
Advocacy for Your Adult Education Program

*Presentation at the IAACE Conference
April 25, 2018*

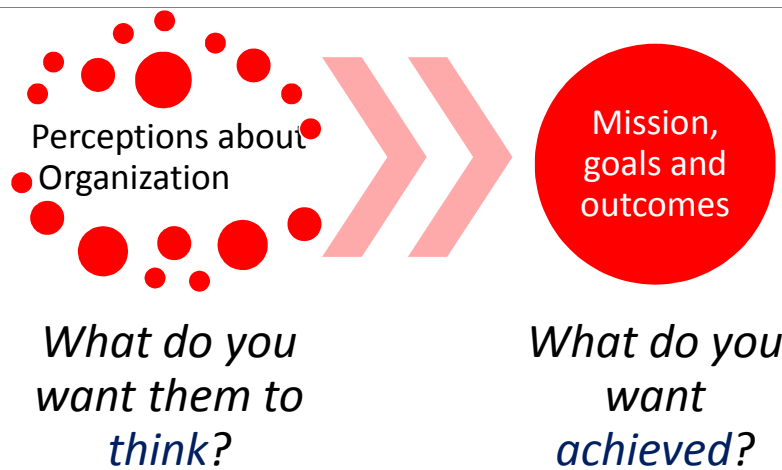
Lucinda Nord, Executive Director, Indiana Library Federation

Your goals for this session?

Goals today

1. In Preparation
 - Understand the legislative process
 - Understand the context
2. Over the Summer and Fall
 - Practice key talking points specific to your legislator
 - Meet Candidates and Elected Officials
 - Stats, Stories Photos and Tweets
 - Tell your story (what do you do best?)
 - Maintain and strengthen relationships
 - Build local champions
3. 2019 Legislative Session

Mission? Current public image?

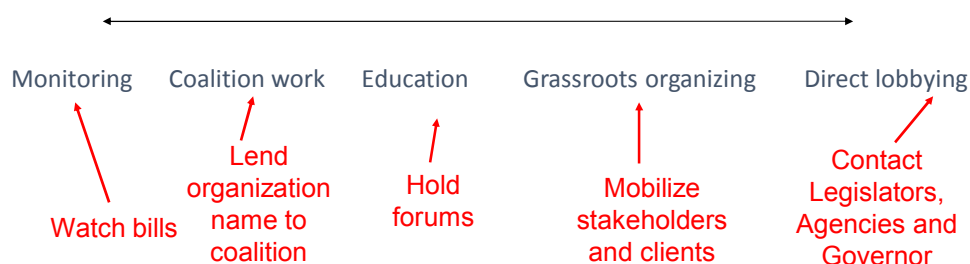


What best describes you?

NEWBIE <ul style="list-style-type: none"> • New to job, role or advocacy • Have not visited Statehouse or Capitol or key policymaker meetings 	HESITANT <ul style="list-style-type: none"> • Understand why important, but not as comfortable reaching out • Know of decision-makers but may not <i>know</i> them • Worried about crossing a line, appearing partisan, impact on nonprofit or alignment with school/organization administration
COMFY <ul style="list-style-type: none"> • Know some decision-makers or how to find and reach them • Feel comfortable framing an issue and speaking with decision-makers • Don't do it as a matter of routine, but comfy when needed 	PRO <ul style="list-style-type: none"> • Know key decision-makers and could contact them quickly • Feel comfortable framing issue specific to the decision-maker or audience • Know the rules • Routinely advance mission through advocacy

Range of Activities

Advocacy includes the range of activities used in order to influence legislation, administrative rules or policies.



Do's and Don'ts

DO:

Be fact-based and objective in all your activities.

Continue normal advocacy activities.

Advocate your issue.

DON'T



Support or oppose any candidates or political parties with 501-c-3 nonprofit resources in any way.

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About the Indiana General Assembly

Your Statehouse

The “Long Session” January – April, odd years

Biennial budget (HB1001)

July 2019-June 2021, \$34 Billion

The “Short Session” – Jan. – March, even years

Supermajorities in both chambers

House 71 R – 29 D

Senate 40 R – 10 D

www.in.gov/legislative



Outlook for 2019 – At least 20 new legislators, many new committee chairs

YOUR RELATIONSHIPS ARE CRITICAL!

2018 Session Overview – in the media

901 bills were introduced; 202 passed.

