

# POLICY AND ADVOCACY

## *IN LIFELONG LEARNING*

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Deborah Kennedy, *National Coalition for Literacy*

Michele Diecuch, *ProLiteracy*

Tracy Teater, *National Center for Families Learning*

Judy Mortrude, *World Education, Inc.*

# WHAT IS ADVOCACY?

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**Deborah Kennedy**

President  
National Coalition for Literacy



# WHY ADVOCACY?

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- Awareness
- Understanding
- Concern
- Support
- Action



# HOW TO ADVOCATE?

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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.



# HOW TO ADVOCATE?

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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.

Clapp, Christine. (2015, August). Elevator speech. *Toastmaster Magazine*. Retrieved from <https://www.toastmasters.org/Magazine/Articles/Elevator-Speech>.

# FOCAL POINTS FOR ADVOCACY

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- 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

- 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

- Most recent: Visit with Rep. Clyburn's staff about Digital Equity Act

## ❖ Provision of and attendance at Hill briefings

- Most recent: Digital Skills and the American Workforce briefing (NSC)

# NCL STATE LEVEL ADVOCACY



- ❖ 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

# STRATEGIC PRIORITY: CENSUS 2020



## Government-Focused Advocacy

- Partnership with Census Counts ([censuscounts.org](https://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

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**Michele Diecuch**

Senior Director of Programs  
ProLiteracy







Mission:  
*Changing lives and  
communities through the  
power of adult literacy*





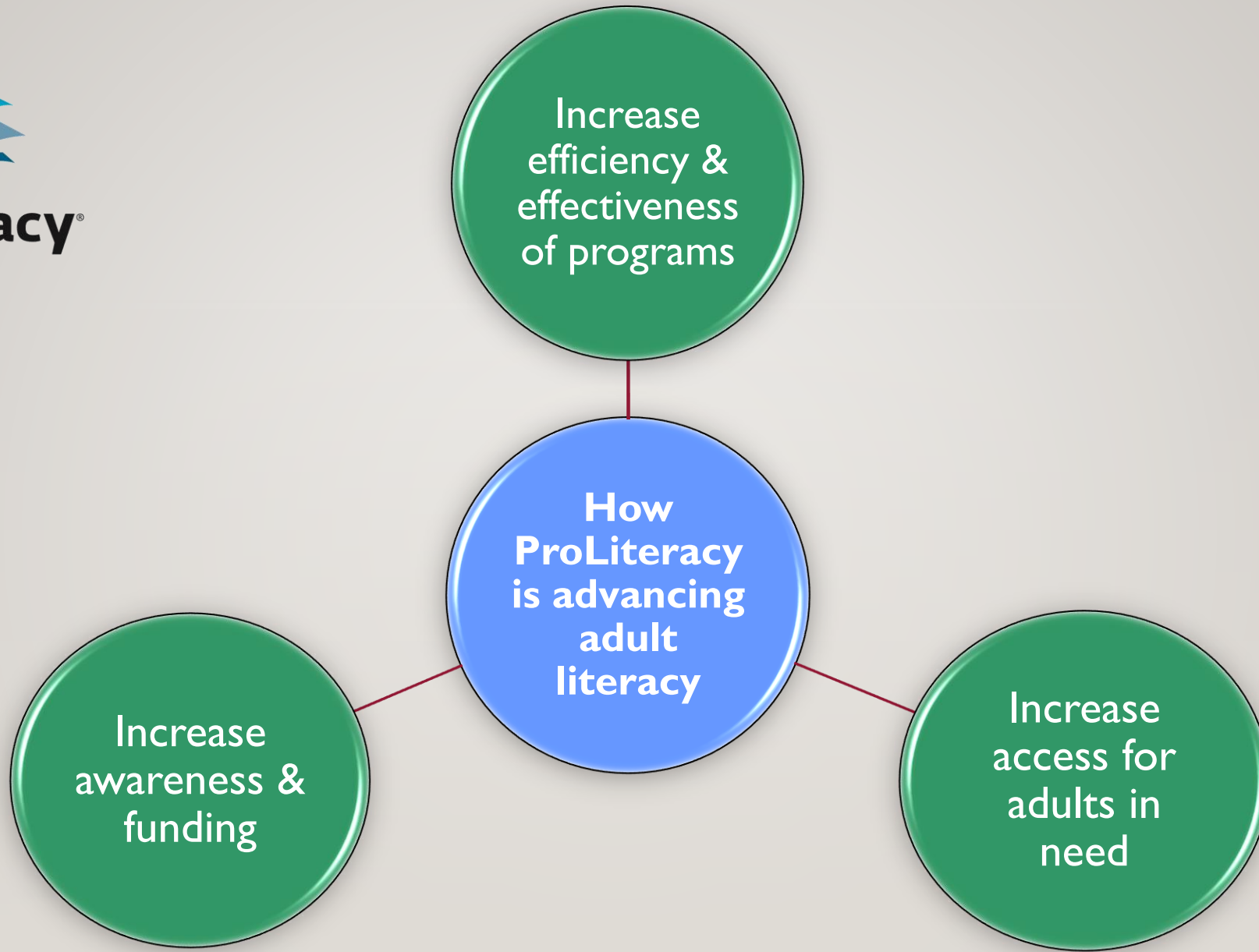
## Our Reach:

