The Trump Administration and Adult Education: Engaging Washington, DC

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The fastest growing high school equivalency exam on the market

Jonna McDonough, Director, ETS HiSET Program

The HiSET® Exam
What is the HiSET® Exam?

• Adopted in 27 US states and territories as an affordable and accessible high school equivalency test option
• Provides out-of-school youth and adults the best chance to demonstrate skills and knowledge
• Built on the OCTAE College and Career Readiness Standards and designed to support the Workforce Innovations and Opportunity Act of 2013
• Offered as one of three national exams (HiSET®, GED®, TASC™) that lead to a state-issued high school equivalency credential
“Knowledge of the political process, when properly applied, is portable wealth and eminently usable power. Let us learn, apply, and prosper.”

Dr. Samuel Halperin

Tom Nash
COABE President
You are either at the table, or you will be on the menu.
The purpose of today’s webinar is to give you the tools you will need to raise the visibility of Adult Education at the national, state, and local level to ensure that our new administration is aware of the value of adult education.

36 million adults in the US read at or below the 4th grade reading level.

Adult Education breaks the chains of intergenerational poverty. It helps adults reskill and get better jobs. It is a hand up and out of poverty. Learn more at www.coabe.org.
Open Letter to the Trump Administration

• On January 20, 2017, COABE sent an open letter to President Trump, Vice President Mike Pence, Betsy Devos, and others
• Go to www.coabe.org to download a copy
• Tweet about it (#adultedu)
Most of America’s workforce of tomorrow is already in the workforce. They are beyond the reach of the high schools and postsecondary education. Adult education is the best way to re-engage them.

Significant underinvestment in adult education and workforce development is eroding our global competitiveness.

Adult education is a pathway from low income and dead end jobs to a successful future.
COABE and NAEPDC are partnering together on leadership and advocacy efforts across the nation.

More than 1,000 adult educators and administrators have registered for this webinar.

Sharon Bonney
Executive Director
Stronger Together

- COABE’s Contacts and NAEPDC’s Single Point of Contact Network reach nearly 30,000 adult educators.

- You can join the cause! Contact advocacy@coabe.org and ask for your name to be added to our joint contact network.
Meet Today’s Presenters

Polly Smith (AK)
COABE Public Policy Chair

Art Ellison (NH)
NAEPDC Public Policy Chair

Regina Suitt (AZ)
State Association Leader

Gene Sofer
Public Policy Consultant

Susan Fish (OR)
State Director
During This Webinar

- State leaders and their experiences
- Coalition building, making a case, and mobilization.
- FREE tools and resources.
Workforce Opportunity Investment Act (WIOA)

- WIOA enacted (strong bi-partisan approval)
- Adult Education established as one of the four key programs in the workforce system
During the campaign, then candidate Trump proposed to downsize the Department of Education, move $20 billion of Department of Education funding to expand school choice for low-income families, and overhaul the student loan program.

Some members of the incoming Congress have proposed deep cuts in domestic discretionary spending to fund increases in defense spending and reducing the federal role in education.

With the expiration of the two-year budget agreement, attempts to cut education and other funds will undoubtedly intensify.

The Current Situation

**FEDERAL BUDGET BREAKDOWN**

- **Defense and International Security Assistance**: 20%
- **Social Security**: 20%
- **Benefits for Federal Retirees and Veterans**: 7%
- **Transportation Infrastructure**: 3%
- **Education**: 2%
- **Science and Medical Research**: 2%
- **Non-security International**: 1%
- **Medicare, Medicaid, and CHIP**: 21%
- **Safety Net Programs**: 13%
- **Interest on Debt**: 6%
- **All Other**: 4%
• During the campaign, then candidate Trump proposed to downsize the Department of Education, move $20 billion of Department of Education funding to expand school choice for low-income families, and overhaul the student loan program.

• Some members of the incoming Congress have proposed deep cuts in domestic discretionary spending to fund increases in defense spending and reducing the federal role in education.

