



# An Investment in California's future



## AEBG Advocacy Efforts

## Telling our Story – Building Value in Adult Education



Funded by the California Department of Education and Chancellor's Office of the California Community Colleges (CCCCO).



# Welcome AEBG Consortia!

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## AEBG Office

- Neil Kelly, Specialist



## Thank you! AEBG Advocacy Committee

- **Lizette Navarette** – Vice President for Strategy & Policy Development, Community College League of California
- **Steve Curiel** – President, California Council for Adult Education
- **Madelyn Arballo** – First Vice-President/President Elect, Association of Community & Continuing Education
- **Christine Bosworth, Ed.D** – CEO/Co-founder, Business U, Inc.
- **Ashley Walker** – Policy Advisor, Nossaman LLP
- **Dawn Koepke** – Legislative Advocate Partner, McHugh, Koepke & Associates
- **Bob Harper, Ed.D** – Board Member, California Council for Adult Education and California Adult Educators Administrators Association

## Full Capacity Marketing, Inc.

### AEBG Assigned Team:

- Celina Shands, M.S. – CEO/Founder
- Maryanne Conlin, MBA – Sr. Brand Director
- Michelle Jimenez, B.S. - Sr. MarComm Director
- Ivan Freamer, B.A. – Creative Director
- Kristy Fairfax, B.S. – MarComm Specialist
- Graham Winn-Lee, B.A. - Digital Manager
- Kathy Doucette, M.S. – Sr. Web Developer
- Consulting Partner: Christine Bosworth, Ed.D  
CEO/Co-founder, Business U, Inc.



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# Webinar Agenda

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- Background National Campaign
- AEBG Statewide Efforts
- The Future of Storytelling
- Campaign Elements
- AEBG Consortia Participation
- Participation Benefits
- Next Steps

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# National Campaign Leadership

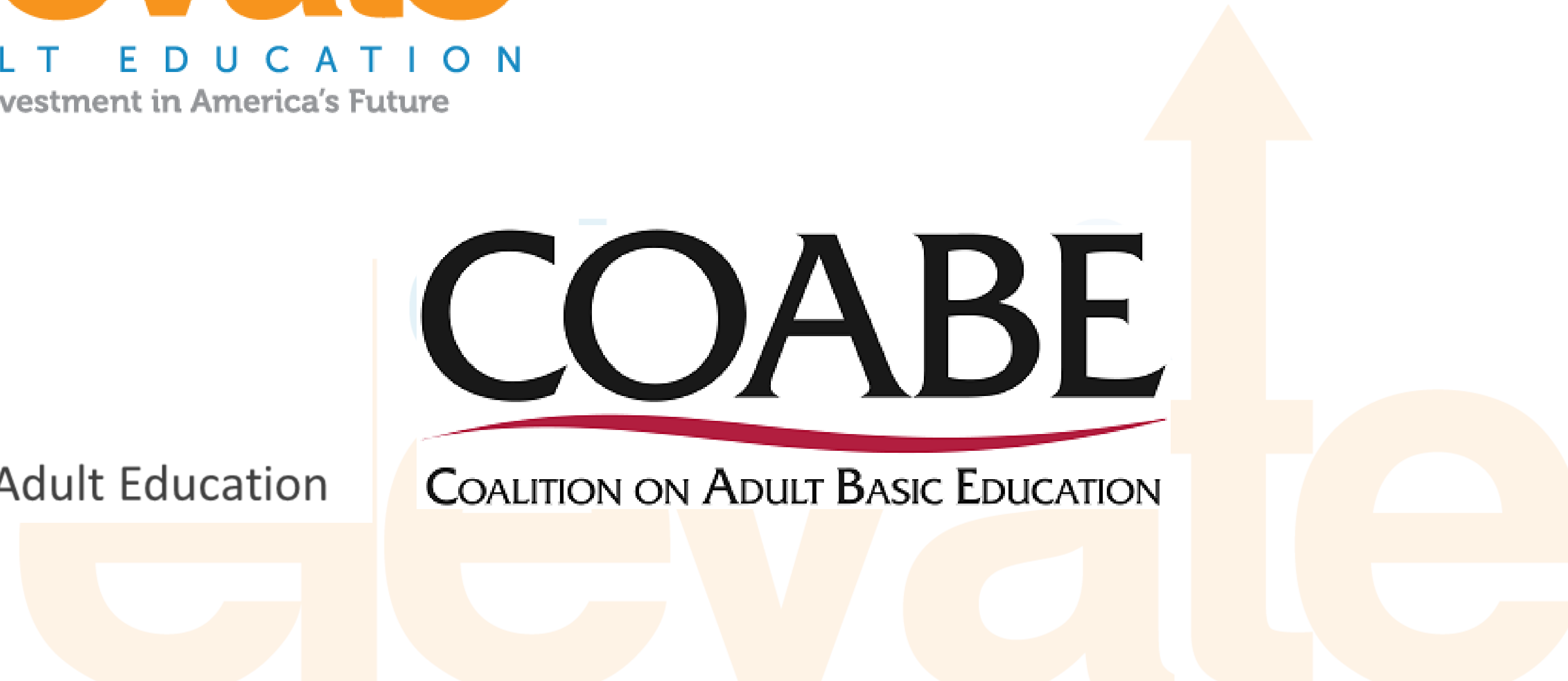
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National Council of State Directors of Adult Education