**1,000 member programs in U.S.**

**30 partners in 25 countries**

**5,000 publishing customers**

**1,000,000 learners**





# ProLiteracy Advocates for Public and Private Funding Sources



**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



JANUARY 6-14, 2020 | VOL. 68, NO. 1

# News FOR YOU

Meet the Chalkbus pp. 2-3

Go to News for You Online to answer this week's poll question: Do you support the impeachment of President Donald Trump?

NewsforYouOnline.com is part of your subscription. Use this password to access this week's front-page stories: **charges**

## Senate Trial Will Follow Trump's Impeachment

For only the third time in U.S. history, the House of Representatives has impeached a president. That means it has accused President Donald Trump of misconduct (*mis-DOH-uh-tee*) in office.

Lawmakers voted on two articles of impeachment. Those are lists of charges. The votes followed weeks of hearings. They focused on Trump's involvement with Ukraine. Almost all Democrats voted to impeach. No Republicans voted for it.

A trial in the Senate will decide if Trump is guilty of the charges. But lawmakers went home for the holidays without a date for it to begin. They

JANUARY 15-21, 2020 | VOL. 68, NO. 2

# News FOR YOU

More stories inside:

- How Many Will Respond? p. 2
- Fighting Misinformation pp. 2-3
- The Story of the 2019 Count p. 3
- Working for the Census p. 3
- A Look Ahead p. 4

Go to News for You Online to answer this week's poll question: Will you respond to the census online?

NewsforYouOnline.com is part of your subscription. Use this password to access this week's front-page stories: **data**

## Census 2020: America Is Counting on You

### VOCABULARY

#### A Guide to Census Terms

Here are some terms you may see in ads, online, or on your census form:

**apportionment** (*ah-POH-uh-n-mah-ment*) - *n.* the act of determining the number of House of Representative members for each state based on population

**confidential** (*kon-FID-EN-shuhl*) - *adj.* spoken or written in private or in secret. All census answers are confidential and are not shared with any other U.S. agency.

**decennial** (*dee-SEN-ee-uhl*) - *adj.* happening every 10 years

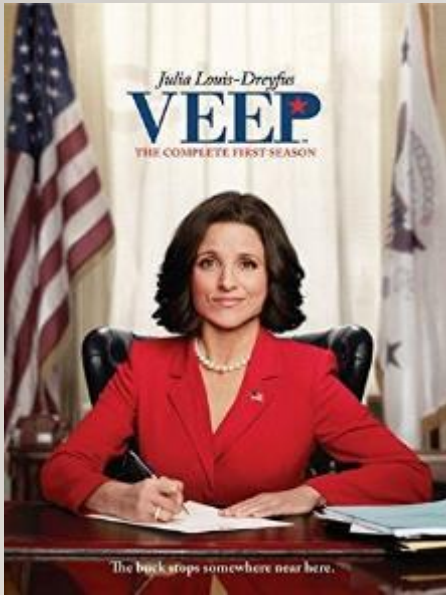
**enumerate** (*ih-NOC-muh-reej*) - *v.* to count people one at a time

**household** (*HOOS-hold*) - *n.* all of the people



# Advocacy: Public Funding

- Media placement
- Advocacy tools for local programs
- Annual Member Statistical Report
- White Papers



**If you want to help children, invest in adult literacy.**

The single greatest indicator of children's success is the literacy level of their parents.  
43% of adults with low literacy skills live in poverty.  
36 million adults in the U.S. have low literacy skills.

