

WIOA Communication Planning for Adult Education Administrators

November 2018

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Welcome and Institute Overview

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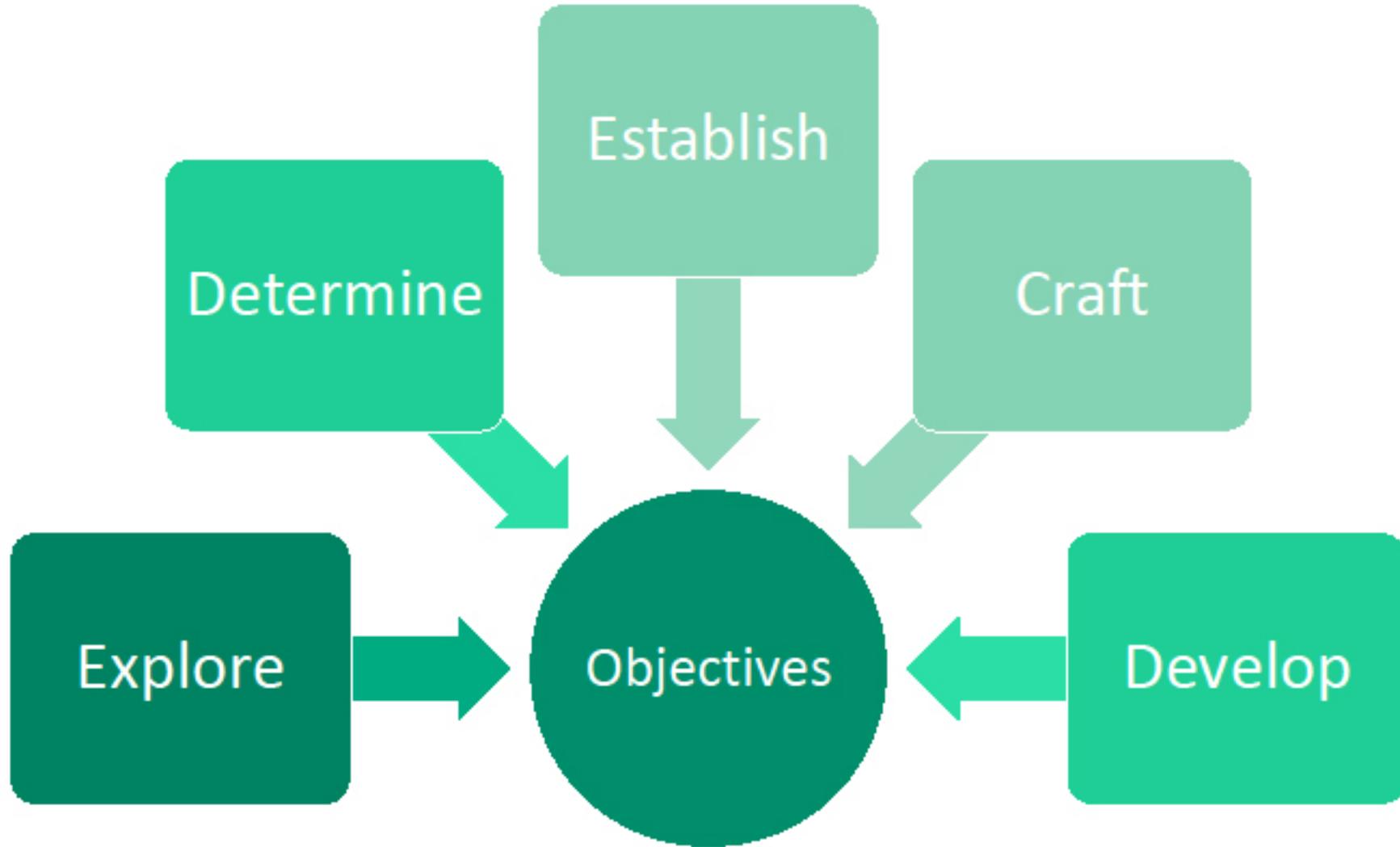
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Overall Institute Purpose

States will develop an actionable communication plan, using data to facilitate partnerships.



Overall Institute Objectives



Institute Overview

Part 1: Foundations

- 4 weeks: October 9–November 5

Part 2: Planning

- 3 days: November 6–8

Part 3: Application

- 6 weeks: November 9–January 14



Institute Overview—Part 1: Foundations

- Be introduced to the basics of communication planning and how it can facilitate achievement of WIOA goals.
- Review the basic requirements of Workforce Innovation and Opportunity Act (WIOA) partnerships.
- Select a partnership to focus on throughout the Institute.
- Set team goals related to the partnership.



Institute Overview—Part 2: Planning

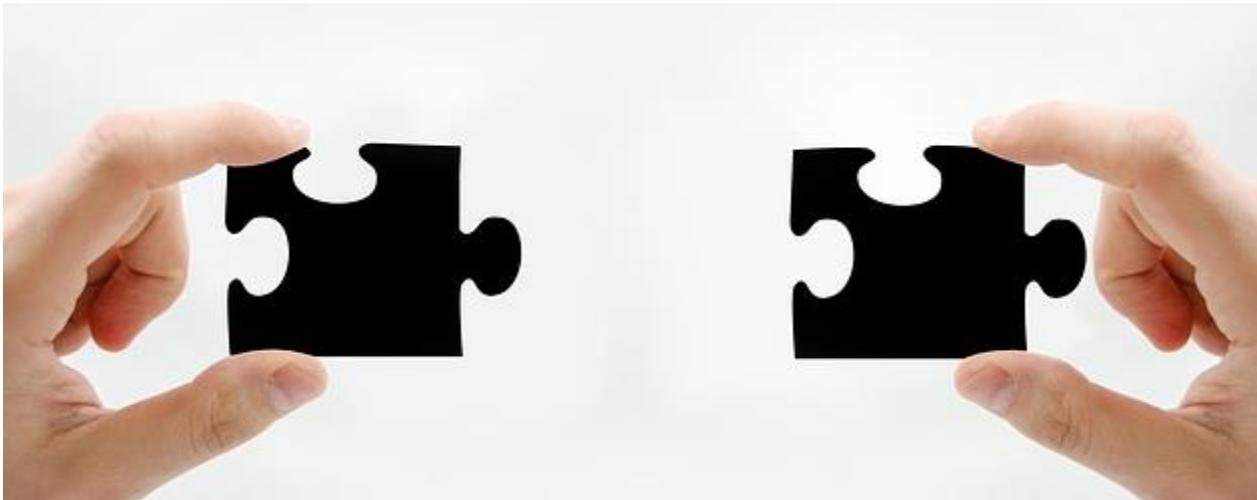
Teams will be guided through the development of a draft strategic communication plan to achieve the following:

- Develop and refine communication plan goals.
- Develop messages to deliver to specific audiences to reach those goals.
- Select data to support messages.



Institute Overview—Part 3: Application

- Continue to refine your drafted plan from the face-to-face session.
- Deliver your message to the selected partner.



Agenda



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Agenda



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Icebreaker

Icebreaker

- What about your work draws or inspires you?
- What is your communication superpower?

Mix and mingle

- Share your superpower, and provide an example of how/when you have used it, with at least two people.



Workshop Tools Overview

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Workshop Reminder—Part 2: Planning

Teams will be guided through the development of a draft strategic communication plan to achieve the following:

- Develop and refine communication plan goals.
- Develop messages to deliver to specific audiences to reach those goals.
- Select data to support messages.



What Is a Communication Plan?

A communication plan is a planning tool/roadmap that describes the following:

- Goals to accomplish through specific objectives
- Target audiences that will receive your messages
- How you will accomplish your objectives:
 - Strategies
 - Activities
 - A timetable
- How you will measure the results of your plan



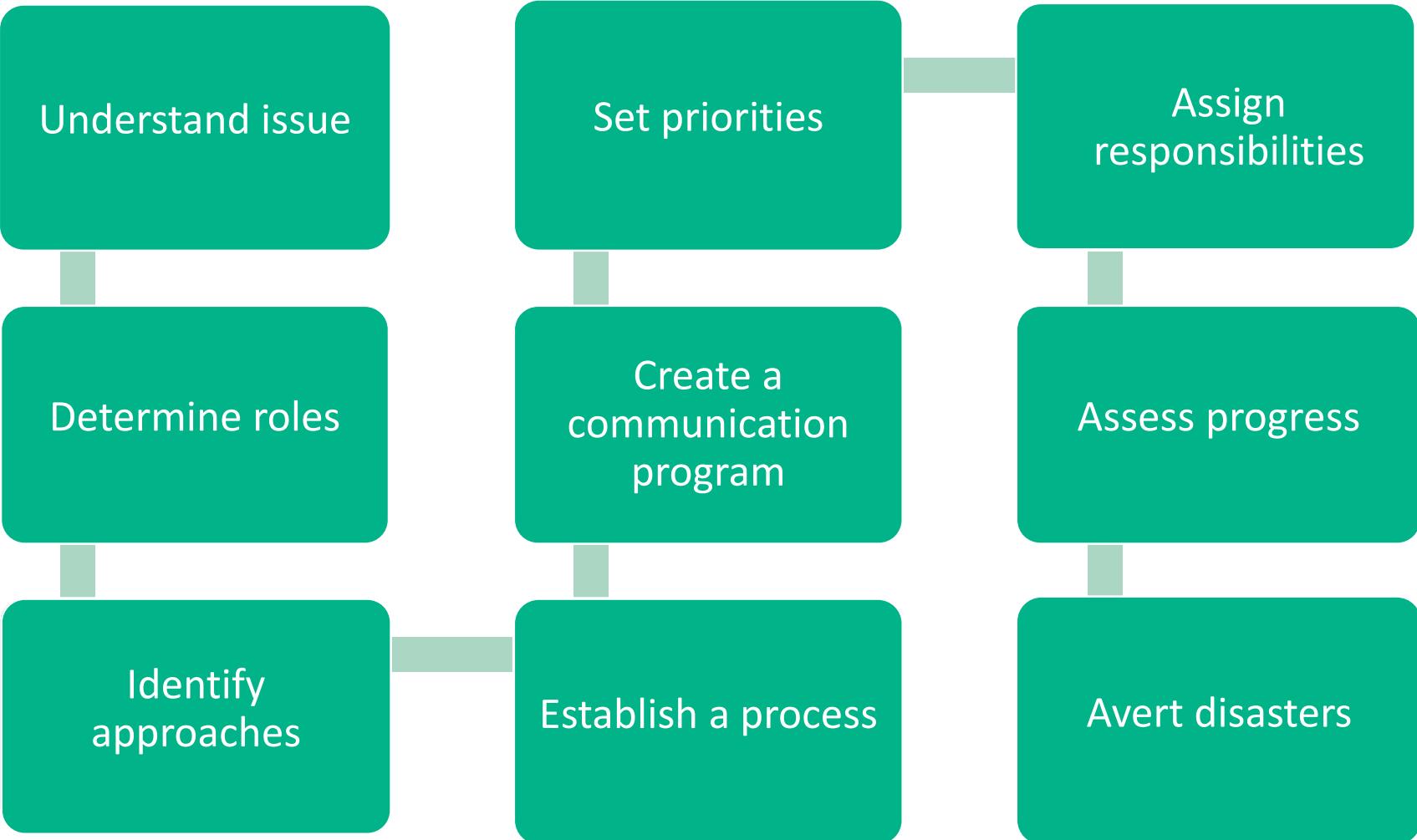
Why Is a Communication Plan Important?

A well-developed strategic communication plan will accomplish the following:

- Assign responsibilities to staff for specific activities.
- Prioritize your communication efforts.
- Help all members of your communication team deliver a cohesive message.
- Provide guideposts for evaluating your communication efforts.
- Ensure that your audience takes action.



Why We Plan



Tool 1: Communication Plan Template

The communication plan document will serve as a customizable template. Other resources (i.e., Communication Plan Development Workbook) are meant to supplement the plan outline as you develop each section.



Tool 2: Communication Plan Development Workbook



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Communication Plan Development Workbook

What Will We Cover and When?

Day 1

Goals

Objectives

Day 2

Audience

Core Messages
and Stories

Data

Day 3

The Human
Element

Communication
Channels

Evaluation



Institute Goal Reminder

By Day 3, we will have a full draft of the communication plan using supplemental materials. The plan will be finalized and implemented online during Part 3: Application.



Break—Please Return in 15 Minutes



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Communication Plan Goals

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Program Goals Versus Communication Goals

- Program Goals = What do you need to accomplish?
- Communication Goals = How will communication help achieve your program goals?



Program Goals Versus Communication Goals

Program goals are generally broader than communication goals and specify the outcomes that you expect your entire program to achieve.

Communication goals will help you set priorities among possible communication activities and determine the message and content you will use for each.

Communication goals support the achievement of program goals.



Communication Goals

- Focus on long-range outcomes.
- Are general.
- Explain what needs to be accomplished.
- Frame the strategy for communication.
- Serve as a reference point for evaluation.



