



NEWS FROM THE MAINE ADULT EDUCATION ASSOCIATION



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A Message from the State Director

As what will become a critical election in our Nation's history approaches, we're hearing a lot about "a time for change." Well, it has been quite an incredible three months of change for me: new surroundings, a new job, a new system, and new opportunities and challenges. I want to thank adult educators in Maine for such a warm welcome and making my transition into the role as your new State Director a wonderful experience. It has been a pleasure getting to know each of you and to visit your programs to see the important work you are doing to help adult learners achieve their goals. Your dedication and hard work has both inspired and rejuvenated me. I am honored to be leading the field into the future to build on what is already a high-quality system of adult education.

However, let me be frank - as a nation AND as a state, we are facing challenging times: the struggling economy, rising fuel costs, devastating effects to the environment, increasing unemployment, lax healthcare coverage, immigration, declining respect and competitiveness globally, war, severe budget cuts affecting access to important social and educational services, and the list goes on...

We can continue this seemingly downward spiral by complaining, avoiding solutions, and not doing anything differently OR we can rise above these challenges, turn them into opportunities, think differently about what we do and how we do it - and ultimately, have a better America than ever before. We ALL have a part to play in our Nation's recovery, even in our own little world in adult education here in Maine.

As we face these OPPORTUNITIES that lie ahead, I challenge each of you to:

1. Involve yourself and your learners in the election process.
2. Think about what you can do differently to make your program more effective given your resources (we can ALL improve upon what we do).
3. Stay current on trends, issues, research, knowledge and skills in adult education so that you and staff stay relevant with services you are providing.
4. Stay positive! The outcomes of things we face are dependent upon our attitude and the approach we take in dealing with them.

Together, we can accomplish greatness! Again, I look forward to working with you as we build upon the best system of adult education in the nation.

--Jeff Fantine

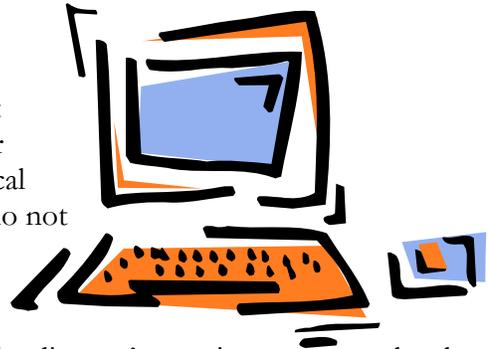
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The Maine Adult Education Association is a professional organization that advocates for adult education locally, statewide, and nationally and supports its members in order to meet the educational needs of Maine's adults.

Message from the MAEA President

As my presidency comes to an end, I have been looking back over the last year and also to the future. This has been an incredible year for Adult Education in many different ways. But, with the announcement of a one million dollar cut in adult education from the Department of Education for next year, we are at a crossroads. Do we retreat into our own programs and fight for survival? Or do we reach out and start really functioning as a system to advocate for adult education as a whole and show Maine that we can help lead this state into an economic future that can be sustainable? My hope is that we choose the latter: functioning as a system, not just in word but in deed. Together we can make a difference.

I urge all programs to participate in the Web Portal project. This is the first step in showing the state we are a system. If we do not have the majority of the programs in this project we will once again be a divided system. This portal will be our key to communicating to businesses, legislators, DOE and local officials that we are one. We function as a true system and I do not believe that \$300 a year is too much to ask each program to show the state we are a strong system.



I also urge you to use the postcards that were handed out at the director's meeting to contact local and state officials about the adult education system and your program. We can no longer be the quiet program that saves the day again and again. We need to make it loud and clear that Adult Education makes a difference in this state from pre-K to college. We have the experience in successfully providing services from Family Literacy to College Transitions. As a field we have to talk about Adult Education as a comprehensive system that this state cannot without.



Maine Adult Education has some decisions to make. The Professional Development system is being redesigned, the state plan needs to be rewritten, and budget cuts will affect us all. Please take a minute and think about what you—as a member of MAEA—are willing to do to get Adult Education through this crisis and to come out the better for it. I believe this is possible and I urge you to participate fully in state initiatives, association initiatives and to think globally rather than locally for the good of the system.

Sincerely,
Kathi Medcalf
MAEA President 2007-2008



Communications Plan Update

MAEA has been working hard to fulfill the various, detailed elements of its communications plan. So where do we stand in our efforts to bring standardization to the field in the form of marketing, branding and logo usage?

