



News to Use October 2005

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Council launches five-year plan

Kentucky's postsecondary education leaders launched a five-year strategic plan Sept. 18-19 at the Governor's Conference on Postsecondary Education Trusteeship.

The strategic plan, *Five Questions - One Mission: Better Lives for Kentucky's People, A Public Agenda for Postsecondary and Adult Education*, culminates an 18-month study conducted by the Council on Postsecondary Education. The study included analysis of economic, demographic and educational data and extensive conversations with stakeholders and partners. Regional and online forums engaged citizens in discussions regarding postsecondary education's role in addressing challenges facing communities.

Dr. Tom Layzell, Council president, said, "This plan marshals the resources of the entire system to increase educational attainment and income levels to the national average by 2020 as outlined in the Postsecondary Education Improvement Act of 1997."

The systemwide plan will guide the work of the adult and postsecondary education system through 2010. Among the plan's highlights are an increased emphasis on accountability, degree completion and affordability. It also includes action plans, mission parameters and key indicators of accountability for each public university, the Kentucky Community and Technical College System and the independent sector.

The plan's framework is built around the five questions of reform:

- Are more Kentuckians ready for postsecondary education?
- Is Kentucky postsecondary education affordable for its citizens?
- Do more Kentuckians have certificates and degrees?
- Are college graduates prepared for life and work in Kentucky?
- Are Kentucky's people, communities, and economy benefiting?

Adult education enrollment increased 142 percent in the past five years, and Kentucky had the highest increase in the nation in the percent of adults with a high school credential from 1990 - 2000. Since 1998, total enrollment in postsecondary education has increased 25 percent. At the state's public universities, the systemwide six-year graduation rate rose from 36.7 percent in 1998 to 44.3 percent in 2004.

Adult educators who attended the KYAE conference in September received a copy of the strategic agenda. To download a copy, go to <http://cpe.ky.gov/>.

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Governor Fletcher praises postsecondary and adult education

For the first time ever, the Governor's Conference on Postsecondary Education Trusteeship and the Kentucky Adult Education Conference were held consecutively with a joint luncheon for all participants. Governor Ernie Fletcher was the keynote speaker at the joint luncheon and endorsed the Council on Postsecondary Education's new public agenda (see above).

The governor was introduced by James Meyer, a GED graduate from the Jefferson County Adult Education program and a Jefferson Community College student, who represented both adult and postsecondary students.

Governor Fletcher told the audience of approximately 700 educators, administrators and trustees that the creation of the public agenda "represents a momentous step forward in achieving our shared vision for a more prosperous, progressive Commonwealth."

“If we are to reach our full potential, Kentucky must re-engage the more than 1 million adults at low literacy levels,” he said. “Often, learning to read or getting a GED is the first step toward a college credential. I am proud of the accomplishments and national recognition Kentucky Adult Education has achieved these past few years.”

The governor cited the growth in adult education enrollment and praised adult educators for their daily work. “You provide that vital second chance for many Kentuckians who would not otherwise have the skills to obtain meaningful work or continue on for additional education,” he said.

He also pointed out that the GED is not the end of a person’s education. “While the attainment of a GED is an important milestone for so many of our citizens, we must continually push these students to higher levels of academic achievement,” Governor Fletcher said.

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Learning for Life Champions named

At the conferences’ joint luncheon, KYAE recognized six Kentucky organizations as charter “Learning for Life Champions” for their significant contributions in promoting educational achievement in the Commonwealth. The initiatives reflect the private-public partnerships critical to raising the standard of living and the quality of life for all of the Commonwealth’s citizens. Synopses of the initiatives follow.

Go, Earn, Do – GED

Go, Earn, Do – GED addresses an important economic and workforce development issue in the 20-county area that makes up the labor pool for the Amazon.com Fulfillment Center in Campbellsville and many other Kentucky businesses. Amazon.com and Team Taylor County joined forces to fund and implement Go, Earn, Do, an initiative that seeks to significantly increase the number of GED graduates over a two-year period in the 20-county area.

Amazon.com, which requires the minimum of a GED for employees, provides up to \$40 for a GED test fee reimbursement and an Amazon.com gift card to GED graduates who are residents of the 20-county area. The reimbursement and gift card are available to all GED graduates in the area, regardless of whether they are interested in Amazon.com employment, thus developing the workforce for Amazon and all other employers in the area.

Contributions for Go, Earn, Do - GED and future initiatives to support GED and employment are managed by the Kentucky Chamber of Commerce Foundation.

