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**KYAE highlighted at national conference**

KYAE's professional development was highlighted as a model for other states at a recent national conference in Louisville.

"All Kentucky adult educators should be proud of the work they are doing to lead the nation in the implementation of standards-based instruction for college and career readiness," said Reecie Stagnolia, vice president, KYAE. "Other states are watching and following our example."



The National Adult Education College and Career Readiness Training Design Initiative led by Lennox McLendon, executive director, National Adult Education Professional Development Consortium, took place in conjunction with the National Center for Family Literacy (NCFL) Conference in April. At the event, state adult education directors and professional development (PD) teams were exposed to standards-based education concepts to prepare for common core standards, state standards, the 2014 GED® test and other high school equivalency assessments. KYAE's PD for Standards-Based Instruction was featured each day of the workshop. A summary follows.

- To assist participants with their planning, Reecie presented reasons states should implement standards-based education and the difference it makes for students, teachers, programs, communities and the state as a whole.
- Gayle Box, KYAE Associate for Strategic Initiatives, delivered an overview of KYAE's three-year plan to implement all four Standards-in-Action Innovations. She also presented KYAE's work to sustain the innovations and lessons learned. Both presentations were met with numerous questions concerning KYAE's work to move students toward college and career readiness.
- A panel discussion featuring representatives from Ohio, Arkansas, Kentucky and Illinois offered advice to states just beginning to address standards-based instruction for college and career readiness. Gayle represented KYAE on the panel.
- Dr. Jacqueline Korengel, KYAE Director for Strategic Initiatives, facilitated a panel of KYAE's professional development contractors – Dawn Hanzel of the Collaborative Center for Literacy Development, Donna Elder of NCFL, Jamil Steele of the Adult Education Academy at Morehead State University and Tonya Crum of KET. They described their roles with KYAE's Standards-Based PD.

Participants also attended conference sessions by Cheryl Keenan, director, Adult Education and Literacy, Office of Vocational and Adult Education, U.S. Department of Education; and Susan Pimentel, project lead and author, College and Career Readiness Standards for Adult Education. In addition, participants began designing PD plans to implement college and career readiness standards instruction for their state.

## GED® outreach

As announced earlier, KYAE has planned a major outreach campaign to promote free GED® testing. A layered, multi-media campaign featuring Kentucky GED graduates is being conducted during June 2013 to raise awareness of GED® attainment and promote free testing

[Click here](#) for a news release distributed to media across Kentucky. Please feel free to share this with your local newspaper/radio/TV to make sure they are aware of free GED® testing. Also, contact radio/TV/local cable stations in your county and ask them to feature your adult education program during the month of June.

Click below for the new TV and radio ads that are airing during June.

### Television

- [Do it for your kids](#) (YouTube video)
- [Do it for your future](#) (YouTube video)
- [Do it for a better job](#) (YouTube video)

### Radio

- [Do it for your kids](#) (472K MP3)
- [Do it for your future](#) (473K MP3)
- [Do it for a better job](#) (472K MP3)

Using the same Kentucky GED® graduates, posters and fliers in three sizes were printed and sent to adult education programs for use in your communities. The print materials sent to local programs had space for customization with local contact information. The materials below feature a message for general use.

### Free GED® 8 ½ x 11 posters

- [Arturo](#)
- [Carol](#)
- [Donna](#)
- [Lakeya](#)

In addition to the materials above, a significant social media campaign is targeting potential GED® students during June 2013. Banner, audio and video ads featuring the

same Kentucky GED® graduates are being placed on national websites (targeted to Kentuckians), Pandora radio and Facebook. KYAE is using its Facebook page and Twitter account to share frequent posts and tweets to get the word out to a large and diverse audience.

**Please like us on [Facebook](#) and follow us on [Twitter](#)!**

## How did you learn about adult education?

As KYAE spends resources on outreach, it's critical that we track how students are hearing about adult education so we can effectively direct resources in future campaigns. Please ask your students how they heard about adult education and enter the answer on the Student General Information screen in AERIN. The field is "How did you learn about adult education?" The drop-down offers several choices.

## GED® resources

**Please check out the following three GED® resources provided free of charge.**

With funding from KYAE, KET has created a new free resource for adult educators. The "Targeted Math Instruction for the 2002 GED® Test" is a collection of lesson plans designed for use with test takers who have achieved the overall passing average on the GED® test but need to attain the minimum score on the math test.

Each lesson plan includes content background, video segments, practice worksheets and online practice activities. The lessons are aligned to specific targets in geometry, number sense, algebra, data analysis and probability.

