

WE ARE WAYNE!

GREAT SCHOOLS :: GREAT COMMUNITY

POWERFUL PARTNERSHIPS, PROMOTIONS, AND PROGRAMMING

OUR JOURNEY...





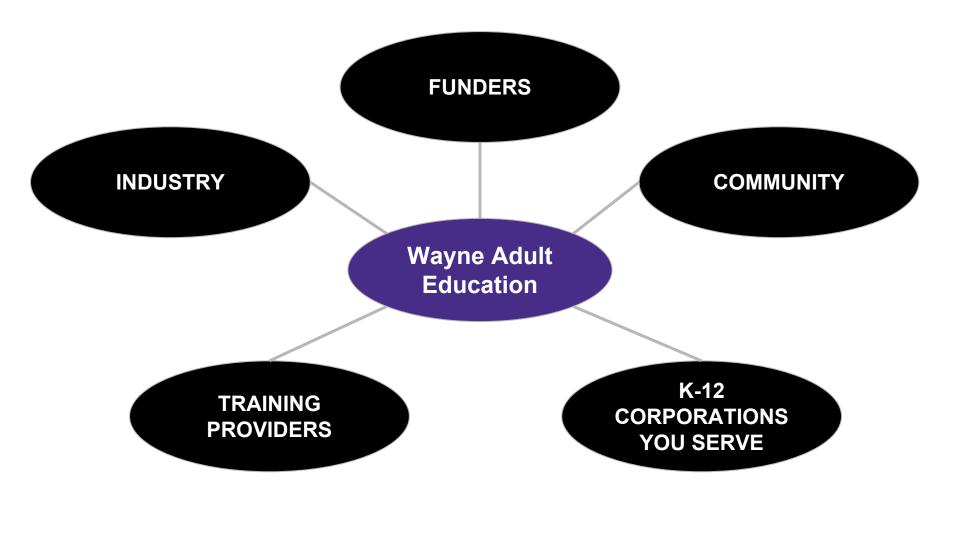


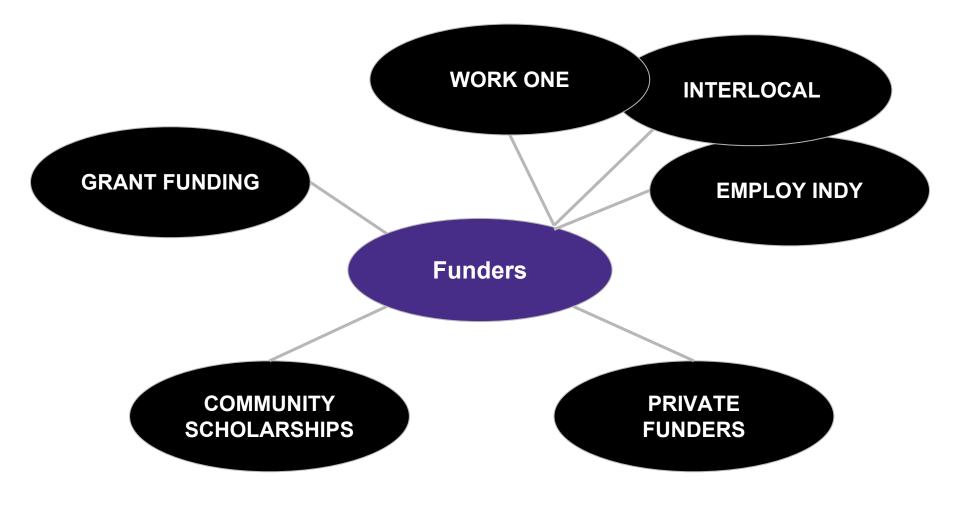
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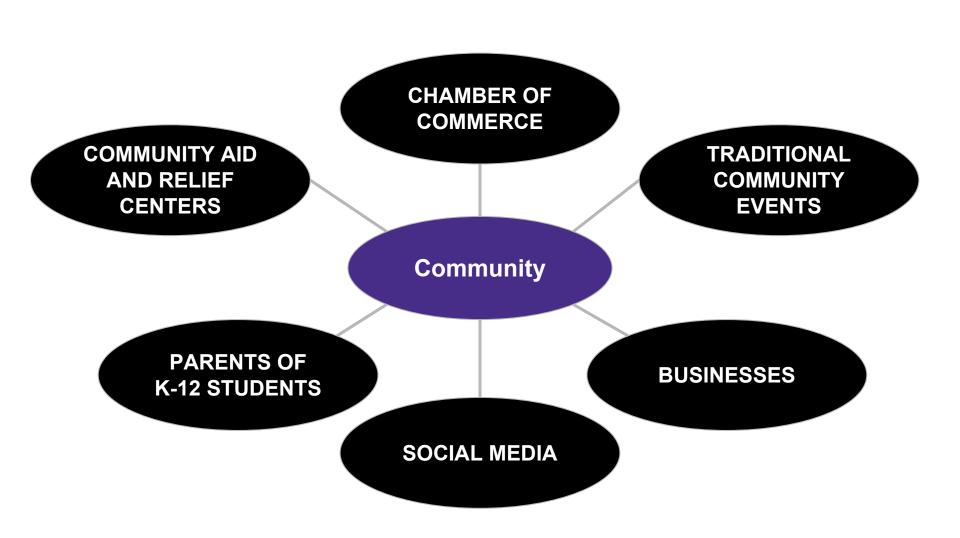