Go, Earn, Do will soon be implemented in the Fayette County area for Amazon.com's Lexington facility. Recently, the first Go, Earn, Do GED graduates were hired by Amazon.com. – Stacy Salazar, Larue County Adult Education; Bambi Ramsey, Taylor County Adult Education; and Jonathan Thompson, Washington County Adult Education.

Awards were presented to Mary Bauer-Dauenhauer, regional human resources manager for Amazon.com; Carlos DeLaGarza, senior operations manager, Amazon.com; Kevin Sheilley, former executive director, Team Taylor County; and Dave Adkisson, president and CEO, Kentucky Chamber of Commerce.

Owensboro Medical Health System

As the largest employer in the Owensboro-Daviess County labor market and the second largest hospital in the state, Owensboro Medical Health System employs a diverse workforce of more than 2,300 employees ranging from highly-skilled medical professionals to less experienced entry-level workers. In 2001, with an organizational commitment to "invest" in its own human capital, Owensboro Medical Health System partnered with the adult education program at Owensboro Community and Technical College to initiate an innovative program based on the ACT WorkKeys System.

Located in a state-of-the-art computer-based Educational Development Lab funded by the hospital, the program has assisted more than 800 employees complete their training goals thanks to employer incentives such as paid hourly participation and \$250 stipends for designated skill gains based on the Kentucky Employability Certificate. This initiative has proven highly successful in improving the essential skills and learning potential of the workforce.

Furthermore, hospital employees have realized many benefits. Some have transferred to higher paying jobs within the hospital; others were able to climb the career ladder in their current areas. The hospital strongly believes that the program has reduced turnover and heightened employee morale and productivity.

The initiative has gained state and national recognition and is recognized as a model for other community hospitals. Cindy Fiorella and Vicki Boyd of the Owensboro Community and Technical College have coordinated this workforce project.

Awards were presented to Mia Suter, senior vice president of organizational development, and Pam Cox, manager, human resource development.

Graviss McDonald's Restaurants

Businessman Joe Graviss of Versailles initiated a McDonald's-based GED promotion currently underway in Franklin and Woodford Counties. For five weeks, more than 180,000 McDonald's customers in three restaurants will see motivational tray liners and/or bag stuffers that profile successful Kentucky GED graduates with the theme "GED: Prove Yourself."

The award was presented to Vicky O'Connell of Graviss McDonald's Restaurants. Peg Dickson of the Franklin County Adult Education Program and Sugar Willey of the Woodford County Adult Education Program arranged to have radio stations air adult education PSAs during the campaign.

With the support of local restaurant owners, KYAE plans to leverage the initial investment in this promotion by using the same series of liners and stuffers to replicate this project in other Kentucky communities. (See "**KYAE plans marketing activities**" below.)

Murray-Calloway County Hospital

"GED at Murray-Calloway County Hospital" is an initiative that provides a monetary incentive for employees to earn their GED.

Employees without a high school credential are initially paid at 90 percent of the position's routine starting compensation and are required to earn their GED within 18 months of employment.

The hospital pays the GED test fee up to two times for each employee. When employees successfully earn the credential, they receive a raise to 100 percent of the position's compensation and back pay for the other 10 percent of salary from the date of hire.

The award was presented to Dr. Jack Rose, chair, Murray-Calloway County Hospital Board of Trustees.

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Adult and postsecondary education continue growth

Enrollment in Kentucky's postsecondary education institutions reached a record high of 235,083 students this fall, based on preliminary enrollment figures. The estimated headcount is an increase of 3,471 students, or 1.5 percent, over fall 2004 enrollment.

Kentucky Adult Education, a unit of the Council on Postsecondary Education, also posted enrollment gains. A record high 124,801 Kentuckians participated in adult

education programs in fiscal year 2005, up 4,750 from last year. Since 2000, enrollment in adult education programs has more than doubled. (See related story below.)

"Kentucky has made remarkable progress in educational attainment. More people than ever before are accessing adult education and postsecondary education, and more people than ever before are earning degrees, certificates and GEDs," stated Dr. Tom Layzell, Council president. "Despite this progress, we have a long way to go to reach the national average in educational attainment."

According to a recent analysis by the Kentucky Long-Term Policy Research Center, Kentucky could expect a cumulative increase of more than \$5.3 billion in tax revenue and an additional \$71.0 billion in personal income if the state reaches national averages in educational attainment by 2020.

