



Counseling and Transitions APT

Focus on 1) Induction and orientation, 2) student engagement and support services, 3) dual enrollment, and 4) college and career pathways.

Onboarding Best Practices - The 3YP and 2023 staff surveys showed that 71% of respondents indicated that they are moderately or extremely concerned about the student onboarding process. Based on the LARAEC student survey, 16% of respondents indicated they saw a counselor during the registration process and only 14% said they had an education plan for their coursework. In SY 2023-24, LARAEC will work with the Counseling and Transitions APT in identifying best practices for goal planning, motivation, and monitoring students. LARAEC staff and the CT APT will create opportunities for sharing best practices that can be implemented in the counseling office and the classroom to increase student engagement, retention, and transition through goal planning, motivation, and targeted intervention. LARAEC staff will archive recordings, handouts, and websites so that all member-district schools can access resources.

Web-based Resource Toolkit - LARAEC consortium staff will work with APTs to identify shared resources to support students and staff in areas such as: support services (community-based and campus programs), transitions to post-secondary, adults with disabilities, curriculum and engagement, and career preparation. These activities were started during the 2020-2022 school years. After full release, APT members and LARAEC staff will conduct focus groups or survey research to identify items for the next cycle of development.

Testimonials- Based on LARAEC's 3YP discussions and research conducted as part of the website launch last year, the consortium would like to add student testimonials to the web site. The Marketing consultants indicated that an effective strategy is having potential students see themselves as students in the adult education programs. LARAEC will work with the Marketing APT and other action planning teams to identify student stories or spotlights to utilize on the website. LARAEC will add at least three testimonials, which may include the special targeted populations (see strategy 1). These testimonials may include video, picture and quote, or social media posts.

Knowledge Base - As documents and resources are created by action planning teams, previous subject matter expert groups, staff, or member-districts, LARAEC will continue to utilize areas of the website for easy access. Items for this shared knowledge base include counseling guidance, transition and admissions processes, CAEP data reminders, curriculum, calendars, and three-year and annual plans, and consortium data. Moving forward, LARAEC will add items based on staff and student surveys, CAEP and state priorities, LARAEC initiatives, and point person or board recommendations.

Outcomes:

- By June 2024, the LARAEC website will have at least 3 student testimonials added, which may include targeted special populations.
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- LARAEC staff will work with the Counseling and Transitions APT to identify best practices for goal planning, motivation and monitoring students. LARAEC staff and the CT APT will create opportunities for sharing best practices that can be implemented in the counseling office and the classroom to increase student engagement, retention, and transition through goal planning, motivation, and targeted intervention.
- By June 2024, LARAEC will host at least one event specifically addressing onboarding areas as described above.
- LARAEC staff will work with APTs to add created and new content to the toolkit.
- LARAEC staff will continue to work with the point persons and APTs to build on the knowledge base areas of the consortium website.

Marketing Collaboration and Strategies APT

This team is building off the work of the 2022-23 team, which developed three targeted flyers. They included: Spanish speakers, job seekers, and those without a high school diploma. This year, the team will continue to develop strategies and resources for faculty and staff for outreaching to communities of need. Emphasis will be on non-traditional strategies that compliment districts marketing campaigns. This APT will be tasked creating strategies for intentional outreach to identified target populations, working with LARAEC staff to develop marketing materials, and providing information/training sessions to member-districts and field personnel. Specific activities are listed below.

One-Pagers. LARAEC staff and point persons will work with the Marketing APT to design an engaging one-pager highlighting adult education as a program along with directions for more information. This one-pager can be utilized by all districts and is easily customized. This collateral material will allow for consistent and distinct branding consortium wide; provide useful material to distribute to community partners; create consistent messaging around consortium programs and offerings; and provide a resource to facilitate access to websites, phone numbers and registration information. Since word of mouth is one of our most used marketing tactics, this one-pager can also be utilized by existing students as they share about programs. This gives potential students a tangible, informational items and a call to action. This one-pager should be available in English and Spanish to start.

Materials for Special Populations. In 2023-24, the Marketing APT may create additional materials to address unique needs of returning citizens (formerly incarcerated), unhoused individuals, disconnected youth, 50+ students, high school seniors, or online only students. Unique marketing materials can highlight specific programs and support services that are attractive to these population segments and make continuing education more accessible.



Websites and Social Media - Based on the student survey, the top two ways that students find out about member-district programs are family or friends (51%) and school websites (20%). Focus area group members commented that many schools need to enhance their websites to make them more user friendly and have direct connections to services and registration. LARAEC staff and point persons will work with specialists and consultants to use the LARAEC website to connect potential students to schools through more engaging and targeted landing pages, relevant resources, calls to action, and simplified language

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Outcomes

- By December 2023, LARAEC will launch the use of the 2022-23 flyers including distribution of materials and the creation of a media and marketing hub for the LARAEC website.
 - By June 2024, a highly engaging one-pager will be created along with matching digital marketing campaign materials.
 - By June 2024, a flyer will be created for at least two additional targeted populations.
 - By June 2024, the LARAEC website will have at least 3 student testimonials added, which may include targeted special populations.
 - LARAEC staff will work with APTs to add created and new content to the toolkit.
 - LARAEC staff will continue to work with the point persons and APTs to build on the knowledge base areas of the consortium website.
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Remote Learning APT

Remote Learning Support - The LARAEC Remote Learning Action Planning Team will identify major areas for supporting remote and hybrid learning and start to curate resources for each of those areas. These resources can be shared on the LARAEC website or through other accessible platforms (e.g., learning management system shell or collaborative website). APT members will outline and create opportunities for school-level staff to build their knowledge and expertise with technology tools, online resources, and remote teaching practices. APT members will work with LARAEC staff to organize and promote events, lunchtime sessions, and PD.

Information and Spotlight Sessions - LARAEC staff will continue to work with member-districts and APTs to identify resources for students. LARAEC will continue to host information sessions that provide faculty and staff with opportunities to access resources in an on-demand format. This allows for equity of access for students who might be new, absent, or not attending classes when speakers are on campus (e.g., college registration presentations, mental health, community support services).

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Outcomes:

- By June 2024, LARAEC will work with the Remote Learning APT to identify needed support and professional development and work with LARAEC staff and point persons to coordinate training or best practice sharing sessions.
 - By June 2024, the Remote Learning APT will have outlined the skills and resources needed to support online instruction in adult education. They will have begun curating resources and housing them on the LARAEC website or other collaborative platform.
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Supporting Special Populations APT

Adults with Disabilities - LARAEC staff will work with the Supporting Special Populations APT to identify strategies and resources to support students with disabilities, including learning disabilities. In SY 2023-24, the LARAEC staff and the APT will host at least one professional development session aimed to support faculty in working with students with disabilities. Support may include differentiating instruction, incorporating online resources, and sharing other pedagogical and andragogical methods.

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Outcomes

- LARAEC staff will work with the Supporting Special Populations APT to identify student topics of interest
 - By June 2024, LARAEC will host at least 1 student-focused community topic
 - By June 2024, LARAEC will host at least 1 teacher-focused professional development session supporting teachers who work with students with learning disabilities. LARAEC staff will work with the Supporting Special Populations APT to identify AWD topics
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