• With the expiration of the two-year budget agreement, attempts to cut education and other funds will undoubtedly intensify.
Some in the new Administration, such as Vice-President elect Mike Pence have supported investments in Adult Education, college and career readiness, and workforce training.

Representative Virginia Foxx, the incoming Chair of the House Committee on Education and the Workforce, has written of the need for “workforce development and providing the skills necessary to fill the technology-based and service jobs that make up that modern economy”, with such efforts to be “led by the states and local communities.”
Legislative Time Line

- Current: Congress is convened
- March: Appropriators begin to close FY2018 books
- April 15: Congressional Budget Resolution
- April 28: Current Congressional Resolution expires
- Spring (exact date unknown): Budget guidance released
Today we will discuss

• Resources
• Tips for effective advocacy
• Best practices
COABE’s 2016 Capitol Hill DayS
Number of Meetings by State in April & September

74 participants/150 meetings
COABE’s 2017 Capitol Hill Day
In Partnership with NAEPDC

April 26, 2017
advocacy@coabe.org
Together We are Stronger. Engage Others!

#AdultEdu #CapitolHillDay #AEFLWeek

Post pictures to social media and the COABE App
Stronger Together Initiative

You and your students can post pictures and videos to the COABE App and join our Grassroots Campaign launching on 2/14!
Fact Sheets at www.coabe.org

a. Increasing Access
b. Funding Facts
c. Promise of Adult Education
d. About COABE
Additional Resources

a. Media Toolkit, including Op-Eds
b. Videos
Advocacy, Workforce, CTE, and WIOA
1. What are the short term and long term activities?
2. Is our campaign diverse?
3. What is the easiest thing to do fast?
4. What are the harder things to do that need training or leadership?
Success By Raising Awareness: Strategies to Consider

5. How can activities keep being used and get the most mileage?
6. How can we use social media?
7. How can we nurture early adopters and coax reluctant participants?
8. Are we going BIG or small or both in some ways?
Success by Raising Awareness: Effective Strategies

- Ambassador Program Training
- Digital Stories
- Social Media
- Poster Project
**Keep adult ed, students say**

State cuts would hit English classes hard

by Gabriella Giffords

Adult Ed Funds Slashed

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**Cuts proposed for health care, education 'shocking'**

Continued from 1C

Though he has no way of knowing for sure, Miller estimates perhaps 40 of his students have become citizens.

"I can say four out of five because they came back to class with food for a party," he said.

"If any of my students were to lose their jobs, I would look for job opportunities for them," he said. "I don't want to lose any students because they are looking for work."
Governor Brewer proposes to slash funds for all adult ed.  
Protesters ready to rally

By: Lauren Burgoyne

Tucson, AZ (KOLD) - Hundreds are expected to gather at the El Rio Community Center at 5 o'clock Thursday night to protest Governor Jan Brewer's proposal to cut all state funding for adult education.

Arizona is famous for having the highest high school drop-out rate in the country but opponents of Brewer's proposal fear the state's education reputation will get even worse after the budget is passed. Governor Jan Brewer has proposed cutting all state funding for adult education, which means almost half of all of the state's GED programs will shut down.

The cuts will mean that almost all schools that were awarded GED grants will lose their funding and some schools who were not eligible for GED grants would now be eligible. In 2008-2009, one in five high school diplomas was awarded to GED grads but there are still 800,000 people in the state who don't have GEDs. Rosalinda Gallardo, a GED graduate worries, "They're not served as a single mother of three who have an established career and philanthropy who started a non-profit center as preventing abuse in Tucson. But this single mom says she never had access to a GED."

"I signed a check for a new life. I signed away my failing education and learning about the community," said Gallardo.

The state will save four and a half million dollars by slashing the funding. But if the state fails to pay up the federal government will also cut the 11 million it contributes to adult education in Arizona.

