



THE STATE EDUCATION DEPARTMENT / THE UNIVERSITY OF THE STATE OF NEW YORK / ALBANY, NY 12234

DEPUTY COMMISSIONER FOR ADULT CAREER AND CONTINUING EDUCATION SERVICES
Tel. (518) 474-2714 Fax. (518) 474-8802

December 14, 2022

Dear Colleague:

The New York State Education Department's Office of Adult Career and Continuing Education Services-Adult Education Program and Policy (ACCES-AEPP) promotes, develops, and supports programs that provide adult students with basic literacy, English as a Second Language, employment, college, career and apprenticeship training.

I am pleased to announce that AEPP has embarked on a multi-media campaign to raise awareness about the services we offer. The COVID pandemic has caused a significant reduction in the number of New Yorkers who receive Adult Education services. The goal of the media campaign is to educate the public about adult education services, increase participation in adult education programs across the state and ensure that the New York State Education Department is meeting the needs of adult learners.

To achieve these goals, we are utilizing a number of strategies to reach potential or returning adult education program participants. We are advertising on the radio, television, buses, subways, and billboards. We will be promoting our programs on social media by posting success stories across all platforms using targeted advertising. A link to one of the advertising videos can be found on our [website](#). Examples of our advertising are also attached as PDFs to this letter.

As part of this campaign, we are also rolling out a new ACCES logo that reflects the underlying message that our services promote forward motion toward success and career mobility, which can be found at the end of this letter.

To increase the impact of this campaign, we are hoping to gain your assistance in spreading awareness of our programs. Please share our services with the populations you serve that could benefit from ACCES's adult education services. Please keep an eye on our [Twitter](#) and [Facebook](#) feeds to share our message and repost our success stories. If you spot one of our advertisements, we encourage you to take a picture with it and share it on social media with the hashtag #AccessYourPotential.

More information about the services ACCES adult education provides is available on our [website](#). As always, we appreciate your support.

Sincerely,

A handwritten signature in blue ink, reading "Ceylane Meyers-Ruff". The signature is fluid and cursive, with the first name "Ceylane" and last name "Meyers-Ruff" clearly distinguishable.

Ceylane Meyers-Ruff
Deputy Commissioner



Attachments