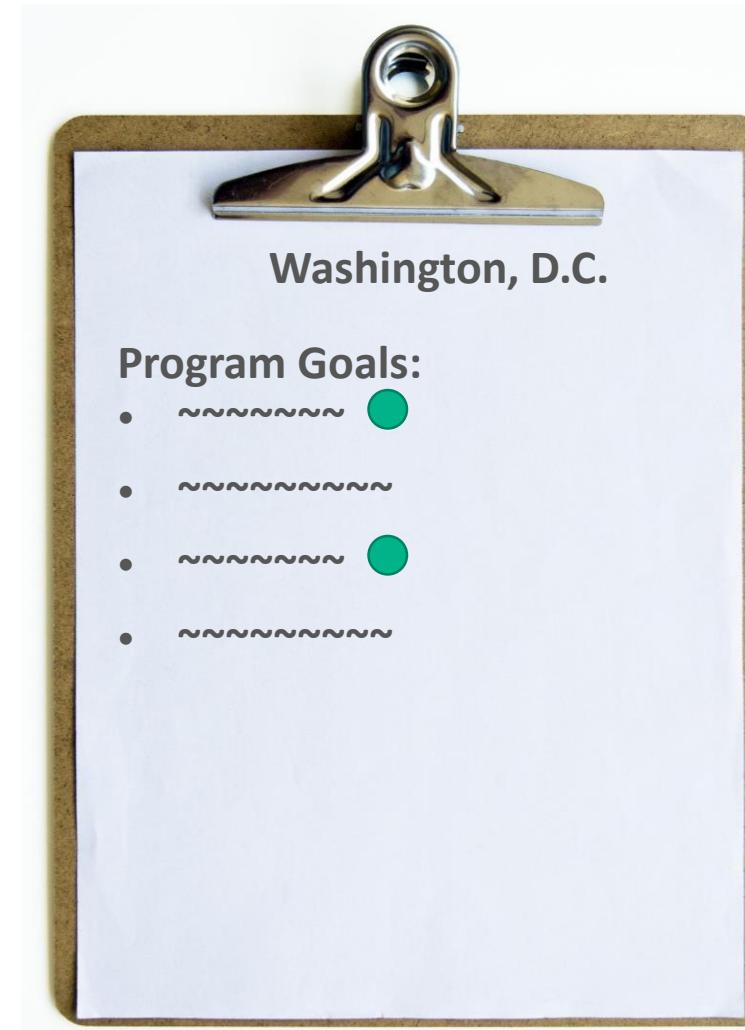
Example Program Goals

- Provide workers with the skills and credentials necessary to secure and advance in employment with family-sustaining wages.
- Provide employers with the skilled workers needed to succeed in a global economy.
- Increase adult learner participation in Integrated Education and Training programs.
- Develop integrated and effective support services to students and job seekers to improve their employability.



What Are Your Adult Education State Program Goals?

- Write your program goals on chart paper (include state name on top).
- Put a green sticker ● next to each goal that is connected to a partnership. Write down the partnership it is connected to.



Sample Adult Education Communication Plan Goals

1. Using NRS data, build a partnership with key decision makers within the Department of Economic Development.
2. Expand employer-driven partnerships to increase the education and training focus on critical in-demand occupations in the aerospace industry.
3. Build connections with aerospace companies located in the state to generate support for the Adult Education Agency.
4. Build upon current partnership with the Community College System to develop a pipeline for students.



Sample Adult Education Communication Plan Goals and Objectives

Goal 1: Build a partnership with key decision makers within the Department of Economic Development.

Objective: By the end of the first quarter, demonstrate to the Department of Economic Development that partnerships with the Adult Education Agency are beneficial in connecting them with students who are prepared for employment opportunities.

Goal 2: Expand employer-driven partnerships to increase the education and training focus on critical in-demand occupations in the aerospace industry.

Objective: By the end of the second quarter, increase United Technologies' and Boeing's knowledge of Adult Education Agency programs.



Sample Adult Education Communication Plan Goals and Objectives, cont.

Goal 3: Build connections with aerospace companies located in the state to generate support for the Adult Education Agency.

Objective: Within the 201X calendar year, engage aerospace representatives for formal participation in at least two state or regional program events.

Goal 4: Build upon current partnership with the Community College System to develop a pipeline for students.

Objective: By the end of the second quarter, develop an articulation agreement and a memorandum of understanding (MOU) with the Technical Community College System.



Team Planning

- Review your program goals and answer the following question for each: How can communication feasibly contribute to attaining this goal?
- Brainstorm one to three communication goals that you hope to accomplish in your state through WIOA partnerships and that support your program goals.
- Include who the partner might be.
- Make sure your goals are aligned with the WIOA.



State Sharing

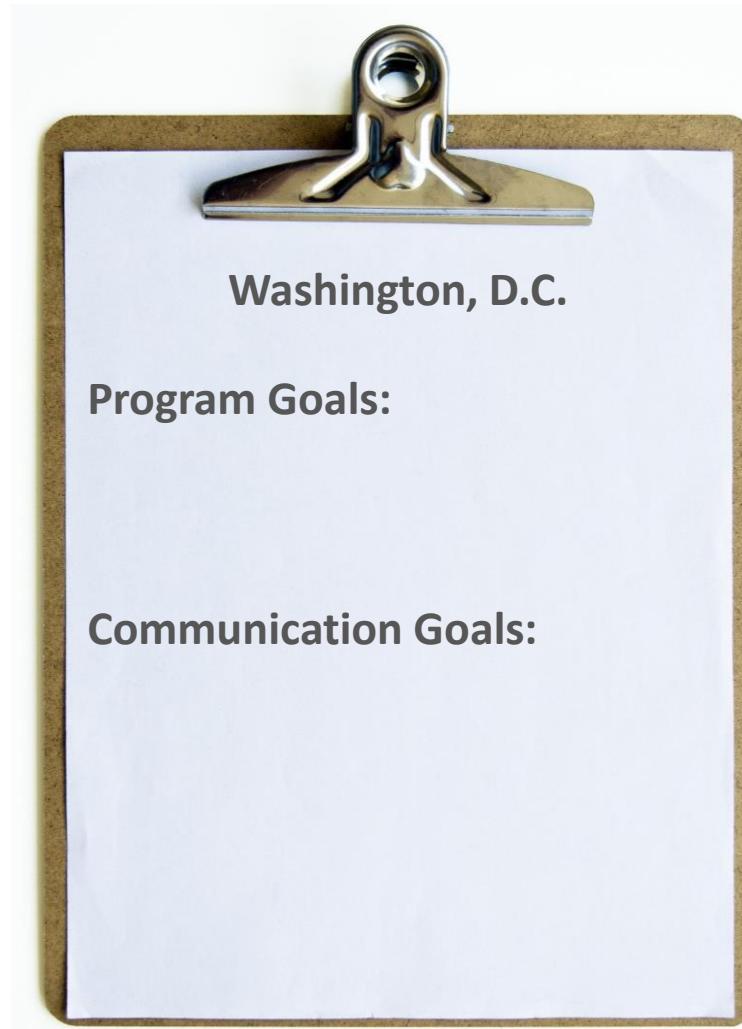
Work with a partner state to share your program and communication goals. Discuss the following:

- Are program and communication goals aligned? How do you know?
- Are communication goals and WIOA requirements aligned? How do you know?
- Do the goals make sense in the context of this training?
- What changes, if any, need to be made to make sure that teams have the correct type of goals for communication planning?



Document Communication Goals

On your chart paper, write your communication goals under your program goals.



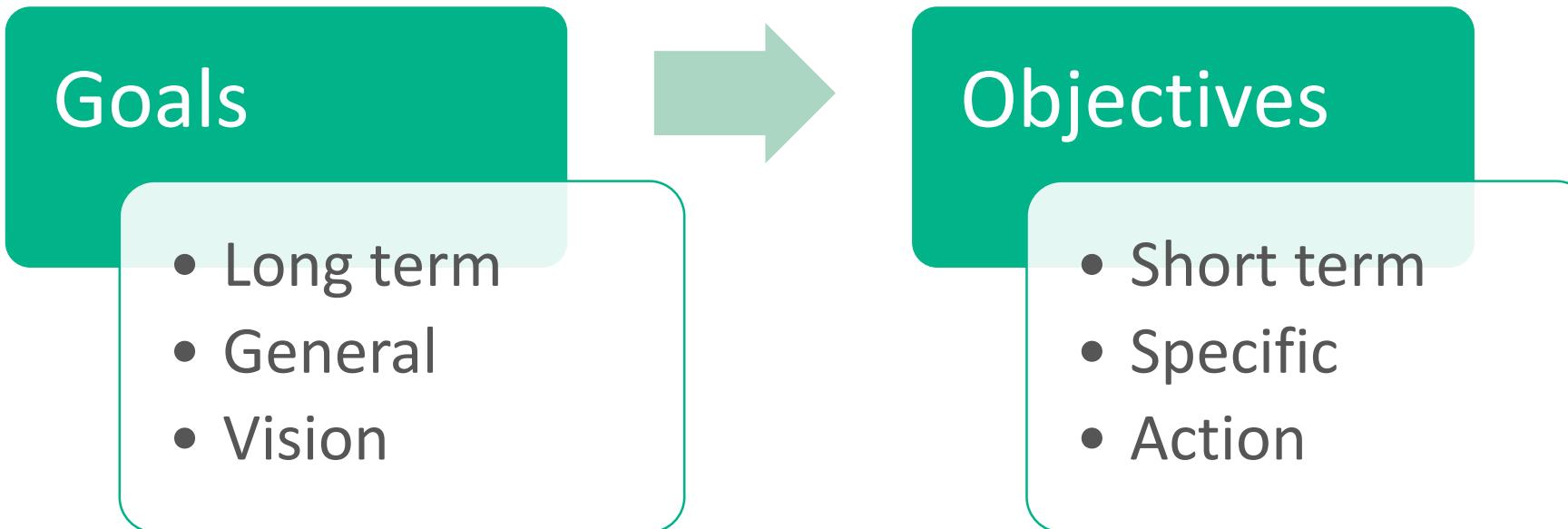
Communication Plan Objectives



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Goals to Objectives



Communication Objectives

- Focus on short- to intermediate-term outcomes to achieve communication goals.
- Are the objectives SMART?



Writing SMART Objectives



Weak Objectives

- Convince [state name]’s Department of Economic Development that partnerships with the state’s community college system are beneficial.
- Develop business sector partnerships to assist the state’s community college system in becoming knowledgeable about current and projected workforce needs.
- Develop articulation agreements and memoranda of understanding (MOU).



Sample Adult Education Plan Objectives

1. By the end of the first quarter, use data to demonstrate to the Department of Economic Development that partnerships with the Adult Education Agency are beneficial in connecting them with students who are prepared for employment opportunities.

2. By the end of the second quarter, develop business sector partnerships with Boeing and United Technologies, through outreach and quarterly partnership meetings, to assist the Adult Education Agency in being knowledgeable about current and projected workforce needs so that training education and employment placement are job driven.

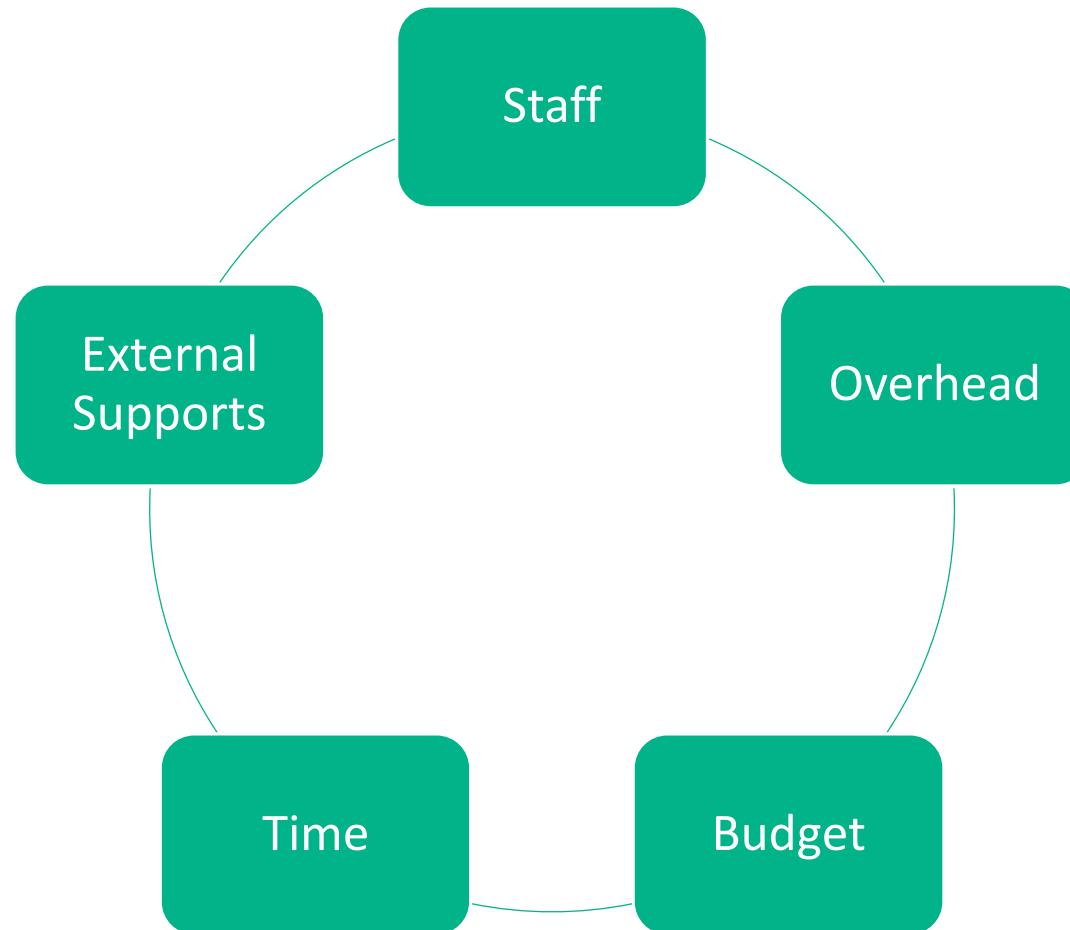


Sample Adult Education Plan Objectives

3. Within the 201X calendar year, engage aerospace representatives for formal participation in at least two state or regional program events to leverage industry connections in high-demand sectors as described in our strategic plan.
4. By the end of the second quarter, develop an articulation agreement and an MOU with the Technical Community College System to strengthen existing agreements to support advanced STEM (science, technology, engineering, and mathematics) instruction for adult learners and prepare them for aerospace industry jobs.



