



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!

An Investment in
California's future

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.



full capacity marketing, inc.
elevate your brand

educate &
elevate

Webinar Agenda

An Investment in
California's future



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

educate &
evaluate

National Campaign Leadership

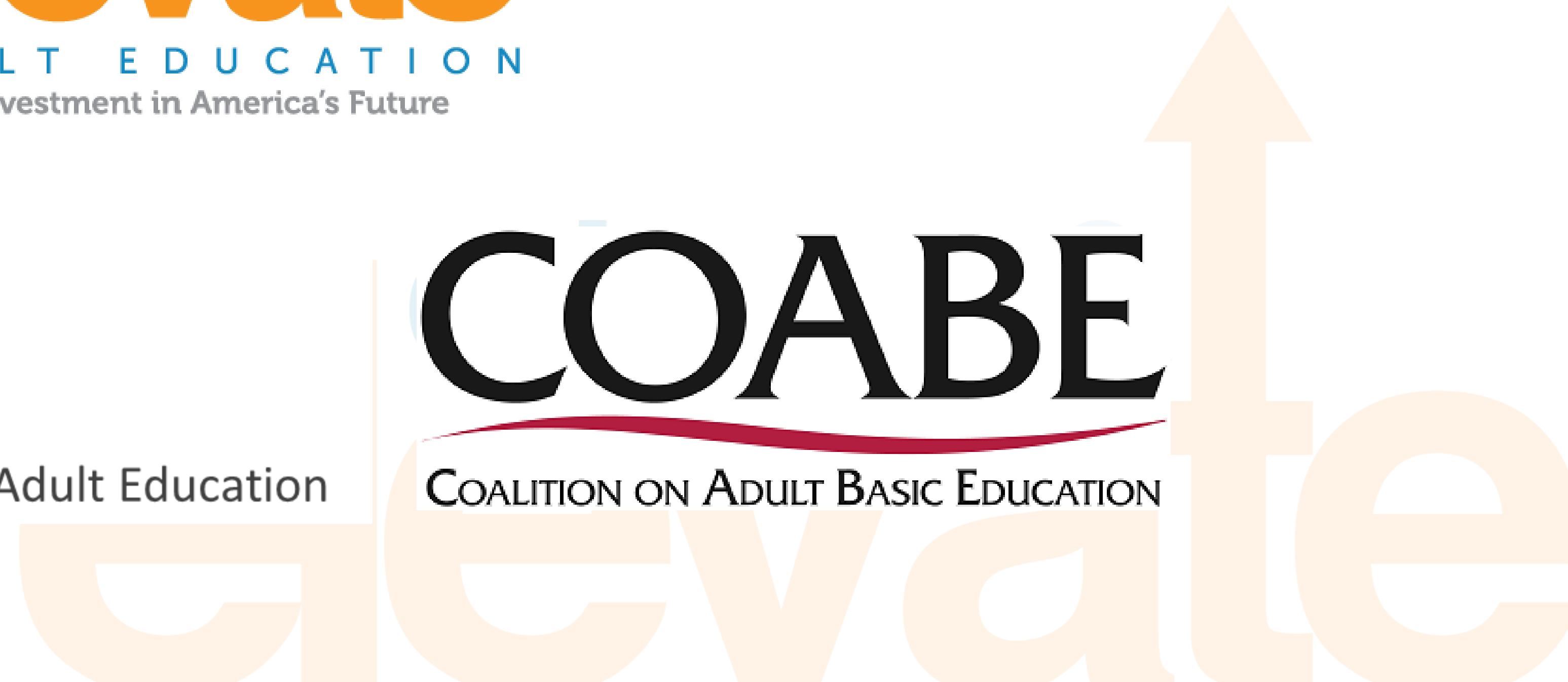
An Investment in
California's future



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.

educate &
evaluate

Support for Workforce & Education

An Investment in
California's future



educate&elevate
ADULT EDUCATION

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.

