National Webinar

Adult Education State Association President - State Directors – State Leadership

Mobilizing your State in the Educate & Elevate Campaign
Today’s Webinar Leadership

Sharon Bonney, Executive Director, COABE
Reecie Stagnolia, Chair, NCSDAE
Pat Tyler, Executive Director, NCSDAE
Kaye Sharbono, President, COABE
Thank you to our Sponsors!
Your Role as a State Leader

- Need to communicate:
  - the compelling value of Adult Education
  - the importance of investing in Adult Education
  - the urgency of competing in a global economy

- Empowering & Educating
Meet our Communications Partner

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

full capacity marketing, inc.  
elevate your brand

![Image of a person dressed as a businessman with jetpack wings]
Housekeeping

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 Topics

- Why a National Campaign
- Campaign Accomplishments to Date
- State Campaign Expansion Strategies
- State Models & Options
- Mobilizing the Field: Mobilization Toolkit
- Next Steps & Learning Forum TA
National Campaign: Why Now?

- Budget Cuts
- Lack of Understanding
- Diminished Value
- Need to communicate:
  - the compelling value of Adult Education
  - the importance of investing in Adult Education
  - the urgency of competing in a global economy
3 Campaign Goals

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.
Top Reasons to Participate & Mobilize

1. Increase investments in adult education (Hill Visits, Technology)
2. Demonstrate that adult education is a value added partner for WIOA-funded workforce organizations (Legislative Speaking Points)
3. Through advocacy, reposition adult education as an economic catalyst (Op-Eds)
4. Get your organization recognized locally, statewide & nationally (State Innovation Strand at Conference; Conference Award; Highlight in Educate & Advocate)
5. Deploy effective communications strategies about adult education (Toolkits)
6. Build capacity of adult education organizations to effectively communicate (Webinars)
Dear Colleagues,

As you know, COABE and NCSDAE are partnering together to provide advocacy, leadership, and professional development. The "Educate and Advocate Newsletter" has been developed to keep you apprised of new and ongoing initiatives for state leaders, both for state directors and state association presidents. We hope that you will find this month’s edition valuable and would love your thoughts on new or additional information that would be most helpful to you in your work as a state leader.

Cheers,

Patricia Tyler
Executive Director
NCSDAE

Sharon Bonney
Executive Director
COABE
Why Collective Storytelling?

https://www.youtube.com/watch?v=q1a7tiA1Qzo&feature=youtu.be
Campaign Elements: Web Tour

http://educateandelevate.org/
Campaign Elements: Toolkit Tour

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

http://cqrcengage.com/coabe/home?0
Submit Success Stories

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 a high 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 making the decision to go back to school, I decided on the CMAA certification. I am currently working as a certified medical administrative assistant. This is a noncredit program for busy adults like me. I started the course and started immediately. After obtaining my CMA credential and completing my CMA program I am happy to say that I am currently employed 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 support of the Human Services team.

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 image without ever hearing anyone say, “You are intelligent,” or “You are a good writer.” She is.

Through her writing, one discovers that there is quite a bit of depth to this woman—unsung at times from painful matters of having such depths.

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 provide individualized instruction for students, Zenaida was able to use her skills to excel in writing and to complete her GED. She is currently looking for a writing job.

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 *
Submit Innovations

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.

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 are 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.

Submit Innovations: http://educateandelevate.org/innovations/
Expansion for State Campaigns
Locator Map

Rollover and Click or Use State Drop Down Box to Select

http://educateandelevate.org/
Example: State Page

Policy Makers will be sent to state pages for specific state data, reports, contacts & innovations

http://educateandelevate.org/colorado/
State Cross Promotions

Thank you Alabama!
Web & Email Promotions

Additional Options:

Add “Proud Partner” with logo on the homepage
Use Educate & Elevate Social Media Toolkit for tweets and posts.
Add Subpage under “Resources” > Educate & Elevate Campaign:

Educate & Elevate
Proud Partner

Some 55,000+ adult education leaders stand united in a national campaign to educate America about the importance of Adult Education in advancing career and college readiness for millions of people. We urge policy makers to stay informed on our successes and to fund Adult Education at the $649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to www.EducateandInnovate.org and check out Alabama’s successes and innovations at www.EducateandElevate.org/Alabama

Read our press release (See Media Kit for Template)
Send a Quickfire email of support
Thank you Maryland!
Web, Email & Social Media Promotions

Additional Options:

Integrate Educate & Elevate with #AFELWeek Activities (See Media Kit & Special Events Kit)
Add Subpage under “Advocacy” > Educate & Elevate Campaign:

Educate & Elevate
Proud Partner

Some 55,000+ adult education leaders stand united in a national campaign to educate America about the importance of Adult Education in advancing career and college readiness for millions of people. We urge policy makers to stay informed on our successes and to fund Adult Education at the $649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to www.EducateandInnovate.org and check out Maryland’s successes and innovations at www.EducateandElevate.org/Maryland

Read our press release (See Media Kit for Template)
Send a Quickfire email of support
State Cross Promotions

Thank you Pennsylvania!

