

atlas ABE Teaching & Learning
Advancement System



Yes, You Can! Building Strong Enrollments, Recruitment, and Marketing for Adult Career Pathways

Thursday, February 20, 2020

1:00pm - 2:30pm



**Adult Career
Pathways**

ACP



Welcome!

TECH CHECK

Astrid Liden will assist with any tech issues. Chat any questions or needs in the taskbar.

All participants are muted from our end.

Raise your hand if you want to speak during the webinar and we will unmute you.

Note: Documents are in webinar **Materials** section (no need to print; may want to look at them)

Ready to go?



Introductions

Todd Wagner, *MN State Director and ABE Supervisor*

Astrid Liden, *ABE Professional Development Specialist, MDE*

Patsy Egan, *ATLAS Director*

Heather Turngren, *ATLAS Adult Career Pathways Coordinator*

Ron Fleischmann, *Mankato AE, SCC Connects Supervisor and Instructor*

Cathy Grady, *Hubbs Center - Assistant Supervisor*

Objectives for today's webinar

After the webinar, you will be equipped to:

- ❖ Describe a variety of strategies for building enrollments in ACPs
- ❖ Identify what your program is already doing with building strong enrollments in ACPs
- ❖ Explain at least two ways to broaden and increase enrollment in ACPs
- ❖ Access additional resources/tools for building strong enrollments for ACPs

Resources in Material Section of Go-to-Training

1. Building strong enrollments worksheet example Mankato ABE (PDF)
2. Building strong enrollments worksheet (MS Word)
3. Career Pathways checklist (PDF)
4. Career Pathways toolkit (PDF)
5. CP Toolkit - element three - recruitment strategies (PDF)
6. Adult Career Pathways activities (PDF)
7. Appendix 5: Marketing Materials Review Forms (MS Word)
8. Link to Ron's 2nd Point of Entry slideshow (link)

Current Challenges around Adult Career Pathway Enrollments (ACP)

Urban

Competing programs for learners
Needing to recruit double the amount of learners to get enough to run an ACP

Rural

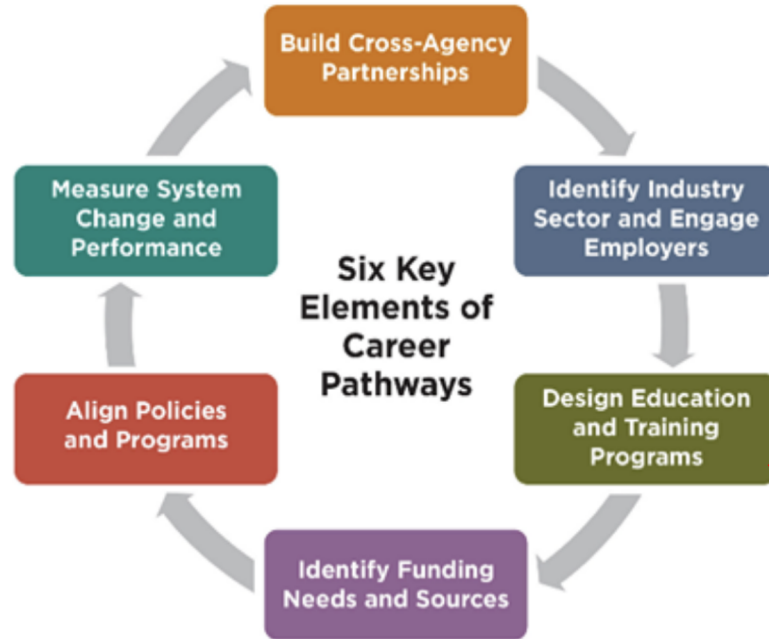
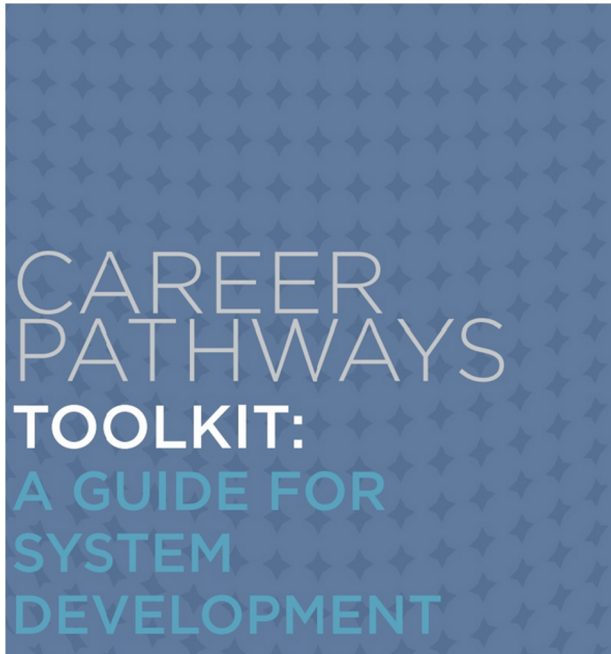
Building a cohort of learners
Transportation
Broadband