An Investment in
America's future

INVEST IN ADULT EDUCATION

The banner features a blue background with a photograph of diverse people in a classroom setting. The "educate&elevate" logo is on the left, and the text "An Investment in America's future" is on the right. A white navigation arrow is centered below the photo. At the bottom, a white box contains the text "INVEST IN ADULT EDUCATION" with a small icon of three people above it.

EAST BAY TIMES

NEWS LOCAL SPORTS BUSINESS ENTERTAINMENT OBITUARIES THE CANNIFORNIAN

TRENDING: Fourth of July events Road rage killing San Lorenzo High axes mascot Sex at OPD HQ? KD on the cheap? Charitable Beast Mode

houzz

Opinion > Commentary

Opinion: Can't find work? Maybe you need new skills

Sign up for our newsletters!
SUBSCRIBE

Follow Us

MOST POPULAR >

- Two boys killed in horrific Highway 4 crash ID'd
- California drought: Plans to enlarge major East Bay reservoir move forward

The screenshot shows the top of the East Bay Times website. It includes the masthead, navigation menu, trending topics, a carousel of images, a featured opinion article with a photo of a woman at a podium, and a "Most Popular" section with two headlines.

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

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

AEBG Campaign Components

An Investment in
California's future

- 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®

educate &
elevate

Poll #1

An Investment in
California's future

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



educate &
elevate

Poll #2

An Investment in
California's future

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



educate&
elevate

Participation Benefits

An Investment in
California's future

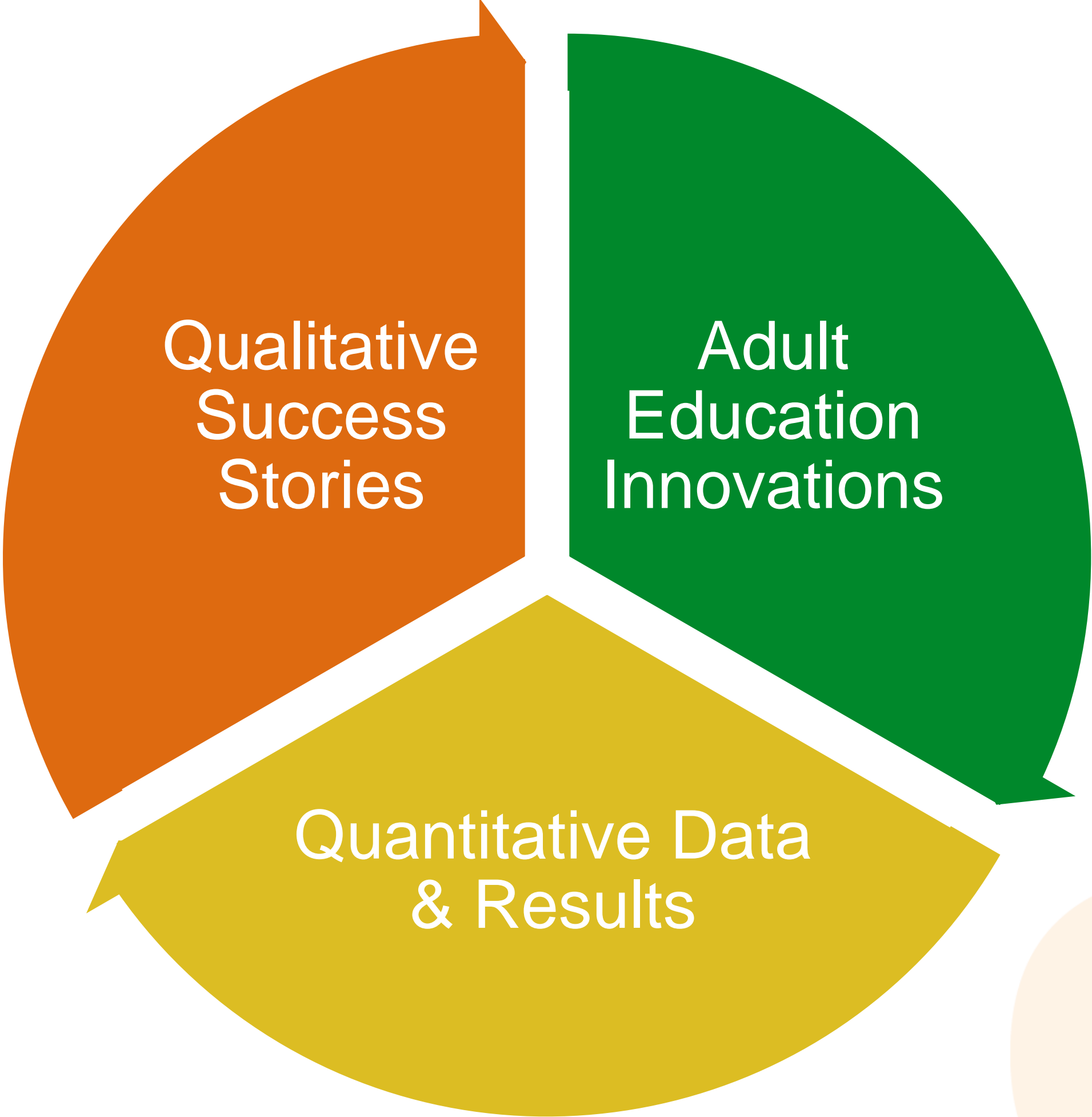
- Increase community **awareness** of depth & breadth of your programs
- **Engagement** of key stakeholders
- Build **momentum** for funding
- Highlight your unique **brand &** your **regional consortia's** innovations
- **National recognition** for state efforts and programs
- Build **organizational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