# COABE

COALITION ON ADULT BASIC EDUCATION





1. Create processes for a concerted, collective effort to reach key stakeholders & our communities.
2. Inform & educate stakeholders about the relevancy of adult education through data, stories, innovations & key message points.
3. Make specific asks to support adult education.

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# Support for Workforce & Education

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A blue banner for COABE. On the left is the "educate&amp;elevate ADULT EDUCATION" logo. The main text reads: "An Investment in America's future. Together we represent the adult education system of nearly 55,000 leaders, administrators, and educators preparing adults to succeed in a global culture and economy." Below the banner is a white section with a blue icon of three people and the text "INVEST IN ADULT EDUCATION".

A screenshot of the East Bay Times website. The header includes the "EAST BAY TIMES" logo, navigation menus for "NEWS", "LOCAL", "SPORTS", "BUSINESS", "ENTERTAINMENT", "OBITUARIES", and "THE CANNIFORNIAN", and a search bar. A "TRENDING" section lists topics like "Fourth of July events" and "Road rage killing". Below is a carousel of images including a clock, a stained glass window, a wooden chest, a patterned fabric, a bird feeder, and a chair. The main article is an opinion piece titled "Opinion: Can't find work? Maybe you need new skills" with social media sharing icons. A photo shows a man and a woman at a podium with the Vice President of the United States seal. A "MOST POPULAR" sidebar lists: "1 Two boys killed in horrific Highway 4 crash ID'd" and "2 California drought: Plans to enlarge major East Bay reservoir move forward".

<http://cqrcengage.com/coabe/home?0>

<http://bayareane.ws/2uHdgNA>



# AEBG Campaign Components

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- Educate & Elevate California Website
- Highlight Success Stories & Innovations
- Build a Narrative for AEBG about our Dual Delivery System
- Help Stakeholders Understand the Many Facets of Adult Education
- Work with Partner Organizations to Coordinate Advocacy Efforts
- Use Digital Strategies: eMagazine/Social/Video
- Develop Toolkits & Templates to Support our Efforts
- Build Capacity in the Field to Tell our Story



Future of  
StoryTelling®

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# Poll #1

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What communication tools do you think your individual organizations and/or regional consortia could benefit from? Check all that apply.

- Marketing Templates to Explain the Value of Adult Education
- Media Toolkit to Promote Adult Education
- Messages to Better Engage Students
- Roadmap for How to Engage Employers
- Other: Write in Chat Pod



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# Poll #2

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To help us create webinars pertaining to communication topics, which of these interest you? Check all that apply.

- Using social media
- How to build an effective outreach plan
- Conducting successful briefings with stakeholders
- Working with the news media to promote our adult education programs
- Other: Write in the Chat Pod



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# Participation Benefits

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- Increase community **awareness** of depth & breadth of your programs
- **Engagement** of key stakeholders
- Build **momentum** for funding
- Highlight your unique **brand &** your **regional consortia's** innovations
- **National recognition** for state efforts and programs
- Build **organizational capacity** for outreach and storytelling
- **Award Recognition Potential:** COABE 2018 Conference

