

COABE Membership Survey Results



**Strategic Planning
2020-2025**

COABE
COALITION ON ADULT BASIC EDUCATION

The award winning **Educate & Elevate** public awareness campaign is a joint initiative of COABE and NASDAE

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

Four Pillars of Our Mission



Leadership



Professional
Development



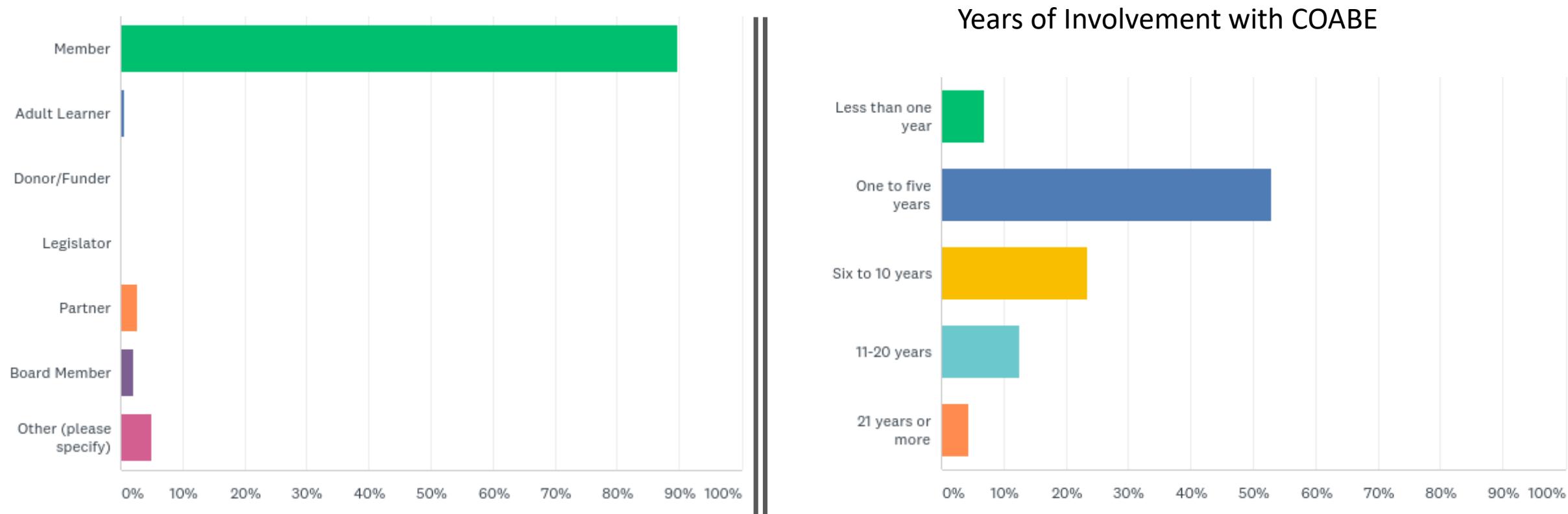
Advocacy



Communication

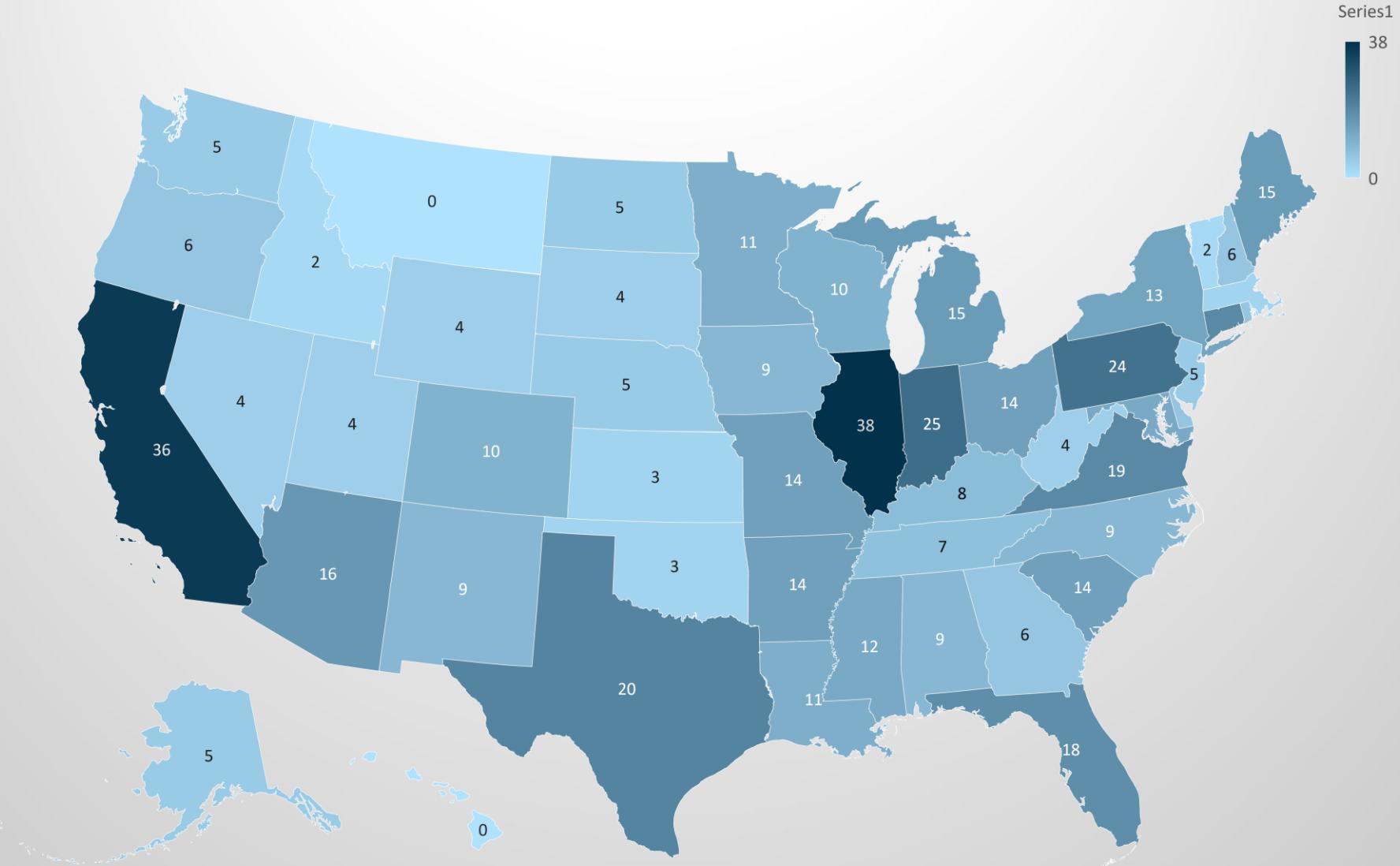
Our mission is to inspire educators so adults succeed and communities thrive.

594 members completed the survey.