Learners getting employed during Adult Career Pathway (a good challenge)

Partners discontinuing training and or changing personnel.

Career Pathways Toolkit - Element 3.2

Identify Target Populations, entry points, and recruitment strategies



Critical Information Needed to Identify, Select, and Serve Target Populations - *from the Career Pathways Toolkit - Element 3.2*

HOW TO: Critical Information Needed to Identify, Select, and Serve Targeted Populations

- Economic status;
- Residence and location;
- Educational attainment;
- English proficiency;
- Literacy skills;
- Work history;
- Culture impacts; and
- Special accommodations, if needed.

CAREER PATHWAYS FYI: Potential Community Organizations to Collaborate With

- Minority-based, private, non-profits;
- Refugee organizations;
- Faith-based community organizations;
- Veteran organizations;
- Organizations serving individuals with disabilities;
- Temporary Assistance for Needy Families (TANF) organizations;
- Organizations serving dislocated workers; and
- Youth-serving organizations.

ACP Tools and Resources

Adult Career Pathways

ACP Course Curricula	-
Business / Administration	+
Education	+
General/Multi-Pathway	+
Healthcare	+
Retail/Hospitality	+
Technical Fields	+
Technology	+
ACP Development Tools	+

ACP Development Tools -

Adult Career Pathways Basics
Budgeting & Funding
Course Design
Effective Collaboration
Employer Engagement
Integrated Education & Training
Local Workforce Devel Boards
Strong Enrollments
Workforce Partnerships

Look for links in materials section of G2T



ACP Tools and Resources

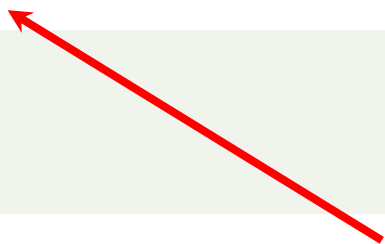
Resources / Adult Career Pathways / ACP Development Tools / Strong Enrollments

Building Strong Enrollments – Guidelines & Examples plus Worksheet

ATLAS, 2018

A 7-step process that guides ABE programs and their partners to go beyond existing student populations and generic program flyers to instead be focused and strategic in building enrollments for adult career pathway programs. Steps include clearly defining target populations; creating recruitment strategies to reach and attract those populations with effective benefit statements; and developing student supports for persistence. The accompanying worksheet provides a tool for individual program planning and implementation. (8 pages)

- [Guidelines & Examples](#)
- [Strong Enrollments Worksheet](#)



Adult Career Pathways

ACP Course Curricula +

ACP Development Tools -

Adult Career Pathways Basics

Budgeting & Funding

Course Design

Effective Collaboration

Employer Engagement

Integrated Education & Training

Local Workforce Devel Boards

Navigation

Partnering with Post-Secondary

Strong Enrollments

Workforce Partnerships

Look for materials
in G2T

ACP Tools and Resources

7 step process is outlined in worksheet & example

1. *Set enrollment goals*
2. *Identify target populations*
3. *Design program to meet needs of target population*
4. *Determine recruitment sources and strategies*
5. *Articulate benefit statements*
6. *Choose appropriate marketing tactics*
7. *Define and develop student supports for persistence*

