



An Investment in California's future



**Working with Key Influencers to Build
Support for Adult Education**

Facilitators

An Investment in
California's future

- **Neil Kelly** – Specialist, AEBG Office
- **Steve Curiel, MBA** – President, California Council for Adult Education (CCAEE)
- **Madelyn Arballo, Ed.D** - President Elect, Association of Community & Continuing Education (ACCE)
- **Celina Shands, M.S.**, CEO/Founder, Full Capacity Marketing, Inc.



educate &
elevate

Session Topics

An Investment in
California's future

- Overview of the Educate & Elevate Campaign Briefing Toolkit
- Deploying Key Messages to Key Influencers
 - Briefing Elected Officials
 - Proactively Working with the News Media
 - Social Media to Expand Reach
- Adapting the Toolkit to Elevate your Brand
- Q&A

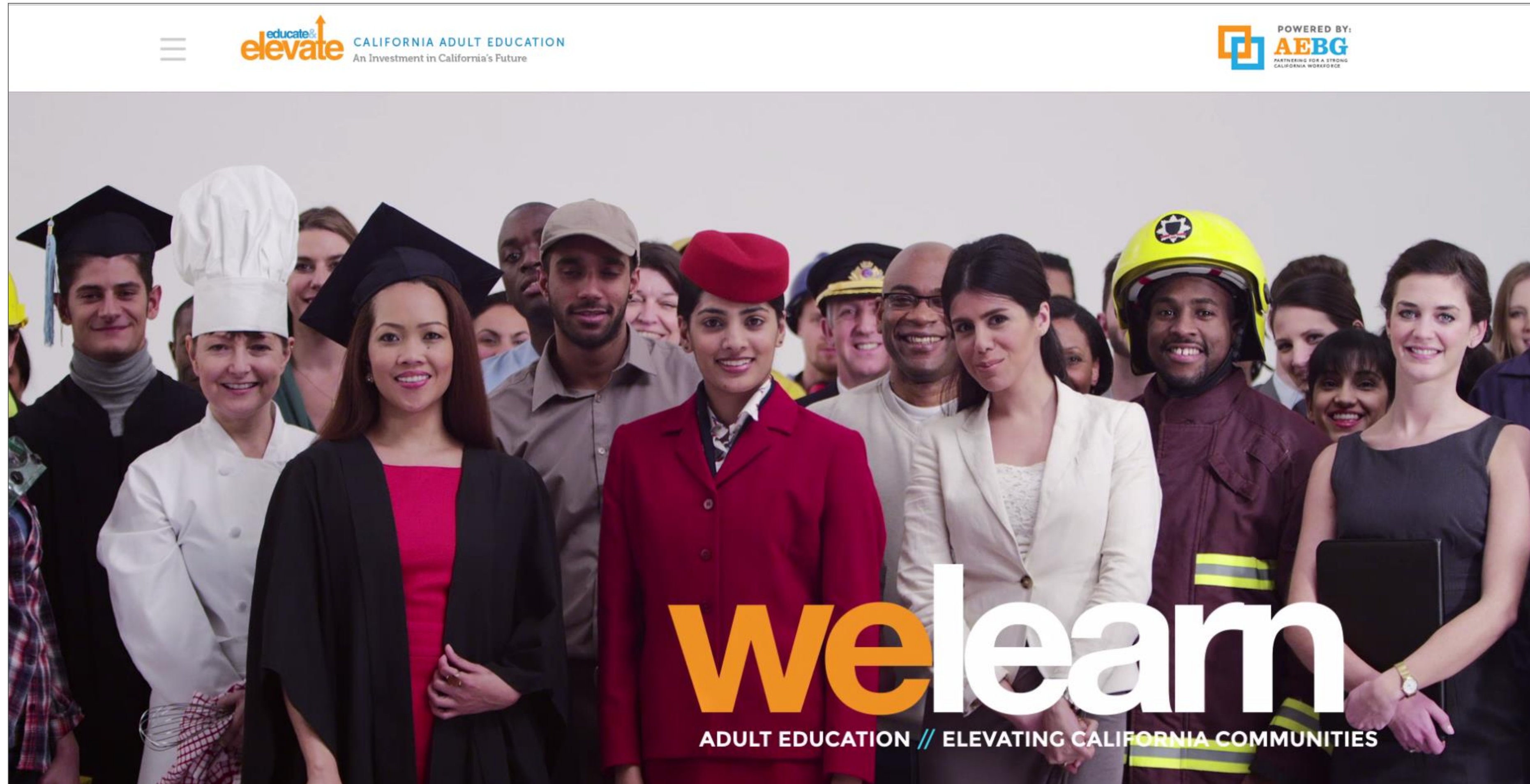


On the
Agenda



California's Campaign Website

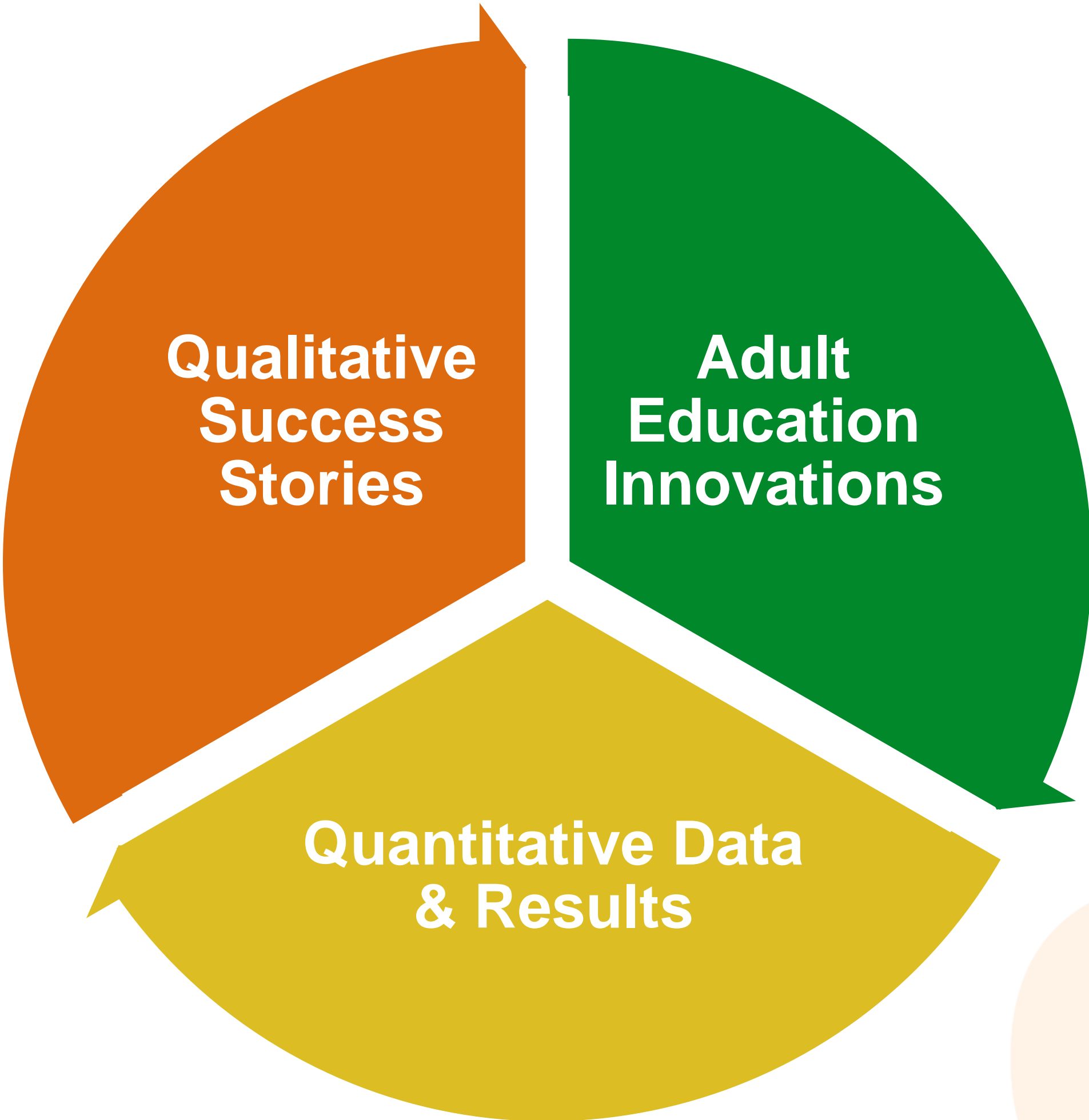
An Investment in
California's future



EducateandElevateCA.org

Collective Storytelling Components


An Investment in
California's future



Future of
StoryTelling®

educate &
elevate

ADMIN HOME | MANAGE PWP STORIES | MANAGE STUDENT STORIES | MANAGE USERS | ADMIN LOGOFF | SHOWCASE HOME



AEBG Student Success Story Detail

Date Last Modified 7/12/2017 3:51:50 PM

SUBMITTER INFORMATION

Submitter Name:

Email:

Phone:

Organization:

Consortia:

STUDENT INFORMATION

Student Name:

Permission obtained from the student to post this story.

Permission obtained to use student name in the story.