"That eleven million goes to adult education, it doesn't help solve the state's deficit, So I think they just don't care," said Betty Stauffer.

Stauffer is the executive director of the Literacy Volunteers of Tucson, and while the cuts won't affect her budget, she said she fears the non-profit won't be able to handle an influx of affected students.

While the Governor wasn't available to answer questions regarding her proposal, Paul Senseman, the Governor's Communications Director responded with one of his own.

"The real question is will there be further cuts to state aid, public safety beyond the historic cuts that have already taken place," said Senseman.

But Gallardo isn't as worried so much about history as she is the future.  
"If parents, they're successful, if parents are well educated their world will be better. They can provide food and better education for them," said Gallardo.

Ambassador Program Training
Successful Formula for Advocacy

Stories. Connect. People.

The best relationships usually begin unexpectedly.

“What do 825,000 High School Dropouts mean to Arizona’s economy?”
For starters, almost $8 Billion in LOST annual taxable income!

Arizona’s ECONOMIC GAP
- High School Dropouts: 825,000
  (17% of Arizona’s population 16 & older)
- % of Adults with ≤9th Grade Education: 17% (over 300,000)
- Median Annual Earnings Difference: $11,845 (High School Grad) vs. $8,340 (Dropout) 1 Year
- Estimated Lost Taxable Income: $7,887,300,000 1 Year

Adult Education FILLS the GAP
Success By Raising Awareness: Digital Stories

SupportAdultEd YouTube channel
https://www.youtube.com/user/supportadulted
Success By Raising Awareness: 
Poster Project

Adult Basic Education: 
Our Road to a Better Future

Donna McLaughlin

I was forced to drop out when I signed up for GED classes. I feared that I couldn't do it, but I didn't think I was "too smart". I had been out of school for thirty years and I was scared to get back. Family problems had prevented me from getting my high school diploma. Fast forward, I have my own business and have been very successful.

Adult education was my first chance. I took every GED prep course I could find and did my best. I worked hard and I found it difficult. We need to tear down the negative barriers in our schools.

Now I counsel others. I help get people back to school and get their GED. I also advocate for education publicly, even protesting with legislators.

I wrote my story. I wanted to influence everyone going through the same thing. You can do it. I can do it. You can do it.

Adult Basic Education: 
Our Road to a Better Future

Jessie Martin Peralta

To be able to bring joy to the world is the reason I want to learn. I want to make a difference. I want to make a change.

Adult education helped me learn to read in English and Spanish. I'm a middle manager. I earned my degree online in adult education. Community college helps other people to improve their English skills.

Adult Basic Education: 
Our Road to a Better Future

Tom Hardy

When I was growing up, my parents traveled a lot. By the time I entered school it was seventh grade, and I was too afraid to write my name and the few words I could read. I just read sentences from the GED book. When I got the GED, I was only able to write my name and a few words. I thought myself to read even a sentence was what I read. When I got the GED, I was able to go back to school and read the GED book. I was the first person to write a summary of the GED book. I was able to write a summary of the book.

I want to encourage others to be able to do what I did. I want to encourage others to do what I did.
When We Fight, We Win. Coming in March, we are excited to announce a new issue that explores how engaging in struggle can bring about -- you guessed it -- gains. Thanks to extra funding, this issue will be in full color! Get your renewal in now so you don't miss out. **And if you don't receive paper copies, now is the time to subscribe. This one will be beautiful!** Renew [here](#). (This issue is based on themes from the book of the same name.)
Success By Raising Awareness:
Get Creative!
Success in Kansas: View from a State Director

ACCELERATING OPPORTUNITY: KANSAS

Background:
- In Kansas today, there are over 237,000 adults without a GED or high school diploma, and over 900,000 working-age adults with no meaningful postsecondary credentials.
- To increase the state’s economic standing and the quality of its workforce, Kansas is committed to increasing the number of Kansas adults who have a certificate, associate, or bachelor’s degree to 60 percent by 2020.

