

MONTHLY MINDERS FOR NEW ADMINISTRATORS

October 2, 2023

An Idea to Increase Enrollments

An important factor in marketing and recruiting is brand recognition. By “brand,” I mean the use of a consistent logo and message that represents your adult education program. Does your program have a consistent brand that is recognized throughout your community? If you want to make sure, you might consider attending an upcoming series of webinars on “Creating an Effective Adult Education Brand: The Art of Storytelling, Student Campaigns, and Targeted Outreach.” COABE (the Coalition On Adult Basic Education, our national organization) is offering this training free of charge. Here’s the schedule:

- Part 1: Positioning Your Adult Education Brand for Recognition and Value. Tuesday, October 10, 2023, 2:00 pm Eastern Time.
- Part 2: The Art of Storytelling: Building Your Adult Education Brand through Stories. Tuesday, November 7, 2023, 2:00 pm Eastern Time.
- Part 3: Leveraging Public Relations to Build your Adult Education Brand. Tuesday, January 16, 2024, 2:00 pm Eastern Time.
- Part 4: Building Effective Campaigns to Position your Brand & Boost Enrollments. Tuesday, February 13, 2024, 2:00 pm Eastern Time.

You have to register for each webinar separately, and you can do so at <https://coabe.org/upcoming-webinars/>.

Tasks Upcoming

<input type="checkbox"/>	Friday, September 15 – Sunday, October 15, 2023	National Hispanic Heritage Month	More Information: https://www.hispanicheritagemonth.gov/
<input type="checkbox"/>	Monday, October 2, 2023	Send your programs’ Waitlist Report (students and companies waiting for service) to adulthood@dwd.in.gov .	Contact Person: Donna Lovelady dlovelady@dwd.in.gov
<input type="checkbox"/>	Tuesday, October 3- Thursday, November 9, 2023	Indiana Adult Education Grant Applicants’ Meetings. (See schedule below.)	Contact Person: Jerry Haffner jhaffner@dwd.in.gov

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<input type="checkbox"/>	Thursday, October 5, 2023. 10:30-11:30 am Eastern.	IAACE Community Chat. Click here to join.	Contact Person: Jenn Wigginton director@iaace.com
<input type="checkbox"/>	Tuesday, October 10, 2023	Make sure InTERS is up-to-date and error-free.	Contact People: Matt Crites Anshu Sharma inters@dwd.in.gov
<input type="checkbox"/>	Wednesday, October 11, 2023. 10:00-11:30 am Eastern.	Attend the Adult Education Statewide Webinar. Link to register will be sent via e-mail.	Contact Person: Jerry Haffner jhaffner@dwd.in.gov
<input type="checkbox"/>	Wednesday, October 18, 2023. 1:30-2:15 pm Eastern.	Indiana Career Explorer Open Training. Click here to join.	Contact Person: Jose Torres jtorres@dwd.in.gov
<input type="checkbox"/>	Thursday, October 19, 2023	Read the IAACE Newsletter, sent to members by e-mail.	Contact Person: Jenn Wigginton director@iaace.com
<input type="checkbox"/>	Friday, October 20, 2023. 10:30-11:30 am Eastern.	IAACE Community Chat. Click here to join.	Contact Person: Jenn Wigginton director@iaace.com
<input type="checkbox"/>	Thursday, October 26, 2023. 1:30-2:30 pm Eastern.	IAACE Digital Skills Lab. Click here to join.	Contact Person: Jenn Wigginton director@iaace.com
<input type="checkbox"/>	Friday, October 27, 2023	Professional Development Facilitators Meeting. (Directors may join also!) 10:00-11:30 am Eastern. Click here to join.	Contact Person: Amy Ramer aramer@dwd.in.gov
<input type="checkbox"/>	Sometime in October	Attend your regional consortium meeting.	Contact Person: Amy Ramer aramer@dwd.in.gov
<input type="checkbox"/>	Sometime in October	Have students share their success stories with IAACE using the simple template found at https://iaace.com/stories/ .	Contact Person: Jenn Wigginton director@iaace.com

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<input type="checkbox"/>	Sometime in October	Share an advocacy success story for your program with IAACE at https://iaace.com/share-an-advocacy-success/ .	Contact Person: Jenn Wigginton director@iaace.com
<input type="checkbox"/>	Sometime in October	Submit your request for reimbursement for September expenses from your adult education grant to Donna Lovelady using this address: adulted@dwd.in.gov .	Contact Person: Donna Lovelady dlovelady@dwd.in.gov

Quarterly Program Development Report is Coming Due

Also in October, begin working on your first quarter Program Development Report. This is a report of your program's progress toward meeting its performance goals for enrollment, measurable skill gains, distance learning, high school equivalencies, integrated education training, and workforce education initiatives. Typically, your program's Professional Development Facilitator might draft this report, but you should be involved before it's submitted. The due date is Friday, November 3, so it's time NOW to get started on it. All adult education programs will submit these quarterly reports unless you are a subcontractor of another adult education program, in which case you might be asked to contribute information to that program's report. For questions, contact Amy Ramer at aramer@dwd.in.gov. You can find a copy of the report form here: <https://www.in.gov/dwd/files/Adult-Education-PD-Quarterly-Reports.docx>.