Planning takes time... and can result in increased enrollment in ACPs

Look for materials in G2T

Example from Mankato ABE

Assignment 7: ACP Cohort Building Strong Enrollments

Target Populations

HS graduates
Unemployed
Underemployed (incumbent workers)
Vets needing retrain

Information Source

HS coun/teachers/guest speakers
Workforce/MVAC/BECES
Facebook/direct marketing/employers
Vet reps at WFC, VFW, College reps

Rationale/potential

know students/skills
Receiving UI/known working
Have skills

Possible barriers

Want time off after HS
4 year is only path
Have to work
Cost of credits/books
Transportation
Schedule

Address avenues

Direct messages/HS grads
Visual career pathway doc
Apprenticeships/ OJT/ alternate funding/future focus
Workforce resources
Workforce resources
echo college class - bridges should mirror college class time
For healthcare, the classes/jobs are all different shifts...

Ideas for ACP/context

Invite into HS classes
counselors/shop teachers

Low skills/don't meet cut score
Healthcare background studies

on-ramp vs. extended bridges/Lincoln to SCC
Background issues cannot enroll.

ACP Tools and Resources



Adult Career Pathways Building Strong Enrollments Worksheet

This worksheet allows you to do your own reflection and planning. We recommend that you complete this with your staff and other ACP program partners. Use the accompanying GUIDELINES & EXAMPLES side-by-side with this document to complete the assignment.

Name:

Career pathway:

Employment goal of the pathway:

Steps on the pathway (as currently defined):

Planning takes time... and can result in increased enrollment in ACPs

Look for materials
in G2T

Example

Target Population:

Low-Literacy Skills

Benefit Statement:

- Gain the skills necessary for a good paying job
- A support system ready to assist in program participation
- Flexible schedule to accommodate family responsibilities
- Personalized programs to build on current skill levels

Marketing Tactics:

- | | | |
|---|--|--|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Websites | <input type="checkbox"/> Informational sessions |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Twitter | <input type="checkbox"/> Billboards |
| <input type="checkbox"/> Video testimonials | <input type="checkbox"/> Blogs | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Resource tables at community events | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Local cable channels | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Instagram | | |

Recruitment Sources

List all of the target populations you'd like to include in your pipeline. Underneath each one, check the box next to the recruitment sources you will be using.

Target Population:

Recruitment Sources (Check organizations you wish to include in your recruitment strategy):

- | | | |
|--|--|--|
| <input type="checkbox"/> Private nonprofit organizations | <input type="checkbox"/> Faith-based organizations | <input type="checkbox"/> Veteran organizations |
| <input type="checkbox"/> Community colleges | <input type="checkbox"/> American Job Centers | <input type="checkbox"/> Youth-serving organizations |
| <input type="checkbox"/> Adult basic education | <input type="checkbox"/> Secondary education | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Human service agencies | <input type="checkbox"/> Organizations serving individuals with a disability | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Refugee organizations | <input type="checkbox"/> Secondary education/dropouts | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Unemployment compensation | | |

Recruitment and Enrollment Strategies vary!

Small town ~ medium-size city ~ metro area

Small ~ medium ~ large employers

Sectors vary - trades, health care, education, business

Challenge = take what you learn and fit it to your own context...

Recruitment Examples

- In-house ACP marketing
- Video on website
- ACP brochures
- Social Media
- Career guides
- ACP Orientation sessions



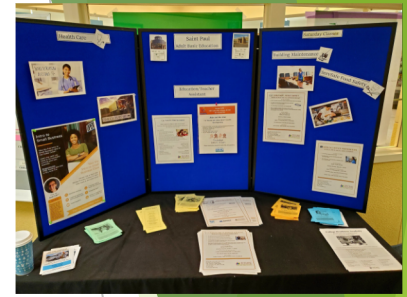
Program Highlight:

In May of 2017, Bridges to College and Careers—Bridges to Healthcare was announced as a finalist in Innovations in American Government Awards competition by the Ash Center for Democratic Governance and Innovation at the John F. Kennedy School of Government, Harvard University.