Encompass Marketing & Design, LLC has been charged with the following tasks:

FINALIZE THE LOGO

(Available on the website):
DONE



Adult Education^{MAINE}
Learning for Work and Life

CREATE A TAGLINE:

"Learning for Work & Life":
DONE

DEVELOP A USAGE SHEET FOR LOGO (available on website): DONE

CREATE SAMPLE COVER TEMPLATES for program catalogs; create logo placement for programs choosing to use their own catalog design (available on website): DONE

CREATE CONSISTENT LABELS for programs areas of Adult Education: DONE

POSTCARDS (Distributed at Directors' meeting): DONE

CENTRALIZED PRINTING -- Encompass determined that we needed to know more info to obtain reasonable estimates from printers. We asked Cathy to survey the programs to ask:

Who would participate?

How many do they print and at what times of the year?

This info will give us totals and timeframes to supply to printers for estimating costs.

MAGNETIC NAME TAGS AND VINYL BANNERS: Need to determine who wants these and how many.

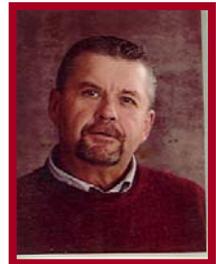
FACT SHEET: In process and should be submitted to MAEA by mid-October. Fact Sheet will allow programs to insert one column of local information and one photo.

DVD with PowerPoint & "Our Maine" segment/PSAs -- This is a ten-minute PowerPoint that programs will use with local Rotaries, etc. to inform them about the new direction for Adult Education statewide. It will include some testimonials, statistical content from the Fact Sheet, as well as logo information. The PowerPoint will be burned onto a DVD which will also hold the "Our Maine" College Transitions segment and two thirty-second PSAs. In PROCESS - Estimated completion: Mid-October

Communications Plan Update submitted by Zane Clement, Director MSAD #61 & MSAD #72 Regional Adult and Community Ed. Zane can be reached at 647.5054, or zclement@sad61.k12.me.us.

New Adult Education Directors

Auburn: Bill Luce is the new director for the Auburn School Department. His educational experience includes 22 years of teaching high school, 4 years of teaching at the college level as well as being a high school assistant principal for 9 years. He has enjoyed each and every position and looks forward to his new role in education in Maine. He is quickly learning the “lingo”, including words like: GED, CAN, CNA-M, Bulk Mailing, Enrichment Courses, etc. He counts himself lucky to be supported by a wonderful staff and dedicated instructors. The citizens of Auburn are a diverse, hardworking, and caring community and Bill looks forward to each and every challenge.



Bill Luce of Auburn

Lisbon Falls: Sara Flowers is the new director for Lisbon Adult & Community Education. She is a graduate of CMTC with an A.A. in Liberal Studies and a graduate of USM with a B.A. in English. She attended the Via Lingua Teacher Training Centre in Prague, externally moderated by Birmingham University in the U.K., and achieved a Certificate in Teaching English as a Foreign Language with merit. She has taught English in the Czech Republic, Turkey, and Finland. Stateside she worked in social services supporting adults with developmental and cognitive delays in life skills and work-readiness for six years. She taught English Literature and Composition for Adult Ed for two years before becoming director of the program. Sara is currently working on her M.S. in Adult Education at USM.

Lewiston: In the two years Eva has been with Lewiston Adult Education she has sat at most of the desks in the main office, and stood before a majority of the chalkboards in Lewiston’s classrooms! Eva came to LAE as the Community Education Coordinator in 2006 and has since served as the Prep for College Math instructor, the SAT Prep Course tutor, the Customer Service Training facilitator, the Assistant Director, and now the Director. Eva earned her Masters in Adult Education through the University of Southern Maine in 1995 and has worked on the administrative end at both the Maine College of Art and St. Joseph’s College. She has served the Windham, Gray, and Massabesic Adult and Community Education programs passionately and lives in Gray with her husband and two children.

Wiscasset: Anne Fensie became the Director of Wiscasset Adult & Community Education in August of 2008 after being the Assistant Director in Rockland. Anne coordinated the College Transition program and taught a variety of vocational and enrichment courses. Like many of us in adult education, Anne Fensie has a diverse background. Originally a performing trombonist, Anne caught the teaching bug and got her first job teaching music in a Catholic high school in Massachusetts. After receiving her Masters in Instructional Technology, she then worked as a professional developer. The decision to raise a family brought her back to her hometown of Camden. Anne is passionate about providing Mainers with the opportunity to improve their life and work situation through education. She has begun the doctoral program in higher educational leadership at UMO.



