

July 10, 2017

The following was sent to KYAE listserv.



Great Resources! Educate & Elevate

I highly encourage folks to take advantage of the webinars being provided via Educate & Elevate, the result of a partnership of COABE and NCSDAE. If you are unable to watch as they are occurring live, no worries! They are being recorded and are available for viewing.

You'll see below that the next webinar, "Working with Legislators," is this Wednesday. I plan on participating!

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Webinar Wrap Up: Working with the News Media

If you were still recovering from the 4th of July vacation and missed our 2nd webinar, don't worry! You can catch up, and this is one you won't want to miss. Our communications partner, [Full Capacity Marketing](#), And guest presenter, Jo Steigerwald from Seeds of Literacy, shared an action packed, one-hour session on everything you need to know about working with the news media.

Here are the top 5 highlights, in case you missed it, along with how you can use the [Educate & Elevate Campaign Toolkit](#) to raise awareness with the media in your local area about your great adult education programs.

1. Just as you build relationships with your local elected officials and state legislators, you need to do so with the news media.

2. To be proactive with the news media, create a local database with correct contacts for the news desks and/or reporters that cover education, workforce, jobs, economy, and/or business. Click [here](#) to research and locate local media in your area.

3. This op-ed ([here](#)) is a good example of using data and facts to build a business case on why federal funding for workforce programs should not be cut. Written by Eloy Ortiz Oakley, chancellor of the California Community Colleges, and Allan Zaremberg, president and chief executive officer of the California Chamber of Commerce, see if you can identify what makes this a well written op-ed.

4. At a minimum, each adult education organization can tailor the press release in the Toolkit to announce its participation in the National Campaign. Click [here](#) to see examples.



5. Did you know that you can use the Campaign Fact Sheet to develop your press release? Click [here](#) to learn more.

Strategy of the Month: Seeds of Literacy

Kudos to [Seeds of Literacy](#) Development Officer, Jo Steigerwald, who shared her organization's successes in getting the news media to take notice of their work in adult education. Here are some key strategies to replicate from Seeds:

- Use volunteer committees to update media lists as contacts may change frequently.
- Think of unique ways to connect with the media and build relationships (e.g. hand written thank you notes for coverage, in person visits).
- Pay attention to what the local media covers and align your adult education programs to these topics (e.g. education, workforce, economy).
- Monitor your coverage and use Google Alerts to keep you informed of local news topics that you might leverage for a press release, op-ed, or column.



Check out Seed's Press Room ([here](#)) where they cater to the news media with infographics, fact sheets, and newsletters to inform the media of data and human interest stories.



Calls to Action: Spread the Word

We have 55,000 adult educators in the nation, and if each one of us submitted just 1 success story from our respective organizations, we'd have an amazing start to educating policy makers about the importance of investing in adult education.

Catch up with these calls to action.

- Download and review webinar #1 to make sure you know about all of the available Toolkit items for your local [use](#).
 - Submit Success Stories and Innovations via the Educate & Elevate Campaign website. [Click here](#) to submit.
- Leverage your human interest success story and the campaign press release template to announce your participation in the campaign. Review webinar #2 for [details](#).
 - Post questions and get support in the Learning Forum. Register [here](#).

Register Now for Webinar #3: Working with Legislators

Working with Legislators

Date: July 12, 2017

Time: 11:30 a.m. (EDT)

In a highly competitive funding environment with deep cuts planned for workforce and education, adult educators need a coordinated strategy to inform local, state, and federal policy makers about the positive impacts of adult education. This session shares how to conduct a successful briefing to policy makers utilizing the Campaign Fact Sheet, Video, and Legislative Talking Points from the Educate & Elevate Campaign Toolkit, coupled with your local, compelling success stories and innovations.



[Click here](#) to register.



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