Rochester's Bridges to College and Careers—Bridges to Healthcare is a multi-year project joining Hawthorne Education Center with Rochester Community and Technical College (RCTC) in collaboration with Workforce Development, Inc., United Way of Olmsted County, and Mayo Clinic, to provide the courses and supports that successfully transition immigrant, refugee, and/or basic skills deficient adult learners from Adult Basic Education to credit-bearing, post-secondary certifications and degrees in healthcare. These institutions/organizations with diverse cultures, funding sources, philosophies, and staffs have united and shared their strengths to improve post-secondary outcomes for at-risk students.



Rochester ABE Video



Hubbs Center in-house display

Healthcare Careers

Guide to Colleges and Careers in Healthcare in the Twin Cities Metro Area



Int'l Inst. of MN Career Guide



Why take a Career Pathways class?

- ▶ Improve English skills
- ▶ Career planning with a career navigator
- ▶ Taught by qualified teachers
- ▶ Visit employer workplaces
- ▶ Learn from industry professionals
- ▶ Most classes lead to certifications, credentials and/or high school or college credits
- ▶ It's free

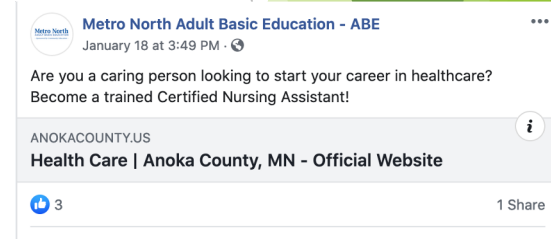
Please call or visit the Metro South main office to register:
952-681-6170
www.metrosouth.org/career-pathways.html



Metro South ACP brochure



Build skills for career advancement



Metro North Facebook Page

What ACP recruitment strategies do you or your program currently use?

- ❖ *What type(s) of social media?*
- ❖ *Do you use group texts or use Remind?*
- ❖ *Do you offer Face-to-Face Orientation sessions?*

Everyone, please use the chat feature to share what's happening in your area.



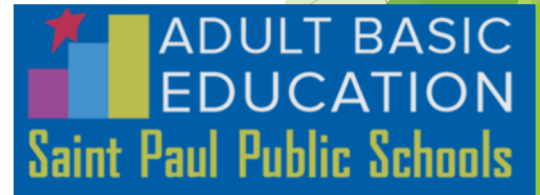
Voices from the Field

A snapshot of strategies from around Minnesota for building strong enrollments, retaining students, and marketing for ACPs