STUDENT SUCCESS STORY INFORMATION

Story Heading: (max 80 chars)

Description for listing page: (max 200 chars)

Program Area (check all that apply)

<input type="checkbox"/> Adult Basic & Secondary Education	<input type="checkbox"/> Other
<input type="checkbox"/> Adults with Disabilities	<input type="checkbox"/> Pre-Apprenticeship
<input checked="" type="checkbox"/> Apprenticeship	<input type="checkbox"/> Training to Support Child School Success
<input type="checkbox"/> Career Technical Education	<input type="checkbox"/> Workforce Re-entry
<input type="checkbox"/> English as a Second Language & Citizenship	

The Challenge:

The Solution:

- **NEW:** Student Success Stories
- **NEW:** Employer Engagement Stories
- Promising Practices



Infographics & Fact Sheets

An Investment in
California's future



HIGHLIGHTS IN ADULT EDUCATION ADULT BASIC & SECONDARY EDUCATION



IMPROVING LITERACY AND NUMERACY SKILLS

Adult basic education (ABE) and adult secondary education (ASE) and basic skills together constitute the largest adult education category, with offerings that focus on literacy.



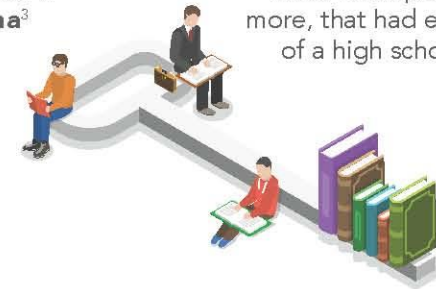
HIGHLIGHTS IN ADULT EDUCATION ADULT BASIC & SECONDARY EDUCATION

37%

Percentage of California's immigrant population in 2015 that had **not completed a high school diploma**²

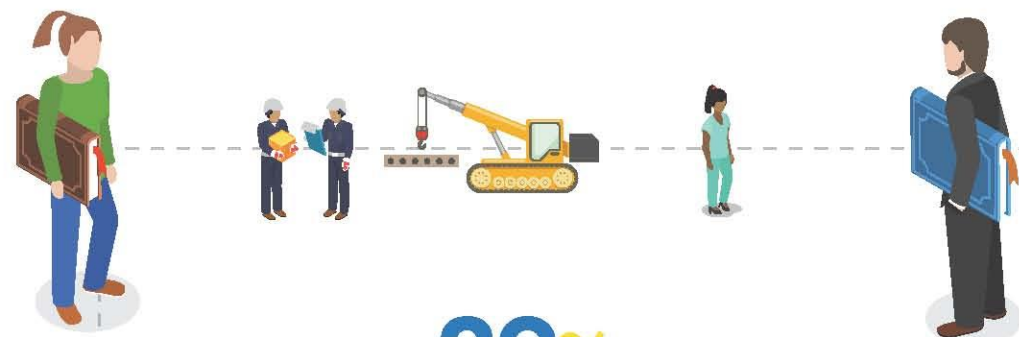
47%

Percentage of the state's long-term unemployed population, defined as those unemployed for 27 weeks or more, that had educational attainment of a high school diploma or less²



ADULT EDUCATION

Adult basic and secondary education programs are **essential** for preparing students to enter and successfully complete postsecondary programs.



29%

And while the unemployment rate for those with less than a

California Adult Education Facts



8.2%

Unemployment rate in 2016 for individuals with less than a high school diploma or equivalency



2.7%

Unemployment status is greatly affected by level of education with a difference of 2.7 percentage points between those without a high school diploma or equivalency and those with some college or an associate's degree. The state annual average unemployment rate in 2016 was 5.5%.

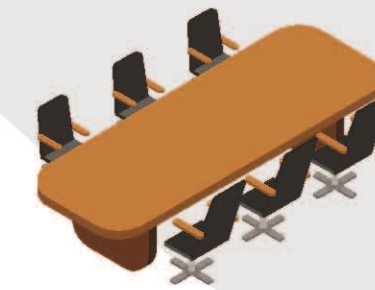
7%

Unemployment rate in 2016 for high school graduates (includes equivalency)



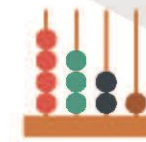
5.5%

Unemployment rate in 2016 for individuals with some college or an associate degree



3.6%

Unemployment rate in 2016 for individuals with a bachelor's degree or higher



18%

Percentage of the population aged 25 years and older that do not have a high school diploma or equivalency.



26%

Poverty rate for individuals without a high school diploma which is 10.3% higher than those with a high school diploma (15.7% poverty rate) and 15% higher than those with some college or an associate degree (11% poverty rate).

