



NEWS FROM THE MAINE ADULT EDUCATION ASSOCIATION



January 2008 What's Inside:

Page 2

Message from the
MAEA President

Page 3 and 4

Communications Plan

Page 5

Governor's Task Force:
Maine Family Literacy
Programming Update

Page 6

Governor's Task Force,
continued
WorkReady™'s Impact

Page 7

Funded College
Transition Programs

Page 8

What is a College
Transition Program?

Page 9

Program Contacts

Page 10

MAEA Executive
Updates

A Note From the State Director

There are so many issues that could be discussed in this issue that it is difficult to choose just one. The last decade has been an exciting and challenging time for adult education, filled with change, uncertainty, growth, and a need for continued advocacy. In the last few months alone we have heard many concerns about reorganization, assessment, learner persistence, technology, learning disabilities, reading instruction, curriculum development, managed enrollment, Maine Learning Results, subsidy, and grant writing. Throughout this time adult education has also been recognized by the Legislature, the Maine Department of Education, the Compact for Higher Education, MELMAC, the Community Colleges and the University of Maine as an integral provider of educational services for the citizens of Maine.

Concern for learners and their needs is what makes adult educators special. I encourage you to continue to put learners first in your decision-making so they will always have a comfortable place to explore life-long learning. There will always be challenges, but watching our learners succeed is one of the most heartwarming and fulfilling experiences imaginable.

Over the last 25 years, I have been blessed with extraordinary opportunities to grow both personally and professionally. Not everyone is fortunate enough to have the opportunity to work in a field where people are passionate about their work. I firmly believe that adult education is integral to solving the issues facing the economy, the workforce and the future of Maine. I only hope that I have provided enough leadership to help others see the connections and opportunities that exist in a strong adult education system.

I shall miss working with you and feel blessed to have had the tremendous support and friendship you have given me for many years. It has been an honor and a privilege to have worked with you and I wish you the best for the future.

Becky

Becky will be with us until March 28, 2008. Be sure to wish her well!

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The Maine Adult Education Association is a professional organization that advocates for adult education locally, statewide, and nationally and supports its members in order to meet the educational needs of Maine's adults.

Message from President

It has been a busy time for MAEA this Fall. MAEA has continued to work on a comprehensive communication plan. (See article on pages 3 and 4 in the this newsletter). In addition MAEA has received a grant from the Nellie Mae Foundation to work on Advocacy at the local level. Mary Beth Paquette has been hired to head up this grant.

As many of you know in June of 2006 under the leadership of Patte Bowman and Otis Smith, MAEA held a strategic planning meeting. Several Goals for MAEA came out of this retreat. The MAEA board is working on these goals this year. The goals are listed below with names of people to contact if you are interested in helping.

- **Goal 1:** Develop, articulate and disseminate to all members the clarification of Roles and Responsibilities of MAEA by October 2008. (Kathi Medcalf, Sue Rojas)
- **Goal 2:** To maintain the current lobbying efforts and mobilize and build lobbying capacity within the field. (Ellen Dickens)
- **Goal 3:** Define and develop strategic partnerships that will increase MAEA's visibility, branding, effectiveness and advocacy. (Sally Daniels and Gail Senese)
- **Goal 4:** Craft a comprehensive plan to assist practitioners with staff development. (Patte Bowman) Meeting scheduled for Feb 7th for anyone interested contact Patte.
- **Goal 5:** MAEA's membership identifies the core adult education programs and services which are MAEA's mission, and the MAEA Board has a process that ensures on-going, equitable advocacy for all identified adult education core programs and services. (Look for a survey coming soon)
- **Goal 6:** Increase Adult Education Funding by 100% (Otis Smith)
- **Goal 7:** Create a uniform message that communicates the value of adult education services to stakeholders. (Zane Clement)

We are always looking for members to serve on MAEA committees. If any of these goals interest you, please contact the name associated with the goal about joining our efforts.

I would also like to publicly thank Becky Dyer for her dedication to Maine Adult Education. She has been a great friend to MAEA and we will miss her.

Sincerely,
Kathi Medcalf, President MAEA

Dear MAEA Member

Last year MAEA hired *Encompass Marketing and Design* to develop a strategic communication plan to enhance the brand of Maine Adult Education programs. In December MAEA received the 20 page document from Encompass Marketing and Design. I asked Zane Clement who has been heading up the effort for MAEA to put together a summary of the report for the field. MAEA has heard loud and clear that it needs to help individual programs get the word out about Adult Education in Maine. The full report will be posted on the MAEA website under services. But please take some time to read Zane's summary beginning on the next page. We welcome all feedback about our next steps.