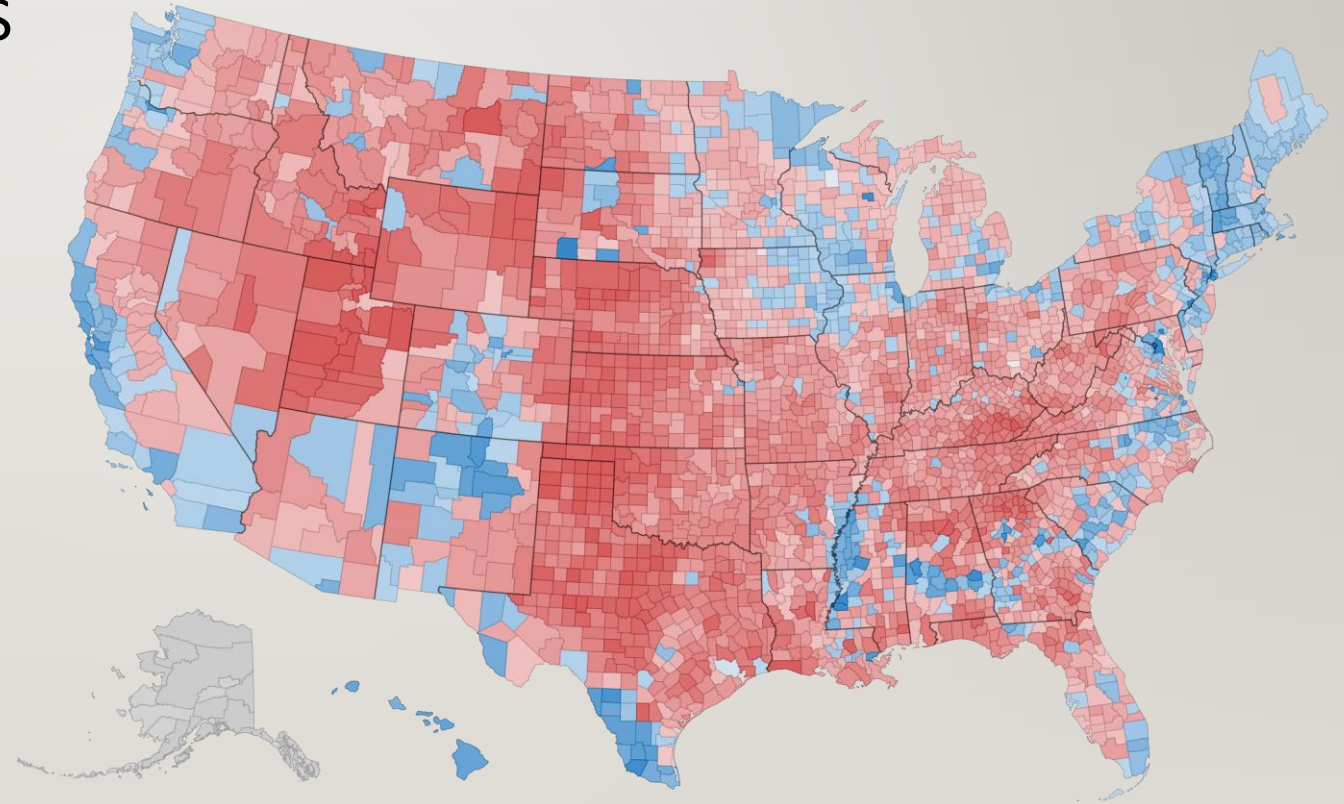
**Break the cycle of poverty: Reach a child In need—Teach an adult to read.**  
VOLUNTEER. SUPPORT. DONATE.



