Communicating/Marketing Adult Education’s Value

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While you wait, please use the chat box to tell us what you’re doing to communicate the value of adult education to potential partners. Or share a question you have on this topic. Thank you!
Our Presenters

Karisa Tashjian, Director of Education
Providence Public Library

Deanna Strand, Director
Dover Adult Learning Center
TRANSFORMING LIVES THROUGH EDUCATION
Get on the Radar

Get a Seat at the Table
Making the Case for Adult Education

Jobs and Workers by Skill Level, New Hampshire, 2015

- High-Skill Jobs
- High-Skill Workers
- Middle-Skill Jobs
- Middle-Skill Workers
- Low-Skill Jobs
- Low-Skill Workers

New WIOA Opportunity:

Integrated Education and Training (IET)

Construction Math Skills

Learn about the field of construction through the exploration of individual careers, and build a solid foundation of important workforce skills. This course will integrate mathematics, reading, language, technology, and employability skills, with a focus on occupations in construction.

You might want to take this class if you:
- Like math and are interested in learning more problem-solving skills
- Want to improve your vocabulary knowledge in the field of math and construction
- Want to learn more about careers in the construction field

Wednesdays, February 6 – April 3, 2019
9:00 - 11:30 a.m.
McCombs Center
51 Larimer Street, Denver

This is a 12-hour course. Placement test may be required.
Please call Denver Adult Learning Center at 303-421-4010 for more information.

Exploring Coding & IT Careers

Did you ever wonder how apps and websites are made? Join us for 8 weeks of exploration in computer code and careers in information technology. You’ll explore algorithms, coding structures, and web pages and apps with HTML, CSS, and JavaScript. Hear from developers and educators in the industry and learn about career opportunities.

You might want to take this course if you:
- Like using computers and are curious about coding
- Want to learn how to code apps and web pages
- Want to learn about careers in information technology

Tuesdays
12:30 - 2:30 p.m.
September 27 – November 12, 2019
McCombs Center
Computer Lab - Room 311
51 Larimer Street, Denver, CO

This is a 12-hour course. Placement test may be required.
Please call Denver Adult Learning Center at 303-421-4010 for more information.

Healthcare in Healthcare

Learn about high-demand healthcare jobs and improve your English skills

You might want to take this course if you:
- Are a nurse, doctor, or other healthcare worker in your country
- Want to learn about the U.S. healthcare system
- Are interested in a health career in the U.S.
- Want to practice speaking, reading, and writing English related to healthcare topics

Tuesdays, October 1 – November 12
9:00 a.m. – 11:00 a.m.
McCombs Center
51 Larimer Street, Denver

This is a 16-hour course. Placement test may be required.
Please call Denver Adult Learning Center at 303-421-4010 for more information.
Dispelling Myths

Barriers to Employment

- Low levels of literacy
- Displaced homemakers
- Low income individuals
- Individuals with disabilities
- Substantial cultural barriers
- Homeless people
- Single pregnant women
- Single parents
- Ex-offenders
- English Language learners
Building the Workforce the Seacoast Needs

From restaurants to high tech manufacturing, demand for a qualified workforce is high as the Seacoast experiences unprecedented growth. Connect with Sector Partner Initiative (SPI) advisors and learn about solutions to your current workforce needs.

Build Partnerships

- NH Sector Partnership Advisors
- Businesses
- Employers
- Great Bay Community College
- Granite State College
- Career Technical Center
- Greater Dover Chamber of Commerce
- WIOA Partners

Thursday, December 6, 2018 • 7:30 am to 9:30 am
Granite State College, Rochester
$25 per person

Presented and Sponsored by

Granite State College
Greater Dover Chamber of Commerce
WIOA Partners

Space is limited. Register at dovernh.org/workforce or call (603) 742-2218
Adult Learning Centers Help Fill Skills Gap

BY SHERYL RICH-KERN

In 2014, Tiaraa Leslie, a journalist from Rio Prainha, Brazil, had a plan. She would travel to the U.S. on a press visa to work with the Brazilian community in Massachusetts, study English and return to her native country.

She published poetry and earned awards for her craft.

Language, which in Brazil came easily to her, was now a challenge to overcome. In 2016, she joined an English conversation group at the Dover Adult Learning Center.

And while the cultural exchanges expanded her knowledge of world views, her English language acquisition was not as fluid as it is for many younger learners, preventing her from landing American-based journalism work.
Helping Adult Education Shine!

KARISA TASHJIAN
DIRECTOR OF EDUCATION
Marketing Our Value

✓ What is our value?
✓ Why do we need to communicate our value?
✓ How do we communicate our value?
✓ Who do we communicate our value to?

What is the story we want to tell?
- Strengths based
- Use of data
- Make it easy and a win-win
- Professional presence
Awareness of:
✓ Language
✓ Measures
✓ Culture

✓ Focus on the “big” picture
✓ What is the goal?
✓ Support each other
✓ Slow and steady
✓ Build a case
✓ Build relationships
✓ Show others where we “fit” in
How to get it done!

✓ Understanding internally
✓ This is the work - time invested does pay dividends
✓ Train staff in these skills
✓ Shared responsibility
✓ Need to speak up for areas of improvement - and acknowledge progress
✓ See opportunity everywhere
Fareed Al Haddad

I am from Syria and have a Diploma in Statistics from Damascus University and a Certificate in Administrative Management from the Institute of International Research. I’ve attended both English, and Citizenship RIFLI classes at William Hall Library in Cranston. I heard about the class from my sister and her husband who were already attending when I joined. I joined the classes for many reasons: to improve my English by learning it from expert teachers; to get familiar with U.S. history in preparation for the U.S. citizenship exam; and for networking with library staff and students.

The classes were great. They were very useful to me, very informative and I enjoyed every moment. The new resume we did in class impacted my search for employment positively, and I was hired in June 2018. Overall it was great experience. My teachers became my friends, and we had a few social events in class where we all participated in activities that improved our communication skills. I’ve met classmates from different parts of the world including my home country.
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<tr>
<th>Balancing Act</th>
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<td>Foundations</td>
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Questions and comments

who, what, where, how, when, why?
Thank you!

A link to a recording and slides of this webinar will be sent to you and will be archived at nelrc.org/resources.

Please complete the very short webinar evaluation that pops up at the end.

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