For more information about how California adult educators are supporting students, go to www.EducateandElevateCA.org

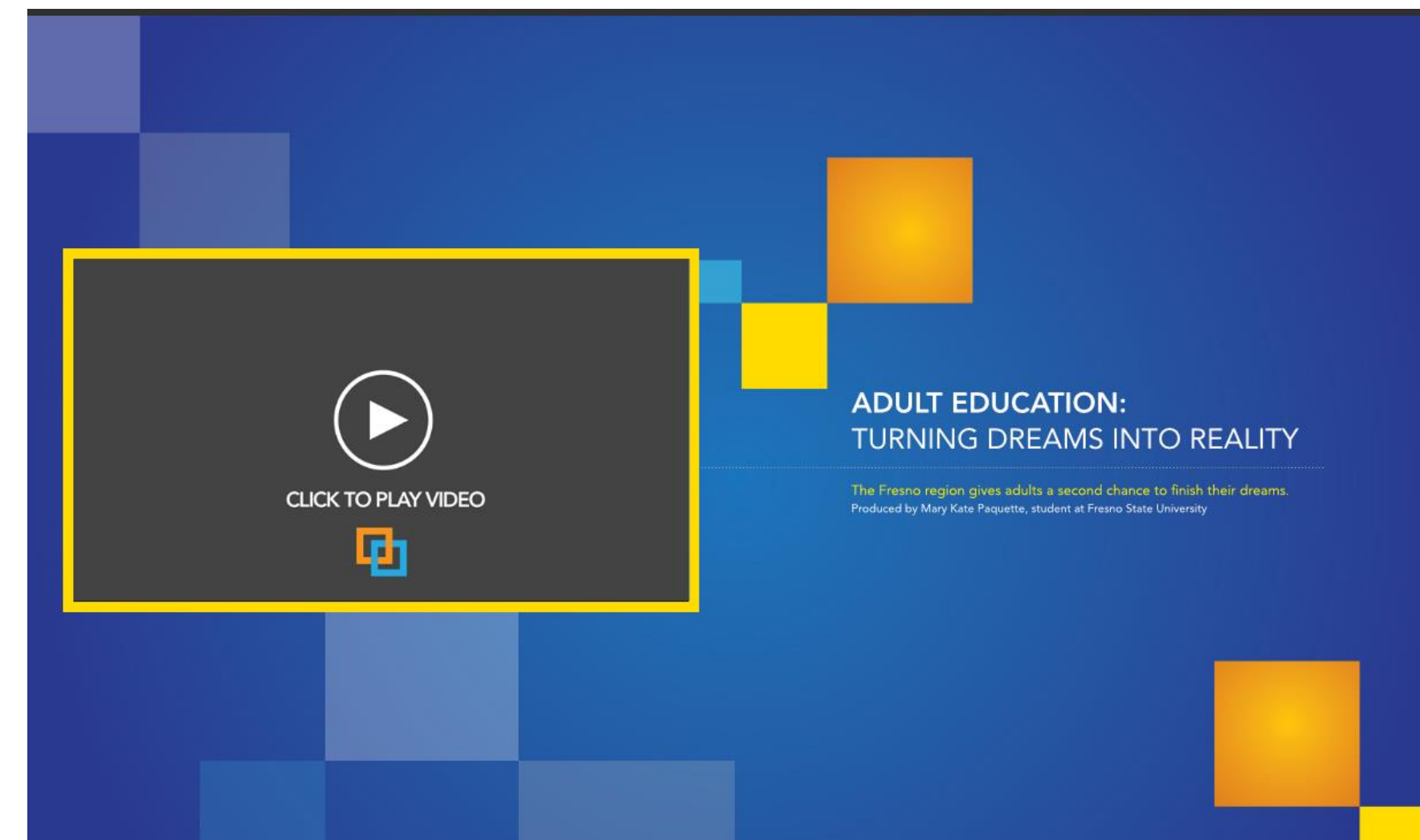
eMagazine: 2017 Progress Report

An Investment in
California's future



AEBG
PARTNERING FOR A STRONG CALIFORNIA WORKFORCE

2017 AEBG LEGISLATIVE REPORT



CLICK TO PLAY VIDEO

**ADULT EDUCATION:
TURNING DREAMS INTO REALITY**

The Fresno region gives adults a second chance to finish their dreams.
Produced by Mary Kate Paquette, student at Fresno State University



Video: AEBG Dual Delivery System

An Investment in
California's future

Educate and Elevate

educate &
elevate

ADULT EDUCATION
An Investment in America's Future

ourvideo

Our exciting campaign video is now live!