Cathy Grady

Assistant Supervisor

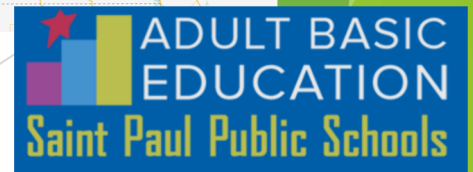
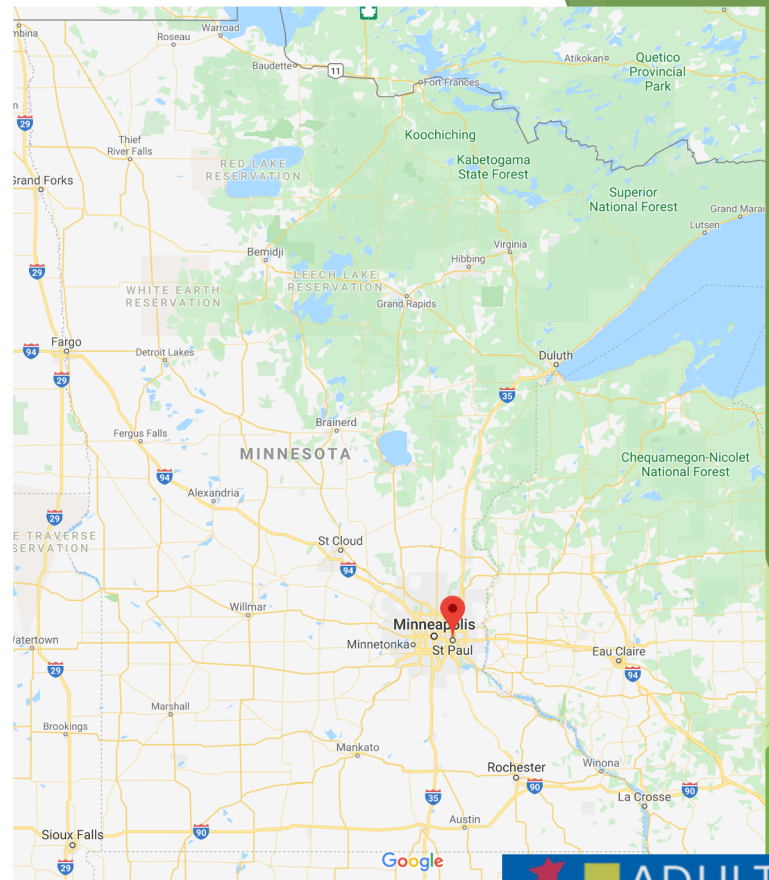
*St. Paul Public Schools
(SPPS) - Hubbs Center*



SPPS - Hubbs Center & Hub@Harding

ACP:

- Advanced Child Development
- Building Maintenance
- CDL Permit
- Intro to Nursing Assistant
- Intro to Small Business
- Medical Office Preparation
- ParaPro Certification
- ServSafe
- Boiler License



Building Strong Enrollments

How did you set enrollment goals?



- ❖ Grant funded program goals are based on what we estimated in the application: the cost per student, how many complete, pass industry recognized assessment, gain employment
- ❖ Non-grant funded programs are based on overall school enrollment, level, interest
- ❖ How many students do we need enrolled and how many do we need to complete

Building Strong Enrollments

Who is your target population?



- ❖ Our student base, we try to tag those who have career goals and show interest in Health Care, Nutrition Service, Education, etc.
- ❖ We speak to classes in Family Literacy about Child Development classes. We connect with nutrition service workers and custodians in our district who need special licensure for advancement.

Building Strong Enrollments

How did you set enrollment goals?



Strategies Used:

- ❖ Offer classes on Saturdays
- ❖ Provide both online and classroom learning
- ❖ Pull in guest speakers that offer employment options and highlight those jobs to students

Building Strong Enrollments

What specific strategies and marketing tools were used? Were they effective?



- ❖ MailChimp promotional email
- ❖ Facebook to highlight graduating classes and upcoming classes
- ❖ Flyers to stakeholders; SPPS Nutrition Services, Building Maintenance & Human Resource Department. Go out to Marsden work sites and speak directly to managers and workers.

Building Strong Enrollments

What social media did you use for recruitment?



- ❖ Facebook
- ❖ MailChimp through email
- ❖ Texting

Building Strong Enrollments

How did you focus on internal recruitment?

How did you focus on external recruitment?




- ❖ Internal recruitment: the teacher who teaches the ACP will go into leveled classes to promote
- ❖ We make announcements about upcoming classes and we table during high traffic times
- ❖ External recruitment: primarily to partner agencies (CareerForce, Goodwill) and consortium members

Building Strong Enrollments

What tools and resources have been useful?



- ❖ Consistency
- ❖ Word of mouth
- ❖ Having a good product



What is one “takeaway” or one question you have from Cathy’s presentation?

Everyone chat out one key takeaway or question in the chat box.

If you prefer to speak, you can also “raise your hand” to ask a question or share a comment. We’d love to hear from you!

