

# Stronger Together:

Responsive Problem Solving  
for Short- and Long-Term Wins!  
We Have Tools to Share!

## WIOA Wednesday Webinar



*Thanks for joining us today*

**Dr. Kathy Olesen-Tracey**

Senior Director of Adult Education and Literacy  
Illinois Community College Board

**Dr. Aimee Julian**

Director, Illinois Center for Specialized Professional Support

**Sarah Goldammer**, Director

Southern Illinois Professional Development Center



# Our Goals for this session...

- Review responses and problem solving steps in Adult Education to address needed outreach to potential students
- View resources created to support AE programs: promising practices, website redesign, modified messaging, action plans
- Explore templates and tools
- Share short-term and long-term wins, struggles, and next steps as we strive to support our learners, our teachers, our programs, and our communities

2020



# Success Stories: Student Voices



# Success Stories: YouTube Channel

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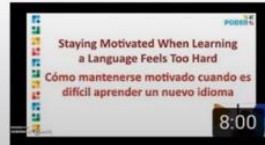
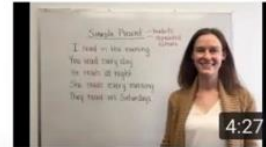
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# Success Stories: A Picture is Worth a Thousand Words



LET'S HAVE FUN!  
ENGAGE STUDENTS!

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A Picture is Worth a  
1,000 Words!



# Response to Enrollment Decline

- Support from state leadership
- Gather and disseminate information and tools
- Shine a light on what was working in the field
- Assist and empower local programs to reimagine their recruitment plans





# Key Components

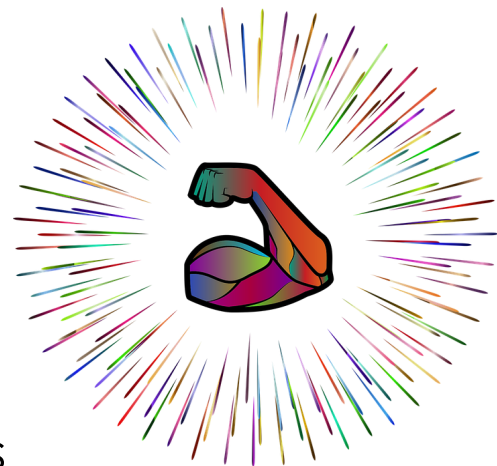
- Messaging to learners and to institutional leadership
- Providing access to quality programming
- Using the many digital and social tools to engage individuals



*“We can bring you the learners to fulfill not only enrollment needs but also to fulfill your equity mission”*

# Tools and Process

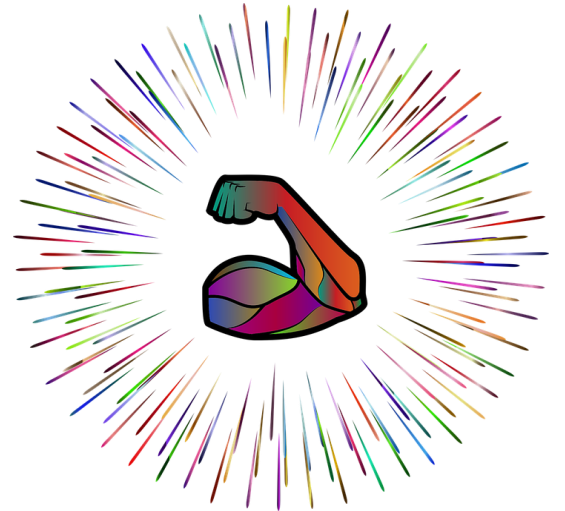
- Recruitment series of webinars
- Engagement and Retention series of webinars
- Best Practices for Making Your Website Effective for Recruitment webinar
- Adult Education Recruitment Action Plan and supporting training sessions



# Recruitment Series

Each webinar began with research-based information and then spotlighted good work from the field that supported the following:

- Facebook Strategies
- Geofencing Strategies
- Tik Tok & YouTube Strategies



# Engagement and Retention Series

Each webinar began with research-based information and then spotlighted good work from the field that supported the following:

- Taking Time to Care
- Classroom Strategies for Getting and Staying Connected
- Harnessing Technology for Engagement