WATCH NOW

elevate

Insert Logo & Byline on your Website

An Investment in
California's future



(Insert Your Organization's Name) is a proud partner of the Educate & Elevate California Campaign. For more information on our successes and how adult education benefits communities all across California, go to www.EducateandElevateCA.org

Download logo at:

<https://fullcapacitymarketing.sharefile.com/d-sc94a28ec2344b219>

Strategies for a Successful Briefing

An Investment in
California's future

- **Before the Visit**
- **Plan the Briefing**
 - Contact other key officials (DOF, LAO)
- **At the Briefing**
 - Overview of Students & Challenges
 - How Students are Served
 - Results of Services
 - How Elected Official Can Help
 - Emphasize the unified efforts of K12 and community colleges
- **After the Briefing**



GOVERNANCE

Hosting Special Events

An Investment in
California's future



- Event Approaches
- Potential Event Elements
- Engaging Elected Officials
- Promotion: Using Cause Marketing

educate &
elevate

Think “Visual”

- Elected Official Presents Proclamation to the Host
- Students Share Success Stories
- Employer Endorsements & Highlight Partnerships
- “Visual” Class Demo (e.g. CTE)
- Mini Classes
- Tour of School
- Information Stations
- Student Success Data



edu
elevate

- Toolkit has verbiage to adapt for local proclamation for Educate & Elevate CA Day
- Acknowledge elected official presenting the proclamation
- Invite students to share in ceremony with legislator to enhance photo opportunities

HONORARY PROCLAMATION

Educate & Elevate Day
(Insert Date)

WHEREAS, more than 55,000 adult educators across the nation stand united to raise awareness about how investing in Adult Education, invests in America.

WHEREAS, this national, collaborative effort is known as the Educate & Elevate Campaign and is being celebrated in our local community; and

WHEREAS, Adult Education programs in high schools and adult schools, community colleges and community centers offer low cost, high value programs that upgrade the skill set of our citizens; and

WHEREAS, our local Educate & Elevate Campaign team wants our community to know all of the options our citizens have to attain their professional and personal goals.

NOW, THEREFORE, I, [official's name], [official's title], proclaim (insert date) as

EDUCATE & ELEVATE DAY

in the [area – city, county, region, state].

GIVEN under my hand and the Executive Seal of the [area], this ____ day of
[month], [year]


[official's name]
[official's title]

Showcase Your Students

- What was their challenge?
- How did adult education change their situation?
- Why would they recommend your school to others?
- Create photo opportunities & meeting with legislators at the event

Teresa P.

ADULT LEARNER



THE CHALLENGE

Teresa, an immigrant from Mexico, had both a strong desire and a sincere need to learn English. However, as a mother of two growing children, she worked long hours at a laundromat where her ever-changing schedule made it impossible to attend classes regularly. She began working as a janitor for the Leander School District, but with such a hectic schedule and a long commute, she still could not attend classes regularly enough to enjoy any real progress with her English ability.

THE SOLUTION

Cell-Ed, an over-the-phone English program, was offered to Teresa (and working parents just like her) through the non-profit Community Action of Texas, in partnership with the Leander SD. Cell-Ed is a multi-level, automated English course focusing on real-life dialogues, situations, phrases and grammar that is accessible 24 hours a day by any mobile phone. Teresa began studying immediately, citing that the self-paced, always-accessible course was exactly what she needed. She dove in head-first, completing lesson after lesson. She stated that the course felt as though it was designed just for her, covering topics that she could easily relate to. She even began encouraging people in her life to start learning English with Cell-Ed!

THE OUTCOME

Leander School District made an offer to all the janitors that if they could attend one class per week and study regularly with Cell-Ed on their own time, their resume would be put at the top of the list for a lead staff position. Teresa nervously accepted the challenge and studied even more rigorously than before. In a short time she was interviewed (in all English) and was offered the job! Thanks to her determination and the always-accessible Cell-Ed, Teresa enjoys stable hours and higher pay.

Students SHOW adult education success stories better than we can ever TELL them

Showcase Your Partners

- Are there employers who have supported your adult school by partnering in work-based learning opportunities or hiring students?
- Employers build credibility in your event line up by sharing their perspective about the importance of adult education.



elevate

Visual Demonstrations

An Investment in
California's future

- Are there classes that can be demonstrated such as students learning a new skill set in CTE?
- Can you host “mini classes” on various topics to give adult learners an actual experience of what you do in classes?
- Is there something interesting that would provide a visual opportunity to showcase classes via a tour of the school or a particular class?
- Could you set up Information Stations with passionate instructors that share information about their classes?



CTE EVALUATION

Promotion via Cause
Marketing Strategies



CAUSE campaigns

Government & Nonprofit Cause Campaigns

Raising public awareness about your mission

When a for-profit and non profit/public sector organization partner for mutual benefit.