educate &
elevate

Collective Storytelling Components

An Investment in
California's future



educate &
elevate

Why Collective Storytelling?

An Investment in
California's future

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

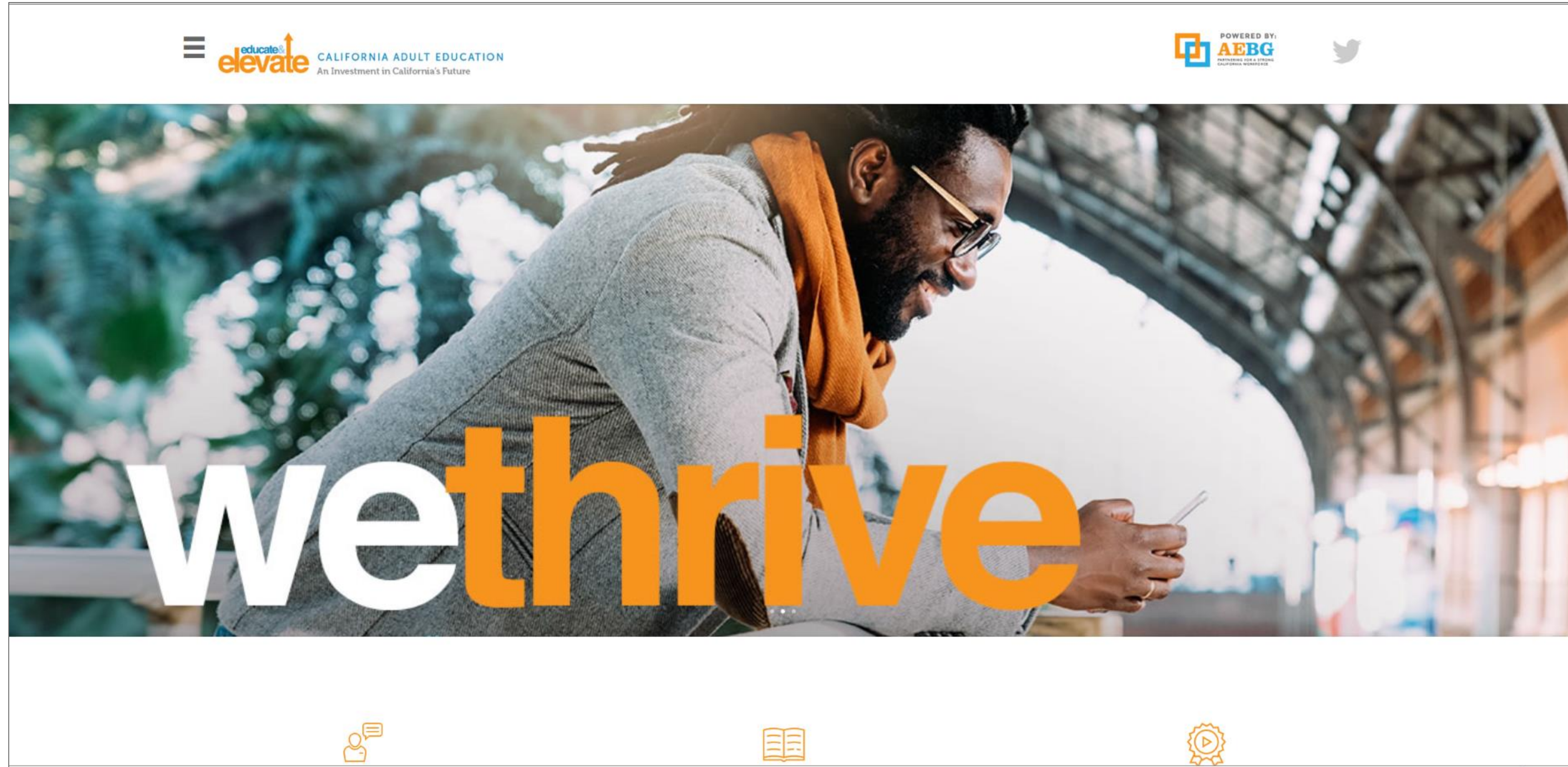
Up next Autoplay

- The mystery of storytelling: Julian Friedmann at TEDxEaling
TEDx Talks
466,190 views
- Paul Zak: Trust, morality - and oxytocin
TED
201,263 views
- The Biology of Good and Evil: Paul J. Zak at TEDxAmsterdam 2012
TEDx Talks
10,691 views
- Storytelling Workshop
ty bennett
94,714 views
- The power of empathy: Helen Riess at TEDxMiddlebury
TEDx Talks
230,200 views
- 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

An Investment in
California's future



eMagazine: 2017 Legislative Report


An Investment in
California's future



AEBG
PARTNERING FOR A STRONG
CALIFORNIA WORKFORCE



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



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

⁸U.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


¹⁰California 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>



Practices with Promise: Enhancements

An Investment in
California's future

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

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



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

educate&
elevate

National Campaign Tools

An Investment in
California's future



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.

educate &
evaluate

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 right side of the word "evaluate".

Advocacy & Outreach Inventory

An Investment in
California's future

- 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

educate &
elevate

Regional Consortia Profiles

An Investment in
California's future

- 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

educate &
elevate

Submit Stories & Innovations

An Investment in
California's future

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



Michelle Jimenez
Sr. MarComm Director
michelle@fullcapacitymarketing.net

educate &
elevate

Next Steps

An Investment in
California's future

- 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



full capacity marketing, inc.
elevate your brand

educate &
elevate

Tap into COABE's Learning Forum

An Investment in
California's future

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?

An Investment in
California's future

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 'Contact Support' section contains a 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 at the top right of the page. A banner for 'PARTNERING FOR A STRONG CALIFORNIA WORKFORCE' is visible, featuring the AEBG logo and the text 'PRACTICES WITH PROMISE VIEW SITE'.



Thank you!

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

ucate&
createvalue