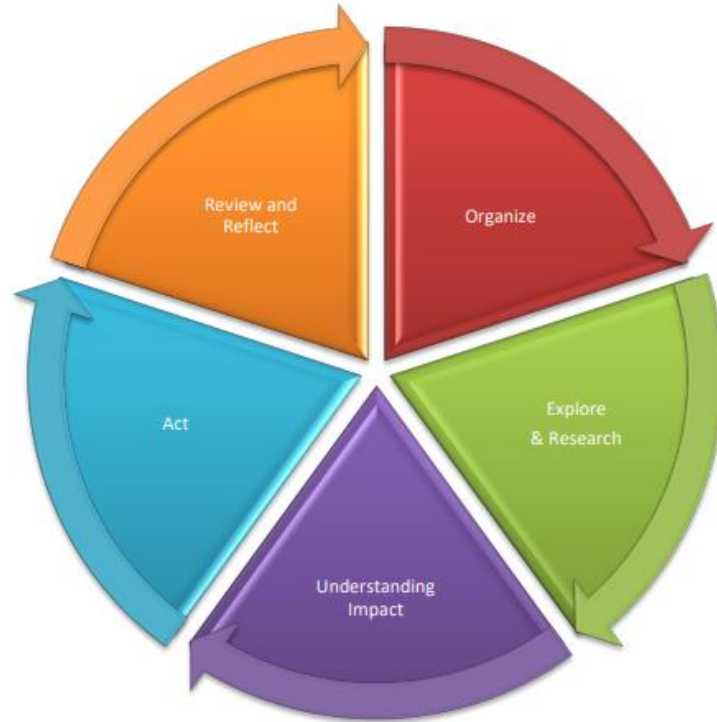


# Effective Website Webinar

Webinar shared research-based information

- Team spent time working with individual programs to enhance their website
- Different issues depending on type of program: community colleges, community-based organizations, school districts

# Adult Education Recruitment Plan



# Adult Education Recruitment Plan



## **Understanding the Process**

Goal – to ensure all program leadership understand the process and expectations for the Adult Education programs.

## **Gap Analysis**

Goal – to ensure all program leadership have identified problems to be addressed and provide guidance and support to programs who need assistance.

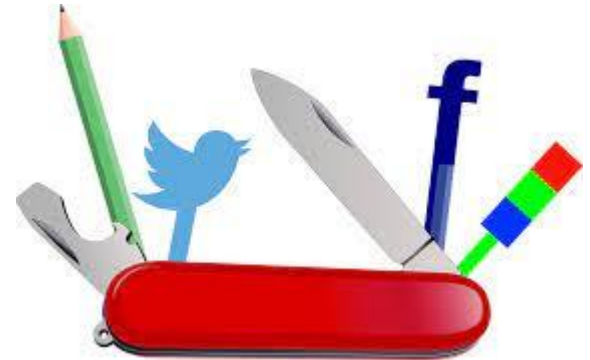
## **Next Steps and Successful Submission**

Goal – Walk each program through the next steps and provide direction regarding the action plan submission

# Adult Education Recruitment Plan Toolkit

## Adult Education Action Plan FY21 Documents

- [Adult Education Recruitment Action Plan Announcement](#)
- [Adult Education Continuous Improvement Plan \(Fillable PDF\)](#)
- [Adult Education Continuous Improvement Plan \(Word document\)](#)
- [Adult Education Final Action Plan \(Fillable PDF\)](#)
- [Adult Education Final Action Plan \(Word document\)](#)
- [Adult Education Action Plan Model \(Sample\)](#)





# Additional Resources for Action Plans



- COABE Move Ahead with Adult Education Campaign
- Promising Practices from Illinois  
Promising Practices

**A rising tide lifts all boats. Please enjoy searching the helpful ideas and documents below that have been shared by adult educators across Illinois. Consider sharing promising practices working for you.**



We know the times are unprecedented and the learning curve has been and continues to be steep as we pivot in order to reach and teach our students. We also know there are many valuable processes being created and tools being invented and/or discovered in our adult education programs in Illinois. Your adult education Professional Development Network would like to serve you by capturing these promising practices and sharing them so that ALL Illinois students can be served as thoroughly as possible.

