POLICY AND ADVOCACY
IN LIFELONG LEARNING

Deborah Kennedy, National Coalition for Literacy
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COABE ♦ February 2020
WHAT IS ADVOCACY?

Deborah Kennedy

President
National Coalition for Literacy
Why Advocacy?

- Awareness
- Understanding
- Concern
- Support
- Action
Use an asset-focused advocacy framework.

• Adult education programs and adult learners are integral parts of their communities.

• Adult learners have strong motivation to improve their situations. They can and do develop new skills in adult education programs.

• Adult education programs contribute to the overall strength and resilience of the community.

• A community strengthens itself by supporting and promoting adult education.
Create an elevator speech using the Toastmasters model:

➢ Present your program / your learners as the solution to a problem.

➢ Tell an anecdote.

➢ Start a dialogue.

Focal Points for Advocacy

- Education programs
- Safety net programs
  - Agriculture: SNAP, Supplemental Nutrition and Safety Programs, Rural Housing Service
  - HUD: Section 8 voucher program
  - Interior: Bureau of Indian Affairs
  - HHS: Medicare, Medicaid, TANF, Indian Health Service
- Civil rights and consumer protections
  - DoJ Civil Rights Division: Housing and Civil Enforcement Section, Immigrant and Employee Rights Section, Federal Coordination and Compliance Section
  - EEOC
  - Federal Trade Commission, Bureau of Consumer Protection
NCL FEDERAL LEVEL ADVOCACY

❖ House Adult Literacy Caucus
  o Led by Rep. Yarmuth (D-KY) and Rep. Roe (R-TN)

❖ Visits with Hill staff to provide information on the effects of existing and pending legislation on adults with low levels of literacy, numeracy, and digital skill
  o Most recent: Visit with Rep. Clyburn’s staff about Digital Equity Act

❖ Provision of and attendance at Hill briefings
  o Most recent: Digital Skills and the American Workforce briefing (NSC)
Federal funding for adult education is particularly significant if it can help increase state funding.

State-level advocacy helps to determine federal allocation to states and state match.
**Strategic Priority: Census 2020**

Help adult education practitioners and learners understand the importance of participation in the census.

Advocate to ensure a fair and accurate count to benefit learners and their families.

**Why is the Census important? It determines**

- How many congressional seats are allocated
- How more than $800 million federal funds are distributed
- How much funding supports education, healthcare, housing, transportation, and more
STRAIGHTIC PRIORITY: CENSUS 2020

Government-Focused Advocacy
• Partnership with Census Counts (censuscounts.org)
• Submitted comments and signed on to amicus briefs filed in legal cases on the citizenship question
• Communication with Hill staff about Census-related concerns

https://national-coalition-literacy.org/research/the-2020-census/
**Strategic Priority: Census 2020**

Field-Focused Advocacy: Pledge To Be Counted! Campaign
- Informational webinars, conference presentations, and blog posts
- Census-focused lesson plans and teaching materials
- Online resource list

https://national-coalition-literacy.org/research/the-2020-census/
ADVOCACY FOR ADULT LITERACY

Michele Diecuch
Senior Director of Programs
ProLiteracy
Mission:
Changing lives and communities through the power of adult literacy
Our Reach:

1,000 member programs in U.S.
30 partners in 25 countries
5,000 publishing customers
1,000,000 learners
How ProLiteracy is advancing adult literacy

- Increase efficiency & effectiveness of programs
- Increase awareness & funding
- Increase access for adults in need
1,000 member programs in 50 states and D.C.

- 40% publicly funded
- 60% private-sector funding

Wide range in annual budget size
  - Average is $250,000
Advocacy: Federal and State Funding

• National Coalition for Literacy
• Congressional visits
• Legislative alerts
• Submit public comments
• Sign-on letters to support legislation
Advocacy: Public Funding

- Media placement
- Advocacy tools for local programs
- Annual Member Statistical Report
- White Papers
New PIAAC State & County Data

- To be released in March 2020
- Available via interactive map with ACS data
- ProLiteracy developing toolkit to help programs use data at local and state levels
ADVOCACY FOR FAMILY LITERACY

Tracy Teater
Senior Director of Education
National Center for Families Learning
NCFL works to eradicate poverty through education solutions for families. Engaging multiple generations together has been a fundamental and distinguishing aspect of our work, because we know this holistic approach creates a stronger impact and greater success for families.
About NCFL

