

## MONTHLY MINDERS FOR NEW ADMINISTRATORS

February 1, 2024 **Updated**

### An Idea to Increase Enrollments

I have this rather unorthodox approach to recruiting new students. I didn't spend a lot of energy marketing to potential students. Rather, my marketing efforts were directed to people who were already working with potential adult education students: people like their family and friends, employers, WorkOne career advisors, military recruiters, volunteer literacy groups, high school personnel, judges and probation officers, clergy case workers for benefit programs (e.g., TANF, SNAP, DCS), and others like that. In doing so, I tried to make adult education a "tool in their toolbox."

Many of these people might belong to your city or town's social service clubs, such as the Optimists, the Lions, Kiwanis, Rotary, etc. As a two-time president of a local social service organization, I can tell you that these clubs are always looking for speakers at their monthly or bi-monthly meetings. So go ahead and contact your local club and offer yourself as a guest speaker! You can search on the Internet for the websites each of these national organizations (such as [www.optimist.org](http://www.optimist.org), [www.rotary.org](http://www.rotary.org), etc.) and you will usually find a directory to find your local clubs



Have a nice PowerPoint presentation ready to go that talks about your program's mission, student eligibility, class locations, the instructional services you provide (e.g., HSE, English language learning, IETs, WEIs), funding sources, outcomes, successes, and opportunities for employers to use your services through Workforce Education Initiatives. Include examples and pictures in your presentation. And bring brochures to distribute to the club members.

Oh, and one more thing. Most of these clubs earn something like "Activity and Involvement Points" from their national organizations for various kinds of community engagement that furthers their mission. So you in your presentation, connect to the club's mission and include ways the club can support you: maybe funding for high school equivalency tests or materials, presenting to your classes about civic engagement, or hosting your awards or graduation ceremonies.

Robert D. Moore

1074 W. Holly Dr.

Santa Claus, IN 47579-6185

Phone (812) 686-0466

rdm47579@gmail.com

Tasks Upcoming

<input type="checkbox"/>	Thursday, February 1, 2024	Send your programs' Waitlist Report (students and companies waiting for service due to lack of funding, space or staff) to <a href="mailto:adulthood@dwd.in.gov">adulthood@dwd.in.gov</a> .	Contact Person: Donna Lovelady <a href="mailto:dlovelady@dwd.in.gov">dlovelady@dwd.in.gov</a>
<input type="checkbox"/>	Thursday, February 1, 2024	Have your Professional Development Facilitator work on the <a href="#">2<sup>nd</sup> Quarter Professional Development Report</a> , which is due March 1.	Contact Person: Amy Ramer <a href="mailto:aramer@dwd.in.gov">aramer@dwd.in.gov</a>
<input type="checkbox"/>	Thursday, February 1, 2024	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"/>	<b>Tuesday, February 6, 2024 (extended deadline)</b>	Deadline to submit questions for the DWD Adult Education Grants to <a href="mailto:adulthood@dwd.in.gov">adulthood@dwd.in.gov</a>	Contact Person: Donna Lovelady <a href="mailto:dlovelady@dwd.in.gov">dlovelady@dwd.in.gov</a>
<input type="checkbox"/>	Tuesday, February 6, 2024	WIOA State Plan 2024-2027 <a href="#">Town Hall Meeting</a> for Public Comment. (See below for more information.)	Contact Person: Marilyn Pitzulo <a href="mailto:mpitzulo@dwd.in.gov">mpitzulo@dwd.in.gov</a>
<input type="checkbox"/>	Wednesday, February 7, 2024	Deadline to read and comment on the <a href="#">Indiana Digital Equity Plan</a> . (See below for more information.)	Contact Person: Marilyn Pitzulo <a href="mailto:mpitzulo@dwd.in.gov">mpitzulo@dwd.in.gov</a>
<input type="checkbox"/>	Friday, February 9, 2024	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"/>	Friday, February 9, 2024	Check the <a href="#">DWD Adult Education website</a> for questions and answers about the adult education grants.	Contact Person: Donna Lovelady <a href="mailto:dlovelady@dwd.in.gov">dlovelady@dwd.in.gov</a>