Mark Hurvitt of Vinalhaven

Vinalhaven: Mark Hurvitt is the Superintendent on Vinalhaven and the new Adult Education Director. He was a K-8 principal for eleven years: seven years in MSAD 58 (Stratton and Kingfield) and six years in Union 76 (Stonington and Deer Isle). He has also taught high school English for nine years at Berwick Academy (South Berwick) and at George Stevens Academy (Blue Hill). Mark has a BA from Bates, an MA from Virginia, and an MSED from Southern Maine. In 2007 and in 2008 Mark was the PVC coach of the year for boys tennis; his GSA Eagles also won the Eastern Main Class C Championship in both of those years.

Maine College Transition Update

We are going into our second year of the state-funded Maine College Transitions programming and success stories abound. Students from all over the state inform us that they are better prepared to succeed at college because of the College Transition programs. Built on successful programming supported by the Nellie Mae Education Foundation and a state-funded pilot program, Maine College Transitions now has comprehensive programming in every county. After the first year our major accomplishments include:



MAINE Adult Education College Transitions

- College Transitions programs across the state serving fifty percent more students than anticipated! Over 1200 students are enrolled in College Transitions programs.
- Solid infrastructure for data collection supporting student success.
- Set of marketing tools branding College Transitions as the bridge to post secondary success in Maine.

Maine College Transitions boasts:

- Solid infrastructure in place to ensure quality and consistency: Request for Proposals, Department of Education contracting, program standards, and data collection.
- Comprehensive local programs implementing best practices.
- Engaged partnerships with Maine Education Opportunities Center, Maine Centers for Women, Work and Community, Maine Department of Labor CareerCenters, Opportunity Maine, Maine Department of Education, MELMAC Education Foundation, Compact for Higher Education, and others.
- College Transitions represented on Lifelong Learning Accounts Advisory Council, Maine Employer's Initiative.
- College Transitions Advisory Council role defined.

Marketing and Outreach continues to deliver our message:

- Logo and brochures ensuring consistent branding developed and distributed statewide.
- "Our Maine" television segment developed and implemented. On air once a day for nine weeks. Continued use for trade shows and websites.
- TV and Radio PSAs developed and schedule created for statewide distribution.
- Agreement to use 1-800-322-5455 for statewide publicity.
- Presentations/exhibits/attendance at Compact for Higher Education Symposium, Human Resources conference, MAEA conference, New England Higher Education Board, and others as requested.

Continued on next page...



Maine College Transition Update, continued

Technical Assistance and Professional Development

- All programs visited for program improvement.
- E-mail and phone call contact on a regular basis to ensure program quality.
- Consistent quality professional development offerings in a variety of delivery modes including: the Annual Conference Bridges to Success, workshops at the MAEA Conference, MAEMIS and data collection, and a strand at the Summer Academy.
- Collaboration with MELMAC Education Foundation Peer Learning events: 60 registrants at each session. Topics included “Models of College Transition Programs”, “Counseling in College Transitions Programs” and “Integrating Career Awareness in the Adult Basic Education/English as a Second Language and College Transitions Classroom.”

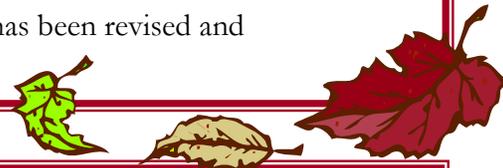


Curriculum

- Focus of the annual Bridges to Success conference designed to support a seamless transition to post secondary education.
- Posted on the Department of Education website for program use.
- Builds on/coordinates course outlines and curriculum designed for college success.

Data and Evaluation

- Using the Logic Model to document the implementation of College Transitions, the first year will focus on two questions: Based on data collected from local programs, what is the demographic picture of Maine College Transitions Program? What are the common characteristics across the state? What are the unique characteristics? And what elements of established best practices are in place or have emerged?
- Pre and post testing of College Transitions participants to measure student attitudes implemented using Survey Monkey.
- Program quality indicators are in draft form to ensure program quality and to develop a program self evaluation tool.
- Maine Adult Education Management Information System has been revised and implemented to ensure consistent quality data collection.