Passed

- Sunday Sales of Alcohol
- Funding for Schools (\$25M this school year and \$75M next year)
- Professional Licenses for those with DACA status (Deferred Action for Childhood Arrivals)
- Workforce Development Reorganization “Light”
- CBD Oil legalization
- Opioid crisis and expanded treatment

Did not pass

- Muncie and Gary schools financial management
- Driverless/autonomous vehicles
- School safety
- Many tax bills
- Gun bills

At least 20 legislators new to budget process in 2019. We need to develop new relationships. Sen. Pres. Pro Tem Long will retire.



Education and Workforce Development

HB1002 and SB50, Workforce Reorganization – passed

- Changes leadership structure from SWIC, State Workforce Innovation Council, to new 17-member appointed group; for Ivy Tech boards; etc.
- Governor's and Legislators' goal for next session is to reorganize and streamline all workforce development programs—more employer-focused

IAACE's goals: strengthen advocacy skills and activities; show legislators what Indiana's adult education programs already do—how Indiana's programs were ahead of the curve with IETs

ILF's goal: elevate libraries' roles in education and workforce development, showing what libraries already do and capture outcomes better

- Collaborations – school-academic-public library collaborations; library-employer collaborations; etc.
- Adult Literacy/Education—services and local access; note Indiana Adult Literacy Study (2017)



adult education programs

235 public libraries
428 library branches
120+ colleges + 285 school corps



Indiana Library Federation leads, educates and advocates to advance library services for the benefit of Indiana residents.
www.ilfonline.org

Key Committees

Standing committees during session

- Senate Local Government
- House Local Government
- **House Ways and Means**
- **Senate Appropriations**
- Senate Tax and Fiscal Policy
- Senate Education and Career Development
- House Education

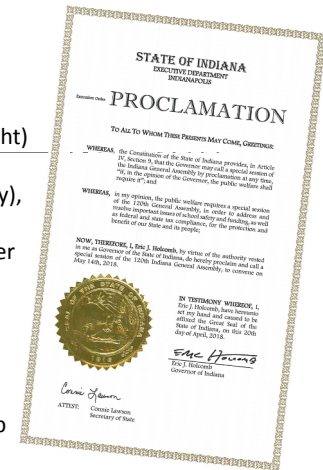
Plus many others...



What is on the horizon? 2018



- Indiana Primary May 8
- Special Legislative Session May 14 (proclamation at right)
- Technical Corrections Day May 15
- Interim Study Committees on (to be announced in May), held in Summer/Fall
- Governor's new Workforce Cabinet to meet every other month (TBD)
- Federal budget discussions; current budget through 9/30/2018
- State & Federal Elections in November
 - 1 US senator and 9 representatives in Congress
 - 100 reps in Statehouse; 25 of 50 state senators up for election



2019

"Long" session of General Assembly, writing biennial budget

House District 1

Incumbent not running: Rep. Linda Lawson (D-Hammond)
Democrat filed: Carolyn Jackson
Republican filed: None

House District 3

Incumbent not running: Rep. Charlie Brown (D-Gary)
Democrats filed: Ragen Hatcher; Darren Washington; Jessica Renslow
Republican filed: None

House District 9

Incumbent not running: Rep. Scott Pelath (D-Michigan City)
Democrats filed: Pat Boy; Sean Fitzpatrick; Duane Parry
Republican filed: Dan Granquist

House District 23

Incumbent not running: Rep. Bill Friend (R-Macy)
Democrat filed: Terry Doran
Republican filed: Ethan Manning

House District 29

Incumbent not running: Rep. Kathy Richardson (R-Noblesville)
Democrat filed: Tracy Roberts
Republicans filed: Greg O'Connor; Chuck Goodrich; Brad Beaver; Garen Bragg
Third Party filed: Jenna Stewart

House District 33

Incumbent not running: Rep. Greg Beumer (R-Farmland)
Democrat filed: Shon Byrum
Republicans filed: John "J.D." Prescott; Janae Horn Blasdel

House District 43

Incumbent not running: Rep. Clyde Kersey (D-Terre Haute)
Democrats filed: Mark Bird; Norm Loudermilk; Sylvester "Coach" Edwards; Tonya Pfaff; Chad Overton
Republicans filed: Darrell E. "Eddie" Felling; Isaac Deal

