, Favorites, Repeat History, Search Mail

Message Subject:

Send (Placeholder)

\*\* Your Message

Enter a number of adult education programs to fund for each education program.

Program Funding:

Benefits:

\*\* Your Name:

Contact Email:

Recipients:



# Track Appointments

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**COABE Capitol Hill Day April 26, 2017**

Thanks for participating in this event. Use this form to tell us about appointments you have scheduled.

**Prefix**  
Select.. ▾

**First\***  **Last\***

**Email\***

**Address\***

**City\***

**State\*** Select.. ▾ **ZIP\***  **ZIP + 4**

**Phone**  **Fax**

Remember Me! ([what's this?](#))

powered by [CQ Roll Call](#) ©2017

Modifications for this tool are underway!

Ability to track both Federal & State  
Outreach efforts.



# Success Stories – Innovations - Data

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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 the job and outlook on life.

### THE SOLUTION

I first came to HCC in 2015 and started with their online CEDS study course. This was easiest for me since I could do it from home. After passing higher education, I decided on the CMAA certification, certified medical administrative assistant. This is a noncredit program for busy adults. I for this course and started immediately. After obtaining my CEDS credential and completing my CMAA program I am happy to say that I am 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 adult 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 imagistic 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 freedom to tailor lessons to



## 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 \*

55,000 Educators = 55,000 Stories!



# Incorporating Data Points

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- The Need
- The Challenge
- The Results

## Data Storytelling



<http://educateandelevate.org/campaign-tools/>



# Examples: Presenting Data

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KENTUCKY ADULT EDUCATION

## SKILLS PROFILE

CREDENTIALS • COLLEGE • CAREER

**Who we are ...**

Kentucky Adult Education (KYAE) Skills U is a unit of the Council on Postsecondary Education. We provide free adult education services in each of Kentucky's 120 counties.

**VISION:** Kentuckians will experience a higher standard of living and quality of life through increased educational attainment.

**MISSION:** To prepare adult students to succeed in a global culture and economy by delivering a world-class education.

**What we do ...**

**We provide ...**

- Academic instruction aligned to college- and career-readiness standards
- Preparation and coaching for next steps (i.e., college and career)

**... for ...**

- Individuals without a high school diploma
- Individuals with a high school diploma with emergent needs
- English language learners (ELL) (literacy and civics)
- Individuals participating in integrated education and training
- Individuals in corrections facilities

**... to help them prepare for ...**

- GED® high school equivalency test
- Postsecondary education and training
- National Career Readiness and Kentucky Essential Skills Certificates (NCRC, KESK)
- Employment

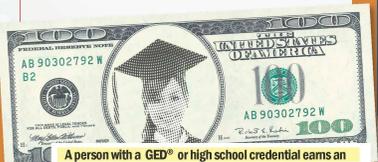
**Why we do it ...**

Low-skilled adults are:

- 2x** more likely to be unemployed
- 3x** as likely to be in poverty
- 4x** as likely to be in poor health
- 8x** as likely to be incarcerated

**62%**  
By 2020, 62% of all jobs in Kentucky will require some level of postsecondary education.

"Adult illiteracy is a fundamental barrier to every major challenge facing Kentucky, including early childhood education, education reform, economic development, and improving the health and well-being of Kentucky's families and communities."  
- The Kentucky Adult Education Act of 2000



A person with a GED® or high school credential earns an average of \$9,620 more per year than a non-graduate. The potential increased earnings for 2015-16 Kentucky GED® graduates alone will be nearly \$1 billion over a 30-year career.

## Adult Education is Needed Now



**Pennsylvania Adults 25 and Over**

**1,380,727** do not have a high school credential

**358,442** have less than a 9th grade education

**187,708** are limited English proficient

9%

- These adults are in or want to be in our workforce.
- Many of them are raising children.
- More than **1.6 Million** never learned to read, perform simple math, use a computer, or creatively solve problems.
- Dropping out of high school impacts skill levels. Between 2010 and 2015, an average of 13,550 students in Pennsylvania dropped out of high school. In the last five years, **67,752** students dropped out of high school. Many of them dropped out because they were failing. If they don't have access to adult education, they will not be able to get their High School Equivalency Diploma.