Accelerating Opportunity: Kansas (AO-K) transforms the delivery system for adult education in Kansas using career pathways to deliver career and technical education at the same time as adult basic skills instruction.

Quick Facts:
- AO-K is a partnership between the Kansas Board of Regents and Kansas Department of Commerce.
- The Kansas Department for Children and Families is now using Temporary Assistance for Needy Families (TANF) funds to provide tuition scholarships for TANF-eligible students who enroll in Families (TANF) programs and complete a 12-credit hour career pathway.
- Short-term certificate programs are aligned with labor market needs, leading to industry endorsed credentials and immediate jobs with family-sustaining wages.
- AO-K is part of the national Accelerating Opportunity initiative managed by Jobs for the Future.

AO-K Successes:
- Major areas for industry recognized credentials: Healthcare (1,660); Welding (384); Aerostuctures (292); Manufacturing/Machining (251); all other (155)
- Kansas is recognized nationally as a leader in Accelerating Opportunity and has produced dramatic results after just two years.

<table>
<thead>
<tr>
<th>AO-K</th>
<th>Year 1 Totals</th>
<th>Year 2 Totals</th>
<th>Year 3 Totals*</th>
<th>Cumulative**</th>
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<tr>
<td>Enrollments</td>
<td>1,069</td>
<td>994</td>
<td>946</td>
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<td>College Certificates</td>
<td>184</td>
<td>456</td>
<td>146</td>
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<td>Industry Recognized Credentials</td>
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<td>1,086</td>
<td>465</td>
<td>2,742</td>
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<td>12-Credit Hour Pathway</td>
<td>341</td>
<td>450</td>
<td>102</td>
<td>715</td>
</tr>
</tbody>
</table>

AO-K skepticism is evident in a number of ways, including:

- Enrollments starting low and then leveling off.
- Early success in completing year one goals.

*All colleges not yet reporting
**Enrollment headcount is unduplicated

KANSAS ADULT EDUCATION

Kansas Adult Education is the first step in a career pathways system that meets the demands of the Kansas workforce for high skills and the needs of Kansas families for living wages and careers.

Adult Education serves adults 16 years of age and older who are no longer in school and who do not have a high school diploma or whose skills are below the high school completion level. Local programs offer instruction in reading, writing, math, and English as a second language. They assist learners in preparing for the GED® test, acquiring employment skills, and transferring to college. Programs throughout Kansas are provided by community and technical colleges, unified school districts, and community-based organizations.

Need

According to the US Census, 2013 American Community Survey, over 275,000 adults in Kansas need adult education.

| Adults with educational attainment less than 9th grade | 78,616 |
| Adults with educational attainment 9th-12th grade, no diploma | 146,722 |
| Adults with limited English proficiency | 63,880 |
| Total | 279,224 |

In FY2014, Kansas Adult Education was able to provide services to 8,809 adults, or about 3% of the target population. This low rate of participation is due to many factors, but the primary cause is lack of capacity in Adult Education programs.

An almost continuous decrease in enrollment follows the decline in federal funding—actual WIA Title II Adult Education and Family Literacy Act (FLA) funding for Kansas had decreased by over 11% in the past five years. Adjusting for inflation, the drop in funding is nearly 28%.


LEADING HIGHER EDUCATION

1301 SW Jackson, Suite 120, Topeka, KS 66612-1043
Tel: 785-296-3421 Fax: 785-296-5963 www.kansasregents.org
• We are the experts.
• Ours is not a partisan cause.
• We can make the case and the “ask.”
• We are the experts, but we might not always be the best advocates.
Meet With Your Legislator

- **Be prompt**: Congressional staff are often pulled in several different directions. Make sure that you are on time or even five minutes early.

- **Be informed**: use the Talking Points we have prepared for you and augment them with information about Adult Education in your state, Congressional district, and your own program.

