

**SVAEC Special Meeting**  
**VISIONING/BRANDING/MARKETING**

Monday, February 1, 2016

1:00 – 3:00 p.m.

Hartnell College, Main Campus, Library, Room A-116

**AGENDA**

Marketing vendor chosen: Full Steam Marketing & Design

Marketing projects/deliverables for Full Steam:

- Branding/Logo
- Website
- Brochure(s)
- E-newsletter template
- Social media

Brand-development process:

- Identify our vision, mission, and values
- Identify our target audiences
- Clarify our story and our message
- Name some adjectives, feelings, images, impressions that invoke the SVAEC or adult ed for you
- Work with Full Steam to develop a logo and brand
- Do we want a tagline?

Website development process:

- Develop site map
- Develop content – member info, Consortium info, AEBG info, general adult ed info
- Spanish translation for important pages
- Interactive regional asset map

Next steps:

- If a few member reps want to be directly involved in this process, they can join Kristen in meetings with Full Steam and/or we can have more special consortium meetings
- Contract with Full Steam
- Continue work on site map and content
- Members submit to Kristen their basic info and course and service offerings they want listed

### **Other Consortia Examples**

Rio Hondo Region Adult Ed Consortium - <http://www.rhradulted.org/about/>

South Bay Consortium for Adult Education - <http://www.sbcae.org/sbcae-charter/>

Butte-Glenn Adult Ed Consortium - <http://www.butteglennadulted.org/>

South Bay Adult Ed Consortium - <https://sbaec.wordpress.com/>

Gavilan Adult & Career Education Services - <http://aces.gavilan.edu/>

San Diego East Region Adult Education Consortium -

<https://sites.google.com/site/eastcountyadulthoodeducation/home>

San Diego North Adult Education Partnership - <http://sdnorthab86.org/>

Inland Adult Education Consortium - <http://inlandaebg.org/index.php>

ACCEL San Mateo County (Adult Education College & Career Education Leadership) -

<http://www.accelsmc.org/>

Oakland Adult & Career Education - <http://www.nacrcae.com/>

Sierra ASSETS (Adult Student Support, Education, and Training Services) -

<http://sierraassets.org/index.php?date=2015-10-23>

State Center Adult Education Consortium - <http://adulthoodconnect.org/>

West Kern Adult Education Network - <http://wkaen.org/index.html>

### **Essential SVAEC Website Components**

Welcome page

Interactive regional asset map

List of members with location and program/service info

Links to other partners and regional resources

Vision, Mission, Values, Objectives

Regional Plans – 3-year and annual

Meeting and event schedule/calendar

Resources for members: Meeting agendas and minutes, reporting schedule and templates, professional development info, fund request forms, member designee list, member allocation info, workgroup/PLC resources

### **Other Components?**

Submit an inquiry option

Pages geared toward community and industry partners, with ideas of how we can collaborate

Partner letters of support (if we choose to do this)

## **From the 3-Year Plan Amendment submitted in November 2015**

### Consortium Vision, Values, Objectives

The vision of the Salinas Valley Adult Education Consortium is that all adults in the Salinas Valley, particularly those underserved, will receive equitable access to the education and training they need to realize their educational and career goals. The new Adult Education Block Grant will help make that vision a reality by supporting the expansion and improvement of adult education services in the region. Valuing inclusiveness, collaboration, innovation, and accountability, the Salinas Valley Adult Education Consortium (SVAEC) will help build an effective adult education system that serves Salinas Valley adults and supports the education providers that serve them. This strong adult education system will also benefit families, community organizations, public agencies, and businesses, and will ultimately contribute to the economic prosperity of the region, as adults gain valuable knowledge and skills that increase their literacy levels and technical capabilities and thus can increase their earning potential and eligibility for gainful employment.

Per the AB104 Adult Education Block Grant legislation, all K-12 districts, community college districts, county offices of education, and joint powers authorities that offer adult education services in the region have been invited to join the SVAEC. The official SVAEC members are:

- Gonzales Unified School District
- Hartnell College
- Monterey County Office of Education (membership in process)
- North Monterey County Unified School District
- Salinas Union High School District
- Soledad Unified School District
- South Monterey County Joint Union High School District

The SVAEC (or “the Consortium”) members are working together to plan and implement strategies to effectively expand and improve adult education (AE) services in the region between 2015 and 2018. As guided by the State of California, this will be done by meeting the following objectives:

- Assess and evaluate the current AE services in the Salinas Valley and identify current gaps, barriers, and needs
- Address the identified gaps and barriers
- Integrate existing programs and ease transitions for adult learners between programs and into postsecondary education, job training, or the workforce
- Accelerate adult learners’ progress toward the achievement of academic and career goals using verified approaches like contextualized instruction
- Provide professional development opportunities for faculty and staff to help them achieve greater program integration and improve student outcomes
- Leverage regional structures and resources to benefit adult learners, including partnerships with community organizations, industry/employers/economic entities, and public agencies

A cohesive, purposeful, and efficient consortium is also a primary objective of the SVAEC. This is being achieved through the establishment of a more formal organizational structure and set of governance rules and procedures; consistent communication; collaborative planning; intentional and coordinated implementation; effective use of resources; and increased partner outreach.

The SVAEC envisions the Salinas Valley adult education system in 2018 as one where enough leveled ESL, Basic Skills, HSE, CTE, Workforce Prep, and Citizenship classes are offered to serve all adult learners seeking those services. Classes will be strategically offered throughout the region at different times of the day/week/year and using different methods (including distance learning) in order to maximize access. All classes and services will be well-advertised, easy to find and access, and affordable.

All adult learners will receive support from advisors and develop an education plan. Those wishing to continue on to postsecondary education will be appropriately guided by staff at adult schools and other AE providers and at Hartnell College; the transition will be smooth for students, instructors, and staff. The registration, assessment, placement, and tracking processes will be easily navigable and consistent across providers. There will be advisors and counselors specifically trained and dedicated to serve different populations with different needs, i.e. ESL, ABE, HSE, and CTE students. Adults with learning disabilities will have access to affordable and convenient assessments and accommodations.

All adult learners, instructors, and staff will have access to and training in computer technology and software that will enhance students' learning and advancement along college and career pathways. The digital divide among adults will begin to close as students increase their computer and technology skills. Other workforce preparation and technical training will be widely available, with a focus on high-demand, high-wage jobs. More affordable and short-term CTE and pre-apprenticeship programs will be available in regionally relevant industries.

All AE providers will have the tools and training necessary for accurate student assessment, placement, tracking, and other data collection and performance measure needs. Providers' systems will be aligned, using the same or compatible tools and methods. Sharing of data between providers will be possible, and assessment of program and Consortium progress will be conducted consistently and accurately.