Simply click [HERE](#) to complete a brief Google Form to share with us your promising practice

# Let's hear from some of our programs!



## Tools and Resources



Create content



FREE Texts



Schedule Content



Integrates with CRM /  
SMS Images



## Summary of Marketing Efforts

- Word of Mouth
- Video testimonials (:30, :60)
- Digital advertising – Google, Bing, Facebook/Instagram
- Homepage banners
- Postcard and expanded language mailing list
- Spanish Radio ad & PSAs
- Print ads & advertorials – *Reflejos*
- Pace Bus interior ads w/ QR code



Boost  
Posts  
Reach: 7,062

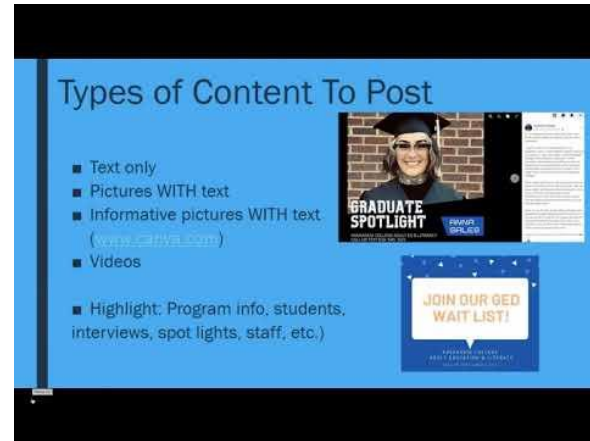


# Let's hear from more of our programs!

Kaskaskia Community College

Here are some interesting findings from the advertisement on Facebook and Instagram which ran for 9 days:

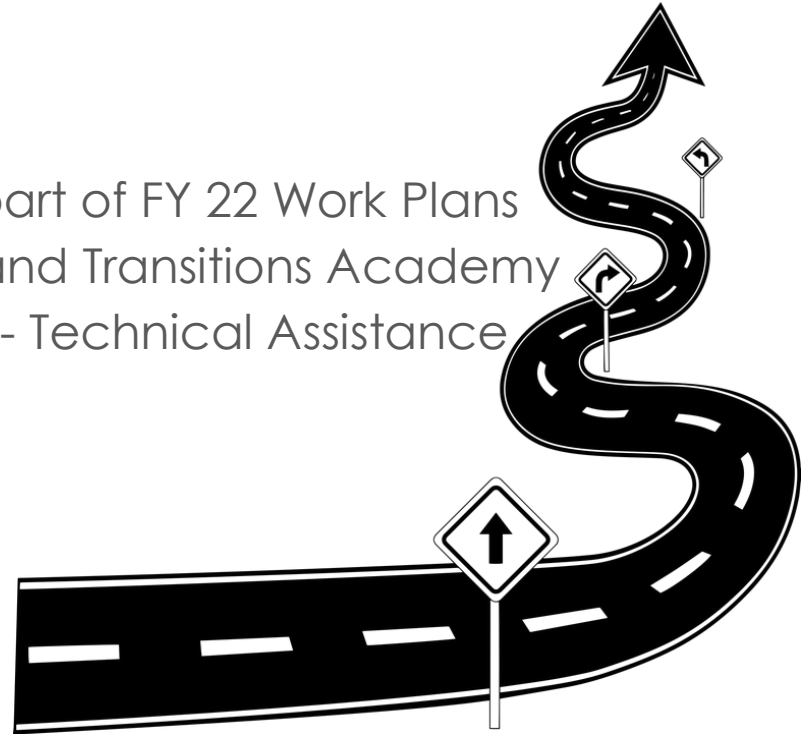
- Most hits and reactions came on last four days, Thursday-Sundays
- Target audience was anyone between the ages of 17-50 in a 40 mile radius of the main campus, incorporating almost the entire district
- The ad cost \$400 for the nine days.
- This effort reached 29,104 individuals
  - engaged 2,403 people
  - had 299 reactions (likes, hearts, etc.)
  - shared 163 times
- Largest response was from women 18-44.



This one campaign resulted in 98 new students in the AEL program at Kaskaskia College! By adding these students to current enrollment, this brought them to 2 students shy of pre-pandemic total enrollment.