College Transition on “OUR MAINE”

Many of you have seen the “Our Maine” segment produced by WPME which ran for nine weeks— once a day on WPME or WPXT starting in late May and ending in late July. **The four-minute segment can be used on your website or for use at trade shows and talks. It CANNOT be re-broadcast under any circumstances. This prohibition includes your local access TV channels.**

Television Public Service Announcements (PSA’s) have been produced and are ready to go! The PSA’s will be distributed statewide to broadcast television stations and major cable outlets. We can provide you with a copy of the PSA’s that can be used on websites, for presentations or to be submitted public/government/education access channels. The segment and the Public Service Announcements can be downloaded for your use through this link: http://67.132.16.26/Maine_Adult_Ed_060408.html Encompass Marketing is available to assist in the distribution of the PSA’s to public access stations and can arrange to have copies made for website use or presentations. Please contact Will at Encompass Marketing, 755-9445 ext. 101 or email will@encompassmarketing.com. Larinda Meade has a few copies of the DVD. If you need a DVD, please contact her at MaineCollegeTransitions@gmail.com

News from Cathy Newell, MAEA Executive Director...

For October I will be working reduced hours (15 instead of 20 per week) to allow for fulfilling my role as Oxford County Democratic Chair. Judy Green is picking up our grant writing for the portal and Pam Cahill, Larinda Meade and our committee chairs are being very helpful. The following is a summary of my activities over the summer.

Meetings: I attended the Summer Academy in Waterville from June 24-27; Executive Committee with Commissioner Gendron, on July 23; Higher Education Symposium on August 7; the Cianbro Grand Opening on Aug. 15; the MAEA Board meeting and the New England Advocacy training in Lowell on August 28 and Sept. 26.

Legislative: The major event of the summer was our meeting with Commissioner Gendron on July 23rd. This provided an excellent opportunity to lay out our legislative priorities including an increase in subsidy, the funding of three additional College Transitions sites, and possibly a change in the 16-20 funding use at the local level. We will be submitting bills as needed on these priorities but hope at least some are included in the MDOE budget. There was discussion of adult education representation on several MDOE and legislative initiatives including the Stakeholders Group dealing with graduation requirements (we ended up not being at this table however Steve Pound is chairing in his Cianbro capacity and Howe, Cahill & Co. attends).

The Hall of Flags for 2009 has been booked for Wednesday, May 6, 2009.

Recently the projections for the biennial budget have worsened and the Commissioner has been asked to cut 10% across the board. The impact for adult education is drastic and we must make the case that in a recession the need for adult education is increased.

Conference: The Fall Conference at Sunday River is on Oct. 16-17 and will be a critical time to plan for our agenda for the coming year, to educate staff, to learn more about how to implement our wonderful new web portal, and to reflect on our commitment to Maine's adult learners with our colleagues. Please make the effort to attend and to send members of your staff. To view the excellent array of workshops and speakers, go to www.maineadulted.org.

News flash: The 2009 Conference will be held the 3rd week in June at Colby College. This was a unanimous vote of the Board and the cost for programs will be much less than our traditional fall conference. Zane Clement is looking for a conference committee to plan the event.

Professional Development: The Summer Academy payments are estimated to net a profit of over \$6000. Feedback forms were very positive – no real complaints and lots of praise. Ellen Dickens, Carrie Castonguay, Janet Smith, Brenda Gagne and I attended the 2-day New England Advocacy training with teams from the other NE states on Aug. 28 and September 26. We will be able to apply for a second grant from Nellie Mae as a result of attending the training.

Advocacy Grant: We have completed the 2007-2008 Advocacy grant from Nellie Mae which helped pay for postcards, templates for Adult Education Factsheets, and the DVDs containing a Powerpoint and our TV ads. The balance of the grant is being applied to development costs for the portal. The template and DVD items will be distributed at the Fall Conference. We will also exhibit and present at the MSMA Conference in late October.

Continued on next page...



...News from Cathy Newell, continued

Communications: Encompass is working on projects relating to the Advocacy Grant and College Transitions. An upcoming *Employment Times* profile of one of our learners who attended the final learner advocacy training is in the works.

Web Portal: We are making good progress on the commitment of programs. We have 35 committed programs, though our goal is 75. Judy Green is writing grants to foundations and we have a verbal commitment from one of them to help fund this effort. Rainstorm is working on gathering program information and Board members will follow up with programs that have not yet responded.