What to Consider When Setting Objectives



Team Planning

- Use your communication goals to draft three to five objectives.
- Keep in mind considerations (i.e., staff, overhead, budget, time, and external supports).
- How does your team know you have strong objectives?
- Add your objectives to the flip chart with program and communication goals.



Lunch—Please Return in 1 Hour



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Creating Partnerships Under WIOA



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Activity/Discussion

Count off by threes. In your groups, discuss the following:

- Past experiences with partnering, including successes and challenges
- Your state's environment for adult education regarding partnering
- Other agencies and services you want to bring in

Chart:

- Write two or three tips to keep in mind when planning to partner.



Common Sector Partnerships

- Regional
- State or county
- Employer driven
- Stakeholder including industry, education, and training



Why Common Sector Partnerships?



- Fill skill gaps through recruitment and retention for employers.
- Provide skill development, training, employment, and career advancement for employees.



Current Partners (Michigan)

Michigan Works! Association

Why partner with *them*? How does this partnership serve *our* goal/mandate?

- Required partner under WIOA
- Establish support and buy-in from workforce system, as well as strong communication link to the workforce system

Why partner with *us*? How does this partnership serve *their* goal/mandate?

- Adult education is a required one-stop partner
- Offer an opportunity to impact adult education programming and services

Michigan Association of Community and Adult Education (MACAE)

Why partner with *them*? How does this partnership serve *our* goal/mandate?

- Gain support from the field and influence local programs
- Offer link to more effective communication with the adult education field

Why partner with *us*? How does this partnership serve *their* goal/mandate?

- Offer them a chance to influence state policy and professional development



Future Partners (Michigan)

Employers/Employer Network

Why partner with *them*? How does this partnership serve *our* goal/mandate?

- Provide input on programming and assist with specific workforce challenges
- Employers could also assist with providing internships and/or work experience opportunities for adult learners, and job opportunities after graduation.

Why partner with *us*? How does this partnership serve *their* goal/mandate?

- Employers have been vocal about needed reforms to ensure that graduates have necessary skills, and this partnership would provide a voice for solutions.



Activity/Discussion

In your state teams, refer to your completed Roots of Partnership activity from Part 1: Foundations and discuss the following:

- Are there any revisions you would make to the crosswalk? Partners you would add, remove, or change priority? Why?
- Review your Program Goal Chart and the goals with green stickers indicating a connection to a partnership. Are these partners reflected in your crosswalk?
- Make any program goal revisions based on the above review.



Break—Please Return in 15 Minutes



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State Sharing

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State Sharing

Share:

- Selected partner and its priorities/objectives
- Communication plan goals, objectives, and other considerations
- Strengths (state and communication plan)

Provide feedback:

- Offer improvements for clarification.
- Ask probing questions about alignment of goals and objectives.



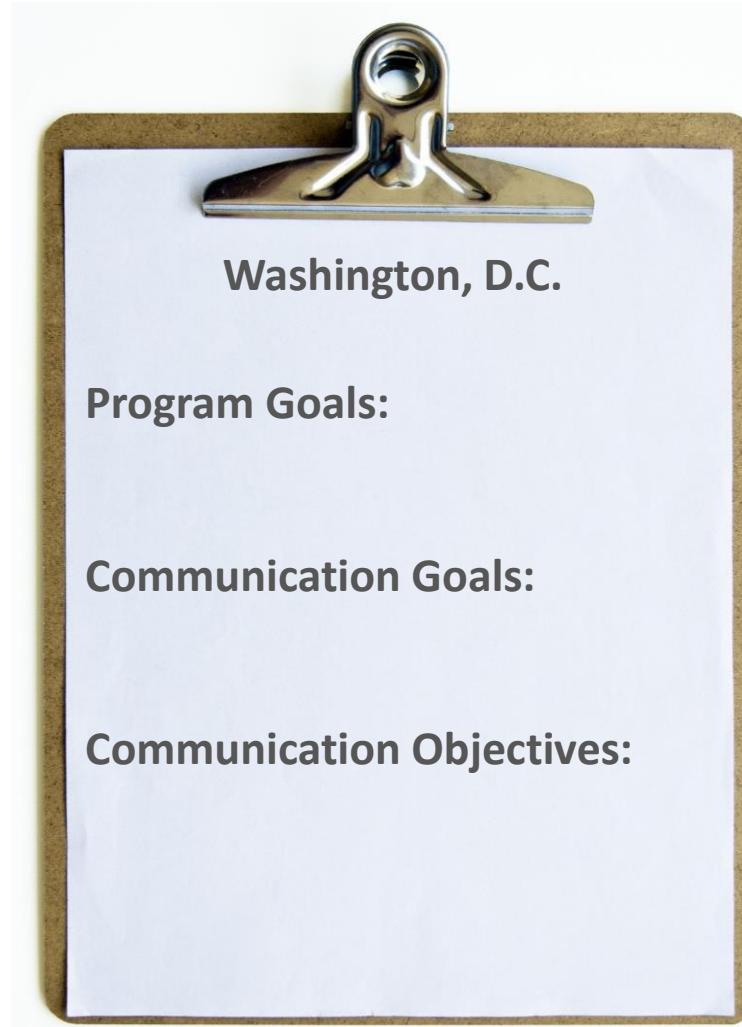
Discuss and Update

Discuss feedback from partner state with your team. Update goals and objectives based on partner feedback activity.



Document Updates

On your chart paper, write your communication objectives under your program and communication goals.



Share

Volunteers will share any modifications they made and why.



Communication Plan



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Communication Plan Template

Update your communication plan template with the following:

- Program goals
- Communication goals and objectives



Message Development Preview and Planner

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Message Development

Day 2

- Identify and Understand Audience
- Core Messages and Stories
- Data

Day 3

- The Human Element
- Plain Language
- Plan and Deliver



Day 1 Wrap-Up

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NRS Evaluation Form

1. Click on the following link to complete the NRS Evaluation Form: <https://bit.ly/2BYxCZG>
2. You have the option to complete the evaluation at a later time by clicking the “Save” button located at the bottom-left corner of the page.



3. Once you click “Save,” you will be taken to a page with the following message.

Your responses to the **NRS Training Evaluation** form have been saved.

Please remember to save the following link to finish the **NRS Training Evaluation** form at a later time:
<https://websurveyor2.airws.org/EFM/se.ashx?s=2511374506C7A98908D561D8535AC1A973>

It is **IMPORTANT** that you save the unique link provided so that you can complete the evaluation from where you left off.



WIOA Communication Planning for Adult Education Administrators, Day 2

November 2018



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Day 2 Overview



Message development

- Audience
- Decide what your core messages are and what story you want to tell
- Data



Message Development, Part 1a

Identify and Understand the Audience



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Why Isn't Audience Selection the First Step?

Strategic goals should drive communication goals.

Program goals should drive communication goals.

Communication goals should determine the audience.



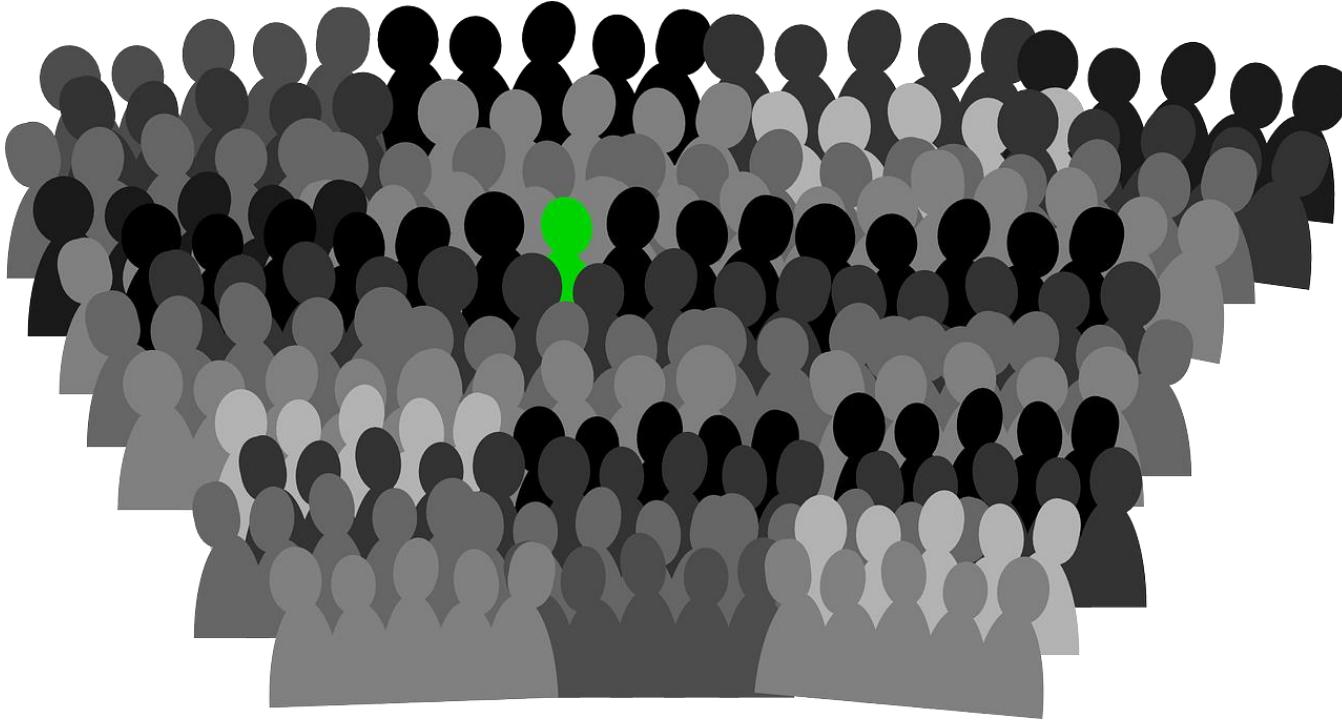
Define the Intended Audience Effectively

- Identify the group to whom you want to communicate your message.
- Consider identifying subgroups to whom you could tailor your message.
- Learn as much as possible about the intended audience; add information about beliefs, current actions, and the social and physical environments to demographic information.
- Think of the audience on different levels—individuals, groups, organizations, communities, and society.



Audience

For the purposes of this training, the audience is the partner you are targeting with the communication plan.



Sample Adult Education Communication Plan

REMINDER—Communication Plan Goals

1. Using NRS data, build a partnership with key decision makers within the Department of Economic Development.
2. Expand employer-driven partnerships to increase the education and training focus on critical in-demand occupations in the aerospace industry.
3. Build connections with aerospace companies located in the state to generate support for the Adult Education Agency.
4. Build on a current partnership with the Technical Community College System to develop a pipeline for students.



Sample Adult Education Communication Plan Audience

Audience A: Department of Economic Development

Audience B: Industry-related employers

Audience C: Technical Community College System

Additional audiences: Internal audiences (e.g., internal departments, local programs)



Sample Adult Education Communication Plan Audience Values and Concerns

Department of Economic Development	Industry-Related Employers	Technical Community College System
<ul style="list-style-type: none">• Increase economic growth in the region through innovation.• Improve economic capacity of individuals, communities, and industries.• Increase regional collaborations to bring in-demand jobs to the region.	<ul style="list-style-type: none">• Locate skilled workers.• Connect to partners who can provide training for potential skilled workers.	<ul style="list-style-type: none">• Increase graduation rates.• Increase employment rates.



Audience Selection

Think about your overall strategic and program goals:

- Who needs to be reached by your efforts to achieve your goal?
- Who can help you facilitate meeting the goal?
- Is one audience easier to reach than another?
- How does that level of effort align with your budget?

Think about your communication goals:

- Who needs to be reached by your efforts to achieve your goal?
- Who can help you facilitate meeting the goal?
- Is one audience easier to reach than another?
- How does that level of effort align with your budget?



Team Decisions

Narrow Down Your Audience:

- Based on conversation with your team, narrow down your list to at least three potential audiences.



- You will use your selections to complete a strengths-weaknesses-opportunities-threats (SWOT) analysis to help select your audience.



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Communication Plan Development Workbook, Part III: Message Development,
Step 1: Identify and Understand Your Audience, pages 10–11

SWOT Analysis

Chart responses to the following questions for each audience you selected:

- What are your strengths in reaching this audience?
- What are the barriers to reaching this audience?
- What opportunities are open to you?
- What threats are you aware of?



State Sharing

Share your SWOT analysis results with another state.

Guiding Questions:

- How does each potential audience align with your communication goals and objectives? Where is the strongest alignment?
- Where do you see the greatest opportunity? How will your identified barriers impact success?
- What else do you know about the audience members that would influence how you will reach them? What are their values and concerns?
- Why them? What is the value?
- What subaudiences also should be considered?