- **Be respectful**: You may disagree with the person with whom you are meeting. Be professional and be respectful.
“The time to make friends is before you need them.” — Lyndon B. Johnson

“All politics is local.” — “Tip” O’Neill
Letter Writing

• Students:
  – The format for all student letters: Why the student enrolled in the program, what they will do when they finish and (the ask), please do not cut funding for adult education.

• Teachers/Staff:
  – Describe the success of your work in the classroom, with some individual student profiles
A letter that was written by a student to the Governor of NH:

“Dear Mr. Sununu,

I am writing to you in regards to the Adult education program I am enrolled in in Laconia, N.H. I am 52, was a collision technician for most of my life. My son and I moved back to N.H. from Arizona 5 years ago. I wanted for my son to get his high school diploma very much so he could better his life. We found that N.H. is one of the only states, possibly, the only state, that you can take night classes and get a real high school diploma. My son did attend the Laconia Adult Education program and did get his diploma. We are all very proud of him. He is now doing great and trying to go into the Army.

After his success, I decided to get my own. The staff her in Laconia Adult Education is very helpful in everything to help me get a real diploma.

I was very successful in my chosen career, but have lied about graduating all my life on any and all applications I submitted. I don’t want to lie anymore. I want a real high school diploma. Please help keep our night school classes going. Not only for the kids, but for people like myself who just want to better themselves.

Thanks,”
Calls should be made to the DC offices of House and Senate members.

– Go to the COABE App to find your DC office legislator
The caller should state:

– Their name
– Where they live
– Connection to Adult Education (student, staff, friend)

The “Ask”:

Do not cut funding for adult education.
Lessons Learned From Successful Student Centered Campaigns

• Members of Congress want to hear only from constituents in their district/state.

• Student Centered campaigns only work with the active involvement of state professional associations, local adult education program directors, and teachers.

• There should be a state wide coordinating committee of interested adult educators to manage the campaign.
Lessons Learned From Student Centered Campaigns

• Many local programs have replaced the traditional classroom lesson of writing a business letter with one of writing a letter to a legislator.

• Some local programs incorporate letter writing to policy makers into their focus on civics education and helping students develop their voices.

• Everyone needs to write/call (administrators, students, advisory committee members, allies in the community, and other friends of adult education).
Commit To Just 2 Activities

• Have your class or association call or visit your legislator
• Write a letter to your legislator
• Upload a video/testimonial to the COABE App
• Join our social media campaign
• Join us at the COABE conference
• Prepare for #AEFL Week
• Build alliances and coalitions
Together We Are Stronger
Let’s All Do What We Can

“EXPECT THE BEST, PLAN FOR THE WORST, AND PREPARE TO BE SURPRISED.”

DENIS WAITLEY

© Lifehack Quotes
With the 2016 elections behind us, it left us wondering
  • Is there a link between illiteracy and not voting?
  • Is it too difficult for someone who cannot read to vote?

Program Survey:
https://www.surveymonkey.com/r/ProgramVote

Student Survey:
https://www.surveymonkey.com/r/VoteStudent
Questions
Resources
High schools cannot provide business and industry all of the workers they need.

• There are approximately 150 million adults in the workforce.

• The public schools graduate approximately three million young people every year which equates to only 2% of the current workforce.
Adult Education
Reengaging Tomorrow’s Workforce

• Most of America’s workforce of tomorrow is already in the workforce. They are beyond the reach of the high schools and postsecondary education.

• Adult education is the best way to re-engage them.
Our Economy Faces Significant Challenges

• Over 40% of the 2.3 million incarcerated adults have not finished high school and 70% are not functionally literate.
Our Economy Faces Significant Challenges

• Only 1.7 million of more than 60 million who could benefit can access adult education services.
  – One million school age children drop out of school each year adding to that number.
While some adults enrolled in adult education are students seeking their high school diploma or equivalent, a surprisingly large number of American adults who have earned a high school diploma still struggle with basic skills.