Web Promotions

Additional Options:

Add “Proud Partner” to logo on homepage
Use Educate & Elevate Social Media Toolkit for tweets and posts.
Expand Information on Announcement Page

Educate & Elevate
Proud Partner

Some 55,000+ adult education leaders stand united in a national campaign to educate America about the importance of Adult Education in advancing career and college readiness for millions of people. We urge policy makers to stay informed on our successes and to fund Adult Education at the $649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to www.EducateandInnovate.org and check out Pennsylvania’s successes and innovations at www.EducateandElevate.org/Pennsylvania

Read our press release (See Media Kit for Template)
Send a Quickfire email of support
Thank you Arizona!
Web, Email & Success Stories

Additional Options:

Submit your current stories on the site to the National Campaign site
Use your newsletter to announce participation in the campaign (See Media Kit Template)
Create a subpage for the campaign:

Educate & Elevate
Proud Partner

Some 55,000+ adult education leaders stand united in a national campaign to educate America about the importance of Adult Education in advancing career and college readiness for millions of people. We urge policy makers to stay informed on our successes and to fund Adult Education at the $649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to www.EducateandInnovate.org and check out Arizona’s successes and innovations at www.EducateandElevate.org/Arizona

Read our press release (See Media Kit for Template)
Send a Quickfire email of support
Thank you Maine!
Web Promotions

Additional Options:
Submit your current stories on the site to the National Campaign site
Use social media toolkit for posts
Create a subpage for the campaign:

Educate & Elevate
Proud Partner

Some 55,000+ adult education leaders stand united in a national campaign to educate America about the importance of Adult Education in advancing career and college readiness for millions of people. We urge policy makers to stay informed on our successes and to fund Adult Education at the $649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to www.EducateandInnovate.org and check out Maine’s successes and innovations at www.EducateandElevate.org/Maine

Read our press release (See Media Kit for Template)
Send a Quickfire email of support
State Cross Promotions

Thank you Kentucky!

Web Promotions

Additional Options:

Use social media toolkit for posts
Create a subpage for the campaign:

Educate & Elevate
Proud Partner

Some 55,000+ adult education leaders stand united in a national campaign to educate America about the importance of Adult Education in advancing career and college readiness for millions of people. We urge policy makers to stay informed on our successes and to fund Adult Education at the $649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to www.EducateandInnovate.org and check out Kentucky’s successes and innovations at www.EducateandElevate.org/Kentucky

Read our press release (See Media Kit for Template)
Send a Quickfire email of support
State Cross Promotions

Thank you Texas! Web Promotions

Additional Options:

- Use social media toolkit for posts
- Add a link to your state-specific page at www.EducateandElevate.org/Texas
- Read our press release (See Media Kit for Template)
- Send a Quickfire email of support
Thank you Louisiana!

Web Promotions & Video Link

Additional Options:

- Use social media toolkit for posts
- Add a link to your state-specific page at www.EducateandElevate.org/Louisiana
- Read our press release (See Media Kit for Template)
- Send a Quickfire email of support
State Cross Promotions

Thank you Connecticut!
Web Promotions & Mural
Integration with Current Advocacy Efforts

Additional Options:

Use social media toolkit for posts
Add a link to your state-specific page at www.EducateandElevate.org/Connecticut
Read our press release (See Media Kit for Template)
Send a Quickfire email of support
Thank you Missouri!

Web/Blog Post

Additional Options:

Use social media toolkit for posts
Add a link to your state-specific page at www.EducateandElevate.org/Missouri
Read our press release (See Media Kit for Template)
Send a Quickfire email of support
Using Campaign Assets

Thank you California!

Tailored Campaign for the State
Mirror Look-and-Feel of National Campaign
Coordination of Advocacy Efforts

www.EducateandElevateCA.org
Step 1: Select your Online Strategy

Options:

1) Review your state-specific page [www.EducateandElevate/colorado/](http://www.EducateandElevate/colorado/) (example) and send any changes to [coordinator@COABE.org](mailto:coordinator@COABE.org)

2) If you have an existing website, use the Mobilization Toolkit to add the campaign logo, content and active links to the National Campaign website.

3) Consider a model like California to develop a microsite with the campaign assets (contact [celina@fullcapacitymarketing.com](mailto:celina@fullcapacitymarketing.com))
Step 2: Use the Mobilization Toolkit

State Directors & State Leaders
Campaign Mobilization Roadmap

<table>
<thead>
<tr>
<th>Strategy Selection</th>
<th>Action</th>
<th>Date/Time</th>
<th>Lead</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option #1: Use your state-specific Educate &amp; Elevate landing page on the national campaign website as your online promotional tool. Example: <a href="http://www.educateandelevate.org/California">www.educateandelevate.org/California</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure that CORE has all of your correct information on your state-specific page on the National Campaign website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Send changes to</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option #2: Use your association or state website to cross promote the Educate &amp; Elevate national campaign website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Promote the Educate &amp; Elevate Campaign using the campaign logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partner with Educate &amp; Elevate (Educate &amp; Elevate’s national campaign)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Share 5,000+ adult education leaders’ ideas shared in a national campaign to educate America about the importance of Adult Education: a path to college readiness for millions of people.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>We urge policy makers to stay informed on our successes and to fund Adult Education at the $4B national level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to <a href="http://www.educateandelevate.org/Cal">www.educateandelevate.org/Cal</a> and check out [insert name of state] successes and innovations here (insert URL of your state-specific landing page on the campaign website).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option #3: Create a unique state campaign using the website assets of the national campaign.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Review California resources at</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact [insert contact information]</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

http://educateandelevate.org/campaign-tools/
Step 3: Complete the Survey

How is your state participating?
• Take the survey at the end of this webinar
Learning Forum

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/
Thank you to our Sponsors!