



Rethink Adult Ed Challenge

Stage 1 Launch

Communications Toolkit

Overview

On September 24, 2020, the U.S. Department of Education (ED) launched the [Rethink Adult Ed Challenge](#), a \$750,000 competition to advance pre-apprenticeships. The Department invites adult education providers to design programs that better prepare learners for apprenticeships and beyond.

Apprenticeships expand career opportunities, but many adult learners face barriers to accessing them. Pre-apprenticeships break down these access barriers by helping adults enter, prepare for, and succeed in apprenticeships and other industry roles. The Rethink Adult Ed Challenge is helping providers funded by the Adult Education and Family Literacy Act (AEFLA) create innovative and high-quality pre-apprenticeship programs — in any industry, anywhere in the United States.

Community colleges, correctional facilities, libraries, community-based organizations, and other providers interested in entering the challenge should [submit a preliminary design for an innovative pre-apprenticeship](#) by 11:59 p.m. ET on November 25, 2020. The online submission seeks a preliminary design for a pre-apprenticeship program, including a description of the target learners, the adult education the program may provide, and local and national industry needs.

Curated resources are available at rethinkadulthood.com to support entrants as they prepare submissions. To learn more, providers can join a [virtual information session](#) on October 15.

Please help share this adult education opportunity with your network. This document provides sample content for your social media, newsletter, and web channels.

To help amplify our social media messages, also look for posts from the below channels to like, retweet, and share:

U.S. Department of Education

- [Twitter](#)
- [Facebook](#)

Ed Prizes

- [Twitter](#)

Sample Social Media

See below sample social media messages to share the Rethink Adult Ed Challenge. Stage 1 submissions are due by 11:59 p.m. ET on November 25, 2020.

Sample tweets

Option 1

The #RethinkAdultEd Challenge is expanding access to rewarding careers by advancing innovative pre-apprenticeships. AEFLA-funded #communitycolleges, #libraries, and other #adulted providers, learn more about @usedgov's \$750,000 competition: https://www.rethinkadulted.com/?utm_source=validator-short&utm_medium=social&utm_campaign=launch

Option 2

Learn about @usedgov's \$750,000 competition to advance pre-apprenticeships: Join the #RethinkAdultEd Challenge virtual information session on October 15. The Department calls on #adulted providers to design innovative and high-quality programs. https://www.rethinkadulted.com/october-15-virtual-information-session/?utm_source=validator-short&utm_medium=social&utm_campaign=launch

Option 3

#Apprenticeships expand career opportunities, but many adult learners face barriers to accessing them. @usedgov's \$750,000 #RethinkAdultEd Challenge aims to break down these access barriers by advancing pre-apprenticeships. #AdultEd providers, learn more: https://www.rethinkadulted.com/?utm_source=validator-short&utm_medium=social&utm_campaign=launch

Sample Facebook & LinkedIn posts

Option 1

The #RethinkAdultEd Challenge is expanding access to rewarding careers by advancing innovative pre-apprenticeships — in any industry, anywhere in the United States. AEFLA-funded #communitycolleges, #libraries, and other #adulted providers, learn more about the @U.S. Department of Education's \$750,000 competition: https://www.rethinkadulted.com/?utm_source=validator-long&utm_medium=social&utm_campaign=launch

Option 2

Learn about the @U.S. Department of Education's \$750,000 competition to advance pre-apprenticeships — join the #RethinkAdultEd Challenge virtual information session on October 15.

The challenge seeks preliminary designs for innovative pre-apprenticeship programs that help #adultlearners succeed in #apprenticeships and other industry roles. Up to 100 challenge finalists will have access to virtual resources and expert support. https://www.rethinkadulthood.com/october-15-virtual-information-session/?utm_source=validator-long&utm_medium=social&utm_campaign=launch

Option 3

#Apprenticeships expand career opportunities, but many adult learners face barriers to accessing them. The @U.S. Department of Education's \$750,000 #RethinkAdultEd Challenge aims to break down these access barriers by advancing pre-apprenticeships.