*As of 10/1/19

Survey Completion by State



Purpose of COABE in our MEMBER's Words

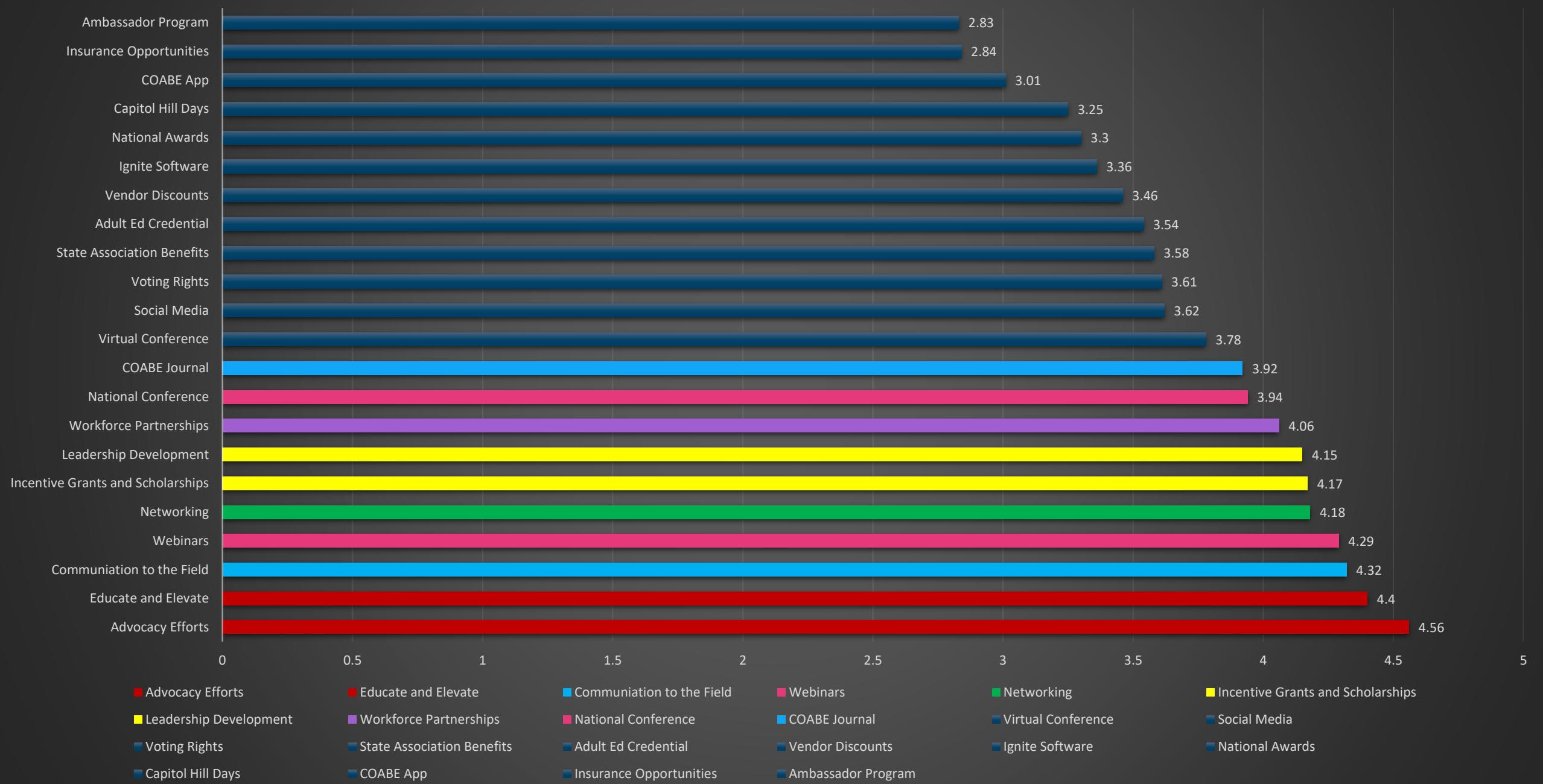
The purpose of COABE is simple. It is a collaboration of people who care about the adult learning community. We share a common passion for teaching and learning; thus, creating a "think tank" of ideas that are shared, taught to one another, and then those ideas are implemented into our classrooms.

To promote adult education's interests legislatively, provide training and resources to adult education educators, disseminate best practices, and publicize the importance of adult education in changing people's lives.