**Pennsylvania needs skilled workers to stay competitive. Pennsylvanians need access to services that will get them skilled and ready to work.**

**Impact of Low Literacy Among Adults**

- Adults without a high school diploma are more than twice as likely to be living in poverty than high school graduates, and more than three times as likely to be unemployed than adults with college degrees.
- The costs of low literacy are estimated nationally to be around **\$225 billion** due to loss of tax revenue from unemployment, reduced workforce productivity, and crime.
- Low literacy skills are directly linked to inequality, higher rates of unemployment, lower income, and poor health.
- Patients with low literacy skills have a **50%** increased risk of hospitalization.

Adult and Family Literacy Education plays an essential role in helping low skilled adults get and keep life sustaining jobs. Labor market economists project that by 2020, nearly two-thirds of all jobs will require some postsecondary education and training beyond high school (Carnevale, A., Smith, N., & Strohi, J., 2013). Yet, **9%** of adults in Pennsylvania don't even have a high school diploma. These adults lack the literacy, numeracy, and problem solving skills they need to get and keep good jobs or advance in a career. Pennsylvania employers need skilled and credentialed workers.



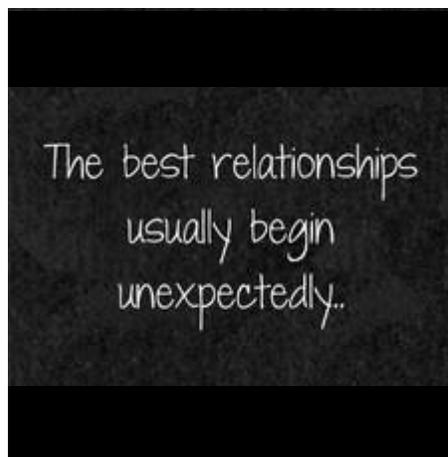
**PAACE**  
Pennsylvania Association for Adult Continuing Education

PAACE on the Issues • February 1, 2017



# Formula for Successful Advocacy

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**educate & elevate**  
ADULT EDUCATION  
An Investment in America's Future

America is at a crossroads. We need every person in our nation ready to contribute to America's competitiveness.

Our 55,000+ adult education leaders stand united in a national campaign to move learning opportunities forward for all Americans to achieve economic mobility. If we educate, then we elevate—our students, workers, businesses and our economic growth.

Investing in Adult Education is good for the economy. It's an investment in America's economic engine - - we reach adults who struggle with literacy, numeracy, and problem solving getting them into the workforce pipeline so they can contribute to a company's bottom line.

Everyone needs a return on their investment. Whether it's the U.S. companies investing in their workforces, the workers investing their time and energy learning in-demand skills, or funders that want to ensure their investments are moving the economy forward.

Adult Education is a smart investment. We need all available workers ready to help our country compete.

How Adult Education is Uniquely Suited to Address the Needs of U.S. Employers

By 2020, the American Action Forum projects that the United States will be short an estimated 7.5 million private sector workers across all skill levels. Adult Education brings businesses options by preparing existing workers with families and competing life responsibilities with the skills that companies need through flexible classrooms and curriculum.

How Adult Education Addresses the Skills Gap

In a recent survey, 92% of business leaders thought that U.S. workers were not as skilled as they needed to be. And they are probably right. By 2018, 63% of all U.S. jobs will require education beyond high school. Yet, nearly half of the U.S. workforce—about 88 million of 188 million adults aged 18 to 64—has only a high school education or less, and/or low English proficiency. Educating motivated students with the skills that companies need provides qualified candidates for hard to fill positions.

Learn more about how we're making investments that educate and elevate America with Adult Education.