Ron Fleischmann

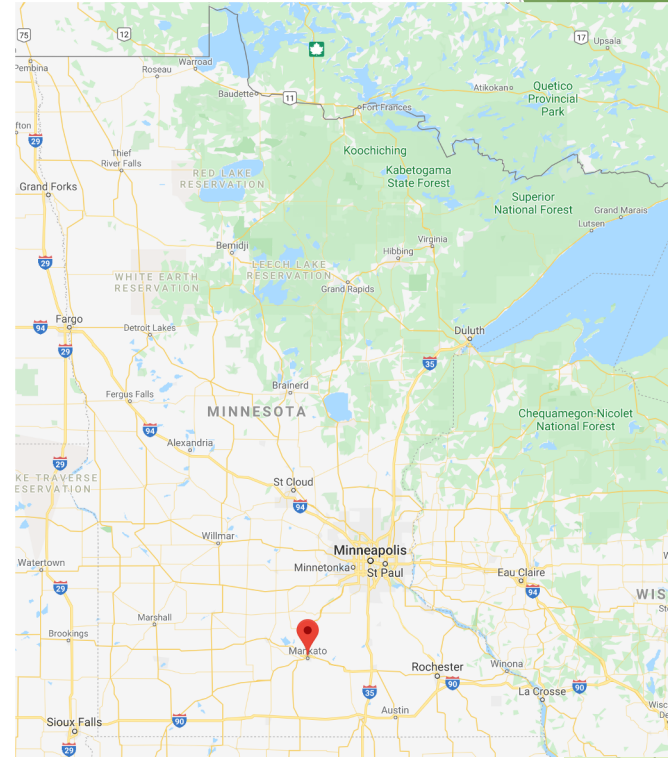
**SCC Connects Supervisor
and Instructor**

Mankato Adult Education



Mankato Adult Education

- ❖ Mankato Area ABE serves about 820 adult learners
- ❖ We offer Adult Career Pathways in both Healthcare and Manufacturing



Building Strong Enrollments

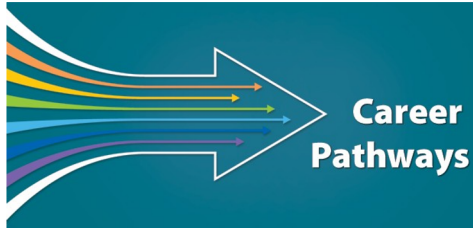
How did you set enrollment goals?



- ❖ Increase enrollment in Bridge to Integrated programs (healthcare and manufacturing)
- ❖ Develop feeder onramp program
- ❖ Increase partner referrals
- ❖ Expand on 2nd Point of Entry - welding

Building Strong Enrollments

Who is your target population?



- ❖ Unemployed or underemployed
- ❖ 1st Generation college
- ❖ Non-traditional
- ❖ OnRamp: Reading D or A TABE 5.0 / CASAS 230
 - (Manufacturing only) Math M, D or A TABE 4.5
- ❖ Healthcare Bridge: Reading D or A TABE 6.0 / CASAS 236
 - Math TABE on file (for future class selection)
- ❖ Manufacturing Bridge: Reading D or A TABE 6.0 / CASAS 236
 - Math M, D or A TABE 5.0

Building Strong Enrollments

How did you set enrollment goals?



- ❖ Rebrand to SCC Connects to get more partner buy-in and referrals
- ❖ Have Partners and ACP Supervisor visit and teach portion of OnRamp
- ❖ Develop mechanism to expand on 2nd Point of Entry in Manufacturing (pilot)
- ❖ Find way to make position more self-supporting

Building Strong Enrollments

What specific strategies and marketing tools were used? Were they effective?



- ❖ Expansion of 2nd point of entry (ABE)
- ❖ Development of 2nd point of entry for bridge to integrated (P2P)
- ❖ 1 ½ week timeline for 2nd point of entry for bridge to integrated with CARROT (PPE)
- ❖ We are learning a lot, but YES!