Kentucky Adult Education enrollment has grown 142 percent since 2000. Total postsecondary education enrollment has increased by 50,237 students or 27.2 percent since 1998. Seven-year enrollment gains for the institutions are: Eastern Kentucky University, 5.2 percent; Kentucky State University, 3.6 percent; Morehead State University, 9.3 percent; Murray State University, 15.6 percent; Northern Kentucky University, 18.8 percent; University of Kentucky, 10 percent; University of Louisville, 4.5 percent; Western Kentucky University, 24.5 percent; and Kentucky Community and Technical College System, 63 percent.

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88 counties meet or exceed goals

A record number of 124,801 Kentuckians enrolled in adult education programs in fiscal year 2005, and adult education programs in 88 counties met or exceeded their enrollment and performance goals. These counties will share nearly \$1 million in incentive funds.

"Kentucky's significant investment in adult education continues to pay off," said Cheryl King, vice-president for Kentucky Adult Education, Council on Postsecondary Education. "We must continue to make opportunities available to all Kentuckians to improve their quality of life through continuing their education."

The number of Kentuckians attaining the GED increased from 9,740 to 9,757. In 2003, Kentucky ranked 24th in the U.S. in the percentage of non-high school completers earning a GED. National rankings from the GED Testing Service for 2004 are not yet available.

Council President Tom Layzell recognized this achievement as a significant step toward Kentucky's goal of raising levels of educational attainment to the national average by 2020.

"The public agenda for postsecondary and adult education calls for increased efforts to prepare Kentuckians for postsecondary education. We will continue to work with our partners in adult education to ensure that adult learners can smoothly transition to postsecondary education," he said.

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Policy update – family literacy in corrections

Seventy-one counties with full-service jails in their communities receive corrections funding to provide adult education services in local jails; these 71 counties may provide jail-based family literacy services under the following conditions: The inmate student is coded as "10 – corrections education funding," and the other parent/guardian is coded as "11 – family literacy." Programs should adhere to jailer guidelines regarding children visiting the jail.

The [KYAE Policy and Procedure Manual](#) states on page 29, "Because of federal restrictions on the funding dedicated to corrections education, programs cannot use core services funds to provide or supplement corrections education." County programs that do not receive corrections education funding should not provide any adult education service in local jails.

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KYAE plans marketing activities

KYAE is working with New West, a public relations firm under contract with state government, to develop several marketing projects to be implemented within the next few months. Previews follow.

Broadcast ads

Radio and TV ads are tentatively scheduled to broadcast statewide in January. KYAE's previously used ads are being updated with the Commonwealth's Unbridled Spirit logo.

Signage

KYAE has identified an array of signage and plans to purchase one set for each county. (See [mock-ups](#) .) Many marketing experts say that signage is a number one priority when communicating with the public. Signage will include the

KYAE logo, the county's name and "Adult Education Center." The signs tentatively will be available by the first of the year. County programs that want to order additional signs at the program's expense may do so by notifying Janet.Hoover@ky.gov by October 28. Please indicate which sign(s) you want to order and the quantity. Programs ordering additional signs will be billed directly by New West.

Print materials

Adult educators have requested print materials to help promote adult education on a local level. KYAE will print a general promotional brochure and a series of flyers and posters featuring successful GED graduates. These materials will be provided to county programs tentatively by the first of the year.

Fast food materials

In a pilot project recognized at the recent Kentucky Adult Education conference, Graviss McDonald's Restaurants in Franklin and Woodford counties used tray liners and bag stuffers with a GED message for a five-week period. These materials are available for viewing and [downloading](#).

KYAE encourages county programs to partner with owners of local fast food restaurants to implement this project across the state. KYAE will assist with applying corporate or franchise logos to the materials. Printing specialized tray liners and bag stuffers may be a bit more costly for the restaurant owner than the normal printing of these materials, but McDonald's owner Joe Graviss viewed the cost as a public service.

Adult educators wanting more information about this project should contact Janet Hoover at Janet.Hoover@ky.gov or (502) 573-5114, ext. 109.

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GED update

Hurricane victims

The GED Testing Service has issued the following responses to questions regarding Hurricane Katrina and Rita evacuees to aid pursuit of adult education services and GED testing:

- If examinees do not have an official photo ID, they can sign an affidavit attesting to their identify until a photo ID can be obtained. Scores will not be issued until a photo ID is produced.
- Residence requirements are waived until December 31, 2005, for evacuees. Examinees in Kentucky must have a Kentucky mailing address.