[www.EducateandElevate.org](http://www.EducateandElevate.org)



<http://educateandelevate.org/campaign-tools/>

# Briefing with a Legislator

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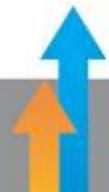


**Before the Visit**

**Plan the meeting**

**At the Meeting**

**After the Meeting**



# Some Do's and Don'ts

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	DO	DON'T
Data	<ol style="list-style-type: none"> <li>1. Understanding general statistics about adult education</li> <li>2. Know ONE really well</li> <li>3. Have handouts with stats</li> </ol>	<ol style="list-style-type: none"> <li>1. Rely on stats to convince policy-makers</li> <li>2. Use them AT ALL, if you aren't really comfortable with them</li> </ol>
Stories	<ol style="list-style-type: none"> <li>1. Personalize stories to build relationships</li> <li>2. Find diversity of voice – adult education represents a very diverse demographic. “I represent hundreds of students just like me” or “I’m just one of thousands of ABE stories”.</li> </ol>	<ol style="list-style-type: none"> <li>1. Include overly sensitive or emotional details</li> <li>2. Make mistakes with numbers (be accurate)</li> <li>3. Rely on the same student representatives repeatedly</li> </ol>
Relationship Building	<ol style="list-style-type: none"> <li>1. Find common ground, “I went to the same elementary school as you” or “I am concerned with crime too...”</li> <li>2. Stay on your agenda – 20 or 30 minutes will fly by</li> <li>3. Ask questions and listen</li> </ol>	<ol style="list-style-type: none"> <li>1. Ignore the importance of researching the background of a person</li> <li>2. Push too hard or try to demand a “yes” or “no” on something</li> <li>3. Ask the same question over and over</li> <li>4. Don't ask about money – visits are about relationship building (if they bring it up first, use your data)</li> </ol>
In General	<ol style="list-style-type: none"> <li>1. Take time to practice the meeting</li> <li>2. Focus on leadership group dynamics and rapport building</li> <li>3. Practice roles before the meeting</li> <li>4. Keep policy makers engaged with follow through and invites</li> <li>5. Give them something to remember you by</li> </ol>	<ol style="list-style-type: none"> <li>1. Memorize or lose spontaneity or authenticity</li> <li>2. Give them a bunch of fancy swag</li> <li>3. Let them take over the meeting</li> </ol>



# Additional Resources

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## **Strategies for a Legislative Briefing: Tutorial**

**Kristin Hempel**, Associate Director of Adult Programs

EASTCONN - Willimantic, CT

Download at: <http://educateandelevate.org/campaign-tools/>

## **How to Arrange and Conduct a Visit with a Legislator**

COABE Website: <https://www.coabe.org/how-to-arrange-a-visit>

## **COABE Research & Reports**

<https://www.coabe.org/research-and-reports/>



# 2017 DeVos Briefing Update

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Pictured from left to right Tom Nash, Kaye Sharbono, Sharon Bonney, Secretary Betsy DeVos, Reecie Stagnolia, and Patricia Tyler.

**FOR IMMEDIATE RELEASE**  
**MAY 1, 2017**

**ADULT EDUCATION LEADERS WORKING  
TO INCREASE CAREER READINESS FOR  
AMERICA'S ADULTS MEET WITH NEW  
EDUCATION SECRETARY AND CONGRESS  
TO SEEK SUPPORT**

WASHINGTON, D.C. — As part of a campaign to improve access to adult education and skills programs that

<http://conta.cc/2u6lbXP>



# Your Calls to Action!

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Download and Review All Recorded Webinars

Submit Success Stories and Innovations via the Educate & Elevate Campaign Website (Submission Form)

Leverage your Human Interest Success Story + the Campaign Press Release Template to Announce your Participation in the Campaign

Register for the Learning Forum for TA

Register for the Future Webinars as the Information Builds on Each One to Help you Participate

Post Questions, Comments, Examples of How you Participate in the Learning Forum



# Build Capacity – Webinar Series

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## 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

## Adult Education State Director: Mobilizing your State for Educate & Elevate

Date: August 18, 2017

Time: 2:00 p.m. EDT

## Using Data for Storytelling: State & Local Level

Coming Soon!



# Learning Forum

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

Discussion Posts

Peer-to-Peer Learning

Apply the Toolkit &  
Share Successes

Get your Questions  
Answered



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

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