To learn more, or to make a donation, visit [ProLiteracy.org](http://ProLiteracy.org) or call 1.888.926.7323

# 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

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## Tracy Teater

Senior Director of Education  
National Center for Families Learning







ncfi **Mission**



**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.





- 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

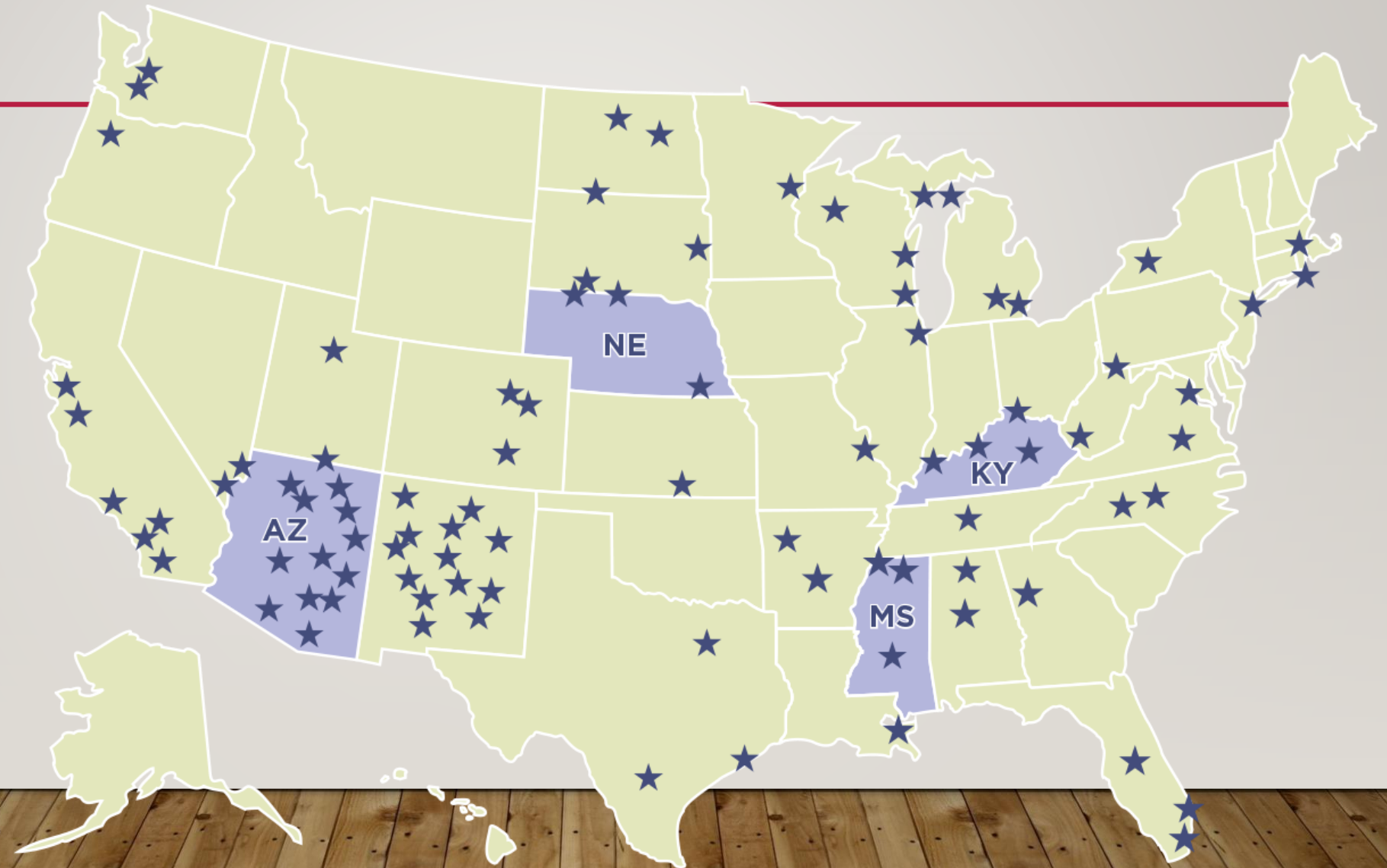




# ncfl What We Do



# ncfi NCFL Footprint



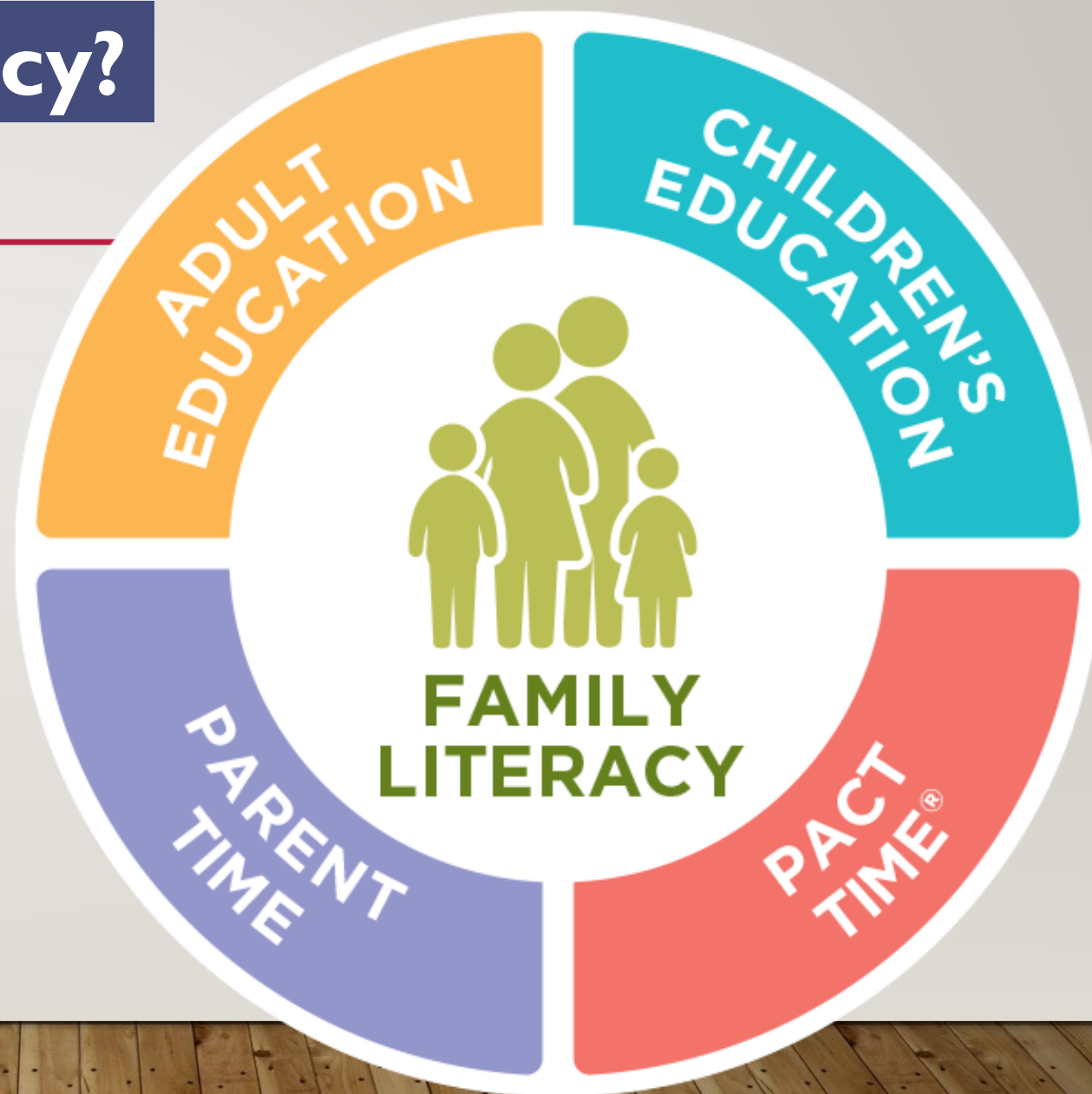


# What is Family Literacy?

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*



# ncfi National Influence



Allowable expense in 19 pieces of legislation

- ESSA- Federal SFEC Grants
- WIOA
- FACE
- LEARN

# ncfi Most Impacted



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Those Closest to the Problem can Best Inform the Solution







# Local Strategies



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- 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



# ncfi Family Service Learning

- 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





- Where are there intersections between families, children, community, and economic prosperity?