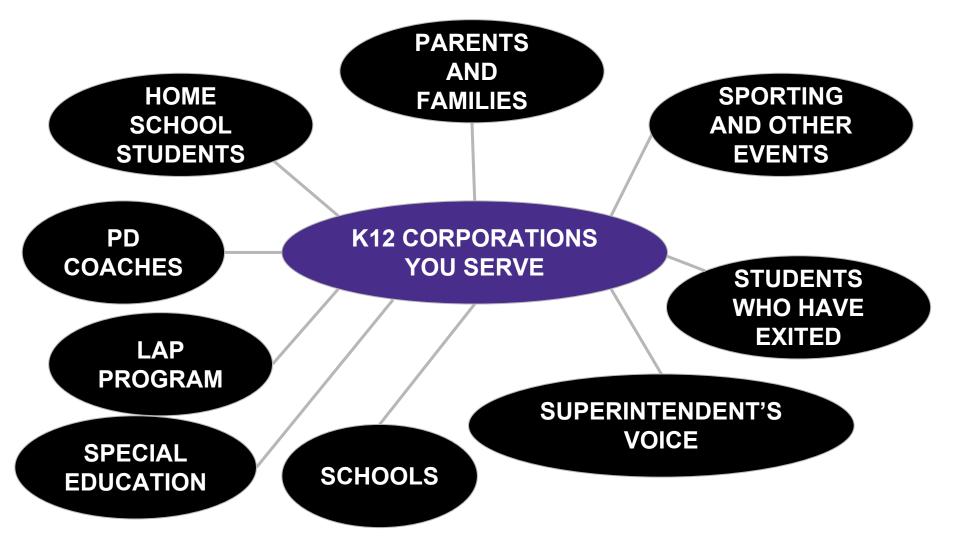




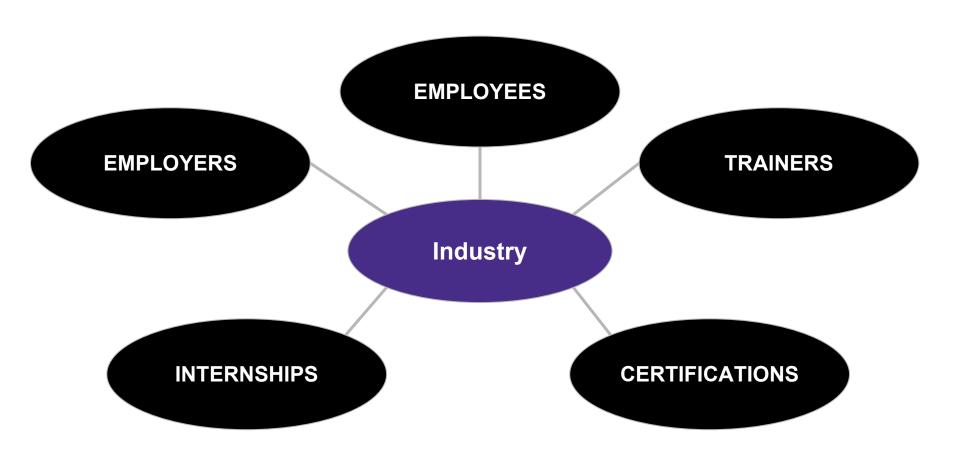


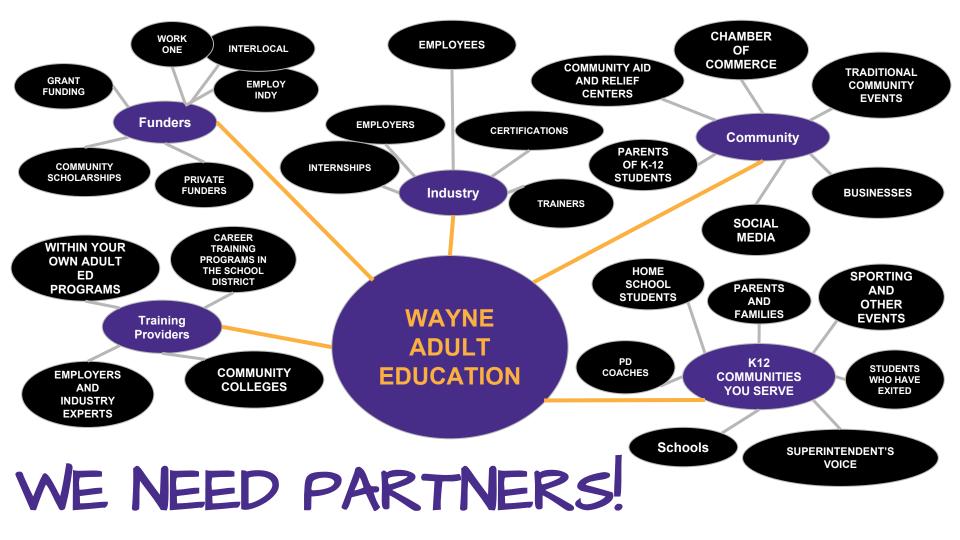




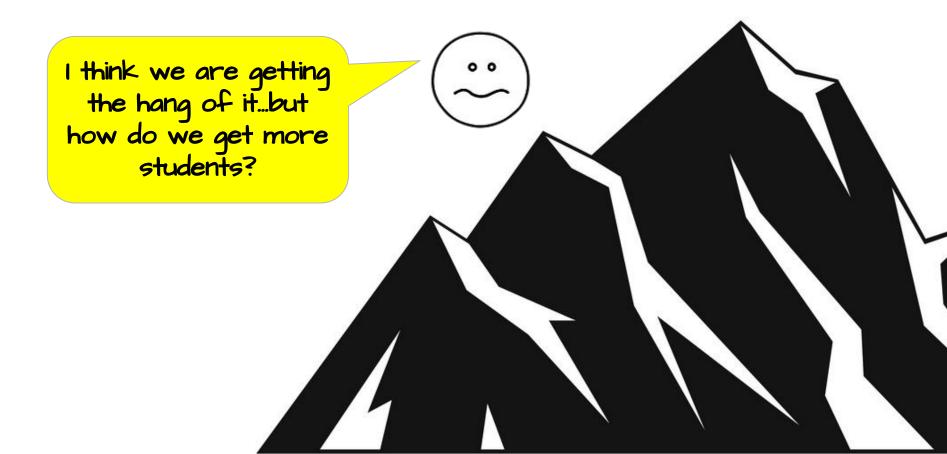








OUR JOURNEY...



PROMOTIONS

Hey, everybody! Climbing a mountain is fun! It's good for you! And we can help you, but you're going to have to work hard! In the end, it will be SO **REWARDING!**

PROMOTIONS

How is the best way to reach my community for more students?

SOCIAL MEDIA...WHICH PLATFORM?

PRINT FLYERS? ROBOCALLS?