- Pioneer of Family Literacy
- Leaders in Family Learning
- Expertise in adult, child, and family literacy and learning
- Digital assets and custom professional development applicable in program settings
What We Do

PROFESSIONAL DEVELOPMENT
- Training and resources to support professionals and practitioners of family learning
- In-person training
- Webinars/digital resources
- Online courses
- Research and evaluation

MODEL PROGRAMMING
- Place-based instruction of varying length and intensity, centered around NCFL’s four-component model
- Family Literacy programming
- Family Learning programming
- Family Engagement

COMMUNITY DEVELOPMENT
- Recruitment and activation of local partners and organizations, working collectively to build comprehensive family learning systems
- Family Service Learning
- Policy and advocacy
- Community-wide initiatives
What is Family Literacy?

1. Adult Education
2. Children’s Education
3. Parent and Child Together (PACT) Time
4. Parent Time

*Family Service Learning

Intensity of solution matches intensity of challenge
Allowable expense in 19 pieces of legislation

- ESSA- Federal SFEC Grants
- WIOA
- FACE
- LEARN
Those Closest to the Problem can Best Inform the Solution
Local Strategies

- Focus on community and involve community in all aspects of local strategy - parents are in the center
- Provide opportunities for parents to develop and use leadership skills
- Leverage resources through coalition building with shared indicators of equity
• Six-step process for developing and implementing a project to benefit the community

Intergenerational approach to deeper engagement

• Focus on civic engagement

• Deliberate connection to social capital

• Integrate technology and contextualize learning across the program
Future Focus

- Where are there intersections between families, children, community, and economic prosperity?
  
  Juvenile Justice
  Social Safety Net
  Housing
  Labor
  Agriculture
CURRENT ADVOCACY OPPORTUNITIES

Judy Mortrude
Senior Technical Advisor
World Education
• WIOA Title II – Adult Ed state grants $15m increase
• WIOA Title I – $30m increase (Youth $10m increase; Adult $11m increase; Dislocated Worker $9m increase)
• CTE state grants - $20m increase
• Pell – max award increased $150 to $6,345
• DOL Strengthening Community College Training Grants $40m
• Child Care and Development Block Grant (CCDBG) - $550m increase to $5.8b
• Census received full amount for conducting 2020 Census
• Library Services and Technology Act $6.2m
DIGITAL EQUITY ACT OF 2019

• Now included in broader House bill 1.29.2020 hearing
• Defines Digital Equity and Digital Inclusion
• Establishes grant funding to ‘community anchors’ including schools, libraries
• Includes state adult education director in decision making
• NSC February 5th Hill Briefing on Digital Literacy
PERKINS V – 2020 PLANS

• “Low-income adults” added to special populations
• Career Pathway and Program of Study defined
• Recognized Postsecondary Credential defined
• State plan, local needs assessment, local application
• Accountability at postsecondary level – WIOA like
WIOA 2020 & BEYOND!

- State plans “updates” are due in March 2020
- WIOA reauthorization conversations brewing – lots of talk on ‘future of work’ and digital displacement and need for digitally resilient workforce
IMMIGRANT INTEGRATION

• CA requiring ‘immigrant integration’ metrics within state adult education funding
• ALLIES – allies4innovation.org
• New Deal for New Americans
• Farm Workforce Modernization Act
• Dreamer Update – SCOTUS ruling by June
Pre-apprenticeship

- OCTAE initiative (Luminary Labs) on pre-apprenticeship
- Work to define HIGH QUALITY pre-apprenticeship within the Industry Recognized Apprenticeship (IRAP) system promoted by this administration
Higher Education Act - Ability to Benefit

- March 2019 US ED convening on ATB
- February 11 ATB State Defined Plan webinar
- April 2020 COABE presentation – Erin Berg, ED
- Commitment to capacity building through conference presentations
- State Plan Options submitted: WA, WI, IA, others?
- Possible toolkit?
CO-ENROLLMENT

WIOA Co-Enrollment Cohort - Lessons Learned

Virtual
Wednesday, July 18, 2018
2:00 PM – 3:30 PM ET

The U.S. Department of Labor’s Employment and Training Administration, the U.S. Department of Education’s Office of Career, Technical, and Adult Education, and the Office of Special Education and Rehabilitative Services, Rehabilitation Services Administration collaborated to form a State Cohort on Co-enrollment among Workforce Innovation and Opportunity Act (WIOA) and partner programs.

View Recording
THANK YOU!

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