The new materials are located in

PBS Learning Media, a new repository of free educational materials. Find them by [clicking here](#) or using the link on [www.kyae.ky.gov](http://www.kyae.ky.gov).

The GED Testing Service (GEDTS) has partnered with Pearson Learning Solutions to create a series of instructional videos that help adult students understand key concepts on the GED® Math Test.

You can use these videos during math classes, or give the link to students so they may self-study. More than 20 math concept videos are [available online](#) for free.

GEDTS has created an eight-week program, *Teacher's Guide to the 2014 GED® Test*, to help adult educators become better acquainted with the new GED® test. [Click here](#) to access.

## Who's plugged in?



A [new study](#) from the Pew Research Center on who is using social media has some interesting findings relative to the adult education population:

- Looking at social media use by household income, the demographic segment with the highest use (72 percent) makes less than \$30,000 per year.
- Social media use by educational attainment is practically level for all segments – high school or less, 66 percent; some college, 69 percent; college degree, 65 percent.
- Facebook is by far the most popular social media site for adults online.

As noted in the "GED® outreach" story in this issue, KYAE is using social media in the free GED® testing outreach campaign. If your program doesn't have a Facebook page, now is the time to start using this powerful tool to reach the adults in your communities.

# Looking for employability best practices

As programs support students in attaining their GED® and NCRC, many are also working toward ensuring that students have the soft skills employers need. Through a variety of initiatives, KYAE has piloted programs that focus on integrating employability and soft skills with academic instruction, including Skill Up Kentucky and Accelerating Opportunity Kentucky.

KYAE would like to hear about other innovative efforts in local adult education programs to build partnerships, integrate employability skills and support students in obtaining jobs with family-sustaining wages.

Local, grassroots efforts are in place across the Commonwealth. Adult education programs partner with local WIBs, Career Centers and business and industry to equip students with the skills needed for job opportunities in their communities. One such program is Russell County's pre-hire program, Ready 4 Work, a 40-hour course that expands on the NCRC by addressing

and assessing workplace essential skills, including communication, conflict resolution and problem solving, among others. Students who complete and earn the Ready 4 Work Certificate also earn the opportunity to interview with a select group of local employers. Russell County Adult Education Program Director Rodney Johnson's efforts to build partnerships with business and industry have resulted in more opportunities for adult students and a better prepared workforce for employers.

**Are there similar programs in place in your community? Do you have best practices to share? Please send your best practices in employability programs to [sharon.johnston@ky.gov](mailto:sharon.johnston@ky.gov) today!**

## Transitions Jessamine County

As many of you know, Janice Crane, director, Jessamine County Adult Education, is retiring July 1 after more than 30 years in adult education.

"I have been so fortunate to have been able to work in a field and with people who have made my career as an educator as positive an experience as it could possibly be," Janice says. "To each

of you who I have worked with over the past 30+ years, I thank you for all your support, wisdom and camaraderie. You have helped make my work as an adult educator special and my retiring bittersweet."

With 15 years of experience in Fayette County Adult Education, Mary Davis will become Jessamine County director on June 5, 2013.

## Bullitt County

Tricia Miracle has been named director of Bullitt County Adult Education. Since 2011, Tricia has served in several capacities in Trimble, Shelby and Henry counties' adult education programs, all administered by Jefferson Community and Technical College (JCTC). In an institutional reorganization within JCTC, she became Bullitt County director on May 16.

The former Bullitt County director, Chad Hutchison, wanted to focus more on teaching and working face-to-face with students. He will be doing that now as an instructor.

Please join the KYAE staff in thanking Janice for her years of dedicated service to adult education in Kentucky and in welcoming Mary, Tricia and Chad into their new roles.



## Power Up!

### Digital Public Library launches

The Digital Public Library of America (DPLA) has launched a beta of its [discovery portal](#) and open platform. The portal delivers millions of materials found in American archives, libraries, museums and cultural heritage institutions to students, teachers, scholars and the public. Far more than a search engine, the portal provides innovative ways to search and scan through its united collection of distributed resources. Special features include a dynamic map, a timeline that allows users to visually browse by year or decade, and an app library that provides access to applications and tools created by external developers using DPLA's open data.

### Tech Teaching Tips

Don't be left behind ... Check out KET's Tech Teaching Tips, a monthly e-newsletter chock full of great adult education instructional resources. [Sign up today!](#)

## Parting Thought • Something to challenge or inspire

**"It's not that I'm so smart. It's just that I stay with problems longer."**

– Albert Einstein, 1879-1955, German-born theoretical physicist

