



The LARAEC Insider

Week of October 31, 2022

Vol 1 Issue 2

Lunch with LARAEC

Thursday, November 10 12:30PM - ZOOM Session

LARAEC has booked Celina Shands of Full Capacity Marketing to provide some training in recruiting and re-engaging adult students. Join us for our upcoming lunch session...

Developing Highly Effective Marketing Messages for Targeted Recruitment

When it comes to recruiting diverse adult learner populations, one size does not fit all in terms of effective outreach messaging. Recent surveys indicate that the emotional and logistical barriers of not only going back to education as a working adult, but doing so amid a post-pandemic recovery, may also be a leading cause of an adult learner's hesitancy to pursue education. How can you **break through these barriers to successfully recruit and re-engage adult learners**? Using the concept of personas, this session shares a step-by-step roadmap to developing highly effective outreach messages to use at different student touch points to motivate them to take action.

Presenter: Celina Shands, Full Capacity Marketing, Inc.



This session is offered free to adult educators. For [Information and registration](#) go to <https://laraec.org/lunchwithlaraec/>

Collaborative PD Opportunity!!



Another Look at Making Thinking Visible

Wednesday, November 16 12:30-2:30 hosted on ZOOM - Free to participants
Our Keynote speaker, Mark Church, will be coming back for more. This session is designed to go a little bit more deeply into the exploration of thinking routines that promote depth of learning and engagement. You will learn a few more thinking routines that could be useful tools and structures to add to your practice.



[For more info and registration](#)

Resource Spotlight: College Resources for Students

We have collected many of the college transitions resources that

students need and put them in one location. We know that the nature of our programs is that students enter and complete throughout the year. Students may need college help when you are not currently hosting school-wide college events. We hope this resource will help when students need something now.

The College resource page has:

- An interview with a college outreach advisor
- An interview with a college financial aid advisor
- Helpful links to CCCApply, FAFSA, and CA Dream ACT
- Resources for exploring careers
- College registration checklist
- Contacts for local colleges

Go to <https://laraec.org/college-resources/>



Motivation Zone

Inside the Mind of a Master Procrastinator

In this hilarious and insightful talk, Tim Urban gives us a new look at procrastination and encourages us to think about what we are really procrastinating on, before we run out of time.

If you need some inspiration to do that thing you have always wanted to do, watch his 14 minute video.

[TedTalk Video Link](#)

Research Shorts



Connecting you with some educational articles and studies to see how they might connect to our programs. Try on some of these *Research Shorts*, keep what fits, and return the rest.

Drivers of Persistence

Students vote with their feet. As adult educators know, enrolling students is only half the battle. It's also necessary to retain the students that come to you. These study results from the New England Persistence Project provide valuable insight into persistence strategies that had a quantitative and qualitative impact on student persistence. In short, they found that there are a few basic drivers of persistence, including:

- Sense of belonging and community
- Clarity of purpose (learning to achieve specific ends)
- Agency (Capacity to make things happen through actions)
- Competence (Building competence in key areas of lives)
- Relevance (Connected to students' lives)
- Stability

To review classroom and school-wide practices that address these areas, you can read the full findings at <https://nelrc.org/persist/drivers.html> This research shows that sometimes small moves and practices in the classroom can have a large impact on student persistence. Some teachers are already using a few of these strategies. Visit the website and pick up a new move today.

*If no one has told you today, thank you for what you do
to improve the lives of adults in Los Angeles*

Profundus Collaboratus

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