COMMUNITY EVENTS?

NEWSLETTERS?

RADIO?

EMAIL COMMUNICATION?

K12 LETTERS TO PARENTS?

REFERRALS?

KNOW YOUR COMMUNITY

PROMOTIONS

Sooo...what do we promote?

We need to REACH OUT! 50/50



We can help you to qualify for FUNDING that will make this FREE to you! ...BUT it will cost you COMMITMENT.

RE-INTRODUCE ADULT ED!





What is the best programming for my adult ed program?

PROGRAMMING PROMOTIONS

ONBOARDING:

- → TRAINING CALLOUT / INFO SESSION
- → REGISTRATION & TESTING
- → QUALIFYING & GROUPING
- → ENROLLMENT:
 - TRAINING
 - **♦ HSE CLASSES**
- → TRACKING SUCCESS

IT'S DIFFERENT FOR EVERYONE! Soooo...what do you SAY to the potential students?

It's FREE TRAINING...but we expect your COMMITMENT, EFFORT, and SUCCESS!! It's NOT going to be easy!

PROGRAMMING ONBOARDING:

→ TRAINING CALLOUT / INFO SESSION

You will have to take TWO tests for us: the TABE post test AND the credentialing test!

Choose a career that you LOVE!

In order to qualify for WorkIN funding, you will have to jump through some hoops, AND you need to have the legal right to work in Indiana.

Convey this message:

- 1 Here's how you qualify.
- 2 NOT EVERYONE WILL QUALIFY
- 3 If you DON'T qualify, it's not necessarily the end of the story. HERE'S WHAT WILL HAPPEN IF YOU DON'T...!

What's different for career training enrollment?

Look at your career training qualifying scores - the locator may tell you who doesn't qualify.

PROGRAMMING ONBOARDING:

→ REGISTRATION and TESTING

Depending on the start date of class, you may need to assign extra hours to accumulate the required 12 for enrollment.

Check to ensure that a student doesn't already have current test scores within your program.

Pay attention to your adult ed program's testing protocol for students who already have a diploma or HSE.

How do we decide how to separate the student groups?

PROGRAMMING ONBOARDING:

→ QUALIFYING and GROUPING



→ ENROLLMENT IN

APPROPRIATE PLACEMENT

IS THE KEY TO SUCCESS



How can I ensure that enrolled students achieve gains?

Celebrate with your students! (BRAG CARDS)

PROGRAMMING ONBOARDING:

→ FOLLOW-UP

Make use of a spreadsheet that details the goals with a roster.

STUDENT TIMELINE: Students take ownership of their post testing. What is the best programming for my adult ed program?

PROGRAMMING PROMOTIONS

ONBOARDING:

IT'S DIFFERENT FOR EVERYONE!

- → TRAINING CALLOUT / INFO SESSION
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- ENROLLMENT:
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OFFERINGS:

- → SOLID CURRICULUM
- → PROFESSIONALISM EXPECTED IN CLASSROOM
- → OFFER WHAT IS NEEDED IN THE COMMUNITY
- → COORDINATE WITH FIELD EXPERIENCE WITH INDUSTRY PARTNER

Where do I keep track of all of this?

adulted.info



WE REALLY CAN DO THIS!

WITH POWERFUL

PARTNERSHIPS, PROMOTIONS, PROGRAMMING









#10

Re-introduce adult education to your community, emphasizing all of your offerings...even to graduates!



#9

To get 20% into training, you have to pull in students from outside your program.

50/50 split



#8

You can't just bring in ANYONE.
You have to create a process
that qualifies students for
training.



#1

Integrate the WorkOne qualification process into your onboarding!



#6

Gather a list of phone numbers and emails for making future robocalls!



#5

Partner with your k-12 system to market to parents and families.



#4

When creating an IET, pair it with a field experience to make it effective and help people be placed into jobs!



#3

Involve the HR director in your class by having that person talk to students on the FIRST and LAST day of class!



#2

Tie in your career readiness standards and make them relevant to your field.



#1

Create a culture of infectious OPTIMISM in your organization! This process asks A LOT of your staff and of every person involved, so being supportive is key!