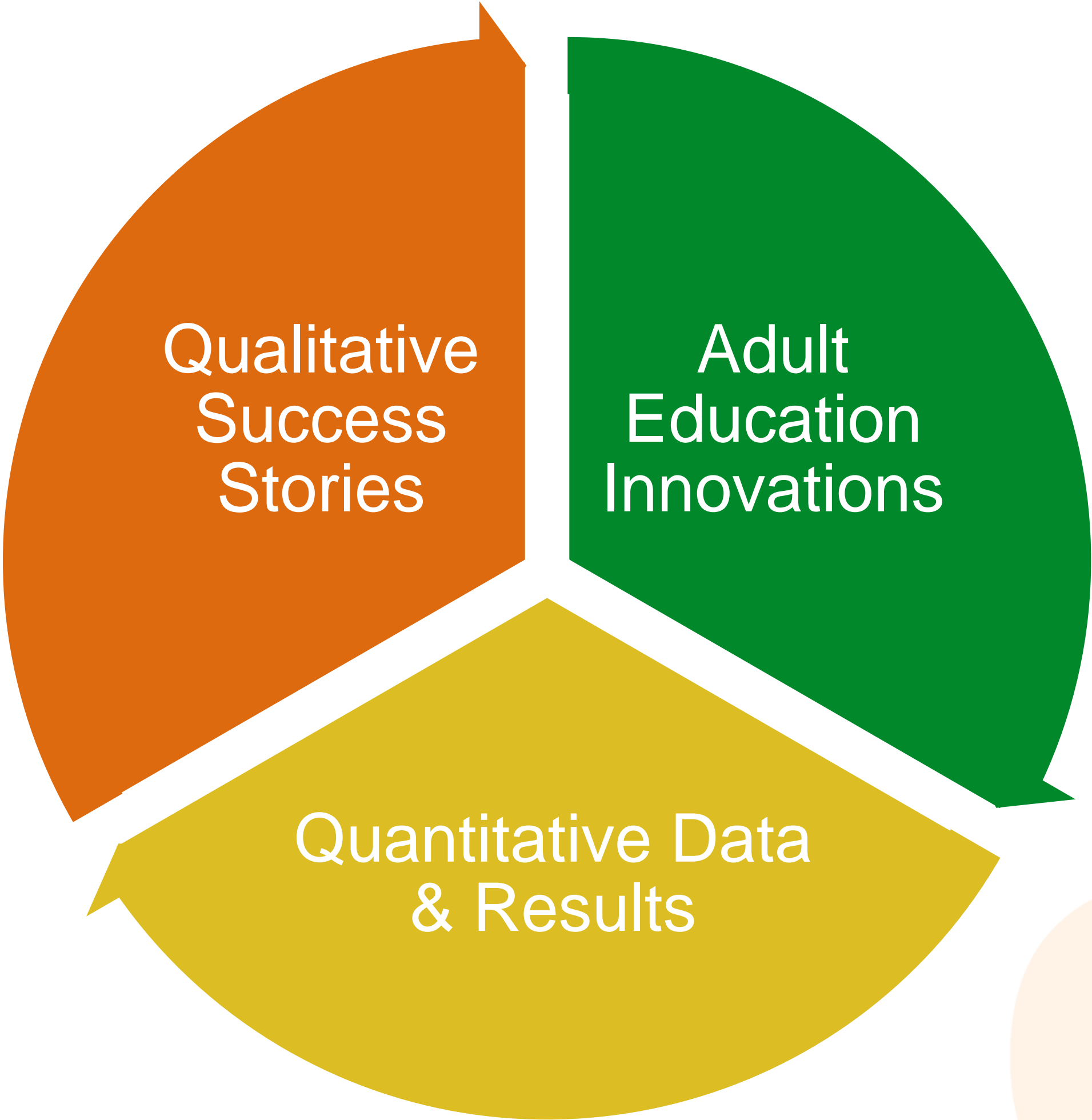


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# Collective Storytelling Components

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# Why Collective Storytelling?

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Watch YouTube videos with Chrome. [Yes, get Chrome now.](#)

YouTube Search

Reinventing the way stories are told

Empathy, Neurochemistry, and the Dramatic Arc: Paul Zak at the Future of StoryTelling 2012