Kathi Medcalf
President, MAEA

Communications Plan Summary

As the current chairman of the Communications Committee for MAEA I would like to take this time to briefly summarize the “why, who, where and what” that are next for our communication plan. My hopes for writing this piece are three-fold. The first hope is that you will want to read the whole plan. Secondly, it is my intention to convey to all readers how much effort has been and will continue to be put into the formulation of the plan to include the thoughts and concerns of all adult education practitioners throughout the State. Thirdly, I hope to express the high value placed on the plan being versatile enough to meet all aspects of communicating the value of Maine Adult Education, not only to our local communities, but also to the whole State. The plan is designed not only to market our products to consumers, but also to market our products to those who can help fund the marketing effort.

In recent years there have been new challenges that adult education practitioners have had to face. It has been comforting knowing that there are other professionals addressing these same challenges. MAEA, by speaking for all of us as one voice, has had success responding to these challenges. Though MAEA has also been proactive and has worked hard to foresee future concerns for all of us in adult education, the development of an agreed upon system of core values to market will make the task easier and the results will be more effective. This plan allows for some very important proactive work to take place.

Key opportunities up to this date for MAEA members to contribute to the concept of developing a State wide marketing effort include the following:

- Discussions surrounding consolidation
- Identification of need for communications plan
- Strategic planning event
- Summer Academy
- MAEA Conference
- Other isolated discussions held in relaxed environments

The following information was abstracted from the marketing plan developed in 2007 for MAEA by Encompass Marketing and Design of Auburn. The complete plan will be made available to Maine Adult Education programs in the coming weeks.

Communication Goals

1. Develop the brand so that Maine Adult Education programs are perceived as one “system” of education.
2. Allow for individuality at the local program level to best meet the needs of its community.
3. Create the perception among Maine residents that Maine Adult Education programs are a great value for basic adult education.



Communications Plan Summary, continued

Target Audience

1. Maine adults ages 18 – 49
2. Small business owners for self-training as well as work skills training for employees
3. Local legislators & decision makers
4. Referral agencies working with low and moderate income individuals or people seeking to expand their career choices.

Objectives

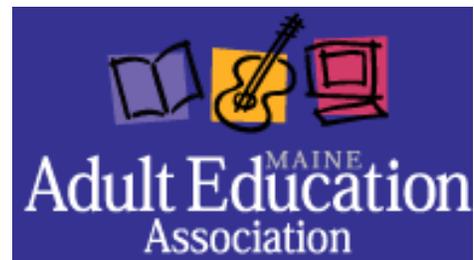
- Objective 1: Create uniformity statewide among Maine Adult Education names, core programs, descriptions and appearance by the end of 2008.
- Objective 2: Develop a web portal to unify the adult education system and provide visitors with a convenient access to educational opportunities.
- Objective 3: Develop a statewide broadcast advertising campaign to develop awareness and drive student enrollment.
- Objective 4: Create Maine Adult Education system communication tools to support branding.
- Objective 5: Implement public relations efforts during advertising promotions to support awareness.
- Objective 6: Develop Ambassadors out of students and Advisory Boards to advocate for Maine Adult Education programs.
- Objective 7: Foster relationships with non-profit organizations and local government to increase awareness and support.
- Objective 8: Generate awareness among Maine employers that Maine Adult Education is valuable workforce training resource.

The MAEA Communications Committee will be developing a timeline and budget for the next several years to implement the plan based on feedback from the field.

Respectfully,

Zane Clement

Director MSAD #61 & MSAD #72 Regional Adult and Community Ed.



Governor's Task Force on Early Childhood's "Humane Systems for Families with Young Children" & Maine Family Literacy Programming Update

There is a person who has been representing family literacy programming on this Task Force since October 2006, but family literacy programs have been losing federal funding for these programs for over two and a half years. At this time, the President has vetoed the increased 25% cut of Even Start funding that was passed by Congress for the upcoming year. The House did not have enough votes to over-ride the veto. It is not known at this time if there will be any funding for Even Start next year.

The good news is that family literacy programming has become a stand-alone part of the Early Childhood State Plan, called 'Invest in Maine Early', created by the Task Force. This plan has five domains: Family, Health, Early Care & Education, Local Community, and Statewide Community. It is hoped that this plan will be the resource used to dictate services needed and funding priorities for early childhood education in Maine. Family literacy programming is Indicator 1.4 under the Family Domain of the Invest in Maine Early document.

This plan was unveiled at the Governor's Economic Summit on Early Childhood that was held on November 29 – 30, 2007. Becky Dyer, Maine Adult Education Director, attended the summit. She has reported that the people who attended the summit spoke of the importance of a two-generation approach to early childhood, and most of the speakers referred to adult education programming as a key player.