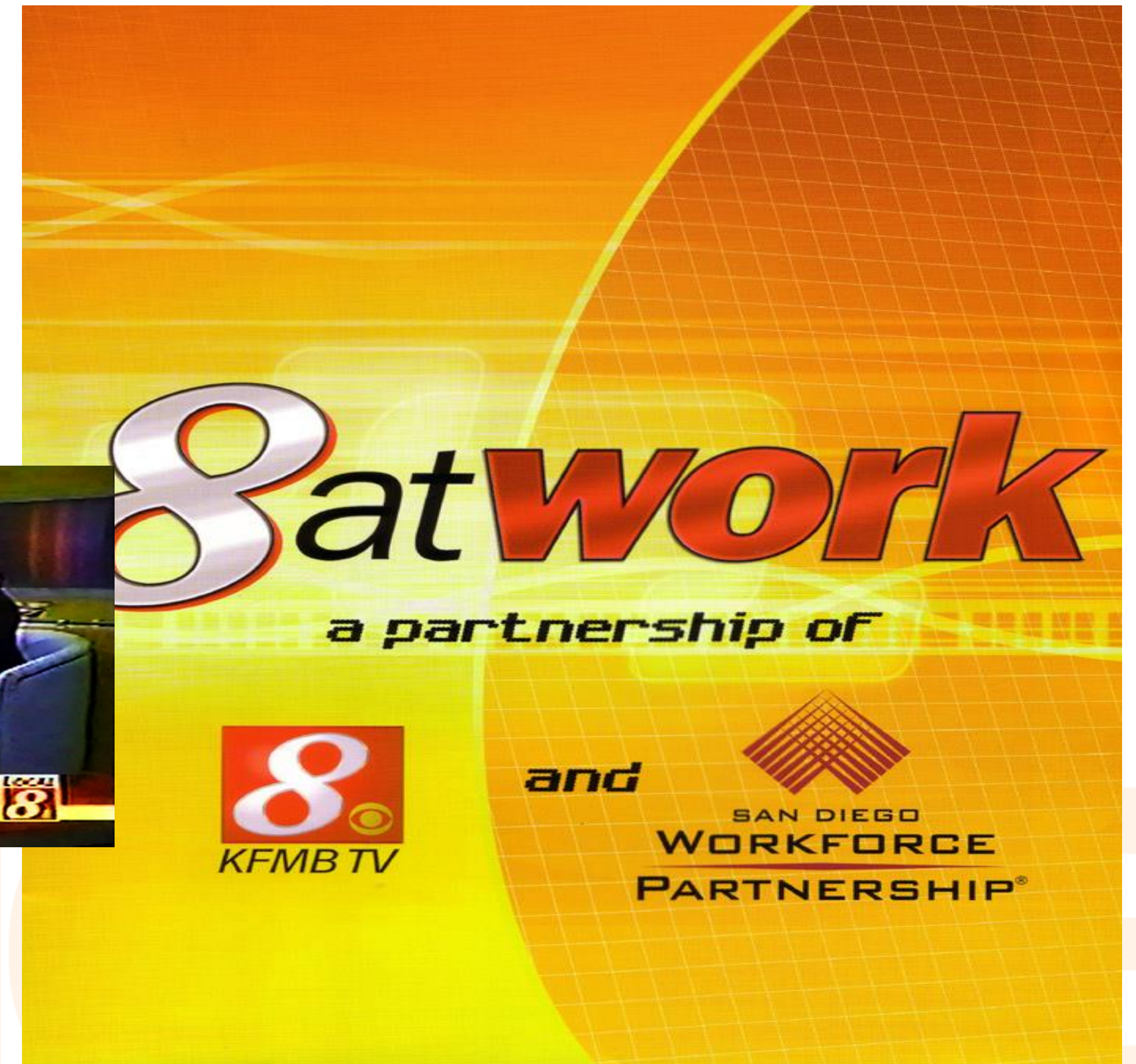


cate&

elevate

Case Study: News Media Cause Marketing Partnership

An Investment in
California's future



Case Study: News Media Cause Marketing Partnership

An Investment in
California's future

The screenshot shows the WorkSource California website. At the top left is the WorkSource logo with the tagline 'The Workforce Network'. To the right is a search bar for 'Visit WorkSource Centers' with a 'Go' button and a link to 'Click here for Other Service Centers.'. Further right is the text 'Initiative of L.A. County Workforce Investment Board'. Below the logo is a 'Sponsored by' section with the WorkSource logo. A 'Contact Us' link is visible in the top right. The main banner features a large image of a smiling woman on the left and a blue box on the right with the text 'Celebrate Workforce Development Month APRIL 2011'. Below the banner are four navigation buttons: 'Meet the Workforce Experts', 'Events & Workshops', 'Meet Our Customers', and 'What is Workforce Development Month?'. The lower section contains three columns of content: 'WorkSource Business Successes' with a story about Metro Pre-Bridge Bus, 'WorkSource Job Seeker Successes' with stories about Minelva and George, and a 'SlideShare Presentation' section with a video player and a 'Listen' button. At the bottom right is an invitation to attend 'SMALL BUSINESS L.A.' sponsored by the County of Los Angeles Workforce Investment Board.