- **Building Strong Enrollments**
- *What social media did you use for recruitment?*



- ❖ Word-of-mouth/Facebook
- ❖ Focus on high demand program with a dedicated cohort of students
- ❖ One semester program with max/max of 20 students
- ❖ Waiting list every semester
- ❖ Development of back-to-back diploma

Building Strong Enrollments

How did you focus on internal recruitment?

How did you focus on external recruitment?



- ❖ Dedicated buy-in from welding teacher
- ❖ Strong relationships with business partners (pay/in class help/new shop/access to class/mock interviews)
- ❖ Students are best ambassadors
- ❖ Facebook posts

Building Strong Enrollments

What tools and resources have been useful?



- ❖ Rebranding - SCC Connects
- ❖ Amazing CareerForce Navigator
- ❖ Relationship with welding instructor
- ❖ Relationships with partners
- ❖ Relationships with past students
- ❖ Relationships with HS Shop teachers

What is one “takeaway” or one question you have from Ron’s presentation?

Everyone chat out one key takeaway or question in the chat box.

If you prefer to speak, you can also “raise your hand” to ask a question or share a comment. We’d love to hear from you!

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, abstract design. The text is positioned on the left side of the slide, set against a plain white background.

How do you begin building strong enrollments for ACPs

The background features a complex, abstract design of overlapping green triangles and polygons in various shades, ranging from light lime green to dark forest green. The shapes are layered, creating a sense of depth and movement. The overall composition is modern and clean.

What resources are available for ACPs?

Career Pathways Checklist - Self-assessment Tool

Locate:

- *In materials section of Webinar*
- *ATLAS ABE - ACP Resources*



**Adult Career
Pathways**

ACP



**CAREER PATHWAYS
CHECKLIST**

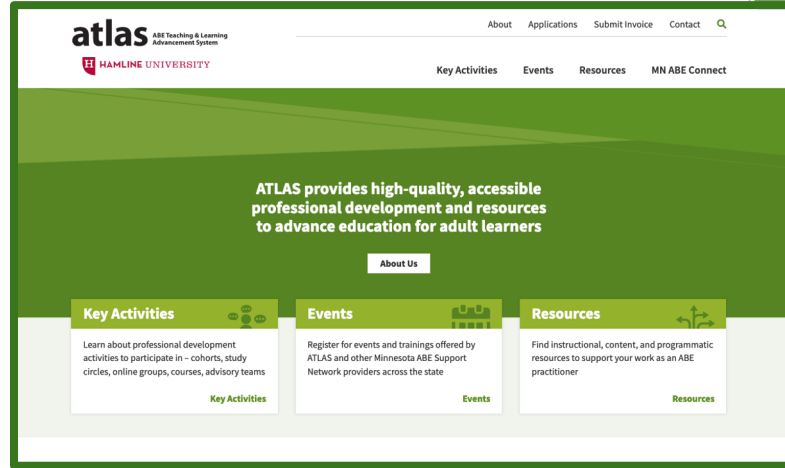




**Adult Career
Pathways**

ACP

atlasABE.org



Access ACP Tools and Resources

ATLASabe.org > Resources >

Adult Career Pathways



ACP Schoology Networking Group



- *Post questions*
- *Share resources*
- *View links & materials*
- *Connect with ACP in MN*

The screenshot shows the Schoology interface for the 'Adult Career Pathways in MN ABE' group. The group is led by Hamline University. A post by Joan Viervering is visible, dated Monday, August 26, 2019, at 12:09 pm. The post content reads: 'Hi, Heather, Astrid, Liz, and Nadine! I am excited to join your ACP Schoology group. My first introduction to ACP was being part of an ACP cohort taught by Heather and Stephanie. I was able to design a Career Exploration class that we used in Lakeville's ABE program. It was good to have our ABE and upper level ESL learners talk about and look at possible careers. As this school year begins...'. Below the post, there is a 'You like this' section with a comment from Heather Turngren: 'Welcome to the ACP Schoology Group Joan! It's great to see you *virtually* and read a highlight from your program with the new school bus driving permit class. Keep us updated on how the class and pathway are working.' The post was liked on Tuesday, August 27, 2019, at 10:31 am.