- Twenty percent (20%) of adults with a high school diploma have less-than-basic literacy skills
- Thirty five percent (35%) of adults with a high school degree have less-than-basic numeracy skills.
We Have a Basic Skills Gap

• According to a recent study conducted by OECD’s Program for International Assessment of Adult Competencies (PIAAC), at least three million low-skilled American adults would like to enroll in Adult Education services, but cannot access a program.

• Without access, undereducated, under-prepared adults cannot qualify for jobs with family sustaining incomes that require not only a high school equivalency, but also some college—preferably a one or two year certificate in a high demand occupation.
Basic Skills Gap

- Adults without a high school diploma or functioning below high school level cannot qualify for either community college programs or high demand occupations.

- Significant underinvestment in adult education and workforce skills development is eroding America’s global competitiveness. A robust adult education system is essential if we are to achieve our nation’s economic goals. It will be impossible to create a workforce skilled enough to compete in the global 21st Century economy if we focus only on secondary schools and postsecondary institutions.
The Congress has reconvened and has a full plate. Committees are reconstituting themselves and Senate Committees are holding confirmation hearings on prospective Cabinet members.

• The Budget and Appropriation processes for Fiscal Year 2018 will begin while the Congress finally completes work on funding FY 2017, and the debt ceiling will expire potentially raising the threat of a government shutdown.

• MARCH: Appropriators begin work to close the books on FY 2017.

• APRIL 15: By April 15, the Congressional Budget Process is supposed to culminate in the adoption of a Congressional Budget Resolution that is not signed by the President. The Resolution includes a series of revenue and spending assumptions and overall limits on discretionary spending, both defense and non-defense. The Budget Resolution is supposed to guide the work of the Appropriations Committees.

• This year will be odd because the President is not expected to submit a complete Budget to Congress until the April 15 date. Instead, he is likely to send Congress a short version which will highlight policy priorities and summary tables.

• Also, it is an odd year because Congress must finish its work on Fiscal 2017 and begin work on Fiscal 2018 almost simultaneously.

• If Congress doesn’t pass a Budget Resolution the Appropriators can begin their work anyway.

• APRIL 28: Continuing Resolution that is now in place expires.

• SPRING 2017: While the exact date is unknown, Congressional staff expect the Administration to release a Budget document to provide guidance to Congress about spending and tax policies.

The Appropriators must complete work on FY 17 and work on FY 18. Appropriations for FY 18 are supposed to be finished by September 30, the end of the fiscal year.
Effective Strategies

- Write letters to legislators (students/teachers/family/friends)
- Get others to write letters
- Attend meetings: Get more allies!(LWIB, like minded orgs, faith based groups, K-12, Businesses of students or ones who hire students, local or other policymakers)
- Email and call (everyone step out at break, lunch or dinner and call their legislators)
- Ambassador Program Training
- Digital Stories Classes
- Raise awareness on Social Media: YouTube / Twitter / Facebook
- Student Leadership Councils
- Poster Project
- Candidate Forums
- Events to invite policymakers to: Student Contests, Open Houses, Constitution Night, Guest Teacher in class, graduations, etc
- Field Trips to local, state, and federal events, meetings, forums and policymakers visits
- Hold Rallies or go to like-minded ones Staff tables at events with Ambassador and/or their stories
- Do voter registration drives
- Sponsor movie screenings (Check out Rebound http://www.reboundthefilm.com/)
- Get lots of press, and all the time. Press in the form of student letters to the editors, editorials, T.V., radio, blogs
- Day at the Capitol – visits to legislators with Ambassadors leading the meetings and then getting a critical mass for gallery introductions
- Puppets – yes, big huge puppets that we took to events. Thousands of people saw them!
- A garden – tag onto something that doesn’t seem connected but is!
- Find a champion or champions
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Engage Educate Empower
https://pccadulted.wordpress.com/
@ReginaSuitt on Twitter

Civics Standards:

COABE Journal with Advocacy forum:
http://tinyurl.com/AdvocacyForum2016