I cannot emphasize enough that this effort is vital to the survival of adult education in Maine. We must be able to respond as a system, rather than individual "silos". If your program has not committed please contact Kathi Medcalf or me right away. Your buy-in is \$299 for the first year hosting. If your program is able to commit the development fee and hosting (total of \$1549) it will be a huge help. Any balance created by the success of grant writing will be applied to hosting in the subsequent years for your program. Thank you to the great team players who have supported the effort with contributions of the development fee in addition to their hosting fee.

Products: There are no recent sales to report. I have done some research on magnetic name badges and have a price from a vendor in Bangor. I have requested pricing from Encompass as well. Badges will be offered to MAEA members with a small mark up for the organization. Encompass will also be providing pricing for banners with the new logo.

*I hope all your programs are having an excellent start-up! I truly appreciate the Board giving me some leave to politick and look forward to being back in the groove after Nov. 5 as we face a busy year full of challenges!
Submitted by Cathy Newell, MAEA Executive Director*



Professional Development for Certification

Nancy Ibarguen, Coordinator of the Certification Office at the Dept of Education, will accept certificates of Contact Hours as long as they meet the following:

- The event is training that is related to teaching/working with Adult Education learners.
 - Adult Education courses themselves do not qualify (at the local level, not at the university).
 - The documentation MUST include the participant's name; social security number; name of the activity; number of clock hours NOT counting registration, breaks or meals; date of the activity; signature of the instructor and of the authorizing agent (can be the director); and be printed in its original version on letterhead that includes a phone number.
 - Documentation may not be sent electronically.
 - It is fine to leave the social security number blank at the time of issue as long as the instructor writes it in him/herself prior to submitting documentation for re-certification.
 - Once a certificate is issued to a participant, there is no permanent record of that documentation, so it is imperative that the individual retain all certificates in a safe place for re-certification.
- Programs may wish to keep copies in teacher/administrator files as a back-up.

All requests must be submitted in writing with proper documentation. Questions about the certification policies should be directed to Nancy Ibarguen (624-6603).

Update submitted by Ann Marie Barter, Consultant, Maine Department of Education: 624.6780.

Maine Trucking School in a Class by Itself...

By Ted Cohen

The folks at Oxford Hills Technical School consider a feather in their cap the top rating that their Class “A” commercial-driving program has received from a nationally prominent professional-driving organization. The Professional Truck Driver Institute Inc., of Alexandria, Va., which sets the industry’s gold standard for approved truck-driver training courses, certified the program here. The program is the only such certified course in the entire New England region, an accomplishment of which Oxford Hills/Buckfield Adult Education program is very, very proud.

With the highly-coveted PTDI certification, “there is an extra level of quality built into the program,” said Jane Courcy, director of adult-education in this western Maine region. “We have to meet a lot of requirements to get that certification.” PTDI-certified courses are currently offered at only 66 schools in 28 states and Canada – meaning that Oxford Hills/Buckfield enjoys a prestige shared by a very small cadre of commercial-driving schools in North America.

Courcy said offering a certified Class “A” program gives graduates of the course a leg up when it comes to finding jobs. Employers look approvingly at prospective drivers who have had their training at a PTDI-approved school. “Our students go in to the job market with extra credentials, and they are able to say, ‘I have these extra credentials,’” Courcy explained. Since 1986, the Professional Truck Driver Institute (PTDI) “has been working with the carriers, truck-driver training schools, insurance industry, and government to make safety a #1 priority in the trucking industry,” according to the organization’s Web site. “PTDI is the first nonprofit organization to develop uniform skill performance, curriculum, and certification standards for the trucking industry and to award course certification to entry-level truck driver training courses and motor carrier driver-finishing program,” the Web site reports. “Our goals are to advance truck-driver training, proficiency, and professionalism and to put quality drivers on the roads.”

Courses seeking PTDI certification pay \$3,295 to be certified, and \$750 annually for certification confirmation, so it’s clear that programs wanting to be certified are obviously very serious about, and committed, to their missions. The certification process generally takes approximately six months before being presented to PTDI’s Certification Committee. The certification is good for five years, upon which time an establishment can reapply for review. Jerry Verrill, the sole instructor, is a veteran trucker himself. He has driven the big rigs for nearly 30 years, most recently for New England Public Warehouse out of South Paris, Maine; and for Stephens Memorial Hospital, based in Norway, Maine. “I’ve driven flat beds, dry vans, dumps, logging trucks,” said the 47-year-old Verrill. “I’ve driven cross-country, done a lot ‘slip seating,’ meaning you drive a different type of truck every night. I’ve driven all types - Peterbuilts, Freightliners, Kenworths, Macks, Internationals, Fords.” He’s driven both “cab-overs” and “conventionals.”