Juvenile Justice

Social Safety Net

Housing

Labor

Agriculture





# CURRENT ADVOCACY OPPORTUNITIES

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**Judy Mortrude**

Senior Technical Advisor  
World Education



# APPROPRIATIONS HIGHLIGHTS

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- 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

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- 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 5<sup>th</sup> Hill Briefing on Digital Literacy



# PERKINS V – 2020 PLANS

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- “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

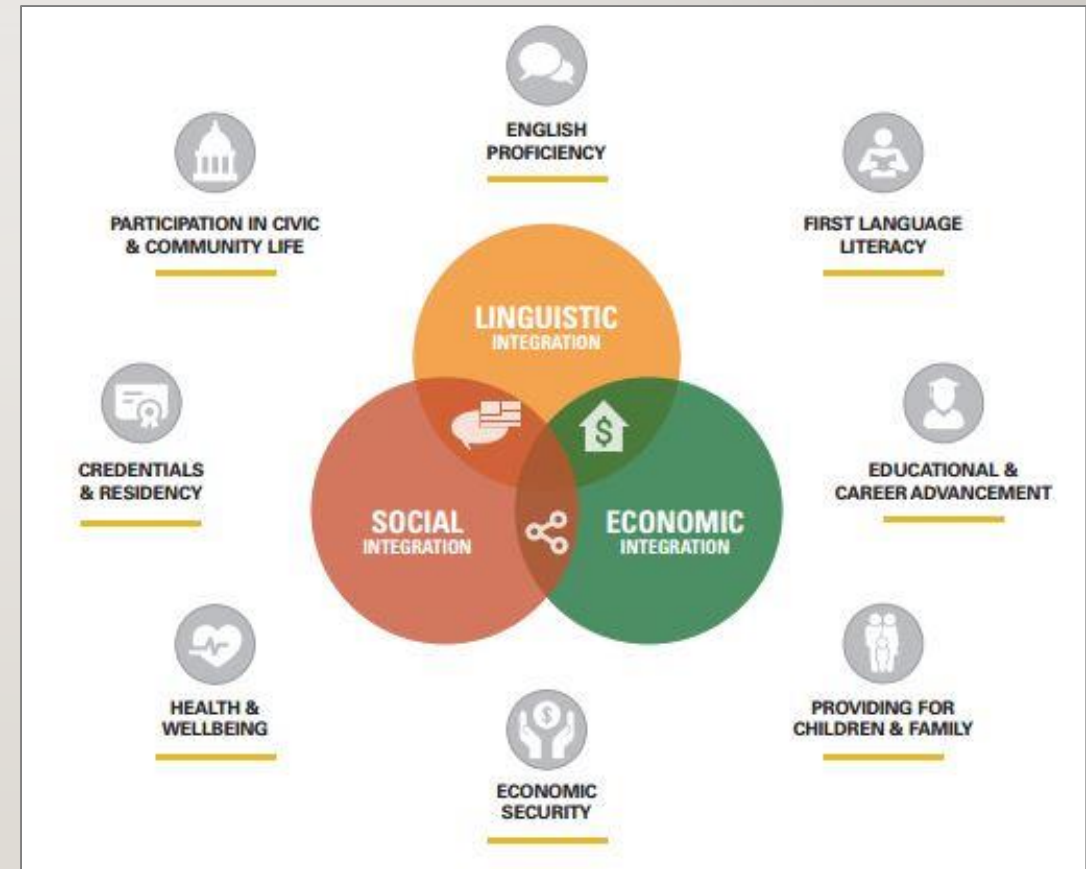
# WIOA 2020 & BEYOND!

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- 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](http://allies4innovation.org)
- New Deal for New Americans
- Farm Workforce Modernization Act
- Dreamer Update – SCOTUS ruling by June