National Digital Inclusion Week

The week of October 2-6, 2023 is National Digital Inclusion Week. Everyone deserves the opportunity to use technology to live, learn, work, and thrive. As adult education programs, we strive to reach populations that tend to be underserved in digital equity. National Digital Inclusion Week is a week of awareness, recognition, and professional development for adult education providers. You can participate in activities this week that allow your program to celebrate and advocate for digital inclusion in your community. Click here to access daily activities and resources: <https://coabe.org/digital-inclusion-week/>.

Grant-Writing Help is Here!

Wintertime is affectionately known as grant-writing season here in Adult Education.

- In January, the Dollar General Literacy Foundation (www.dgliteracy.org) will open its applications for adult literacy, family literacy, and other grants.

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- At the same time, ProLiteracy® will begin accepting applications for its Literacy Opportunity grant (<https://www.proliteracy.org/grants-funding/>).
- Soon thereafter, the Indiana Department of Workforce Development will roll out its adult education grant applications, which will be a competitive grant process this time, not simply a renewal, or “continuation” grant (<https://www.in.gov/dwd/career-training-adult-ed/adult-ed/amplifyae/grants-and-forms/>).
- In addition, other foundations and organizations in your local community and beyond offer grants throughout the year that can be used to support adult literacy.

Would you like some tips on writing grant applications? Through the Indiana Association for Adult & Continuing Education, I will be offering a webinar entitled “Grant Writing 101.” In this webinar, you’ll learn several tips and techniques for writing an award-worthy grant application. You’ll see some actual examples of questions from several adult education grant applications I’ve written and learn how to answer them clearly, completely, and concisely. So mark your calendar now for Monday, November 6, at 10:00 am Eastern Time/9:00 Central. The link to the register is

<https://us06web.zoom.us/meeting/register/tZclce2rgDlpEtaux31iKZhBeBsJqQbh1N79>.

For more information, contact IAACE Executive Director Jenn Wigginton at director@iaace.com or myself using the contact information at the top of this page.

In the meantime, MAKE SURE you attend one of these meetings below if you intend to apply for an adult education grant from the Indiana Department of Workforce Development for 2024-2025.

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BE AN ADULT EDUCATION PROVIDER IN INDIANA

Attend **Indiana** Adult Education's informational meeting in your area to learn more about the grant process for program year 2024 and beyond.

DATE & TIME	LOCATION & ROOM	ADDRESS
10/3/2023 12-2:00pm EST	St. Joseph County Public Library Western Branch Meeting Room	611 S. Lombardy Dr., South Bend, IN 46619
10/4/2023 1-3:00pm EST	Allen County Public Library Meeting Room C	5630 Conventry Lane, Ft. Wayne 46804
10/10/2023 1-3:00pm EST	Maring-Hunt Library Meeting Room	2005 S. High St., Muncie, IN 47302
10/12/2023 10am-12:00pm EST	East Washington Library Meeting Room	2822 East Washington St., Indianapolis, IN 46201
10/17/2023 2-4:00pm EST	Monroe County Public Library Meeting Room 1B	303 E. Kirkwood Ave, Bloomington, IN 47408
10/18/2023 1-3:00pm EST	Vigo County Public Library Meeting Room C	1 Liberty Square, Terre Haute, IN 47807
10/25/2023 1-3:00pm EST	Floyd County Public Library Auditorium	180 W. Spring St., New Albany, IN 47150
10/26/2023 1:30-3:30pm CST	Evansville-Vanderburgh County Public Library Browning Event Room A	200 SE Martin Luther King Jr. Blvd., Evansville, IN 47713
11/1/2023 10am-12:00pm EST	Hope Library Hope Library Annex	635 Harrison Street, Hope, IN 47246
11/2/2023 10am-12:00pm EST	Howard County Library Meeting Rooms A & B	220 N. Union St., Kokomo, IN 46901
11/9/2023 9-11:00am CST	Boys and Girls Club of Greater Northwest Indiana	2700 W. 19th Ave. Gary, IN 46404
11/9/2023 2-4pm CST	LaPorte County Public Library Meeting Room B	904 Indiana Ave, LaPorte IN 46350