The grand-prize winner will be awarded \$250,000, and up to five runners-up will receive at least \$100,000. #AdultEducation providers, learn more about entering the challenge: https://www.rethinkadulthood.com/?utm_source=validator-long&utm_medium=social&utm_campaign=launch

Sample email messaging

See below suggest language to send via newsletters and other email channels.

U.S. Department of Education launches \$750,000 national challenge to advance pre-apprenticeships

The U.S. Department of Education has launched the [Rethink Adult Ed Challenge](#), a \$750,000 competition to advance pre-apprenticeships. The Department calls on adult education providers to design programs that better prepare learners for apprenticeships and beyond.

AEFLA-funded community colleges, correctional facilities, libraries, community-based organizations, and other eligible providers interested in entering the challenge should [complete a Stage 1 submission](#) by 11:59 p.m. ET on November 25, 2020. The online submission seeks a preliminary design for a pre-apprenticeship program, including a description of the target learners, the adult education and literacy activities the program may provide, and local and national industry needs.

The grand-prize winner will be awarded \$250,000, and up to five runners-up will receive at least \$100,000. To learn more, adult education providers can join a [virtual information session](#) on October 15.

Sample web content

See below suggested content for a website feature or blog post about the Rethink Adult Ed Challenge.

U.S. Department of Education launches \$750,000 challenge to advance pre-apprenticeships

The U.S. Department of Education has launched the [Rethink Adult Ed Challenge](#), a \$750,000 competition to advance pre-apprenticeships. The Department calls on adult education providers to design programs that better prepare learners for apprenticeships and beyond.

Apprenticeships expand career opportunities, but many adult learners face barriers to accessing them. Pre-apprenticeships break down these access barriers by helping adults enter, prepare for, and succeed in apprenticeships and other industry roles. The Rethink Adult Ed Challenge is helping providers funded by the Adult Education and Family Literacy Act (AEFLA) create innovative and high-quality pre-apprenticeship programs — in any industry, anywhere in the United States.

Enter the national challenge by November 25

AEFLA-funded community colleges, correctional facilities, libraries, community-based organizations, and other eligible providers interested in entering the challenge should [complete a Stage 1 submission](#) by 11:59 p.m. EDT on November 25, 2020. The online submission seeks a preliminary design for a pre-apprenticeship program, including a description of the target learners, the adult education and literacy activities the program may provide, and local and national industry needs.

Learn more: Register for the virtual information session

To learn more and ask questions about the Rethink Adult Ed Challenge, [join the virtual information session](#) on October 15. The challenge team will discuss the role of pre-apprenticeships in expanding career opportunities and what the multistage challenge will offer participating adult education providers.

Access virtual resources and expert support

A review panel will select up to 100 finalists to join Stage 2, which runs from February to July 2021. Finalists will have access to a range of digital resources — such as case studies, activities, and webinars with subject matter experts — to help them refine their designs and develop more detailed program proposals. The grand-prize winner will be awarded \$250,000, and up to five runners-up will each receive at least \$100,000.

To receive updates, [subscribe to the challenge newsletter](#) and [follow Ed Prizes on Twitter](#).

Graphic assets

See below graphic assets; the full set is also attached separately.



A \$750,000 U.S. Department of Education challenge to advance pre-apprenticeships

Design adult education programs that better prepare learners for apprenticeships and beyond. **Submit by November 25.**

reTHINK
Adult Ed Challenge



rethinkadulted.com

A \$750,000 U.S. Department of Education challenge to advance pre-apprenticeships

SUBMIT BY NOVEMBER 25

@EdPrizes | #EdPrizes
#RethinkAdultEd

reTHINK
Adult Ed Challenge

**Learn more about the
U.S. Department of Education's
\$750,000 Rethink Adult Ed
Challenge at the October 15 virtual
information session**

@EdPrizes | #EdPrizes | #RethinkAdultEd

REGISTER ON RETHINKADULTED.COM



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