Below are some highlights of the plan that relates to Family Literacy Programming in Maine. You can read the entire document at: <http://govsummit.com>
[Where family literacy programming wants to be:](#)

Parent will:

1. Develop the literacy skills necessary to be effective workers, parent, and citizens.
2. Learn how to advocate for effective health care for their families.
3. Gain the confidence and knowledge to become partners in their child's education.
4. Engage their children in activities that will expand their language development and promote a love of learning.

Children will:

1. Develop their literacy skills and be successful learners.
2. Look forward to school with enthusiasm and attend regularly.
3. Score significantly better on developmental tests than children whose parents do not participate.
4. Receive high quality health care and adequate nutrition.
5. Graduate from high school and aspire to higher education.

Families will:

1. No longer live in poverty.
2. Access quality health care.
3. Value life-long learning and education.
4. Demonstrate the skills to be active and engaged citizens.

Governor's Task Force, continued

How to get there:

- Develop a State vision for family literacy services and the infrastructure to support the vision.
- Identify advocates for State funding for comprehensive Family Literacy programming.
- Develop a plan for geographic expansion of family literacy to serve greater numbers of families in coordination with other adult, parenting education, and early childhood providers.
- Inventory existing partnerships and available facilities by community.
- Provide training on literacy based instruction for adult learners and children.
- Agree on assessments appropriate for adult learners, early childhood, and parent education across agencies and provide training for all providers.
- Recruit key stakeholders to identify a variety of family literacy models that can be adapted at the local level.
- Develop common referral procedures.
- Develop HIPAA approved process for information sharing.

When (Timeline):

By the Spring 2008:

- Develop State vision for family literacy.
- Identify advocates for State funding.
- Inventory existing partnerships and resources.

By the Fall 2008:

- Recruit key stakeholders and identify models.
- Identify and adopt assessments that are common across programs and begin training.



Who Leads:

- Becky Dyer, State Director of Adult Education and Family Literacy – Maine DOE
- Carol Wynne, Center for Adult Learning and Literacy – UMO
- Leslie Forstadt, University of Maine Cooperative Extension and Margaret Chase Smith Policy Center
- Pam LaHaye, University of Maine Cooperative Extension, Parents Are Teachers Too
- Pam Marshall, Mainely Parents

*Respectfully submitted by Pat Hughes, MSAD #3 Adult & Community Education Director,
Representative for family literacy programming on the Early Childhood Task Force*

WorkReady™'s Impact

We graduated our second WorkReady™ class in Franklin County. One of the trainee's attended faithfully and finally, after two weeks of class, she decided to take off her coat and stay. Several years ago this young woman went through a traumatic experience and withdrew from society. Her VA counselor recommended that she enroll in the WorkReady™ Program and after those first two weeks, she decided we were ok. After that there was no stopping her. She has many skills, including medical assistant, and is an extremely bright and capable young woman who just needed WorkReady™ to give her that "push". Paul Scalzone is helping her overcome her background and I am hoping she will be employed shortly after Christmas.

Submitted by: Eileen Miazga of MSAD9 Adult Education in Franklin County



College Transition Programs

Congratulations!! Twenty-two College Transitions Programs are up and running.



Implementing the Maine College Transition Program is very exciting! MCTP is a result of the culmination of years of hard work by a unique partnership that includes the State Department of Education (which administers the program statewide); the Maine Adult Education Association; Maine Community Colleges, Universities and private colleges; the Compact for Higher Education and numerous financial supporters -- Nellie Mae Education Foundation, MELMAC Education Foundation (which continues to support these innovations), the Betterment Fund, the Lumina Foundation for Education (through the Maine Community Foundation), and state government.

The goal of the College Transition Program is to enable Maine adults, who are not academically prepared, to receive the support they need to successfully transition to college and earn a degree. College Transition is one of the five strategies advocated by the Compact for Higher Education to dramatically increase the education of Maine workers. The College Transition initiative is based on the experiences of seven local adult education programs financed by the Nellie Mae Education Foundation the last five years, and six pilot sites supported by state government.

On September 24, a kick off meeting was held at the Senator Inn, Augusta in conjunction with the MELMAC Educational Foundation Peer to Peer Learning event. Over fifty individuals representing all programs were in attendance. Feedback indicated there is a high energy level and programs are excited about being part of the Maine College Transition Program. Local programs are in full swing recruiting students, developing curriculum and coordinating activities.

Over the fall semester, Carol Wynne, professional development specialist, and I have been visiting programs, updating and clarifying information and planning professional development activities, coordinating data collection and framing the evaluation process, as well as developing partnerships with community based organizations.

Professional development will be held on February 5th and May 30th in conjunction with the Peer to Peer Learning sessions offered by the MELMAC Foundation. The annual professional development conference, Bridge to Success, is scheduled for April 10, 2008.

