Toolkit Crosswalk Action Planner
Educate & Elevate California: Adult Education Campaign

Campaign Resource	Purpose	Application to your Organization
Adult Education Infographics	Builds a business case of support for adult education through facts & data points	Use as a handout with key influencers to build a business case of support about the relevancy of adult education http://bit.ly/2hq8znx
Adult Education Program Fact Sheets	Individual fact sheets with important data about the many facets of adult education (from ESL, apprenticeships, CTE, etc)	Use as handouts to educate audiences about the many facets of adult education http://educateandelevateca.org/adult-education-facts/
AEBG Fact Sheet	Single fact sheet about all adult education programs & their value	Use as handouts to educate audiences about the many facets of adult education http://educateandelevateca.org/adult-education-facts/
AEBG Video	Explains the relevant work of adult education consortia	Place on your website and use in briefings with elected officials or in eMarketing http://educateandelevateca.org/watch-video/
Toolkit Item: Media Templates	To promote special events to the news media	Tailor the media advisory with facts about your organization to promote successes to the news media under archived webinars http://aebg.cccco.edu/Events/AEBG-Webinars
Toolkit Item: Press Release Template	To garner media coverage by announcing your support of the Adult Education CA Campaign	Identify areas of opportunity to better engage employers in placements & work-based learning opportunities under archived webinars http://aebg.cccco.edu/Events/AEBG-Webinars
Campaign Logo	Place Campaign Logo & byline on your organization's website	Promotes traffic to and from the campaign website to your organization's site. Logo at http://bit.ly/2zidjVS
Archived Educational Webinars: Campaign Kickoff Webinar Business Engagement Outreach Planning Working with the News Media Working with Legislators	To build capacity in the field for communications and outreach, and raise awareness about using the campaign toolkits with various adult education audiences	Share webinars and tools within your organization to build capacity. Access archived webinars & materials at: http://aebg.cccco.edu/Events/AEBG-Webinars

Questions?

Contact
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