



The LARAEC Insider

Week of February 27, 2023

Vol 1 Issue 15

Register for the LARAEC Edge!

Teachers!

The LARAEC Edge is only a **week away!** Register and bring your class to LARAEC's virtual college and career resource fair, and you'll be eligible to win awesome LARAEC prizes for your classroom. **Give yourself a chance to win a set of classroom whiteboards, classroom timers, motivational mini-posters, classroom journals, bulletin board supplies, a magnetic KWL chart, pocket charts and more!**



Not only will you and your students hear from experts from throughout our member districts, you'll help them learn about and prepare for What's Next!

Sign up now at <https://laraec.org/conference/> While you're there, check out conference information and download our teacher toolkit for great lesson plans and ideas on how to engage with the conference! Also, take a moment to check out our new student portal, **WHATSNEXT.LA**

See you on **Wednesday, March 8th from 6:00pm to 9:00pm and Thursday, March 9th from 9:00am to 1:00pm!** The LARAEC Edge virtual college and career resource fair is coming to your classroom!

Coming soon to Lunch with LARAEC

Project Based Learning

Thursday, March 16, 2023

12:30 - 1:30 PM FREE!

On ZOOM



Kristi Reyes
Mira Costa College, OTAN SME, and CALPRO
Facilitator

Projects that integrate technology are a powerful way to give students real-world work preparation. Students can build their knowledge in many topics while developing oral and written communication skills. Carefully-planned projects address standards, have students develop critical soft skills, give them a sense of empowerment, and not to mention build tech skills. Attend to learn about projects you can use next week in your class.

For registration and zoom link, go to to <https://laraec.org/lunchwithLARAEC/>

Super Six Survival Sites for Teaching and Learning

Thursday, March 23, 2023

12:30 PM-1:30pm FREE! On ZOOM

Presenters: *LARAEC Remote Learning Team*

Devon Werble (LACCD), Barry Bakin (LAUSD), Anthony DeLorenzo (MUSD), Judy Beres (LAUSD), Katherine Davis (MUSD), Norma Trejo (MUSD), and Robert Yorgason (LAUSD)



This session will share the Top 6 Survival Sites that have been “tested and approved” by educators across the LARAEC Consortium to add to your toolkit. The session will include a deep dive into these top sites that will help take your teaching and your students’ learning to the next level. During this session educators will have the chance to see a brief overview for all six sites that have been identified as great tools. Attendees will then have the opportunity to choose the tool they would like to explore on a deeper level and utilize one of them for a lesson, activity, or assignment.

Grab your lunch and join Justin and Michele for another Lunch with LARAEC zoomcast.

For registration and the zoom link go to <https://laraec.org/lunchwithlaraec/>

All Lunch with LARAEC sessions are recorded and are available for viewing at [Lunch with LARAEC](https://laraec.org/lunchwithlaraec/) go to <https://laraec.org/lunchwithlaraec/>

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.



Marketing on a Budget



In the spring of 2022, LARAEC surveyed over 6000 member-district students. 25% of them indicated that they learned about their class or program through the school website or social media. This means that about one out of every four students that walks into your classroom, counseling office, or registration office is

probably there as a byproduct of having seen your school online or through Facebook, Twitter, or other social media. If this is true, then how does a school with little or no budget for marketing compete for students?

Tight Budgets Can Be A Blessing

In his article, *Marketing on a Shoestring Budget*, Bart Caylor of Caylor Solutions, lays out some fundamentals around marketing with limited assets that he compares to driving that beater car you had when you were young: It can get you there as long as it has the right fuel. Some of his recommendations:

Don't pay someone to create your content take an inventory of the content assets you probably already have. That includes recorded seminars and lectures, audio and lighting equipment, research and articles created by staff, student testimonials, past infographics, flyers, and blog posts. From this, you can repurpose this content for marketing and save a significant amount of money.

Robust Marketing Shouldn't Mean Complicated: a complicated plan can be overwhelming. A robust plan just means you'll cover the basics. It should include:

- Messaging: what values and opportunities do you offer?
- Personas: who is your target audience and what do they need?
- Focus groups: spend time with your target audience to understand their preferences and perspective
- Conceptualization: what layout, design, and navigation do you prefer for your virtual footprint?

Do-It-Yourself Doesn't Mean Cheap: to cut costs significantly, build your website on a management system like WordPress. Platforms like this are user friendly and simple enough to allow you to make changes to website content without calling a web master or marketing firm. This results in the ability to make more frequent changes and maintain fresher content

Outsource Work You Can't Do rely on independent contractors, consultants and content creators who freelance. In today's economy, it's easier and cheaper to find the right person for much less than hiring a marketing firm.

The full article also offers a number of tools to help you create and edit content for marketing. Though the author heads his own independent

marketing agency, the article contains a lot of practical information and ideas to help you market your school or program on a limited budget.

To read the full report, go to our [Research Shorts](#) page here.

Resource Spotlight

How do we help our struggling students feel successful?

Adult education programs often have students who have specific learning disabilities, undiagnosed learning disabilities, or students who would benefit from extra learning support. A *Science News* report (2013) suggests that as much as 10% of the population may have a learning disability and about half of US adults read below 6th grade level ([Schmidt, 2022](#)).



How do we provide support in our classrooms? What strategies and techniques can we use to help our students reach their goals in all subject areas?

CALPRO is offering a new 6-week ONLINE FREE program called *Designing Programs for Adults with Learning Disabilities*. It runs **March 20 - April 30** with synchronous sessions starting Thursday, March 30th from 1:30 - 3:00 PM. This course will provide participants with a general understanding of instructional techniques and strategies that are appropriate for adults with learning disabilities. **There is also a self-directed online course available** (same name).

ASE, ABE, and HiSET teachers this is one of those things you have been asking for. Learn some new techniques to help scaffold assignments, improve memory, and have our students feel successful as learners.

Limited space. Sign up today!

To find out more information and register go to <https://eventcalendar-user.calpro-online.org/#/Dashboard/ViewEvent/35131>

MOTIVATION ZONE!

Do you have 9.6 Minutes to give to

yourself?

Entrepreneur Magazine published a great little article on how *micro-habits* can create *macro-change*.

Transforming ourselves or our organizations is often hard, and we may get lots of push back. This article talks about the **power of starting small**. One practice is to **take 9.6 minutes out of your day and dedicate that time to a small practice or series of small practices** (morning check-in, 5 push ups, walk around the building, share quick wins, microbreaks). Start with one and build on others. The author talks about the benefits of anchoring these practices to things you already do as triggers. **Look at things you already do each day and anchor a new task to that...**like as you wait for your coffee, do stretches, before you look at your emails list your top 3 tasks of the day on a post-it note. **Eventually these small moves will have you producing bigger change.**



Why 9.6 minutes? Read the full article to find out![Click here](#)

✔ Fact Check

Did it really SNOW in Los Angeles?



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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