Team Decisions

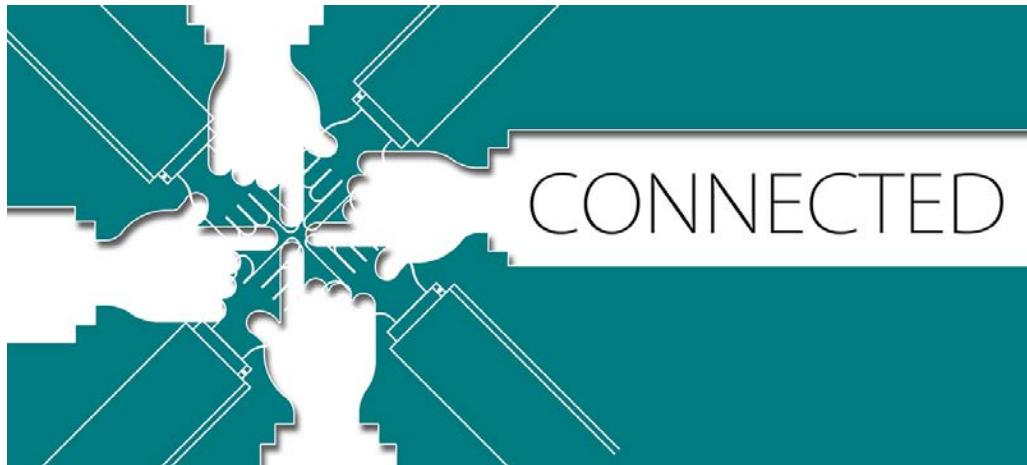
Based on your SWOT analysis and discussion with another state, work together as a team to determine the audience and subaudiences for your communication plan.



Who Is Your Audience?

Part 1: On chart paper, write your selected audience and any subaudiences.

Part 2: Gallery walk—Walk around the room and indicate if you have experience with other states' selected audience by writing the state name on the chart paper.



Break—Please Return in 15 Minutes



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Message Development, Part 1b

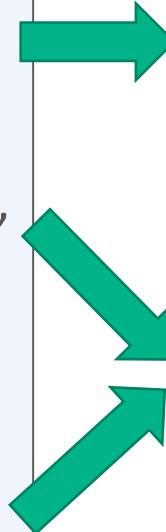
Identify and Understand the Audience – World of WIOA



Activity Example

Partner Objectives and Priorities

- Develop framework and measures for the NRS.
- Provide training, technical assistance, materials development, and quality control of state data collection efforts.
- Maintain a database on the performance of adult education nationally and by state.



Your Objectives and Priorities

- Monitor and evaluate 100% of the programs every 5 years to identify program strengths and weaknesses and for compliance with federal and state policy and funding requirements by June 2018.
- Implement a plan that ensures 100% of adult education program managers, teachers, and data management staff from OAEL-funded programs participate in annual quality professional development that supports continuous program improvement by June 2018.



Activity: What Do We Think, What Do They Think?

What do you think your audience/partner thinks about adult education?

What do you think about yourself and want others to know about you (i.e., as adult education)?

What do you want your partners to think about you?



Activity

- What are your audience's objectives? Priorities?
 - List the objectives.
 - List the priorities.
- What are your communication objectives? Priorities?
 - List them.
- Determine common goals.
- Identify “entry point” for partnership opportunities and communication focus.



What information do you want to communicate with them?



What communication objective does this connect to?



State Planning: Goals + Audience

Program Goal(s)

Who is the intended audience?

What communication objective is relevant to this audience?

What information do you want to communicate?

Audience A:

Audience B:



Small-Group Feedback

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State Sharing

Share:

- Partner selected
- Alignment between priorities (you and partner)
- Goals and objectives
- Audience selection and why
- Goals and audience

Guiding Questions:

- What is missing from understanding of the audience?
- What other information should teams be looking for/trying to understand?



Lunch—Please Return in 1 Hour



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Message Development, Part 2

Decide Your Core Messages and What Story to Tell



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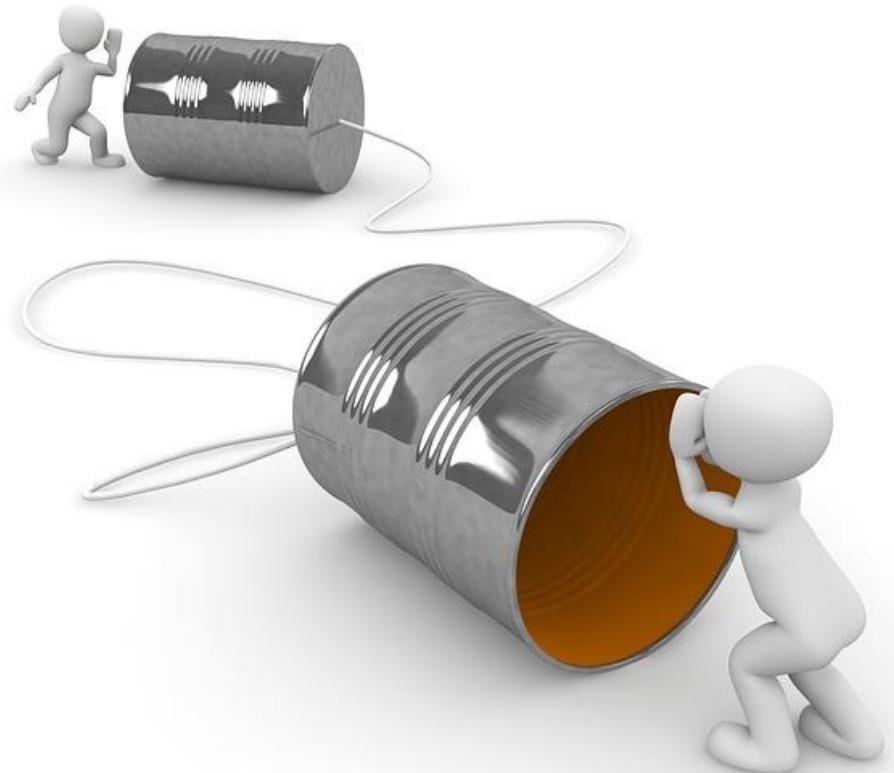
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Message Development and Storytelling



Core Messages

- Communicate the essential points you want to share.
- Serve as a point of reference to guide communication planning and development.
- Should be based on data, knowledge, and understanding.



Checklist for Effective Messages

- Connect your *why* (why partner with you) to your audience's values.
- Are simple and free of jargon.
- Humanize your project.
- Solve a problem for your audience, whenever possible.
- Are delivered by a trusted source.
- Are culturally and linguistically appropriate.
- Motivate your audience to action.



Create Messages Effectively

- Brainstorm messages that fit with the communication campaign goal and the intended audience(s).
- Identify channels and sources that are considered credible and influential by the intended audience(s).
- Consider the best times to reach the audience(s) and prepare messages accordingly.
- Select a few messages and plan to present them.



Sample Adult Education Communication Plan Core Messages

Audience A: Department of Economic Development

- Adult education focuses on education and training to build technology and mathematics skills that are important to supporting high-growth areas, such as aerospace engineering employment opportunities in our state.
- Adult education provides a platform to connect adult learners and industries to offer workplace classes with co-enrollment in adult education programs at the local community college.
- Adult education can provide learning opportunities to adult learners for other high-growth industries, thus improving our state's economic development.



Sample Adult Education Communication Plan Core Messages

Audience B: Industry-related employers

- Adult education contributes to the aerospace workforce through education and training to build technology and mathematics skills that are important to supporting this business currently and growing the business in the future.
- Adult education provides a platform to connect industries with qualified and skilled adult learners.
- Adult education provides instructional expertise to align workplace instruction with industry competencies.
- Research shows that teaching that combines literacy with a work-related context is effective in increasing both literacy and work-specific knowledge and skills.



Sample Adult Education Communication Plan Core Messages

Audience C: Technical Community College System

- Adult education focuses on education and training to build technology and mathematics skills that are important to supporting high-growth areas, such as aerospace engineering employment opportunities in the state.
- Adult education provides a platform to connect adult learners and industries to offer workplace classes with co-enrollment in adult education programs at the local community college.
- Adult education under WIOA can fund combined basic skills and workforce training through co-enrollment.
- Title II funds can help leverage additional funds for such instruction from business and the labor department.
- Research shows that teaching combined literacy in a work-related skills context is effective.

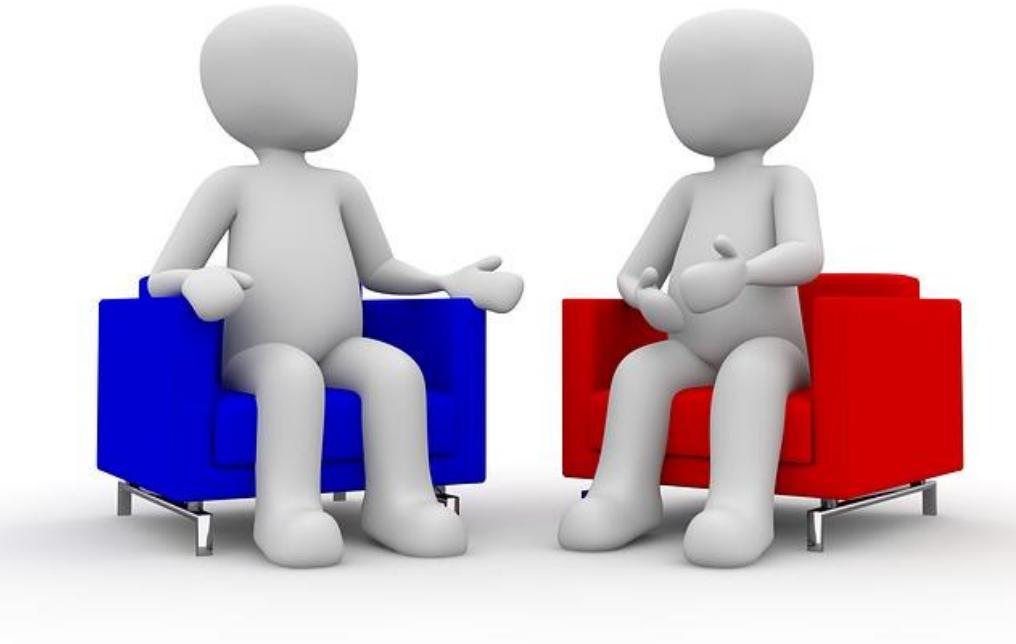


State Planning

Begin developing your core messages by answering the questions in your workbook.



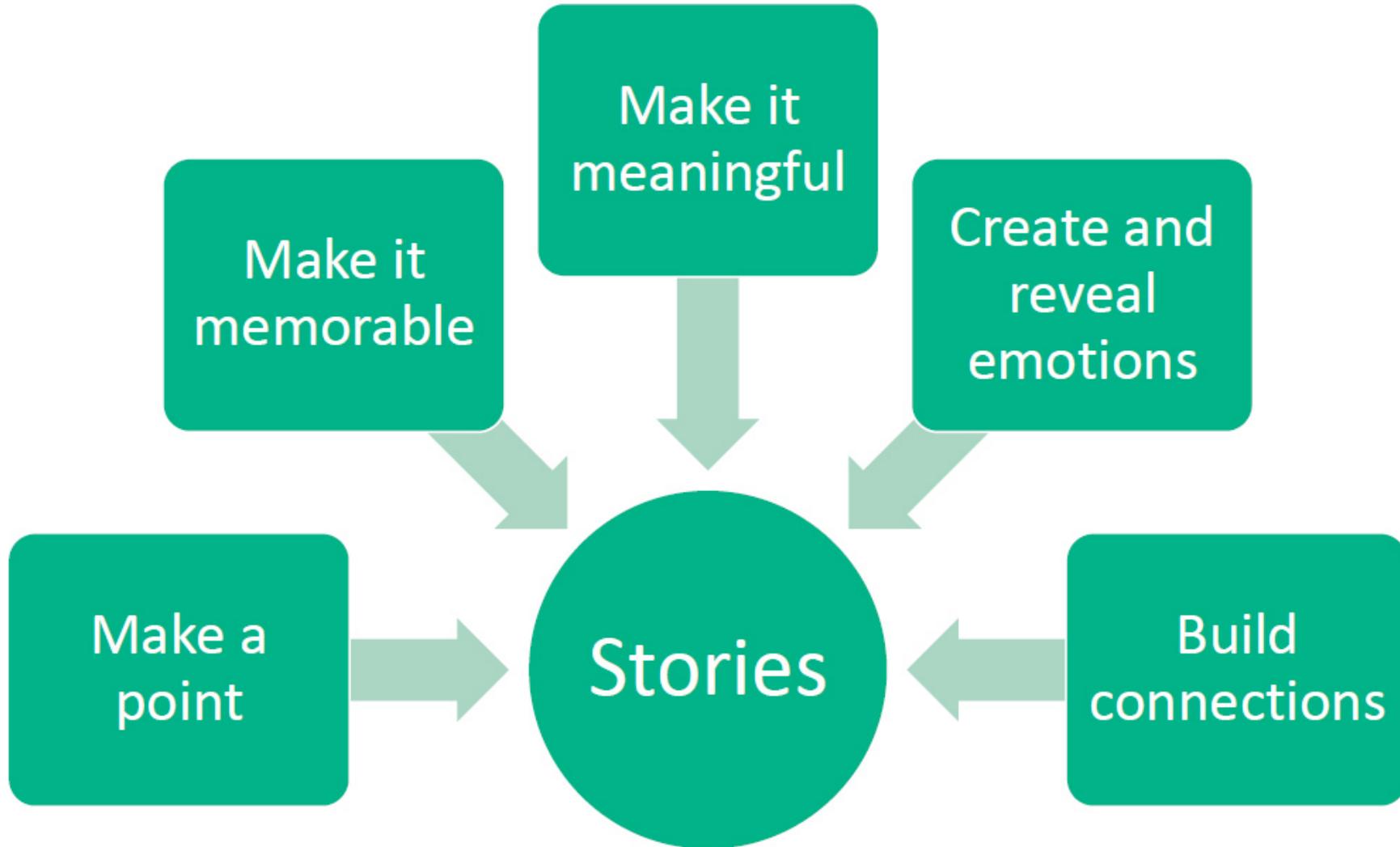
Stories in Communication



- A story should reflect the core message that you want to convey to your audience. Use your message as a compass to help determine what stories to tell.
- Stories are a type of content, and that content needs to consistently fit with a bigger picture (core message).



