

Robert D. Moore

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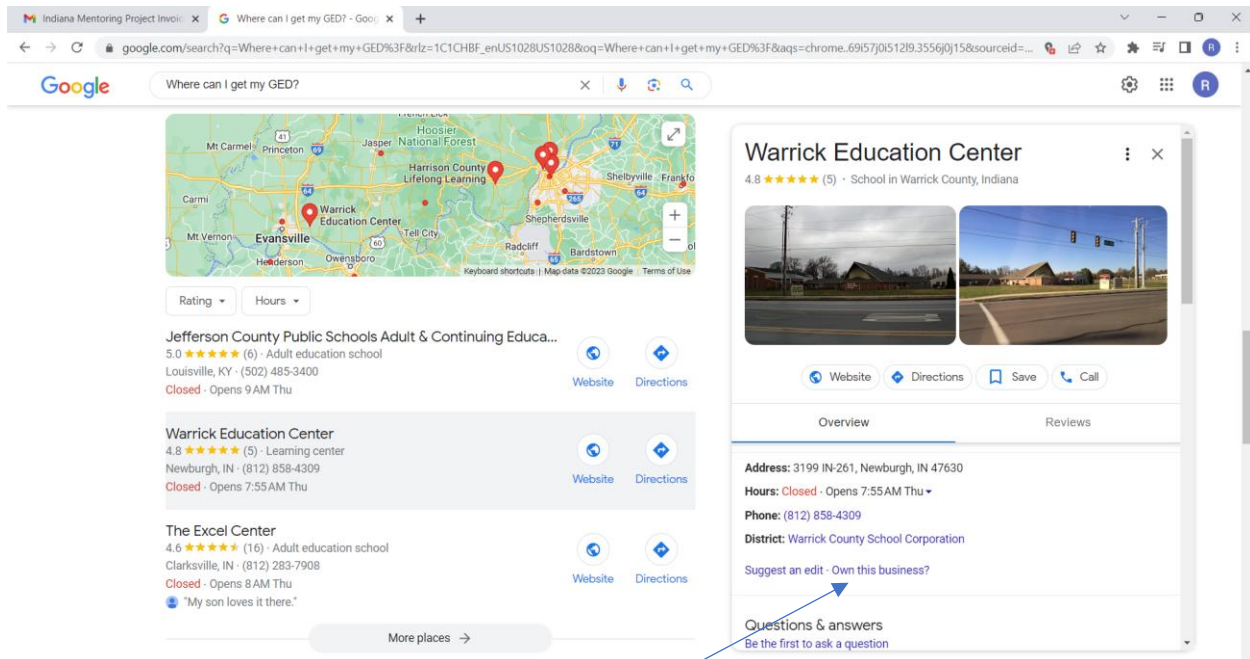
## MONTHLY MINDERS FOR NEW ADMINISTRATORS

June 1, 2023

### An Idea to Increase Enrollments

How many people “Google” some kind of search term like “GED,” “HSE,” “adult education” or the like when they are trying to find their nearest adult education program? Probably a lot of people! Make sure they can find you by claiming your adult education program’s Google Business.

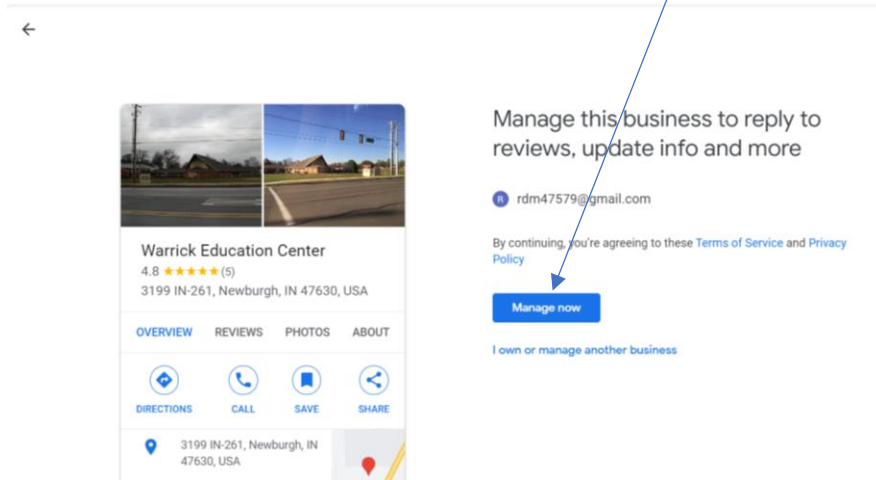
Here’s how you do that. In the example below, I typed in “Where can I get my GED” into the Google search window. Somehow, Google knows I’m in Santa Claus, Indiana. So here’s what I got.



Aha! Here are a few places near me. So if I were the director of the Warrick Education Center, I would click “Own this business?”

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Then this window comes up, and I would click “Manage Now.”



Then, you can update your program’s address and contact information, post pictures, make announcements about current classes, update your open hours and closed dates, and respond to reviews that others post about your adult education program. You will also get information periodically on how your organization is performing on Google.

Here are things to keep in mind. You must have a Gmail account to manage your Google Business. Also, the more updating you do on a regular basis, the higher your adult education program will appear in the search results when someone tries to search for adult education services. And that would be a good thing! So put as much information about your program as you can: HSE classes, English language classes, IET courses, etc.

So go ahead and try that now, while you’re thinking about it.