House District 44

Incumbent not running: Rep. Jim Baird (R-Greencastle)
Democrats filed: Kim Fidler; Jim Exline
Republicans filed: Beau Baird; Jess Norton

Open Statehouse Legislative Seats

House District 49

Incumbent not running: Rep. Wes Culver (R-Goshen)
Democrats filed: None
Republicans filed: Christy Stutzman; Kevin Gipson

House District 59

Incumbent not running: Rep. Milo Smith (R-Columbus)
Democrats filed: Dale Nowlin; Mary Kohen
Republicans filed: Ryan Lauer; Lew Wilson; John Counciller; Benjamin Chastain; Allen Smith II; JoAnne Flohr
Third Party filed: Clyde Myers

House District 64

Incumbent not running: Rep. Tom Washburne (R-Princeton)
Democrat filed: None
Republicans filed: Ken Beckerman; Matt Hostettler; Bruce Ungethiem

House District 71

Incumbent not running: Rep. Steven Stemler (D-Jeffersonville)
Democrats filed: Rita Fleming; Jason Schlatter
Republicans filed: Matt Owen; Kevin Burke

House District 82

Incumbent not running: Rep. David Ober (R-Albion)
Democrat filed: Mike Wilber
Republican filed: David Abbott

Senate District 26

Incumbent not running: Sen. Doug Eckerty (R-Yorktown)
Democrats filed: Dave Cravens; Dave Ring
Republicans filed: Mike Gaskill; Steffanie Owens

Senate District 45

Incumbent not running: Sen. Jim Smith (R-Charlestown)
Democrat filed: John Perkins
Republican filed: Chris Garten

Plus new legislators in 2018 from resignations:

SD 7 Sen. Brian Buchanan (Hershman)
SD 20 Sen. Victoria Spartz (Luke Kenley)
HD 63 Rep. Shane Lindauer (Mike Braun)
HD 74 Rep. Steve Bartels (Lloyd Arnold)

Plus
SD16 – Sen. David Long to retire 11/6

Which means AT LEAST 20 new legislators during 2019 biennial budget process

Let's practice

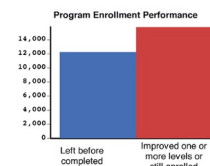
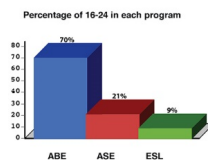
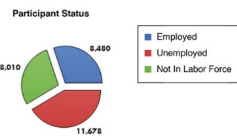
- Establish **relationship** or connection
- What is the **issue**? Bill? Policy?
- **Why is this important?** Why should s/he care?
- **What action** are you seeking?
 - Increased awareness
 - Leadership on an issue
 - Vote for or against a policy
 - Funding



What do we say?

PROGRAM FACT SHEET 2015-2016*			
ENROLLMENT			
	Adult Basic Education	Adult Secondary Education	English Literacy
TOTAL	17,737	4,644	5,787
	Total		
	28,168		

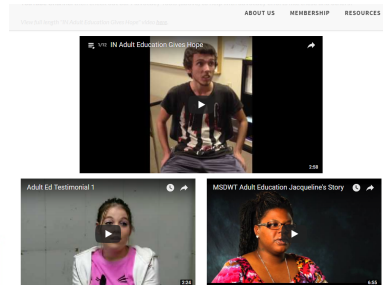
HSE / High School Completion Graduates	Number of Graduates
	5,182



US Census, 2010 American Community Survey 5-Year Estimates	
Educational Attainment: Less than 9th grade	197,827
Educational Attainment: 9th to 12th grade, no diploma	502,349
Limited English Proficiency (LEP)	83,483

What stats do we have or can gather?