Why a Story



The Characteristics of a Good Story

Your story will align with your goals and will use WIOA data to support the messages that make up your story. Good stories have the following characteristics:

simple **timely** **important** **relatable** **actionable**
purposeful **understandable** **unifying** **engaging** **goal-oriented**
realistic **trustworthy** **appealing** **familiar** **relevant**
directive **appropriate** **helpful** **honest**
empowering

And—ORGANIZED!



Example

WorkReady U



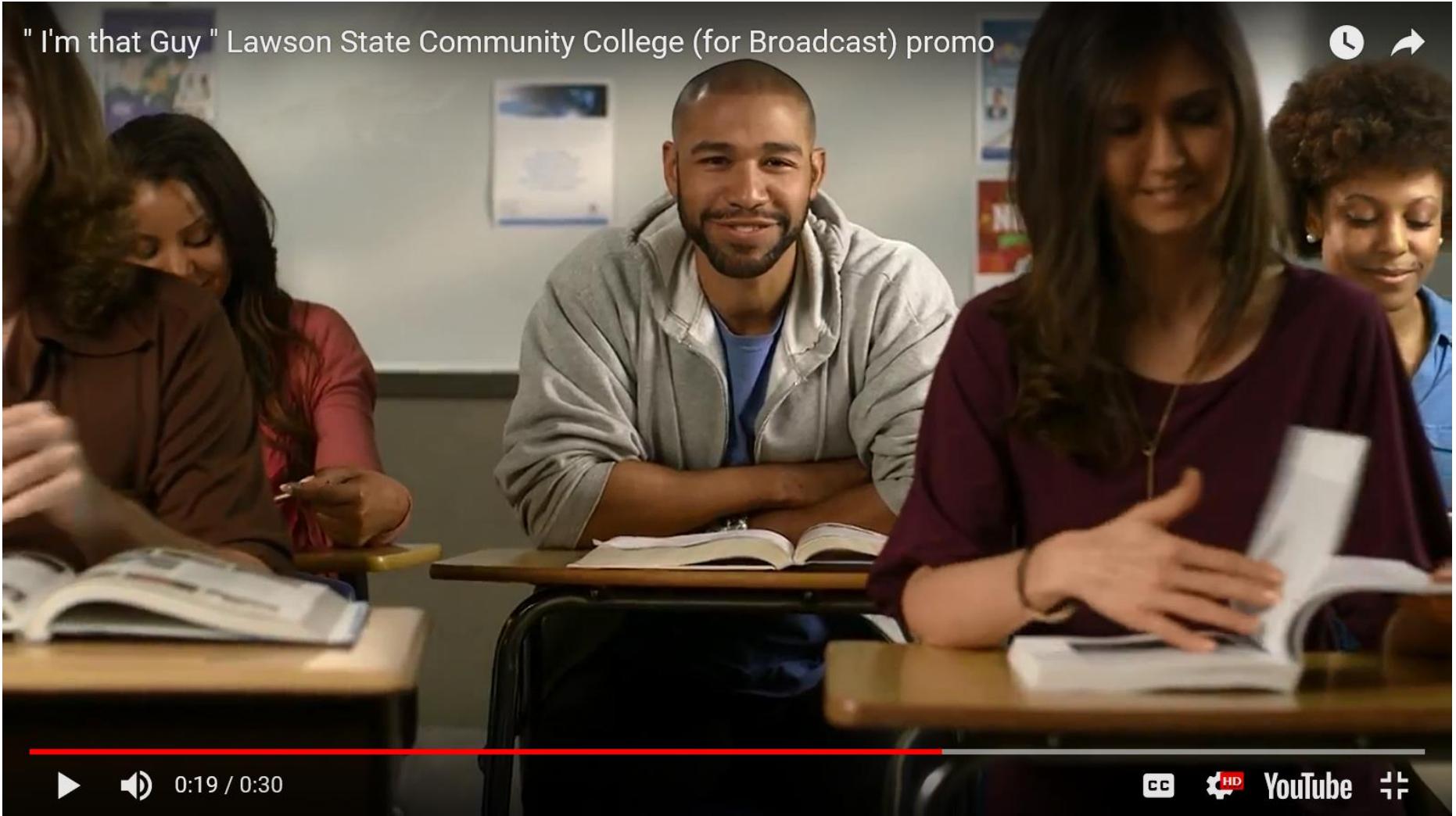
<https://www.youtube.com/watch?v=b3TZmYWflaU>



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Example



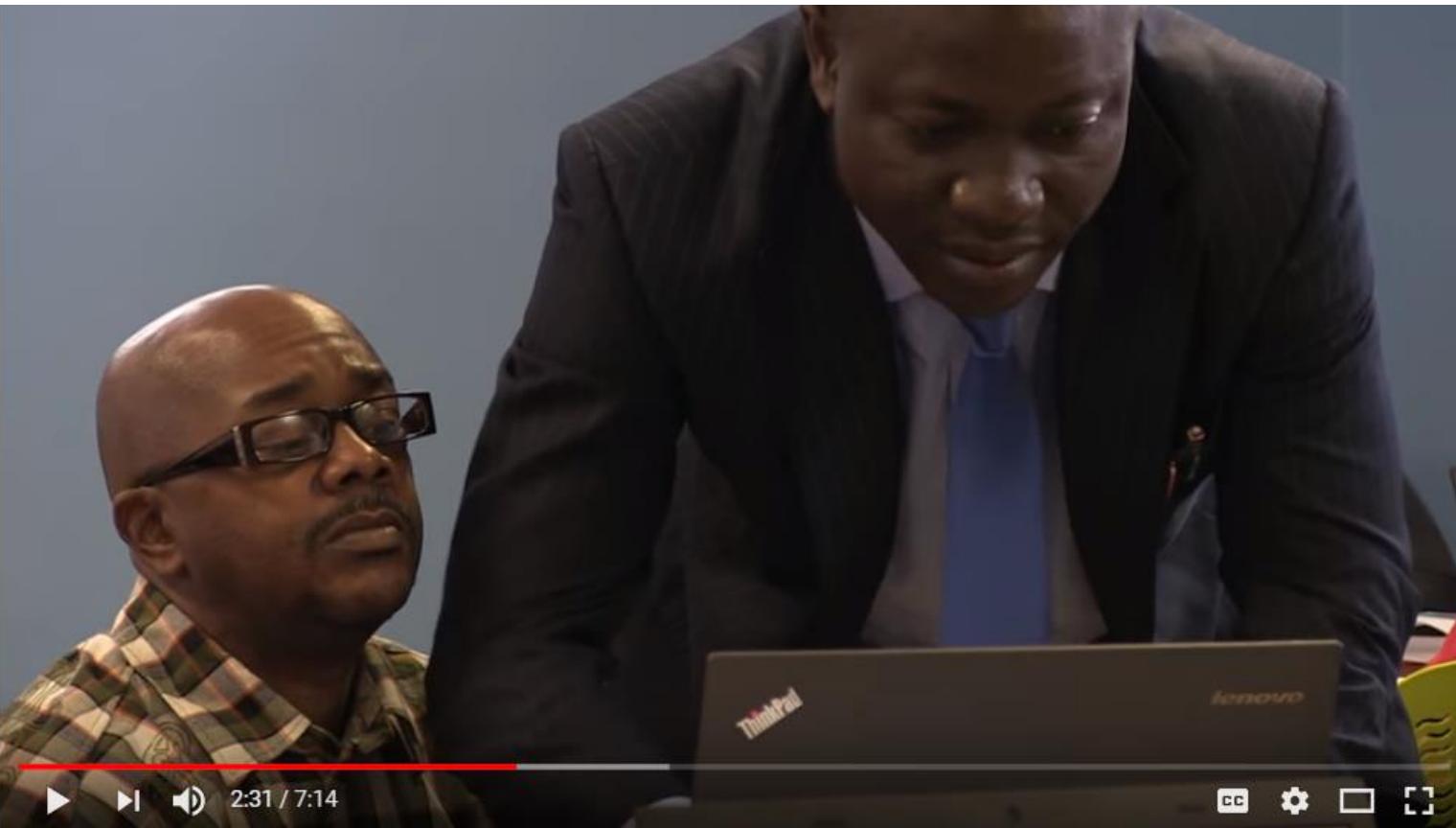
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Example



Example



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Decide What Story You Want to Tell

Imagine/ask yourself these questions:

- What story do you want to tell?
- What does it look like if you have successfully communicated your story?

Three elements to consider:

- Your core message
- Using data
- Humanizing the story



Activity: Develop Your Story

- Remember, a story reflects the core message that you want to convey to your audience.
- **With your team, determine the story for your core messages.**



Small-Group Feedback

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Small-Group Feedback

Share a summary of the following:

- Program and communication goals
- Audience/subaudiences
- Core messages and story

Provide feedback as follows:

- Ask clarifying and probing questions.
- Offer suggestions for refinement and potential use.



Break—Please Return in 15 Minutes



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Message Development, Part 3a

Select the Types of Data That Support Your Messages



Purpose of Using Data

Data describe the following:

- Your strengths
- The problem or issue
- Who is affected
- What is occurring versus what should be occurring



“Storytelling: Data without a story is like a palette without a painting.”—Louis Richardson, IBM



Source: <https://www.ibm.com/blogs/business-analytics/storytelling-data-painting/>



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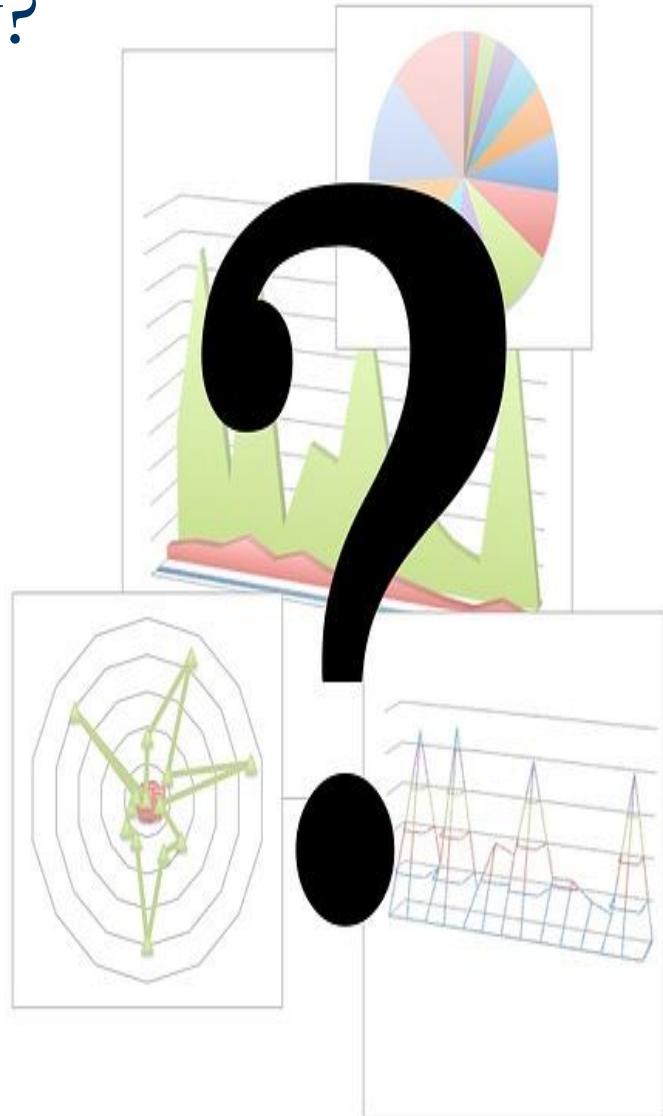
A Story Without Data

- The inspiration for Alma Miller to obtain her general equivalency diploma (GED) started with a simple statement from her youngest son: “Mom, I challenge you to finish your GED.”
- Attaining the GED would be no easy feat for this mother of four who dropped out of school when she was 16 years old. Fortunately for Alma, her children stepped up and volunteered to tutor her in preparation for the examination.
- Today, Alma Miller is a proud GED recipient, but, most importantly, she’s an inspiration to her children just as much as they are an inspiration to her.



What Data Will Support Your Story?

- Data are important because they lend credibility to your story.
- Without data, your story may be moving but won't inspire action.
- An opportunity to convey data is not an invitation to share all your data. Most audiences only want to see data that are relevant to them.



Activity: Use Data to Support Your Message

Activity directions:

Review the statements in the right-hand column.

Using made-up data, improve the message. Write out a revised statement or sentences with the made-up data.

What data sources would you use to find your made-up data?

Be prepared to report.

1. Family literacy programs improve employee retention.
2. Possessing the skills acquired in adult education can impact an adult's ability to significantly increase his or her earning power.
3. Adult education helps low-skilled workers acquire the basic skills they need to succeed in the 21st-century workplace.



Thought Partnering

Present your story to the group:

- Provide suggestions for what type of data is needed to effectively tell the story.
- What sources/types of data should be incorporated/are credible?
- What type of data is the audience interested in?
- What should be emphasized?



How to Incorporate Data

Data are not easily understood by a lot of people. It is not enough to throw some numbers or complicated charts on a page to share with your audience. Take the opportunity to help your audience understand your message through data.



