

Breakout Session F 8:30 AM – 9:30 AM

No Communications Department? No Problem! Amateur Adventures in Marketing and Branding for Nonprofits

Kathryn Bauchelle, Literacy Advance of Houston

Getting to grips with increasing expectations in marketing and branding can seem overwhelming – and even if we understand WHAT to do, it can seem impossible to find time to do it all. Literacy Advance will share some lessons learned and simple ideas for effective communications and branding on a shoestring.

Developing English Proficiency for Workplace, Civics, and Academic Readiness

Bill Bliss, Language & Communication Workshop

The presenter will share strategies and curricula for integrating English language learning with workforce, civics, and academic preparation for adult learners.

Advocacy for Literacy: Why Your Organization, Why NOW!

Vicki Clark, Building the Capacity of Organizations

Texas needs literacy advocates who will speak up and out on behalf of literacy for all. This session will help you to rethink the role of advocacy and public policy in moving the mission of your organization forward.

Building a Financial Literacy Program

Myra Collins & Rachael Berhe, Wilkinson Center; Livvi Holland, Veritex Bank

This session is to guide adult education providers in creating a financial literacy program. Wilkinson Center has provided financial literacy to adult education students for 4 years in collaboration with Veritex Bank. We will share best practices and our implementation model.

The Adult Literacy XPRIZE Communities Competition

Linda Johnson, Literacy Instruction for Texas & Monica Groves, XPRIZE

Officials from the Barbara Bush Foundation Adult Literacy XPRIZE presented by Dollar General will present the new Communities Competition.

NEDP: Competency Based High School Alternative

Margaret Kirkpatrick, CASAS

The National External Diploma Program (NEDP) is a competency-based high school equivalency program. Flexible, self-directed, and web-based, NEDP is overseen by approved agencies, where the reading, writing, math, and workforce readiness skills of participants are assessed to earn a High School Equivalency (HSE) Diploma. Ideally suited for Workforce Agencies and Adult Education, participants work independently and meet with an advisor on a regular basis.

What's for Lunch? – What We're Learning

Lester Meriwether, Literacy ConneXus

Presentation will describe What's for Lunch? – a program that provides access to books for children participating in summer meals programs.

Cementing Learning through ESL Engagement Techniques

Marcie Smith, Intercambio Uniting Communities

How can your teaching be more interactive, structured and engaging for adult students? Learn 4 key ways to expand learning in your class.