WorkSource
The Workforce Network

Visit WorkSource Centers:
Select WorkSource @ ... Go
[Click here for Other Service Centers.](#)

Initiative of L.A. County
Workforce Investment Board

Sponsored by
WorkSource
The Workforce Network

Contact Us

Celebrate Workforce Development Month

APRIL 2011

Our network of workforce experts leverage funding and resources across the Southern California region to provide our residents with no-cost, high value employment and training services for businesses and job seekers.

Meet the Workforce Experts
Across the Southern California Region [\[+\]](#)

Events & Workshops
Celebrate Workforce Development Month. [\[+\]](#)

Meet Our Customers
Businesses and job seekers who found great success through our services. [\[+\]](#)

What is Workforce Development Month?

WorkSource Business Successes

Metro Pre-Bridge Bus launched its first training program for bus operators thanks to the help of WorkSource @ Community Career Development. [More](#)

After three rounds of layoffs, **Hannibal Industries** saves remaining jobs and turns business around with help from the SASSFA WorkSource Center and ARRA-funded programs. [More](#)

[See All](#)

WorkSource Job Seeker Successes

Minelva: After a layoff, Minelva earns her GED and finds a job in a new field. [More](#)

George: Through the Transitional Subsidized Employment program, George finds a new career and rebuilds his life. [More](#)

Maria: After a layoff, a single mother works hard to prove herself and become self sufficient. [More](#)

[See All](#)

Clear Channel Communications partners with us to spread the word about **Workforce Development Month**. [Listen](#)

SlideShare Presentation

You are invited to attend **SMALL BUSINESS L.A.** Sponsored by the County of Los Angeles Workforce Investment Board. [Learn more](#)

<http://fullcapacitymarketing.com/portfolio/southern-californias-workforce-development-campaign/>

Clear Channel Partnership

An Investment in
California's future

- Flight Mentions, Streaming and On Air Spots
- Additional PSAs
- Web postings and dedicated section of site
- Calendar Events inclusion
- Newsletter eblast to 60,000+ registered users
- Inclusion on the “HOT” Helping Others Together Community Page
- Guerilla street marketing –Flyer distribution

Promotional Value: \$43,100

Cost: \$5,000

Cause Marketing Summary

An Investment in
California's future

- Build a Business Case for Support: Campaign Fact Sheets/Infographics
- Identify Potential Sponsorship Partners
- Identify Potential Media Outlets for Partnerships
 - Connect with Media Outlet's Sales & Marketing Divisions
 - Inventory Media Outlet's Current Causes
 - Identify Potential Strategies for the Media as a Partner
 - Develop a Win-Win: They Get Exposure/Recognition; You Get Additional Promotional Opportunities