Future of StoryTelling

Subscribe 17K

42,422 views

300 likes 3 dislikes

Up next Autoplay

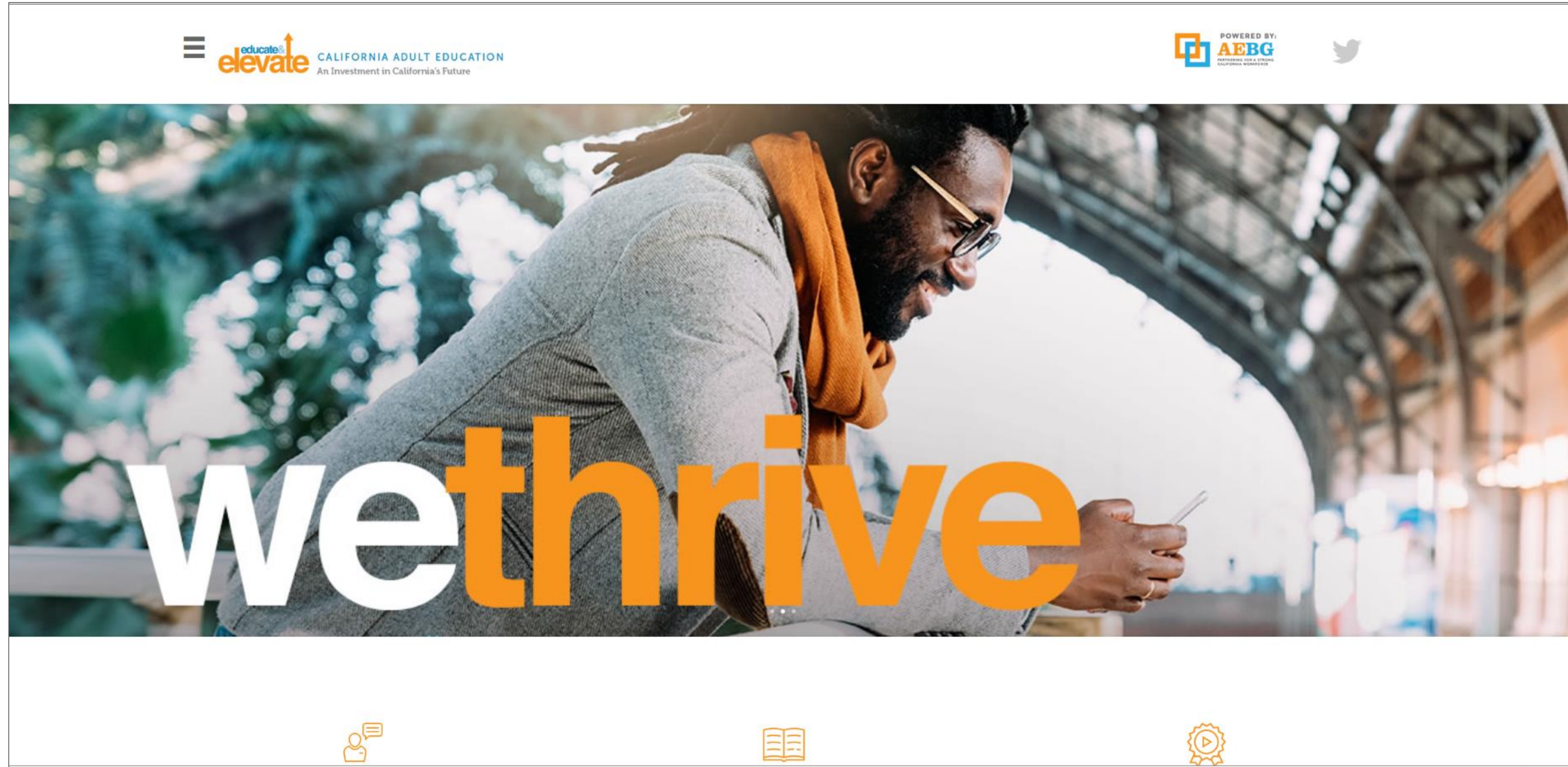
- The mystery of storytelling: Julian Friedmann at TEDxEaling  
TEDx Talks  
466,190 views  
18:29
- Paul Zak: Trust, morality - and oxytocin  
TED  
201,263 views  
16:35
- The Biology of Good and Evil: Paul J. Zak at TEDxAmsterdam 2012  
TEDx Talks  
10,691 views  
16:04
- Storytelling Workshop  
ty bennett  
94,714 views  
1:11:47
- The power of empathy: Helen Riess at TEDxMiddlebury  
TEDx Talks  
230,200 views  
17:03
- The Differences Between Men and Women: Paul Zak at TEDxAmsterdamWomen

<https://www.youtube.com/watch?v=q1a7tiA1Qzo&feature=youtu.be>



# Web Mockup Tour: Work in Process

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# eMagazine: 2017 Legislative Report

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**2017 AEBG LEGISLATIVE REPORT**



**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



<sup>7</sup>Johnson, H., Meja, M. C., & Bohn, S. (2015). Will California Run Out of College Graduates? Sacramento: Public Policy Institute of California.