Tasks Upcoming

<input type="checkbox"/>	Thursday, June 1, 2023. 10:30-11:30 am Eastern	IAACE Community Chat. <a href="#">Click here to join.</a>	Contact Person: Jennifer Wigginton <a href="mailto:director@iaace.com">director@iaace.com</a>
<input type="checkbox"/>	Thursday, June 8, 2023. 1:30-2:30 pm Eastern	IAACE Digital Skills Lab. <a href="#">Click here to join.</a>	Contact Person: Jennifer Wigginton <a href="mailto:director@iaace.com">director@iaace.com</a>
<input type="checkbox"/>	Thursday, June 8, 2023	Itemized budgets for 2023-2024 are due. Send them to <a href="mailto:adulted@dwd.in.gov">adulted@dwd.in.gov</a> .	Contact Person: Donna Lovelady <a href="mailto:dlovelady@dwd.in.gov">dlovelady@dwd.in.gov</a>

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<input type="checkbox"/>	Friday, June 9, 2023	Make sure InTERS is up-to-date and error-free.	Contact People: Matt Crites Anshu Sharma <a href="mailto:inters@dwd.in.gov">inters@dwd.in.gov</a>
<input type="checkbox"/>	Wednesday, June 14, 2023. 10:00-11:30 am Eastern	Attend the Adult Education Statewide Webinar. Link to the meeting will be sent to your e-mail.	Contact Person: Jerry Haffner <a href="mailto:jhaffner@dwd.in.gov">jhaffner@dwd.in.gov</a>
<input type="checkbox"/>	Thursday, June 15, 2023	Read the IAACE Newsletter, sent to members by e-mail.	Contact Person: Jenn Wigginton <a href="mailto:director@iaace.com">director@iaace.com</a>
<input type="checkbox"/>	Friday, June 16, 2023. 10:30-11:30 am Eastern	IAACE Community Chat. <a href="#">Click here to join.</a>	Contact Person: Jenn Wigginton <a href="mailto:director@iaace.com">director@iaace.com</a>
<input type="checkbox"/>	Friday, June 23, 2023. 10:00-11:30 am Eastern	PDF Virtual Meeting. Click <a href="#">here</a> to join the meeting.	Contact Person: Amy Ramer <a href="mailto:aramer@dwd.in.gov">aramer@dwd.in.gov</a>
<input type="checkbox"/>	Friday, June 30, 2023	NRS Table 7 is due. See instructions below.	Contact People: Matt Crites Anshu Sharma <a href="mailto:inters@dwd.in.gov">inters@dwd.in.gov</a>
<input type="checkbox"/>	Sometime in June	Attend your regional consortium meeting.	Contact Person: Amy Ramer <a href="mailto:aramer@dwd.in.gov">aramer@dwd.in.gov</a>
<input type="checkbox"/>	Sometime in June	Have students share their stories with IAACE using the simple template found at <a href="https://iaace.com/stories/">https://iaace.com/stories/</a> .	Contact Person: Jenn Wigginton <a href="mailto:director@iaace.com">director@iaace.com</a>
<input type="checkbox"/>	Sometime in June	Share an advocacy success story for your program with IAACE at <a href="https://iaace.com/share-an-advocacy-success/">https://iaace.com/share-an-advocacy-success/</a> .	Contact Person: Jenn Wigginton <a href="mailto:director@iaace.com">director@iaace.com</a>

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<input type="checkbox"/>	Sometime in June	Submit your request for reimbursement for May expenses from your adult education grant to Donna Lovelady using this address: <a href="mailto:adulated@dwd.in.gov">adulated@dwd.in.gov</a> .	Contact Person: Donna Lovelady <a href="mailto:dlovelady@dwd.in.gov">dlovelady@dwd.in.gov</a>
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Table 7 is due June 30

In InTERS, there's a report we need to complete called Table 7. It reports the number administrators, teachers, support staff, and unpaid volunteers who worked in our adult education programs this year. Table 7 is kind of hard to find in InTERS. In InTERS, go to "Views," then "Locations." RIGHT-click on your location, and then the little menu that appears will give you access to fill out Table 7. Do this before the deadline of June 30. E-mail Matt Crites or Anshu Shimar at [inters@dwd.in.gov](mailto:inters@dwd.in.gov) with questions.

Show Me the Money!

On May 25, you should have received your award letter from DWD, indicating your adult education grant allocation for program year 2023-2024, along with an itemized budget worksheet. This is due on June 8. How should you allocate your grant monies on the worksheet? And what's this "MOE" thing on the budget worksheet? To get answers to these and other questions, check out the video on budgeting I prepared for new directors at <https://iaace.com/mentoring-goat/>. You can also call, text, or e-mail me at my contact information above for some ideas particular to your program. Donna Lovelady is also an excellent source of help for this process ([dlovelady@dwd.in.gov](mailto:dlovelady@dwd.in.gov)).

Zero, My Hero

By June 30, the goal is to spend your 2022-2023 adult education grant down to \$0. So, it's important to check with your local program's fiscal people today to make sure you're on track to do that. The money doesn't have to be paid out by June 30; it just has to be *encumbered* by June 30. Your fiscal person will understand that concept.) The purchases are to be used for goods and services you are going to use—or at least possibly use—in the 2022-2023 program year. (Do you have some classes going on in June? Buy them some supplies and materials!) So get those purchase orders going now; don't wait until June 30!