How to Incorporate Data

- Use language to help describe the data.
- Use images; they are easily understood and can be evocative.
- Consider the audience when choosing graphs or charts. For example, program administrators might be comfortable with traditional graphs or charts, but other audiences may not.



How to Incorporate Data

Get creative with an infographic. Infographics can bring together all of these elements, but they are better shared in print or online where audiences can spend some time digesting the information. Try these online tools:

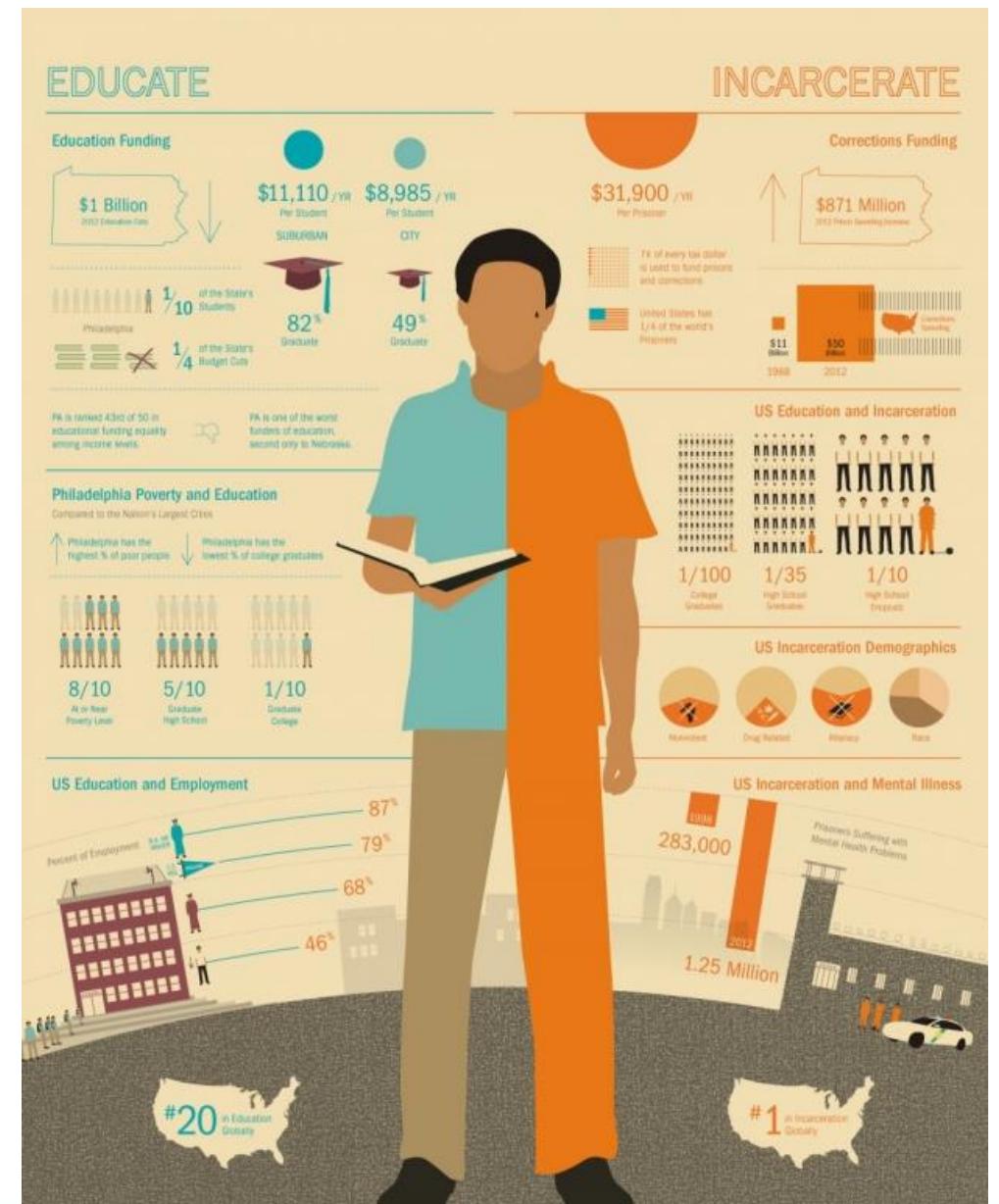
- Piktochart (www.piktochart.com)
- Easelly (www.easel.ly)
- Infogram (www.infogram.com)



You Decide

How well does this infographic incorporate data? Does it

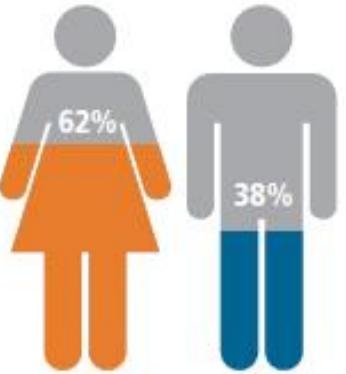
- Use language to help you describe the data?
- Use images?
- Consider the audience when choosing graphs or charts?



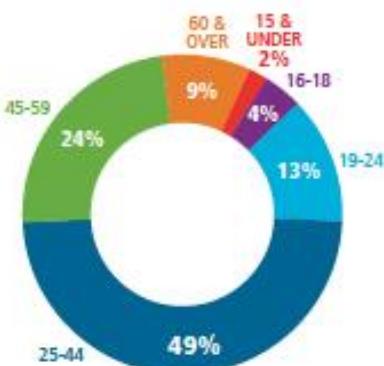
You Decide

Students

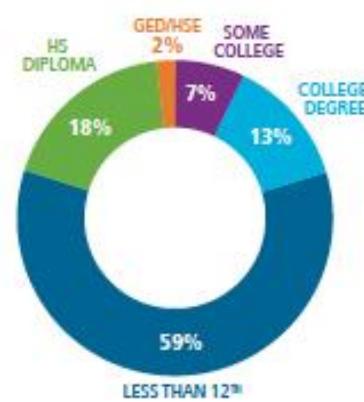
GENDER



AGE



LEVEL OF EDUCATION



FACTS

The largest number of students on waiting lists are seeking basic literacy instruction.

The average student in member programs is 33 years old

MOST FREQUENT STUDENT ACHIEVEMENTS (NUMBER OF STUDENTS)

ADVANCED
LEVEL(S)
IN CURRICULUM
SERIES

70,024

IMPROVED
EMPLOYABILITY
SKILLS

39,422

IMPROVED
SCORE ON
STANDARDIZED
TEST

30,539

INCREASED
INVOLVEMENT
IN CHILDREN'S
EDUCATIONAL
ACTIVITIES

25,215

ATTAINED
CONSUMER
SKILLS

21,520

INCREASED
INVOLVEMENT
IN COMMUNITY
ACTIVITIES

19,188



State Planning

- Use information gained from other states.
- Work with your team to decide what type of data you will use to support your story to build partnerships.
- Identify the data sources you want to use and how you want to use them.
- Add to chart paper.



Communication Plan



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Communication Plan

Update your communication plan template with the following:

- Audience and subaudiences
- Core messages
- Data sources



Day 2 Wrap-Up

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NRS Evaluation Form

If you started your evaluation yesterday,

1. Open your unique link from Day 1.
2. Complete Day 2 evaluation.

If you did not start the evaluation on Day 1,

1. Click on this link to start: <https://bit.ly/2BYxCZG>.
2. It is **IMPORTANT** that you save the unique link provided so you can complete the evaluation from where you left off.



WIOA Communication Planning for Adult Education Administrators, Day 3

November 2018



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Day 3 Overview



Message Development

- The human element
- Incorporating data
- Revise plan
- Plain language
- Communication channels
- Evaluation



Message Development, Part 3b

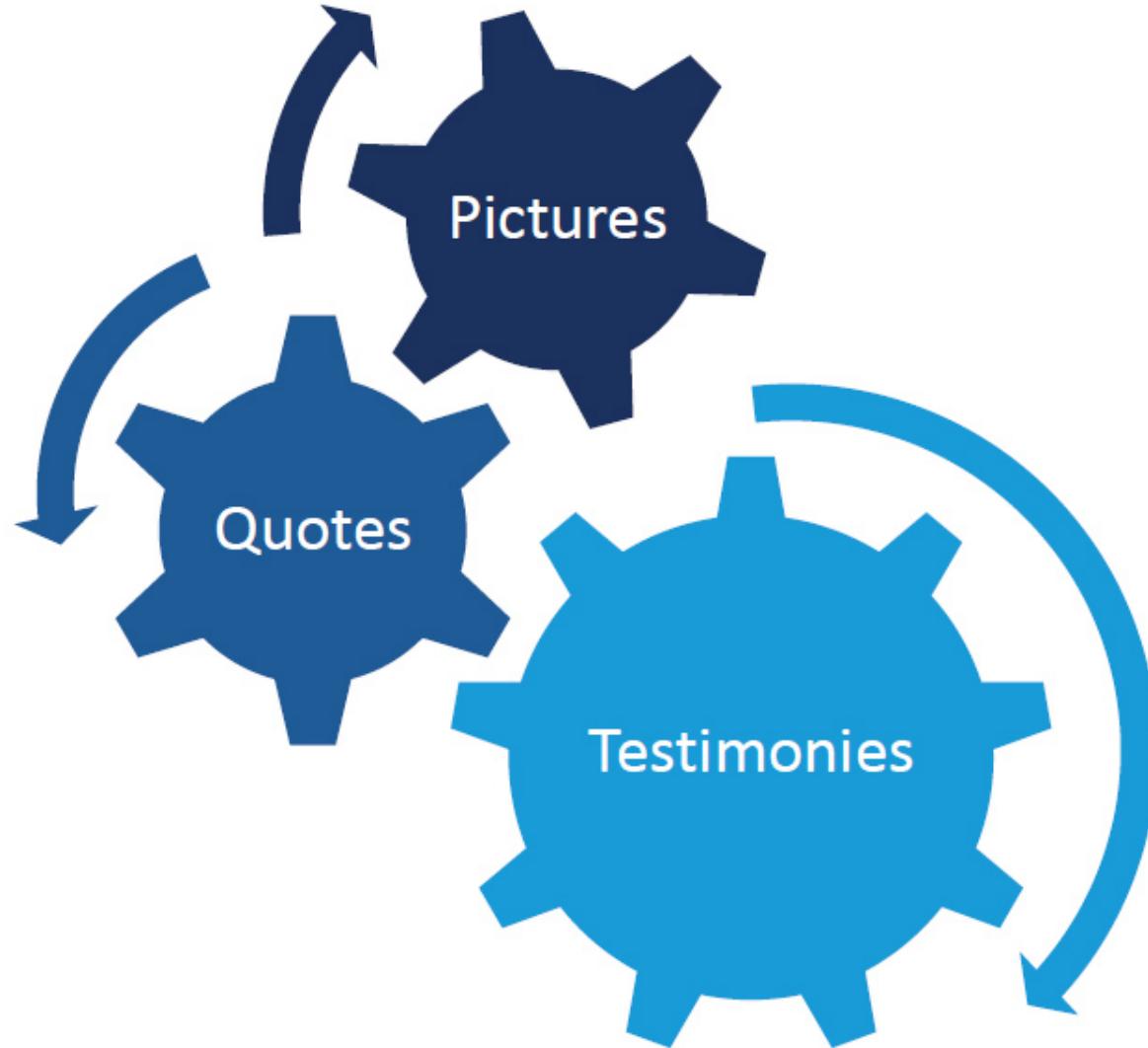
The Human Element



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The Human Element



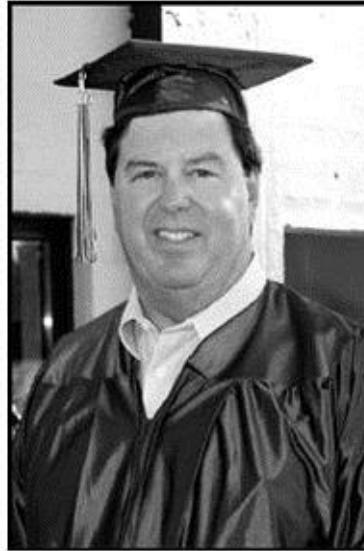
The Human Element: Testimony

“At 48 years old, I was fortunate to land a great job, but only because of an oversight made by the employer. I almost didn’t get the job because I didn’t have a high school diploma or the equivalent. Even with 30 years of job experience, I should’ve been denied the position. But I was offered the job, with the understanding that I would get my GED. That’s when I knew it was time to do something about my lack of completion.”

Source: <http://adulted.njuhsd.com/Personal-Stories/>



The Human Element: Quotes



*“...in the working
world, it beats
you up every day
not to have an
education.”*

Casey Coyes

Source: <http://adulted.njuhsd.com/Personal-Stories/>



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The Human Element: Images



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Considerations

How will you humanize your story and data?

- Describe core messages, data sources, and types of data to be used, plus a human story.
- Connect the core messages and the human element.
- Is it ‘human’ enough? Is the data strong enough? Does it match the message?



Thought Partnering: Data and the Human Element

- Partner with a team.
- Share your core messages, and story to get feedback.
 - Identify your human element
 - Provide suggestions for what type of data is needed to effectively tell the story.
 - What sources/types of data should be incorporated/are credible?
 - What type of data is the audience interested in?
 - What should be emphasized?



State Planning

- Use information gained from other states.
- Work with your team to decide what type of data you will use to support your story to build partnerships.
- Identify the data sources you want to use and how you want to use them.
- Add to chart paper.