Verrill, who was looking for a fulfilling way to pass on his experience and skills to the next generation of professional truckers, began teaching 14 years ago as a way to help others discover what he considers one of the best ways to earn a living. Being a safe, professional, responsible driver over the course of hundreds of thousands of miles was tough enough; learning how to teach what he knew to others was even harder, though in a different way, according to Verrill. “It took me awhile to get used to teaching but now I love it,” he said. Verrill added: “I want to make sure students get what they came here for – to learn the best principles of professional driving. It’s their dime so they deserve to get the best, and we believe we provide that. I came to understand that you have to approach each student as an individual because each person is unique and has different needs.”



...Maine Trucking School, continued

Colin Micklon of Fryeburg, Maine, who just graduated from the course, said Verrill's personal attention to each student makes a course a winner. "He accommodates us and works around our schedules, which is really, really helpful because a lot of us work full-time," Micklon said. Micklon praised the school's covering all the bases, including the hours-of-service rules and the important regulations and laws of the road that promote safety-first and efficiency.

The efforts of the adult-ed program in this part of Maine to maintain a standard of driver-training excellence comes at a time when government statistics reveal a growing shortage of trucking-industry jobs. "The truck industry in the U.S. is experiencing a national shortage of truck drivers that has become a limiting factor in the operations of many companies," according to Global Insight, Inc., (GII) which did a report [*U.S. Truck Driver Shortage: Analysis & Forecast*] - on the topic for the American Trucking Association. "Demographic trends will turn against the industry over the next 10 years," Global Insight reported. "The size of the white male population of ages 35-54 – a demographic group that currently provides over half of all truck drivers – will decline by over 3 million persons by 2014."

Over the next 10 years, economic growth will give rise to a need for a 2.2% average annual increase in the number of long-haul, heavy-duty truck drivers, or an additional 320,000 jobs overall, Global Insight said in its May 2005 study. "At least another 219,000 new truck drivers must be found to replace drivers currently of ages 55 and older who will retire over the next 10 years and to replace those in younger groups who will leave the occupation."

Combining these two figures gives total expansion and replacement hiring needs of 539,000, or an average of about 54,000 per year, according to GII. "However, this is a net figure. It reflects the hiring of new truck drivers to offset drivers exiting the occupation only on a net basis, and it does not include the substantial amount of hiring that trucking companies must do each year as a result of job switching ("churning") within the industry." (Global Insight is based in Waltham, Massachusetts.)

Oxford Hills/Buckfield feels well-positioned to do its part helping train qualified drivers to fill the growing shortage of professionals behind the wheel. Besides the required 109 hours of classroom and lab work the school offers 46 hours of behind-the-wheel instruction. Oxford Hills/Buckfield uses two 1996 Volvo tractors - with sleepers, which is also very unusual in terms of trucking schools. Many schools use "day cabs," meaning drivers don't get acclimated to driving sleeper-equipped rigs without being able to "peek" over their right shoulder through the window.

The Volvos are powered by Cummings engines with 9-speed and 13-speed transmissions, respectively. Each tractor pulls a 45-foot Great Dane trailer. The school also has a 1970 Heil tanker that students take out on the road. Again, very unusual – few schools are equipped with tankers.

For more information on Oxford Hills/Buckfield Adult Ed's commercial truck-driver training program for Class A and Class B, call Donna Kusheba, 207.743.8842, extension 9525, or visit <http://www.sad17.k12.me.us/instruction/adult-education>.

Ted Cohen is a veteran Maine journalist, with more than 30 years under his belt as a newspaper reporter. After retiring in 2004 as a staff writer for the Portland Press Herald, Cohen attended "ProDrive Maine," in Scarborough, Maine and achieved his Class A license. He drives the big rigs for Land Air Express of New England out of Scarborough, Maine. "Finally, after 30 years, I found honest work," he quipped, comparing trucking to being a journalist. He may be reached at tedcohen@hotmail.com.