More information concerning the program as well as the evaluation report from the pilot project can be found at: <http://www.maine.gov/education/aded/dev/transitions.htm> or contact Larinda Meade at 207-756-8560 or MaineCollegeTransitions@gmail.com.

COLLEGE

What is a Maine College Transition Program?

Maine College Transition Programs are defined as comprehensive programs of study leading to enrollment in a post secondary institution. MCTP are offered through local adult education programs. MCTP includes career planning, case management and data collection, instruction in college preparation coursework, and the development of a peer cohort and/or/coaching system.

The Maine College Transition Program will provide high-quality, cost-effective and accessible pathways to post-secondary education for adults. Specifically, it will: (a) help adults who are studying to earn high school degrees to transition to college, (b) provide preparatory support to adults who have a high school degree but are not academically prepared to take college courses, and (c) provide counseling, mentoring and support services to enable these adults to successfully transition to college and earn degrees.

The following are characteristics of a Maine College Transition Program:



- a) A formal process for intake, assessment, orientation and graduation.
- b) Accuplacer testing either on site at an adult education program or readily accessed through post secondary partnership.
- c) A formal process for portfolio development.
- d) Collaboration with other adult education programs in the region to provide Maine College Transitions Programming.
- e) A defined data collection process, including documentation of assessment and follow up with enrolled students.
- f) A staff development component for administrators, teachers and counselors.
- g) Comprehensive curriculum includes career planning, academic preparation, college experience.
- h) Collaboration with post secondary institutions in placement testing, planning of recruitment activities, assistance with application procedures including financial aid planning and data collection for purposes of the grant. Collaborations can be formalized as MOU's.
- i) Partners with CareerCenters, Maine Educational Opportunity Centers and Maine Centers for Women, Work, and Community and other local agencies.
- j) Local marketing plan to attract adult diploma, GED candidates and non-traditional learners to the program.

A College Transition student is an individual enrolled in the program of study as defined above. It is expected that the student will be able to enroll in college after completion of the above outlined program within 12-18 months.

Submitted by Larinda Meade, Coordinator, MCTP / 207-756-8560 / MaineCollegeTransitions@gmail.com / <http://www.maine.gov/education/aded/dev/transitions.htm>

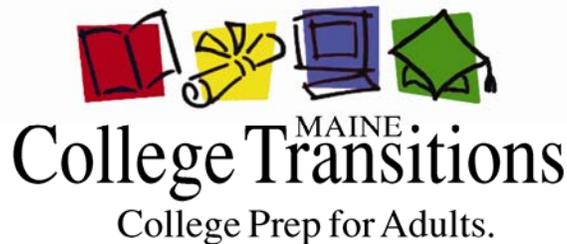
September 15, 2007 revised



Maine College Transition Programs Network

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- Program -



Updates from MAEA Executive Director Cathy Newell

Legislative: MAEA has one major bill this session.

The bill, submitted by Rep. Patsy Crockett, to increase subsidy 6% was approved by the Legislative Council, by a 9-0 vote, and has emerged as LD 2077. It will go directly to Appropriations, but it is vital that we have solid support from the Education Committee and other legislators given the extremely challenging fiscal situation. Patsy got a powerhouse list of co-sponsors including several on Appropriations.



The Study Commission on Alternative Education did spend time discussing adult education's role in serving young people with very limited resources and I have sent letters to the Education Committee reinforcing this, and providing them with information obtained by Jeanie Waite from MDOE. The EFM39 data indicates that 2129 individuals were served in the Jan-June period of 2007, in 4156 courses.

The Remedial Course Committee met once and Becky Dyer and Rob Wood represented adult education well. A written report will be forthcoming from MDOE.

The Hall of Flags event will occur on April 7. Ellen Dickens and the Public Policy Committee will work with me on this and signup information will be out soon.

The Advocacy Training grant for \$39,000 from Nellie Mae has been approved to support MAEA's efforts to build capacity primarily for local advocacy, although some of our legislative efforts are rolled into this. Our need to build local support for adult education has never been greater and MAEA is counting on programs to pitch in and become involved in this effort for 2008. Mary Beth Paquette has been hired to manage this grant and has been in touch with programs about the funded activities this winter and spring.

January Sale

We are holding a January sale for MAEA vests, with S, M, and L sizes in stock. These are excellent quality, dark gray, LLBean vests and are men's sizes, so run large. They were ordered as a promotional item for the 2006 Conference and feature the MAEA logo.

Originally priced at \$40, these are now available for \$36. Shipping is \$5 per vest. Please contact the MAEA office 875-2722 or maea@megalink.net if you would like to purchase vests for yourself or for your program.



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