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<input type="checkbox"/>	Tuesday, February 13, 2024. 11:00-3:00 pm Eastern	Indiana Adult Education Day at the Statehouse. Please RSVP and find more information at <a href="https://iaace.com/adult-education-day/">https://iaace.com/adult-education-day/</a>	Contact Person: Jenn Wigginton <a href="mailto:director@iaace.com">director@iaace.com</a>
<input type="checkbox"/>	Tuesday, February 13, 2024. 1:30-2:30 pm Eastern	Adult Education Directors and PDF Meetings. Indiana Government Center. See below for more information.	Contact People: Rob Moore <a href="mailto:rdm47579@gmail.com">rdm47579@gmail.com</a> Amy Ramer <a href="mailto:aramer@dwd.in.gov">aramer@dwd.in.gov</a>
<input type="checkbox"/>	Wednesday, February 14, 2024. 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 <a href="mailto:jhaffner@dwd.in.gov">jhaffner@dwd.in.gov</a>
<input type="checkbox"/>	Thursday February 15, 2024	Deadline for applications for the <a href="#">Dollar General Literacy Foundation grants</a> . For more information, see below.	Contact Person: Amy Ramer <a href="mailto:aramer@dwd.in.gov">aramer@dwd.in.gov</a>
<input type="checkbox"/>	Thursday, February 15 2024	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, February 16, 2024	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"/>	Thursday, February 22, 2024	Deadline to read and comment on the <a href="#">State's WIOA Plan</a> . (See below for more information.)	Contact Person: Marilyn Pitzulo <a href="mailto:mpitzulo@dwd.in.gov">mpitzulo@dwd.in.gov</a>
<input type="checkbox"/>	Friday, February 23, 2024. 10:00-11:30 am Eastern.	Professional Development Facilitators Meeting. (Directors may join also. Please share with any teachers who would also like to attend.) <a href="#">Click here to join.</a>	Contact Person: Amy Ramer <a href="mailto:aramer@dwd.in.gov">aramer@dwd.in.gov</a>

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<input type="checkbox"/>	Thursday, February 29, 2024	Make sure your <a href="#">DWD Adult Education Grant applications</a> are signed and ready to submit by the deadline, <b>March 9 (extended deadline)</b> , 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>
<input type="checkbox"/>	Sometime in February	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 February	Have students share their success 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 February	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>
<input type="checkbox"/>	Sometime in February	Submit your request for reimbursement for January expenses from your adult education grant to Donna Lovelady using this address: <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>

Dollar General Literacy Foundation Grant is coming open this month.

The Dollar General Literacy Foundation has two grant programs that should be of interest to local adult education programs:

- The Adult Literacy Grant provides funding to organizations that help adults with adult basic education services, preparation for the high school equivalency exams, and English language acquisition.
- The Family Literacy Grant provides funding to organizations that provide instruction that incorporates adult basic education, education for children, and Parent and Child Together Time (PACT).

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The grant applications will become available in January and are due on February 15. You will find the applications and additional information at <https://www.dgliteracy.org/grant-programs/>.

#### Creating an Effective Adult Education Brand

The Coalition on Adult Basic Education's (COABE) webinar series on "Creating an Effective Adult Education Brand: The Art of Storytelling, Student Campaigns, and Targeted Outreach" concludes in February.

- Part 4: Building Effective Campaigns to Position your Brand & Boost Enrollments.  
Tuesday, February 13, 2024, 2:00 pm Eastern Time.

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

#### Adult Education Directors, PDF Meetings

In conjunction with [Adult Education Day at the Statehouse](#) on the morning of February 13, we will have meetings for adult education directors and Professional Development Facilitators in the afternoon from 1:30 to 2:30 pm Eastern in the Indiana Government Center. The PDFs will meet in **DWD Conference Room 301A. (Check in at the DWD Office.)** The directors will meet in Conference Room 4 and 5. The agenda for the directors meeting is as follows:

- \*Ideas to Increase Enrollments.....Rob Moore (Retired, Monroe County Community School Corporation)
- \*Engaging Employers....Todd Deley (MSD Washington Township), Nickie Nolting (DWD), and Roy Melton (DWD)
- \*Engaging Stakeholders.....Melinda Haines (CEO, The Literacy Alliance of Fort Wayne)
- \*Grant Q and A.....Rob Moore

I look forward to seeing you on February 13!

#### Your Opinion, Please!

Here are some opportunities to hear, read, and comment on two statewide initiatives that intersect with adult education:

- **Digital Equity Plan.** The plan has several goals and objectives to meet the state's vision that "Indiana's residents trust and use innovative connectivity for improved quality of life, resulting in inclusive and resilient communities that ensure opportunities for all." Strategies include ideas for grant funding and training. As adult educators, it's important that we participate in these initiatives. Read and comment on the plan by February 7 at <https://www.in.gov/indianabroadband/grants/digital-equity-plan/>.

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- **WIOA State Plan.** The United States Department of Labor requires states to submit a plan that outlines a four-year strategy for the state's workforce development system under the Workforce Innovation Opportunity Act. Adult education is part of that system. You can read Indiana's proposed plan at <https://www.in.gov/gwc/about-the-cabinet/wioa-state-plan/>. And while you're there, you can submit a written comment and register to attend the virtual town hall public comment session on February 6.

Reading both plans could also help in the writing process for the [DWD Adult Education grants](#), since they mention both digital literacy and the Workforce Innovation Opportunity Act.