Break—Please Return in 15 Minutes



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State Report Out



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Communication Plan Development Workbook, Part III: Message Development,
Step 3: Select the Types of Data That Support Your Core Messages, pages 15–16

Communication Plan

Update your communication plan template with the following:

- Audience and subaudiences
- Program goals and Communication goals and objectives
- Core messages
- Data sources and how you will incorporate data
- How you will incorporate the human element
 - Determine one aspect of your plan on which you want feedback (e.g., goals, messages)
 - Write your question(s) on chart paper next to your previously documented content.

Post in the Gallery



Lunch—Please Return in 1 Hour



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Whole-Group Activity

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Gallery Walk Feedback Activity

- Individually, review another team's draft communication plan.
- Do you have any thoughts or responses to questions posed by the team?



State Planning

- Collect and review feedback from the gallery walk.
- Continue to work on and refine what has been developed.
- Update your communication plan template.



Message Development, Part 4

Develop Your Message in Plain Language



Introduction to Plain Language Activity

Read a portion of the text in the handout titled Plain Language Activity.

Group debrief:

- Why was this text difficult to read?
- What could have made it accessible to a wider audience?

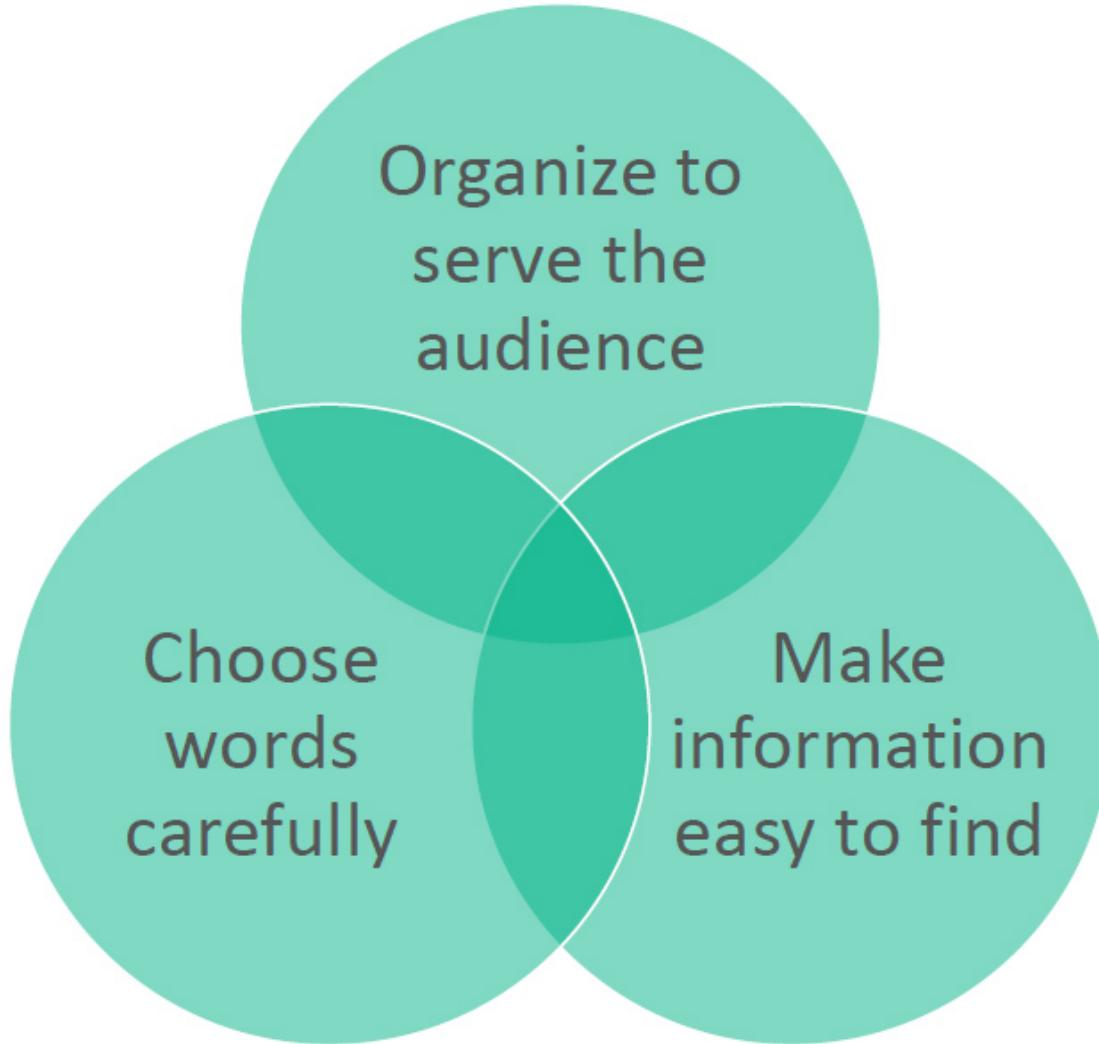


What Is Plain Language?

- Plain language is writing designed to ensure that the reader understands as quickly, easily, and completely as possible.
- Plain language strives to be easy to read, understand, and use. It avoids verbose, convoluted language and jargon.



Basic Tenets of Plain Language



Adult Literacy Facts

Adult literacy can change everything

Health. Gender equality. Poverty. Every important social issue is impacted by low literacy. When individuals learn how to read, write, do basic math, and use computers, they have the power to lift themselves out of poverty, lower health care costs, find and keep sustainable employment, and ultimately change their lives.

[DOWNLOAD PRINTABLE PDF](#)

Family Literacy

72%

Children of parents with low literacy skills have a 72 percent chance of being at the lowest reading levels themselves.¹ These children are more likely to get poor grades, display behavioral problems, have high absentee rates, repeat school years, or drop out.

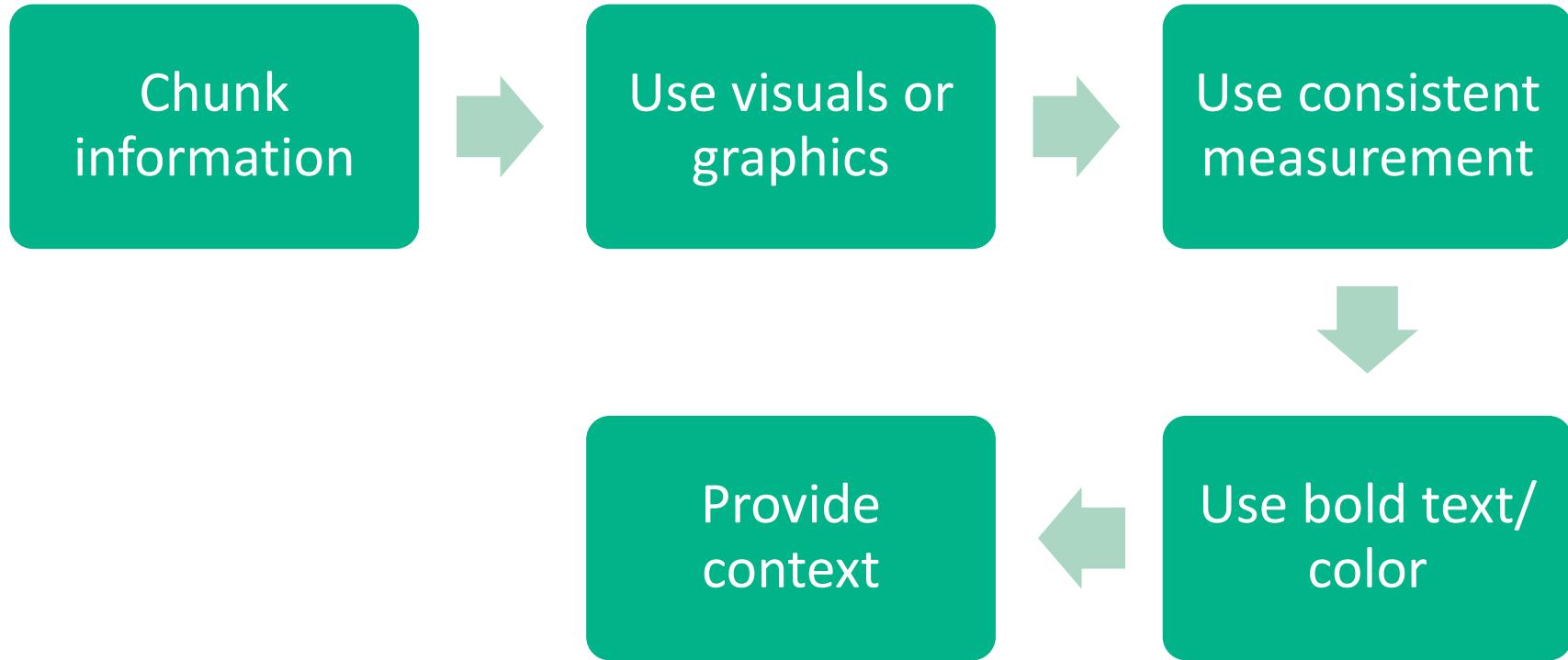


Plain Language Checklist

- ✓ Write your message for the average reader.
- ✓ Organize your message to serve the reader's needs.
- ✓ Use headings.
- ✓ Use "you" and other pronouns to make your message more meaningful to the audience.
- ✓ Use an active voice to clarify who is doing what.
- ✓ Use short sections and sentences.
- ✓ Use concrete, familiar words.
- ✓ Use "must" or "will" instead of "shall" as a clear way to express a requirement or an obligation.
- ✓ Shorten and clarify complex material by using lists and tables.

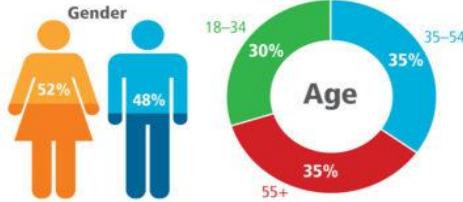


Plain Language and Data



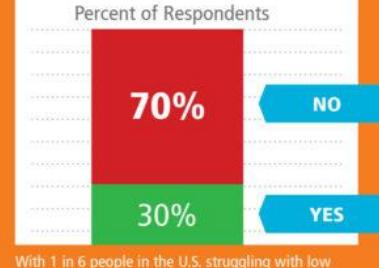
Adult Literacy Public Opinion Survey Results

RESPONDENT DEMOGRAPHIC



1000 respondents participated in the survey.

Do you personally know an adult who cannot read?



With 1 in 6 people in the U.S. struggling with low literacy, chances are good that respondents know an adult who cannot read.

Are you aware that adult literacy is an issue in the United States?

There has been some increase in awareness in the past year. 2015 results showed that only 59% of people were aware that adult literacy is an issue.

63%
Say YES

37%
Say NO



Are you aware of any local adult literacy organization in your community?

We need to improve awareness of the adult literacy issue and local literacy programs in order to attract donors, volunteers, and adult learners.



Rank the following social issues in order of importance.

Adult literacy intersects with almost every socioeconomic issue. Adult education helps break the cycles of intergenerational illiteracy and poverty by giving adults the skills they need.



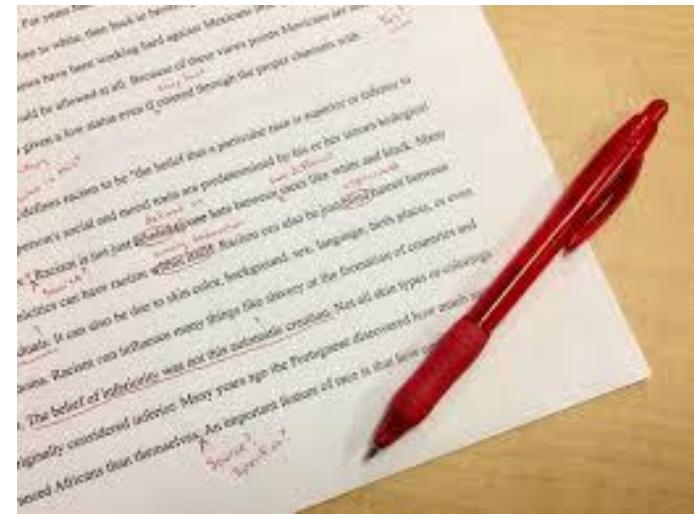
This chart shows the percent of respondents who ranked each issue as the most important.

*These results were collected by ProLiteracy through an Ipsos Omnibus public opinion poll.



Rewrite Your Messages in Plain Language

- Modify your messages based on state feedback.
- Rewrite your messages in plain language.
- Share updates with a partner.



Lunch—Please Return in 1 Hour



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Communication Channels



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Group Discussion

- In what ways have you used communication channels successfully?
- Which products or activities have you engaged in that led to a successful partnership? Why did you choose that method? Who supported the process?
- Share your experiences.



Choosing Communication Channel(s)

The communication channel you use will depend on the following:

- Which channel(s) your audience uses
- Which channel(s) your team has the resources and infrastructure to use
- Which messages you are communicating

Here is an example: If you are trying to reach a potential partner with whom you have never communicated before, a personal e-mail and phone call would be preferable to a social media message.



