



# The LARAEC Insider

Week of March 27, 2023

Vol 1 Issue 17

## Grab your lunch and join us for...



Lunch with LARAEC is on hiatus through our member-districts spring breaks! We will be back on April 13!

**We have a great lineup of presenters coming soon.**

**April 13** - Our LARAEC Remote Learning Team will be presenting on accessibility tools that help engage second language learners, students with disabilities, and others that might need specialized support

**April 20** - Simplifying Language to Promote Persistence and Motivation - presented by Lee Shanis

**April 27** - Integrated Education & Training (IET) Strategies - Presented by Francisco Narciso and Los Angeles Technology Center

**May 4** - Project Based Learning in ESL and ABE - Presented by Kristi Reyes

**May 11** - Stuff I Wish I Knew with Samantha Ross

**May 18** - Onboarding Strategies with the LARAEC Counseling and Transitions Team

**May 25** - Super Six Survival Sites for Teaching and Learning - Presentation by our LARAEC Remote Learning Team

For more information and registration, go to <https://laraec.org/lunchwithLARAEC/>



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

## West Side Job Fair Coming Soon!!



### West Los Angeles College Career Center...

cordially invites you to participate in our Job and Career Fair on

**Wednesday, April 12, 2023**  
10 a.m. to 3:00 p.m.

at the WLAC Wildcats Walkway, 9000 Overland Avenue, Culver City, CA.

Our event will host numerous corporate, government, and nonprofit agencies to promote their jobs, internships, and career opportunities to our students, alumni, and the community in various fields. Register to attend, click the link: [tinyurl.com/JobFair422](https://tinyurl.com/JobFair422)

If you are an employer or an organization and would like to attend, please email us at [wlaac-careercenter@laccd.edu](mailto:wlaac-careercenter@laccd.edu)

## 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.



### Beyond Flyers and Bus Ads: Content Creation as a New Model for Marketing

This week's research short is a must read for anyone interested in increasing enrollment. Caylor Solutions created an ebook titled *25 Ideas for Great Admissions Content*. Although this article is aimed at colleges and universities, there is so much to be gained for any organization. The strategies outlined move our thinking away from billboards, traditional advertisements, and direct marketing, toward creating discoverable content, building relationships, and providing potential students with soft landings on our school websites and campuses.



This article covers 25 ideas for creating content that connects with people personally, compels them to share with others, or inspires action. Two of these ideas might be great places to start....

**Discoverable Blog Posts and Articles:** A great marketing strategy is to think of items that potential students might search for and then create an article of interest that provides both value and points to our programs.

Examples might include:

- **ESL-** What is the value of taking an ESL class versus choosing an English app? How can I accelerate my language skills throughout my day? What should I look for in a quality ESL program?
- **HSD/HSE –** Strategies for being successful with online high school programs. How can I best prepare to take the HiSET or GED?
- **CTE-** What do I look for in a great \_\_\_\_ program? What is the difference between CNA, LVN, and RN? What are some alternatives to college that lead to a good career?

**Process and Step-by-Step Checklists:** We love checklists. Think of areas that potential students may have trouble navigating or seeing the big picture. What would they search for on the internet? Create a simple printable checklist or handout that provides an easy path. You can make this checklist discoverable in searches and bring people to your website to download the tool. It provides a service and a touchpoint.

Examples might include:

- Things to do before, during, and after an interview
- College prep checklist or registration process
- How to get your cosmetologists license in California?
- What are the steps in becoming a US citizen?

The full article has sooo many great ideas for creating interesting and actionable content. **Learn about how to leverage testimonials, videos, podcasts, and more.** Learn strategies that are being used by major universities and organizations.

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

## Resource Spotlight

### **How Can I Attend and Pay for College if I'm not a Citizen of the United States?**

Understanding how to Register and pay for college can be a confusing process in the best of circumstances. If you are not a citizen of the United States, the process can be overwhelming. The Los Angeles Community College District offers help to current and prospective students via Dream Resource Centers, which are located on LACCD

campuses and provide information and resources to non-citizens and other students.

The DRCs offer a variety of services but include:

- Advising and counseling
- Immigration services
- Immigration legal services
- Financial aid information
- Dream Act information



If you are a non-citizen in need of information about registering for college and eligibility for financial aid, or if you advise students who need this information, then check out the Dream Resource Center spotlight video in the student resources section of the LARAEC website. Simply click on the “Get Help with College” tile. You’ll be able to access our conversation with Javier Carbajal-Ramos of Los Angeles Valley College’s Dream Resource Center. In the spotlight, he covers a variety of topics including the types of services the DRCs provide, how non-citizens can access resources around registering for college and financial aid, and the many ways the DRC seeks to create a safe and supportive environment for current and potential students.

To access the video, click here: <https://laraec.org/college-resources/>

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## MOTIVATION ZONE!

### Need Some Motivation?

Dr, Manny Scott talks about the difference several loving adults in his school made in changing the trajectory of his life.

While he talks about his experience in K-12 schools, I am reminded that we also get the profound opportunity to make a difference in an adult learner's life that sends ripples of change through their family and communities. Sometimes it is our small words that make all the difference.



To listen to his short (3.5 minutes) motivational talk to educators, [click here.](#)

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# What you water grows

Increased awareness and focus moves you toward what you want

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*

*Profundus Collaboratus*

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For information and questions email  
michele.stiehl@lausd.net or jmg05591@lausd.net