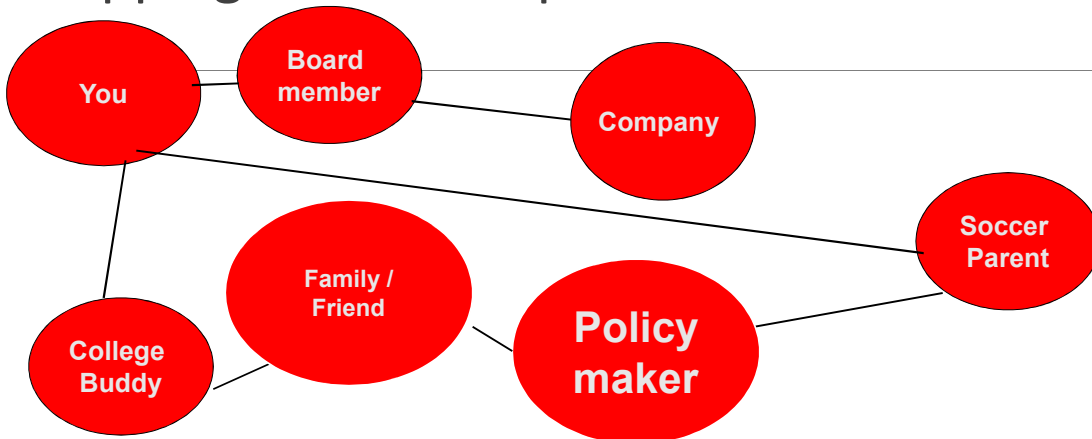
What stories?



Key talking points vary depending upon audience

- **Adult education should remain a priority in our workforce development system.**
- **475,000 Hoosiers** are without a high school equivalency.
- **Skilling Up NOW.** We *already* pair reading and math with *job skills and certifications* through **Integrated Education and Training** opportunities (IETs). Indiana has been a leader!
- **Enrollment.** – about 30,000 served in adult education funded by DWD
- **Easy access.** all 92 counties; 200 locations for basic skill training and professional certifications.
- **Speed to completion.** Students with 9th grade or higher skills took an average of only 72 hours of classroom study and distance learning to earn the Indiana High School Equivalency Diploma.
- **Results.** WorkIndiana program trains adult education students for certification in high-wage, in-demand occupations, 82% completed training and 81% obtained certification.
- **Cost-effectiveness.** The cost per measurable skill gain is only approximately \$930 (from State appropriation, matched by federal dollars. Most Hoosiers enter ABE at below a 6th grade level.
- **Performance.** Indiana is recognized as a national leader in adult education program innovation and the federal performance measures of academic skill gain and student retention.

Mapping Relationships



Relationship with adult education

Most support education, job creation and workforce development but may not understand clientele, literacy, barriers, funding or how adult education has changed.

How do we know adult education programs are achieving goals?

Tell me about your experience with adult education.

What are their values?

Big or small business

Budget frugality

Taxation

Role in Education or Community

What are your priorities this year?

Meeting with Legislators

Let's practice.



Sample flow to a meeting

If do not know / have a relationship

- Ask a question – *Tell me about your priorities in workforce development.*
- Find a connection (bio, professional, values, activities)
- Share 1-2 key adult education messages
- Invite follow-up with your program
- Thank you.

If already know / have a relationship

- Thanks for taking the time to meet today.
- Strengthen relationship
 - If positive – reinforce; appreciate
 - If not great – *I want to be a resource for you. (I respect your position.)*
- Share 1-2 key messages
- Invite specific follow-up
- Thank you

Thank you	Thank you for meeting. Or Thank you for taking the time to meet. Thank you for your support of adult education (or insert). We appreciate the support of the General Assembly for adult education.
Value of adult education	Education –HSE, higher education, lifelong learning Literacy – adult basic learners, English as a Second Language Workforce development –job skills and certifications in high-wage, in-demand occupations Community – benefits to families, tax base, thriving communities
Changing Future-oriented	Adult Education programs are changing to meet the needs of the employers for the future (creating IETs, more internet and online resources, addressing different needs of students).
Specific ask	Support Adult Education/Literacy in State Budget (\$ TBD) and with Policy Action
Invite follow up	We would love to see you at our _____ event/activity. I (or an IAACE Board member?) will send you additional information about your question.
Thank you.	Thank you for taking the time to meet. Thank you for support of adult education/literacy. Thank you for serving as a legislator.

Members of the IAACE Policy Committee

Tools and templates may be found at <https://www.iaace.com/advocacy.html>

Questions, Clarifications,
Feedback?



Thank you!

Contact info



Lucinda Nord
Executive Director
Indiana Library Federation
941 East 86th St., Ste. 260
Indianapolis, IN 46240
Desk 317-257-2040 x 101
Cell 317-502-8504
exec@ilfonline.org

Indiana Library Federation leads, educates and advocates to advance library services for the benefit of Indiana residents.
www.ilfonline.org