# Moving Forward

- Continuous Improvement Plans were part of FY 22 Work Plans
- Connections at Forum for Excellence and Transitions Academy
- Adult Education Outreach Campaign - Technical Assistance



# Adult Education Outreach Campaign

- Aligned with the vision
- Statewide campaign
- Full Capacity Marketing
- Adult Learning Resource Center (ALRC)
- Continued professional development to help programs adapt to change
- Ongoing technical assistance





**Illinois Adult Education**  
YOUR PATH. YOUR FUTURE.


Questions?  Call or  Text (800)-321-9511

Select Language 

# Your Path. Your Future.

There is a path to getting a new job or getting a better job, helping your children with their schoolwork, or preparing for college through adult education in Illinois.

I am interested in:

Select a Path 



## Get Started Now!

**It's Your Path. It's Your Future.**

Fill out the form below and one of our programs will follow up with more information or answer your questions.

First Name

Last Name

Email

Phone

Zip Code

Interested In

Learning or improving my English 

SUBMIT

# Campaign Toolkit

Find everything you need to help you in your outreach efforts! Explore the campaign materials from social media posts to print templates designed to support your recruitment efforts.



# What have you seen?

**Illinois workNet**  
3,113 followers  
1h • 🌐

Going back to school to complete your **#highschool equivalency** can launch your life in a new direction. Classes are flexible and available near you. Get started by viewing course offerings and learn more: [https://lnkd.in/g\\_PtXGUq](https://lnkd.in/g_PtXGUq)





# What have you seen? How can you connect?



**Finish What You Started in High School**

Earn Your High School Equivalency or Spanish HSE

CALL OR TEXT (800) 321-9511

YourPathYourFuture.org

Illinois Adult Education YOUR PATH. YOUR FUTURE.

ICCB



**Finish What You Started in High School**

Brush Up on Math and Reading and Earn Your High School Equivalency or Spanish HSE.

CALL OR TEXT (800) 321 9511

YourPathYourFuture.org

Illinois Adult Education YOUR PATH. YOUR FUTURE.

The path toward a better future starts with **Parkland Community College**.

Prepare yourself to get a new job or improve your life. Find a course for you at

<https://www.parkland.edu/Main/Academics/Departments/Adult-Education>



## Program Directory

### Find a class or tutor for adults.

Classes and tutoring programs are available throughout Illinois to help adults learn English, improve reading and math skills, prepare for the GED, prepare for Citizenship, learn how to use computers, and more.

#### Need Help?

##### Questions?

Call or Text (800)-321-9511

English, Spanish, and Polish speaking operators are available  
M-F, 8:30 am - 4:30 pm.

Or send this form: [English](#) | [Español](#) | [Polski](#)

Search by City, Chicago  
Neighborhood, or Zip

Scroll down for search results.

I am looking for classes in:

- Reading
- Math
- English as a Second Language
- High School Equivalency
- Spanish HSE
- Civics/Citizenship
- High School Completion
- Career Training/Career Pathways
- Computer/Digital Literacy

I am looking  
for tutoring:

Yes

Class/Tutoring  
Times

- Morning
- Afternoon
- Evening
- Weekend

Interested in  
becoming a  
tutor?

Yes

Search

## Moving forward:

- Leads
- Halo effect
- Staffing shortage
- Apply innovative problem solving



**Illinois**  
**Adult**  
**Education**  
YOUR PATH. YOUR FUTURE.

# What questions do you have?

**85 million**

By 2030, more than **85 million** jobs could go unfilled because there aren't enough skilled people available.

Source: Korn Ferry

**70%**

By 2027, **70% of U.S. jobs** will require some education beyond high school.

Source: Georgetown University, Center on Education and the Workforce



**over one million**

**Over 1 million** of 10.2 million Illinoisans over the age of 16 have less than 12 grades of formal education. This number includes 403,143 individuals over age 16 with less than a 9th-grade education.

Source: ICCB

**10.9%**

In Illinois, **10.9% of adults** have not completed high school, and more than half have no more than a high school diploma, according to the U.S. Census.

Source: U.S. Census



*Thanks for joining us today*

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## Identify the problem

- Declining enrollment over several years
- Exacerbated by the pandemic
- Led to recognition of the need to revamp traditional recruitment messaging



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