

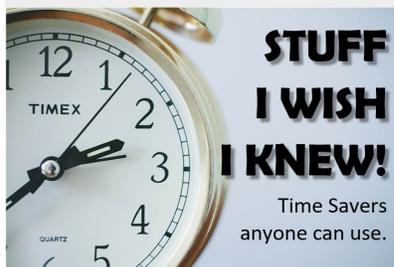


# The LARAEC Insider

Week of November 28, 2022

Vol 1 Issue 5

## Lunch With LARAEC



### Stuff I Wish I Knew: Calendly and Google Voice

Thursday, December 1, 12:30-1:30 hosted on ZOOM - Free to participants

Grab your lunch and join Justin and Michele for another Lunch with LARAEC zoomcast. They'll be welcoming back advisor extraordinaire, **Samantha Ross**, with her feature, *Stuff I Wish I Knew*. Samantha will be discussing **practical tips, tidbits, tools, and timesavers** that administrators, instructors, and staff can use immediately! In this week's episode, she'll be talking about **Calendly, GoogleVoice**, and other resources that support work with students!

For registration and the zoom link go to

<https://laraec.org/lunchwithlaraec/>

## Lunch with LARAEC - MARKETING Mania!

LARAEC will be continuing its adult education marketing series with two more sessions.

To register and get the zoom link visit <https://laraec.org/lunchwithlaraec/>



Developing Highly Effective Marketing Messages for Targeted Recruitment  
Recorded November 2022

If you missed it...you can watch the recording of our highly praised session with marketing expert Celina Shands. She provided an excellent

training on first steps schools and teachers can take when creating local marketing campaigns. **Learn ways you can break through student barriers to successfully recruit and re-engage adult learners.**

### **School Website Essentials: Attracting and Converting Potential Students** Thursday, December 8 12:30 -1:30PM

LARAEC student surveys indicated that word-of-mouth and **school websites are the top two ways students find out about our adult programs.** Only a small fraction come through major marketing, television, and radio. When potential students arrive at our website, **do we have what they need to convert them into a new student?** What are the essential items we need on our school webpages? How do we make our sites easy for potential students to find what they need and more importantly connect with us? Marketing doesn't work unless we have clear ways to connect with students. **At this session we will explore ideas for making school websites work for us.**

Presenters: Pierre Giammattei and Josh Borja

### **Leveraging Social Media to Increase Enrollment and Engagement** Thursday, December 15 1:30 -2:30 PM

Social media platforms can provide a great avenue for outreach and student engagement. **Let's look at current and potential audiences for our social media posts.** In this session we will explore ways to utilize social media for **creating an image or brand for your school, highlighting events and programs, incorporating calls to action, and connecting potential students to the school.** If you have never used social media or are an avid user, let's talk about about how we can all use our web presence and connections to each other to highlight the value of adult education.

To register and get the zoom link visit <https://laraec.org/lunchwithlaraec/>

### **Resource Spotlight: Data, Data, Data!**

Do you want to be more **data driven**, but not sure where to start or where to go? Have you ever wondered about how students find our schools? What keeps them from reaching their goals? What support services they actually access? What types of professional development training teachers really want?

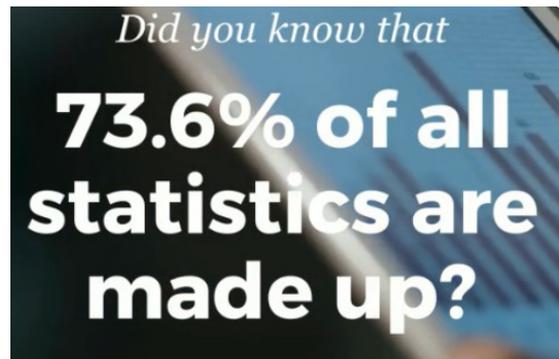
Then visit the LARAEC Data & FAQs for Staff page on the LARAEC website! There, you'll find the **LAREAC student and staff survey summary results** and the LARAEC Data Binder. Also,

on the Data page you can find a link to the **Adult Education Pipeline** which hosts consortium and district **data from across California.** If you want to know how our consortium compares to others or how our



programs have changed from year to year, you have all the data you need at your finger tips. Impress your friends and dazzle your colleagues with real data!

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



## Motivation Zone



### *Overcoming Obstacles and Reaching Self-Fulfillment*

When you encounter an obstacle have you ever thought.... *Why is this happening to me?...I don't deserve this!...I should not be going through this!...This isn't fair!*

Bryan Humphrey provides a great talk that looks at **reframing our relationship to obstacles**.

To watch this video [click here](#)

## 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.



### Integrating Digital Literacy Into English Language Instruction

LINCS, a U.S. Department of education initiative to expand evidence-based practices in the field of adult education, released an issue brief with strategies for **integrating digital literacy into ESL classes**. This brief discusses the importance and of digital literacy in **helping**

**students function and meaningfully participate in our increasingly technology-driven culture**. Areas of focus include:

- Basic operation of devices
- Using technology to communicate (Speaking, listening, and writing)
- Discerning content (content, ads, navigation, vocabulary)

- Evaluating Information (inform, persuade, demonstrate, mislead)
- Locating information (search, scan, select, perspectives)
- Problem-solving in technology rich environments
- Administrative support

The full brief includes **activity suggestions for classroom teachers**.

Find out some strategies in the full journal article on our *Research Shorts* [page here](#).

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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!

Get The LARAEC Insider



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

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*Profundus Collaboratus*

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