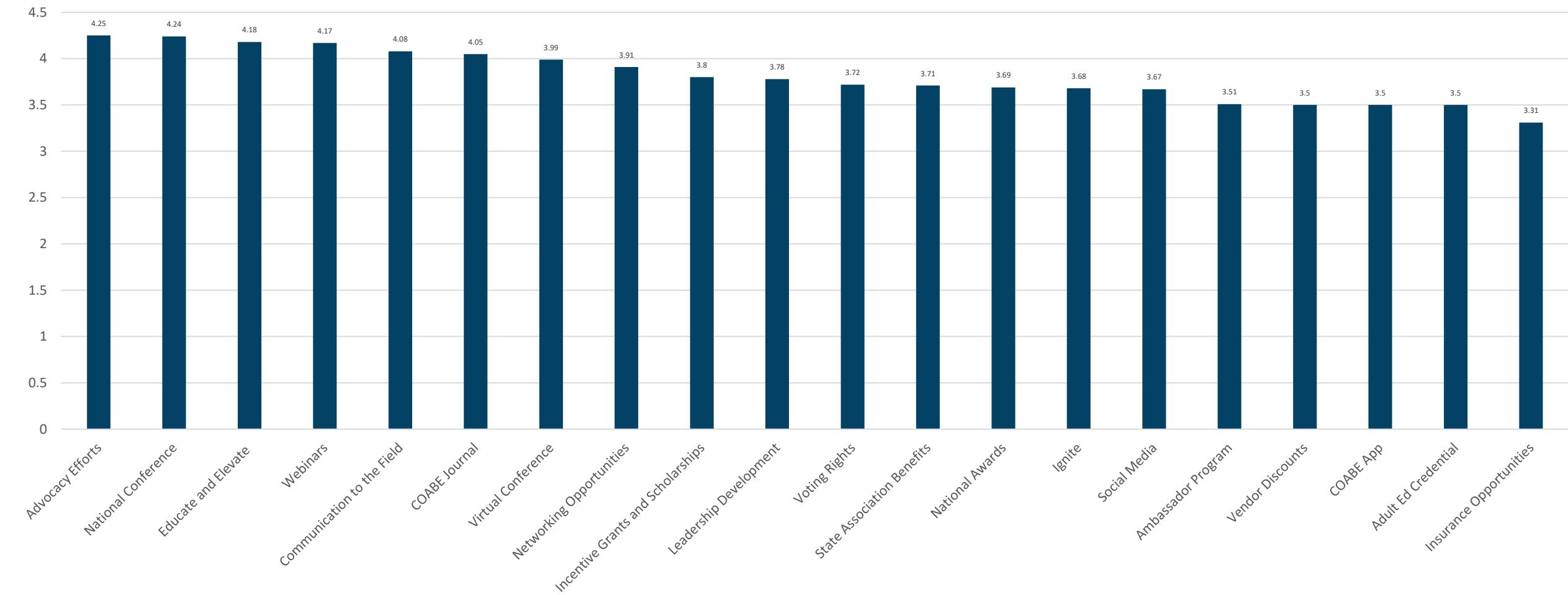
A coalition of educators and partners who focus on policy, tools, resources and development to enrich and further the delivery of adult education, with the goal of serving Adult Learners where they are.

To provide leadership through effective and timely communication; to inform and support the field of adult education through timely advocacy, high quality, relevant and progressive PD as well as giving a voice to the adult students we serve.

Ranking of Each Benefit



Satisfaction With Delivery of Service





Strengths in our MEMBER's Words

You bring together diverse, strong partners to strengthen practice in the field.

Connecting AE staff, advocacy, bringing professional development to the field, innovating and bringing partners to the table.

I believe COABE keeps Adult Education alive by fighting for us and our students on Capitol Hill.

The services COABE provides are its strengths! You are doing an admirable job on the webinars, conference, virtual conference.

Corporate partnerships; Legislative influence; Wealth of information and research-based studies; Connection with small and large AE organizations around the country; Great usage of digital resources.

Communication en masse to the membership is essential, and you do that very well.

COABE's strength is in pulling teachers together to learn about best practices, to share strategies, and to affirm the importance of our mission as adult ed instructors. Perhaps the greatest strength is a united voice to elevate our work in the minds of the legislators and to advocate for the resources we need to fulfill that mission. I don't know of another group that has the opportunity to see and present the "BIG PICTURE" impact of adult education.

In their own words...

Weaknesses in our MEMBER's Words



Need for effective communication of the breadth and scope of services provided



Need for a more focused communications plan to members



Ensure national and virtual conference remain focused on delivering high quality professional development



Ensure national initiatives and priorities are penetrating at the local level to the local providers



Difficulty for members to utilize all of the benefits due to constraints on their time



Sustainability of exponential growth needs to be supported through new funding streams



Organizational priorities need to remain in focus as new initiatives are brought on

Noteworthy Feedback

- COABE has become a strong national adult basic education leadership organization, has launched a serious advocacy effort, and yet has not significantly impacted federal or state legislation to increase support for adult literacy. The Board and staff should look at this and consider how to broaden and deepen its current efforts, for example, how its business partners might become champions for adult basic skills who meet with influential Senators and Congresspeople, and as a result make adult basic skills education one of their three top legislative priorities. Although this might sound impossible, in the 1980's and 1990's with the Project Literacy US (PLUS) campaign and significant one-on-one work with Senators and Congresspeople, there were champions, and there were significant increases in the adult basic education federal budget. I think COABE, working with other NCL partner organizations, might be able to achieve this again.
- Some states have weak professional associations, so COABE's messages don't always get acted upon or even considered, especially where adult ed is a part-time job activity.
- Improve promotion of group membership to big organizations (i.e. Arizona Department of Education ADE, Arizona Department of Corrections ADC, Arizona Workforce, Arizona@ Work, Colleges) to assure more Adult Basic Educators get the opportunity to attend conferences and webinars.