



The LARAEC Insider

Week of November 7, 2022

Vol 1 Issue 3

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/>

Resource Spotlight: Engagement and Marketing

Based on our recent staff survey, marketing and outreach to potential students was a priority area. Many of our schools are still recovering students to reach pre-pandemic levels of enrollment. Over the next two months, LARAEC will be focusing on sharing local marketing strategies that schools and staff can use to support larger district efforts. Check out the resources on the LARAEC website and explore strategies that your

school site can employ to reach communities of need in your area.

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



Marketing to Adult Students
Here are a few great articles for school leadership teams to discuss:
Ten Tips for Marketing to Adult Students: Reaching the New Normal Author: Tommy Perkins
5 Ways to Reach Adult Learners and Promote Continuing Education Programs Author: Laura Rives

From Outreach to Enrollment: Strategies to Engage Adults in Education
An Education Issue Brief from Mathematica outlines specific strategies for turning potential students into actual students. Strategies include: Tailored messaging, tech-based tools, and high-touch helpers (Gobal, Hong, & Severn, 2021). Check out the [full report](#) for specifics.



Engagement Beyond Kahoot and Pair Share!!

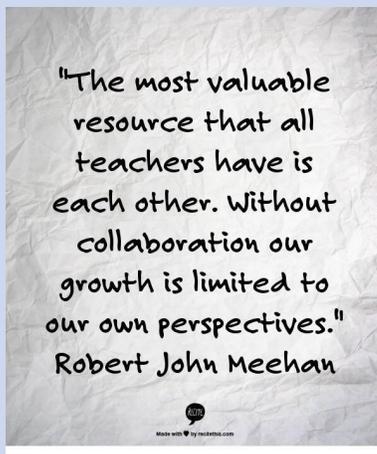


Another Look at Making Thinking Visible

Wednesday, November 16 12:30-2:30 hosted on ZOOM - Free to participants

Our conference 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. Would you like to **add more tools to your practice?** Would you like to learn **easy strategies to have students participate more?** Come to this session and learn some new research-based teaching and learning techniques that support students of all ages.

[For more info and registration](#)



Motivation Zone

Becoming a Better Teacher

Mariappan Jawaharial shares simple advice for teachers on how to increase engagement. You don't have to be loud, energetic, or more entertaining to create engagement. **Learn how to be yourself, ask the right question, and take students on a bike tour versus bus ride!**

If you need some inspiration, watch his 19 minute video. (suggestion: Listen on 1.5x speed)

[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.

The Power of Positive: Enhancing Online Student Engagement for Adult Literacy Learners

Positivity makes a difference. As you probably know from your classroom, students are more likely to engage and persist in a positive, supportive environment. Ellen Beattie from the Center for Intentional Learning explores the science behind how emotions can be evoked and environments crafted to maximize student engagement. This idea of infusing practical psychological principles and the purposeful use of positive emotions in an online setting is examined from three distinct perspectives: creating a positive culture, facilitation, and academic content. The research includes practical ideas that instructors can incorporate easily into classroom structure and processes.

You can find the full journal article on our *Research Shorts* [page here](#).

If you got this newsletter as a forward and would like to have it sent to your email directly, you can register by clicking the button below!

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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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