# PRE-APPRENTICESHIP

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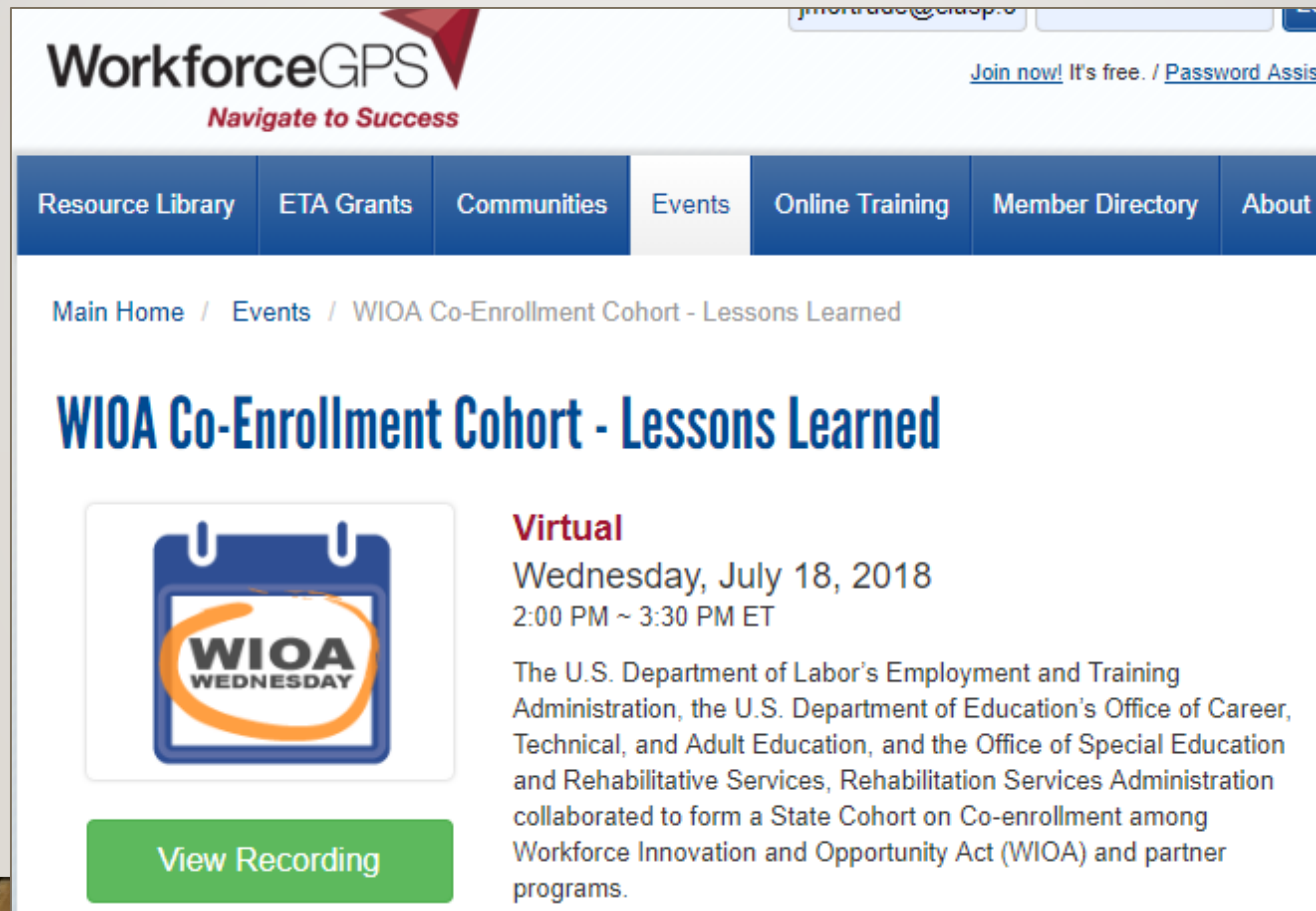
- OCTAE initiative (Luminary Labs) on pre-apprenticeship
- Work to define HIGH QUALITY pre-apprenticeship within the Industry Recognized Apprenticeship (IRAP) system promoted by this administration

# HIGHER EDUCATION ACT - ABILITY TO BENEFIT

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- 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




**WorkforceGPS**  
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## 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!

- Deborah Kennedy, National Coalition for Literacy
- Michele Diecuch, ProLiteracy
- Tracy Teater, National Center for Families Learning
- Judy Mortrude, World Education

[deborah.kennedy@key-words.us](mailto:deborah.kennedy@key-words.us)

[mdiecuch@proliteracy.org](mailto:mdiecuch@proliteracy.org)

[tteater@familieslearning.org](mailto:tteater@familieslearning.org)

[judy\\_Mortrude@worlded.org](mailto:judy_Mortrude@worlded.org)