- Proof of withdrawal from school is waived until December 31, 2005, for evacuees.
- All other state requirements remain in place. Students from other states must take the OPT to prove test readiness.
- Previous scores (TABE and GED) may be obtained by requesting the information from BJ.Helton@ky.gov. Please provide the student's name, social security number, date of birth and learning center location (city and state).
- If the student passes the GED in Kentucky, the Commonwealth will issue the diploma. Test centers should combine scores from the other jurisdiction if the student has previously tested.
- Questions regarding services for hurricane evacuees should be directed to Dr. B.J. Helton at BJ.Helton@ky.gov or (502) 573-5114, ext. 102.

Military helps recruits earn GED

The U.S. Army is helping qualified recruits obtain a GED so they can enlist in the active Army or Army Reserve. To be eligible, individuals must have been withdrawn from high school for at least six months, meet their state's minimum age requirements for GED testing (age 16 in Kentucky) and receive a qualifying score on the Armed Forces Qualification test.

Recruiters will direct eligible recruits to approved GED programs in their area. Applicants must pass the GED test in order to complete the enlistment process. The program pays for the cost of the GED test. Interested individuals should visit their local recruiter for details or visit the [recruiting Web site](#).

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National Conference on Family Literacy

Again this year, KYAE will pay the \$385 early registration conference fee (this does not include special sessions) for one KYAE-funded family literacy program staff from each county to attend the National Conference on Family Literacy, sponsored by the National Center for Family Literacy, at the Galt House in Louisville, March 19-21.

Programs sending additional staff members will pay for those individuals' registration from the program's PD allocation. Professional development allocations may be used for travel, hotel accommodations and meals not covered during the conference in compliance with state regulations and policies. Late fees and "no show" charges may not be paid with KYAE funds.

Further information about registration, deadlines and submitting attendees' names to KYAE will be available in the November *News to Use*.

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PD update

The following PD opportunities are scheduled. For more information, see the [PD Calendar](#):

- October 21, ESL Curriculum and Instruction, Western Kentucky Community and Technical College, 4810 Alben Barkley Drive, Paducah, 9 a.m. – 4 p.m.
- October 27, BEST Plus Implementation Training, KYAE-CPE offices, Room A, 1024 Capital Center Drive, Frankfort, 9 a.m. – 4 p.m.

A new online course, “The Program Director as an Instructional Leader,” is available under “Online Professional Development” on www.kyvae.org. This course will equip program directors to assist instructors teaching so that students enroll in class, remain in class and meet educational goals. The course, which is listed as AEM200, has a six-week window for completion and will be facilitated by Connie Spencer-Ackerman at the Adult Education Academy at Morehead State University. The course is an opportunity for experienced directors to earn a PDU and additional units if they apply and evaluate what was learned. For more information contact Connie at c.spencerack@moreheadstate.edu or (606) 783-9377.

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Byrd Scholarship winners announced

Eight GED graduates are recipients of scholarships through the 2005 Robert C. Byrd Honors Scholarship Program. The scholarships are awarded to students who “demonstrate outstanding academic achievement and show promise of continued academic achievement.”

This year’s GED scholarship winners are James Clifton, Franklin County; Bridget Goodman, Hardin County; Tammy Green, Boyd County; Jason Iannotti, Jefferson County; Adora McGlynn, Barren County; James Meyer, Jefferson County; Steven Miller, McCreary County; and Tony Morris, Butler County.

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KYAE assists in hurricane relief

Kentucky Adult Education lent one of its SkillMobiles to the Mississippi Department of Employment Security (MSDES) to assist in handling the large number of unemployment claims and job placement requests resulting from Hurricane Katrina.

The SkillMobile contains a 10-station computer lap with satellite connectivity that operates by electricity or gasoline-powered generator.

Jim Thompson and Terry Tackett of KYAE drove the SkillMobile to Picayune, Mississippi, about 50 miles northeast of New Orleans. They set up the unit and trained MSDES tech staff. The unit is expected to be in Mississippi six to eight weeks.

In addition, KYAE sent 10 wireless laptops with the Bluegrass Local Workforce Investment Board's mobile unit stationed in Gulfport, Mississippi, thus doubling the capacity of the Bluegrass unit.

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Workforce education regions

KYAE has realigned regions for the five Workforce Associates. The new regions and contact information are available on the [KYAE Web site](#).

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Valuable links

A new resource for ESL teachers is available at "[Applying Research Findings to Instruction for Adult English Language Students.](#)" The article describes why research is important to instruction, defines scientifically based research and evidence-based instruction, explains how to help teachers use research and lists resources.

The National Book Scholarship Fund at <http://www.nbsf.org/> is accepting applications for grants for books and materials. The deadline for applying is December 8, 2005.

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