<sup>8</sup>U.S. Census Bureau. (2011-2015). 2011-2015 American Community Survey 5-Year Estimates Table B23006, Educational Attainment by Employment Status for the Population 25 to 64 Years. Retrieved April 2017, from US Census Bureau: [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?\\_af=ACS\\_15\\_5YR\\_B23006&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?_af=ACS_15_5YR_B23006&prodType=table)

<sup>9</sup>California Employment Development Department. (2015). Laborforce Data Search Tool. Retrieved April 2017, from State of California Employment Development Department: <http://www.labormarketinfo.ca.gov/ighl/data/ghl/ghl-selection.asp?tablename=laborforce>


<sup>10</sup>National Skills Coalition. (2015). Middle-Skill Jobs: A Growing Demand for Workers. Retrieved April 2017, from National Skills Coalition: <http://www.skillscoalition.org/wp-content/uploads/2015/08/Middle-Skill-Jobs-A-Growing-Demand-for-Workers.pdf>

<sup>11</sup>U.S. Census Bureau. (2015). Annual Median Earnings by Education, Race, and Hispanic or Latino Ethnicity. Retrieved April 2017, from US Census Bureau: <https://www.census.gov/p2015br01/tables/more/2015br0101.pdf>

# Practices with Promise: Enhancements

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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





# Video: AEBG Dual Delivery System

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ADULT EDUCATION  
An Investment in America's Future

ourvideo

Our exciting campaign video is now live!

WATCH NOW

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- Follow Stakeholders
- Follow Local, State & National Media
- Share Data
- Highlight Consortia Members
- eMagazine Shares
- Engage Media & Stakeholders
- Join Adult Ed Conversations

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# National Campaign Tools

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Organizing our Efforts in California

Create a state legislative action center  
to educate your stakeholders

STATETRACK

Track legislation and regulations in all 50 states, DC and Puerto Rico.

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A graphic featuring the words "educate &" in a light blue, sans-serif font and "evaluate" in a larger, light orange, sans-serif font below it. A light orange arrow points upwards from the top of the word "evaluate".



# Your Role – Your Voice – Your Story

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and  
create



# Advocacy & Outreach Inventory

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- Purpose of Inventory: Building our Advocate Team; Cross Promotions; Coordinating Efforts
- Option 1: Go to <http://bit.ly/2ujpgYQ> to complete the Advocacy & Outreach Inventory by 7/28/17
- Option 2: Contact Michelle Jimenez for a 10-minute interview



Michelle Jimenez  
Sr. MarComm Director  
[michelle@fullcapacitymarketing.net](mailto:michelle@fullcapacitymarketing.net)

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# Regional Consortia Profiles

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- Purpose of Profiles
  - October eMagazine Viewed by Legislators
  - Retool for Consortia Websites and eMarketing Promotions
- Maryanne Conlin will contact you to schedule consultation



Maryanne Conlin  
Sr. Brand Director

[michelle@fullcapacitymarketing.net](mailto:michelle@fullcapacitymarketing.net)

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# Submit Stories & Innovations

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- Need help with Story Development?
- Want to showcase an innovative program?
- Contact Michelle Jimenez



Michelle Jimenez  
Sr. MarComm Director  
[michelle@fullcapacitymarketing.net](mailto:michelle@fullcapacitymarketing.net)

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# Next Steps

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- FCM to Provide Weekly Updates in AEBG eNewsletter - Ongoing
- Work with Advocacy Committee to Develop Narrative & Messages: July 2017
- Co-develop Stories & Innovations w/each Consortia: July – September 2017
- Co-develop Regional Profiles w/each Consortia: July – September 2017
- Coordinate with Identified Consortia Outreach/Advocacy Leads & the Advocacy Committee for advocacy rollout: July – September 2017
- Finish Website & Campaign Toolkit: August 2017
- Coordinate Webinars with the SCOE Team: August – September 2017
- Coordinated Outreach to Stakeholders – October 2017



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# Tap into COABE's Learning Forum

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COABE | Adult Educator Resources

Sponsored by  
Essential Education

Register Now!

Log in

Home

Browse

Contribute

COABE

Learning Forum

Need Help?

Search



A free resource for all adult educators.

Find lesson plans, videos, apps, conference presentations and Professional Development Resources.

Discussion Threads &  
Posts

Peer-to-Peer Learning

<https://adulthoodresource.coabe.org/>



# Questions?

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The screenshot shows the AEBG website's 'Contact Support' page. The navigation bar includes links for Home, About, Consortia, For AEBG Grantees, Resources, Events, Newsroom, Support, and PRACTICES WITH PROMISE. The main content area features a contact form with the following fields: First Name, Last Name, Email Address, Phone Number, Consortium Name, and Position/Title. Below the form are radio buttons for Role: Consortium Lead, Consortium Member, Employer, and Community Based Organization. A search bar is located in the top right corner. To the right of the form is a banner for 'PARTNERING FOR A STRONG CALIFORNIA WORKFORCE' with the AEBG logo and a 'VIEW SITE' link.



**Thank you!**

<http://aebg.cccco.edu/ContactUs/Support>

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