

February 20, 2015



Please complete and return GED® Express Plan by March 3, 2015

The following email was sent to all program directors.

Maybe you have heard, in response to comments from Kentucky adult educators during statewide town hall meetings, that Kentucky Adult Education is launching GED® Express. GED® Express offers a flexible framework to provide an accelerated or targeted GED® program – and its launch features a statewide marketing campaign to attract students to your program. This initiative, which was developed by a workgroup of Kentucky adult educators, will launch statewide on April 1, and will feature advertising at more than 150 radio stations across the state, as well as on limited TV stations.

Because this is a statewide initiative featuring statewide marketing and advertising initiatives, it is imperative that every program participate.

Please [click here](#) to access a one-page template that must be completed for each county to let us know you and your staff are aware of the program, as well as how you will implement it locally. Please complete the form and submit it by March 3 to GED@Ky.gov with *GED® Express* in the subject line. Once your plans have been read, you will receive an approval by email.

If you and your staff were not able to attend the webinar about GED® Express, or if you need more information, please review the materials available under the "GED® Hot Topics Webinar Series" header located here: <http://kyae.ky.gov/educators/GEDhottopics.htm>.

Please submit your plan by March 3. Get your staff on board with your plan and get things in place locally by March 26 so your program will be prepared for the statewide campaign launch in April.

On behalf of the GED® Express Workgroup,

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To learn more about Stronger by Degrees, Kentucky's 2011-2015 Strategic Agenda for Postsecondary and Adult Education, visit www.cpe.ky.gov/strongerbydegrees.