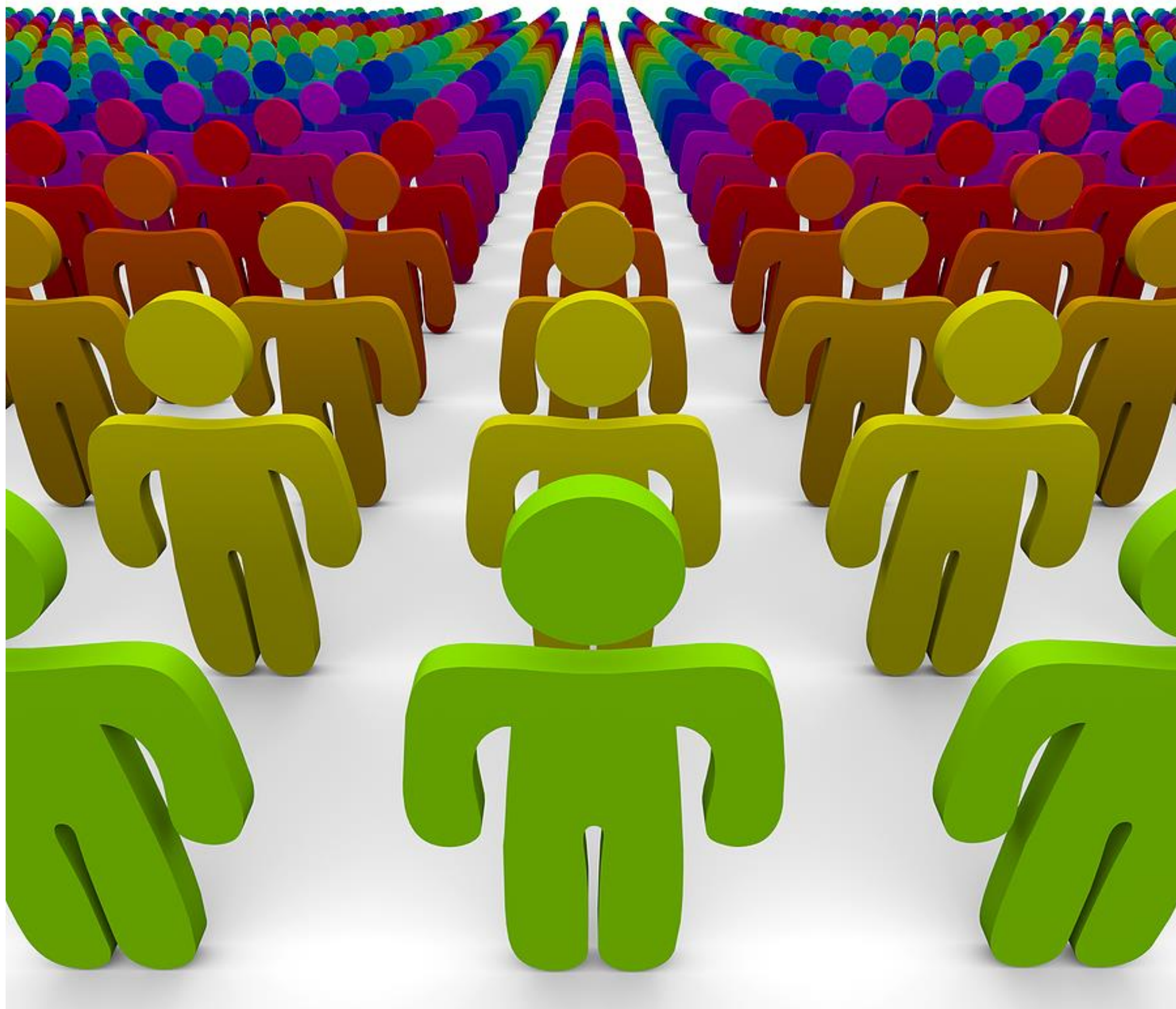
elevate
educ



The news media is an important target audience & your organization needs to proactively build relationships with them to garner support.



CalEVO



Local Media Outlets: Create your Database

Newspaper Search – USNLP: <http://www.usnpl.com/>

Radio – Radio Locator: <https://radio-locator.com/cgi-bin/page?page=states>

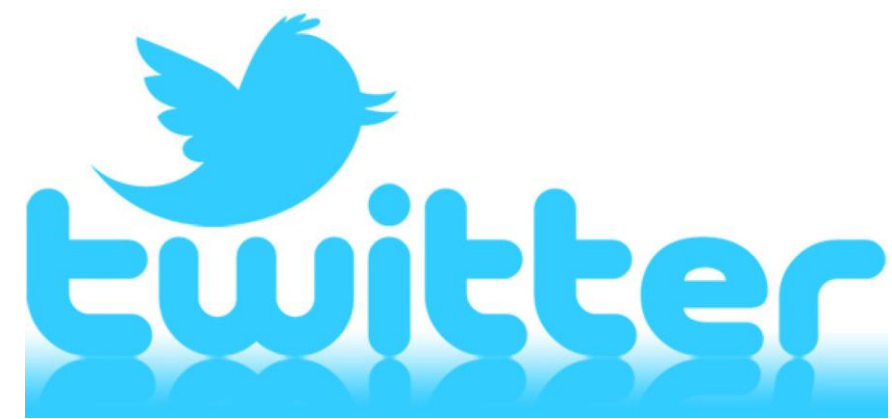
TV – TV Listings: <http://www.tvguide.com/listings/>

Online News Websites – Patch: <https://patch.com/>

Option: Buy Media Services (e.g. PR Newswire)

Social Media

An Investment in
California's future



@AEBGElevate

educate &

elevate

- Create or Use an existing list of Media Contacts.
- Follow BOTH outlet accounts and reporter accounts
- Don't forget Bloggers and Local Community Papers
- Search Your City/County/State on Twitter and Facebook



Build YOUR Brand! Crosswalk Crosswalk Action Planner

- Logo & Byline for Website
- Adult Education Infographics
- AEBG Video
- Adult Education Program Sheets
- AEBG Fact Sheet
- Educational Webinars



Download at: <https://fullcapacitymarketing.sharefile.com/d-s5e4b307e709436d8>

Thank you!

An Investment in
California's future

Steve Curiel, MBA – President

California Council for Adult Education (CCAЕ)

scuriel@HBAS.edu

Madelyn Arballo, Ed.D - President Elect

Association of Community & Continuing Education (ACCE)

marballo@mtsac.edu

Celina Shands, M.S. – CEO/Founder

Full Capacity Marketing, Inc.

AEBG Communications TAP

270 N. El Camino Real #285

Encinitas, CA 92024

T: (760) 274-6370

F: (760) 274-6235

Celina@FullCapacityMarketing.com

www.fullcapacitymarketing.com

educate &
elevate