Communication Channels

Interpersonal

Group

Communication
Channels

Organizations

Community

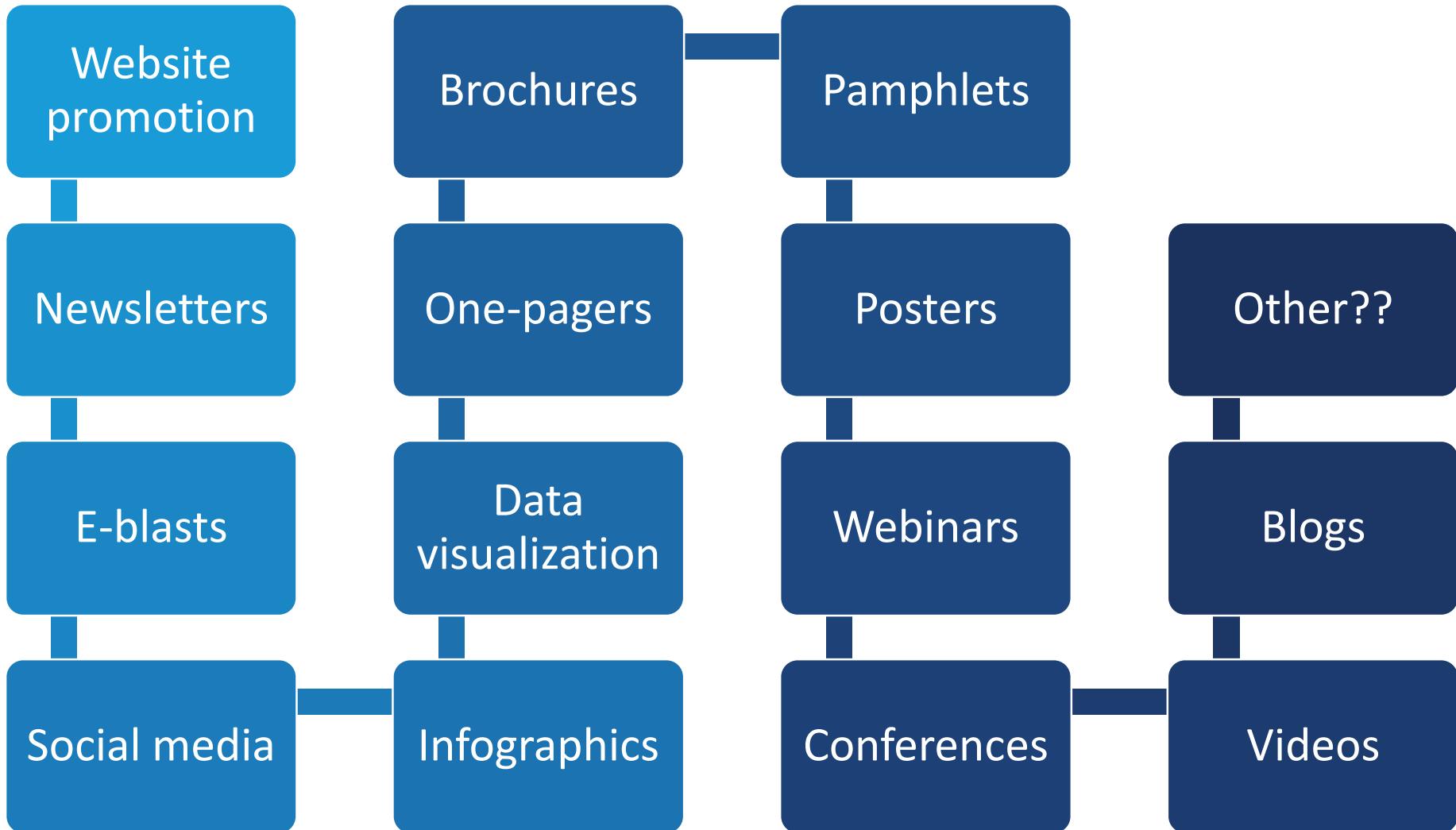


Questions to Ask When Choosing a Communication Channel

- What communication channels (e.g., mass media, organization meetings, Internet sites) reach this intended audience? Which do its members prefer? Which do its members find credible?
- Do certain individuals (or gatekeepers) have particular influence with this intended audience or control access to it? What is their degree of influence?
- What are the intended audience's preferences in terms of learning styles, appeals, language, and tone?



Communication Channels



Sample Adult Education Communication Plan Strategies

Audience A: Department of Economic Development

- Identify and reach out to key stakeholders in the Department of Economic Development.
- Establish and conduct in-person “pitches” and working meetings.
- Develop visuals, such as infographics, showing adult education successes, to show value and provide efficient delivery of the message.



Sample Adult Education Communication Plan Strategies

Audience B: Industry-related employers

- Identify and reach out to leaders in Boeing and United Technologies workforce development, human resources, or workplace classrooms.
- Establish and conduct in-person pitches and working meetings.
- Develop visuals, such as infographics, showing adult education successes, to show value and provide efficient delivery of the message.
- Add these companies to our quarterly e-newsletter distribution list.



Sample Adult Education Communication Plan Strategies

Audience C: Technical Community College System

- Develop visuals, such as infographics, showing adult education successes that will support their enrollment rates.
- Conduct working meetings and strategic planning sessions with the Technical Community College System leadership to discuss how using collaborative funding mechanisms will increase their funding sources.



State Planning

Begin considering what communication channels you will use to deliver your message.

<i>Core Message(s)</i>			
Target audience(s)	What channels and activities should be used?	Who can help deliver the message(s) on this channel? Who should participate in the activity?	What materials are needed?
Audience A:			
Audience B:			



Evaluation

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Why Evaluation Is Important

- Justify the communication plan and activities to management.
- Provide evidence of success or the need for additional resources.
- Increase organizational understanding of and support for your efforts.
- Encourage ongoing cooperative ventures with other organizations.



Types of Evaluation

Process evaluation

- Occurs during implementation and monitors the functioning of program components.
- Shows whether your plan has been implemented as intended.

Outcome evaluation

- Takes place at the end of your program.
- Shows how well the program has met its communication objectives.
- Helps determine what you might change or improve to make it more effective.



Have a Plan. Plan to Evaluate.

Evaluation involves the following:

- Capturing outcomes
- Measuring progress
- Measuring change against your communication objectives

This is why we set SMART objectives:

As part of the communication plan, you should have identified evaluation measures aligned with each SMART objective.



Process Evaluation

- Use activity tracking forms.
- Use a clipping and tracking service to gauge media (and social media) coverage.
- Gather feedback cards from members of your intended audience.
- Make follow-up calls.
- Follow up with partners; check their preparedness and interest.
- Meet with program staff and partners to review the program's progress.
- Track traffic to project websites.



Using Process Evaluation to Make Midcourse Corrections

Implementation will not always go as planned:

- Delayed materials
- Key contact moves away
- Lack of response for outreach
- Higher than expected response rate or interest

By tracking implementation activities and reviewing planned tasks and timelines, you have the opportunity to change direction to fit a changing situation.



Sample AE Communication Plan

Objective 1: By the end of the first quarter, use data to demonstrate to the Department of Economic Development that partnerships with the Adult Education Agency are beneficial in connecting them with students who are prepared for employment opportunities.

Evaluation Measures:

Scheduled meeting with [person or job title] at the Department of Economic Development.

Number and types of materials developed and disseminated to key stakeholders at the Department of Economic Development, including e-mail, one-pager, infographic, and PowerPoint presentation.

Agreement to partner with the Adult Education Agency.



How Will You Evaluate Your Communication Plan?

Discussion:

- What type of evaluation is appropriate for your communication plan? For your timeline?
- What sources of data will you use for your evaluation?
- How will you monitor and keep track of the data?
- How will you decide what changes to make to your communication plan?



Break—Please Return in 15 Minutes



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Message Development, Part 5

Plan for and Deliver Messages



What You Have Done

- ✓ Goals
- ✓ Objectives
- ✓ Audience
- ✓ Core messages and story
- ✓ Data, including the human element
- ✓ Communication channels
- ✓ Evaluation



Now What?



Action Planning

Complete an action plan for each objective set.

Identify:

- Audience
- Relevant data points
- Communication channels
- Materials
- Resources needed
- Timeline
- Responsible person(s)



Sample Adult Education Communication Plan

Audience	Relevant Data Points	Communication Channels	Materials	Resources Needed	Due Dates/Milestones	Responsible Person(s)
Department of Economic Development	<ul style="list-style-type: none">Number of enrolled adult learners in a mathematics, technology, or engineering course at a community college	<ul style="list-style-type: none">Interpersonal channels: colleagues, partners, e-mailGroup channels: professional meetings, in-person meetings	<ul style="list-style-type: none">E-mailInfographicDataPowerPoint presentationOne-pagerTalking points	<ul style="list-style-type: none">Data sourcesTalking pointsContact information	<p>Three months for implementation</p> <ul style="list-style-type: none">January 1February 15March 1	<ul style="list-style-type: none">[TBD]



Sample Adult Education Communication Plan

<p>Evaluation Measure(s): List or describe what will be measured and how. These should align with your objectives and be realistic based on your audience and the communication channel(s) you have chosen.</p> <ul style="list-style-type: none">• Scheduled meeting with [person or job title] at the Department of Economic Development.• Number and types of materials developed and disseminated to key stakeholders at the Department of Economic Development, including e-mail, one-pager, infographic, and PowerPoint presentation.• Agreement to partner with the Adult Education Agency.		
<p>Action Steps: Based on each factor presented above, list specific action steps and deadlines to meet the objective.</p>	<p>Date: Identify dates to accomplish each action step.</p>	<p>Person Responsible: Identify the person(s) responsible for completing the action step.</p>
Develop e-mail messages and talking points to reach key stakeholders at the Department of Economic Development.	January 1	TBD
Reach out to [person or job title] at the Department of Economic Development; schedule in-person meeting.	February 15	TBD
Define strategic opportunities with the Department of Economic Development; include in statewide combined adult education plan.	March 1	TBD
<p>Other notes:</p>		



Objective 1:

Audience <i>List audience relevant to this objective.</i>	Relevant Data Points <i>List relevant data points to support the message.</i>	Communication Channel(s) <i>List channel(s) or method(s) appropriate for each audience.</i>	Materials <i>List materials appropriate for the communication channel and audience.</i>	Resources Needed <i>List resources needed to develop and disseminate messages and materials.</i>	Due Dates/Milestones <i>List due dates or key milestones. Consider internal and external factors. Provide full timeline in an appendix.</i>	Responsible Person(s) <i>List team member(s) responsible for carrying out the activities that will accomplish this objective. List contact information in an appendix.</i>
•	•	•	•	•	•	•
Evaluation Measure(s): <i>List or describe what will be measured and how. These should align with your objectives and be realistic based on your audience and the communication channel(s) you have chosen.</i>						
•						
•						
Action Steps: <i>Based on each factor presented above, list specific action steps and deadlines to meet the objective.</i>				Date: <i>Identify dates to accomplish each action step.</i>	Person Responsible: <i>Identify the person(s) responsible for completing the action step.</i>	
Other notes:						



Whole-Group Share Out

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Whole-Group Share Out

Individually, take 2 minutes to write a response to the following:

- My biggest learning about communication after these 3 days is _____
- What excites me the most about communication planning for my state is _____



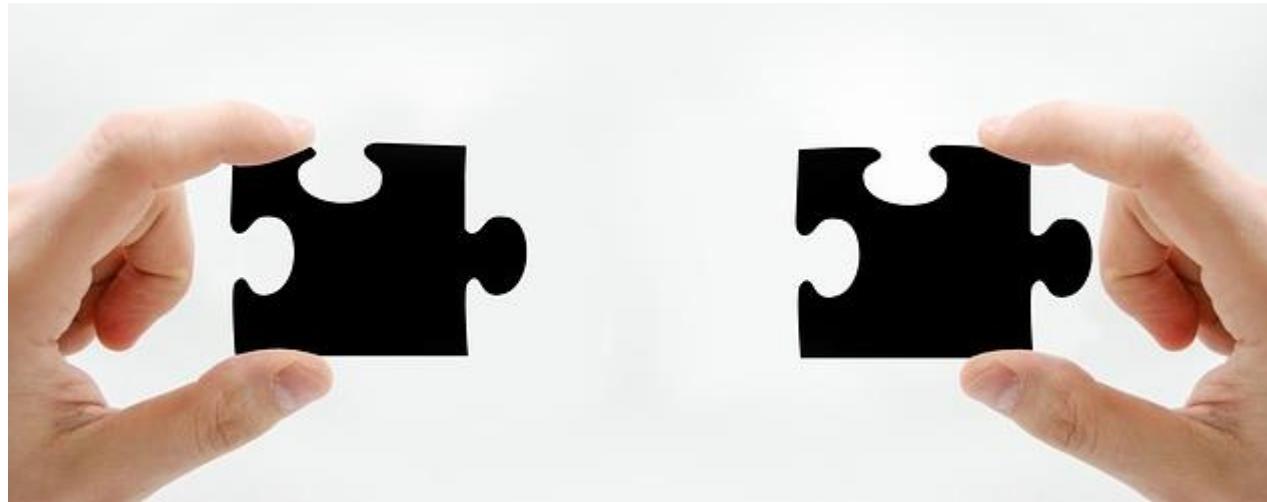
Training Wrap-Up

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What's Next? Part 3: Application

- Continue to refine your drafted plan from the face-to-face training.
- Deliver your message to a selected partner.



Part 3 Dates

Part 1: Foundations

- 2 weeks: October 9–November 5

Part 2: Planning

- 3 days: November 6–8

Part 3: Application

- 6 weeks: November 9–January 14



NRS Support and Upcoming Activities

NRS Website for Upcoming Events and Products:

<https://nrsweb.org/>

- Annual Regional Training
- Targeted Trainings
- Webinars & Tools



NRS Evaluation Form

If you started your evaluation,

1. Open your unique link from Day 1 or 2.
2. Complete Day 3 evaluation.

If you did not start the evaluation,

1. Click on this link to start: <https://bit.ly/2BYxCZG>
2. It is **IMPORTANT** that you save the unique link provided so that you can complete the evaluation from where you left off.





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THANK YOU

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