The screenshot shows the 'Resources' section of the 'Adult Career Pathways in MN ABE' group. The group is led by Hamline University. The Resources section lists several items:

- ATLAS ABE - ACP
<https://atlasabe.org/key-activities/acp/>
Added by You · Jul 10, 2019
- LINCS - ACP Courses
<https://lincs.ed.gov/state-resources/federal-initiatives/adult-career-pathways/online-courses>
Added by You · Jul 10, 2019
- ACP-Glossary-July2019.pdf
Added by You · Aug 8, 2019
- ACP in MN ABE promotional materials
Added by You · Aug 23, 2019
- Course Design & Curriculum
Added by You · Aug 23, 2019
- Career Pathways Toolkit -
Added by You · Aug 23, 2019
- Element 1: Workforce System Partnerships
Added by You · Jul 10, 2019

Join the ACP Networking Group



Adult Career Pathways in MN



Join the ACP in MN ABE Schoology Group -

1. If you don't already have a Schoology account, go to www.schoology.com and sign up as an Instructor. *(This is important!)*
2. Once you are in your account, go to the top blue bar, choose **Groups**, and then click **My Groups**
3. Click **Join a Group** and then enter the group access code **H6K9-V3WR-RRWNR**.
4. Post your general questions, ideas and resources in the **Updates** section of the group. This is the page that will appear after you enter the group.
5. Configure your settings to send notifications; this will keep you updated on ongoing discussions!

Group Resource Folder - ACP in MN ABE promotional materials

- *Find examples (videos & more)*
- *Share your work! (send to Heather T. and will be uploaded)*



Adult Career Pathways

Group Options

- Updates
- Discussions (1)
- Albums
- Members (57)
- Resources**

Information Edit

Adult Career Pathways in MN ABE

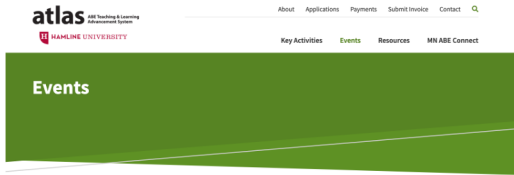
Resources

Add Resources Options

- Title
- [ATLAS ABE - ACP](https://atlasabe.org/key-activities/acp/)
Added by You · Jul 10, 2019
- [LINCS - ACP Courses](https://lincs.ed.gov/state-resources/federal-initiatives/adult-career-pathw)
Added by You · Jul 10, 2019
- [ACP-Glossary-July2019.pdf](#)
Added by You · Aug 8, 2019
- [ACP in MN ABE promotional materials](#)
Added by You · Oct 17, 2019

Questions on Resources?

Chat out your questions - or “raise your hand”



Events for February 2020

SEARCH VIEW AS

For all results, switch to list view on right

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		How to ABE Skills Learn to Manage		PROGRESS TO WINTER 2	Students Independent College Action Plan off	
		How to ABE Skills Learn to Manage				

Save the Dates - Future ACP Events

Find a list of ACP-Related events in Materials section or
Register online at ATLASABE.org



Regional Events:

Friday, March 6, Metro Regional @ Hamline

Thurs-Fri, March 26-27, North Regional @ Grand Rapids

Friday, April 17, South Regional @ Mankato

ACP Webinars:

One Room Schoolhouse, Tuesday, March 3 - 2:00pm - 3:30-pm

Creating Adult Career Pathways in a One-Room Schoolhouse Setting

Webinar #5 Thursday, May 14 - 1:00pm - 2:30pm

Yes, You CAN! Navigation in Adult Career Pathways

Adult Career Pathways Institute

Friday, May 1, 2020 8:30am - 4:30pm @ MDE in Roseville

*Thank you
and see you at Regional Events, on
May 1, and online again on May 14!*



**Adult Career
Pathways**

ACP

