

President's Report

2009 Midwinter Conference Program and Operations Preliminary Report

Diane Inverso et al.

Planning Committee

Goal/Purpose:

- To involve PAACE members in conference planning and distribute the workload. Help to build capacity in conference planning.

Tasks:

- Solicit additional committee members from the planning committee for COABE and '08 for a total of about 40.
- Form a listserv for group e-mail communication.
- Meet in 2 face-to-face meetings between May and January to discuss key issues with the group, report progress, share needs
- Send out agenda in advance, then report meeting content afterwards

Recommendations:

- Continue involving a planning committee but look closely at who does what.
- Consider committee members' skills, availability, and reliability in assigning tasks.

Budget

Goal/Purpose:

- To have a document guiding expenditures and revenues that will ensure profitability

Tasks:

- Set up budget
- Check expenses against budget throughout entire planning period
- Reconcile actual revenues and expenses after conference

Recommendations:

- Plan budget early for approval at no later than June board meeting
- Budget conservatively, e.g. base on registration of 650 to allow room to exceed goals
- Stick to the budget but allow flexibility
- Base fees and expenses on proceeds goal

Contracts

Goal/Purpose:

- Have working business agreements with the conference venue

Tasks:

- Renegotiate 2009 Hershey Lodge contract
- Review and negotiate Event Order about two weeks prior to conference

- Review and negotiate Statement (detailed invoice) after conference
- Develop or sign contracts with suppliers such as deejay, A/V provider, etc.

Recommendations:

- We did not have contracts with special guests it did not seem to be necessary.
- Have more than one person review the event contract and order very, very carefully.
- Keep hotel room block and food and beverage obligation as conservative as possible.
- Renegotiate 2010 contract.
- Negotiate 2011 and beyond with Hershey and/or gather proposals from other venues.

Speakers

Goal/Purpose:

- To provide a keynote speaker who will address general adult education interests
- To designate an honorary conference chair with a shared interest in adult education
- To invite other special guests, such as an advocacy expert and a major federal-level figure, to present

Tasks:

- Research potential speakers; discuss with committee
- Book speakers and make arrangements
- Designate what is to be made available for each special guest

Recommendations:

- Start early because it takes awhile to identify appropriate people and communicate with them.
- Arrange for each special guest, complimentary registration, transportation, accommodations, etc. and to ensure their comfort at the conference.

Sponsorship

Goal/Purpose:

- To raise at least \$15,000 in donations and in-kind support to underwrite conference expenses.

Tasks:

- Prepared a two-minute video, posted on YouTube, to familiarize prospective sponsors and exhibitors with our conference.
- Provided sponsorship opportunities information ("menu") and/or completed grant applications to nine companies and foundations that provided sponsorship last year, along with 12 others that were contacted last year, contacted us, or were new prospects. Included sponsorship information with exhibitor solicitations.
- Received no response from eight prospects; The Hershey Hotel, Nike, and Reebok declined.
- Received the following donations totaling \$17,000 in cash and at least \$1,700 in in-kind support:
 - Verizon: \$10,000
 - Steck-Vaughn: \$2,000
 - CTB/McGraw-Hill: \$2,000
 - UPS: \$2,000
 - Dollar General: \$1,000
 - GED Testing Service: 800 name badge holders (Suzanne Webster; value min. \$800)
 - The Hershey Company: 700 candy bars (value: \$700)
 - Hershey Entertainment Group: 4 Hersheypark tickets (value: \$207.80)

- National Institute for Literacy (WERC; value: half of WERC ice cream event expense)
- Commonwealth Libraries (Family Literacy Division; value: cost of bringing children's author to conference)
- Maintained contact with sponsor representatives to secure logos, arrange appearances at conference, follow up on requests and payments, evaluate success, etc.
- Created signs for four sponsored events.
- Exceeded goal by at least \$3,700.

Recommendations:

- Send all sponsors thanks from president on PAACE letterhead.
- Provide samples of materials bearing sponsor logos.
- Ensure that all sponsors receive benefits specified on sponsorship menu (e.g. ads, conference registration, meal tickets, beverage tickets, signs, logo and level designation on Web site, etc.).
- Report donations to IRS.
- Create a new short video reflecting the 2009 conference; post to YouTube and e-mail compressed video file to 2009 sponsors.
- Follow same procedure for soliciting repeat and new sponsors for 2010.
- Identify additional prospects.

Exhibits

Goal/Purpose:

- Provide a place for commercial and noncommercial exhibitors to display their products and services while generating revenue that will 1) cover the cost of furnishing the exhibit hall and 2) help underwrite the cost of the Marketplace Grand Opening and Thursday Coffee Break.

Tasks:

- Solicit vendors for the Marketplace, based on previous years and various suggestions.
- Act as liaison between the vendors and PAACE regarding registrations, invoicing and placement of tables.
- Solicit the ads for the program book which were part of the vendor package.
- Gather information about vendor needs [and floor plan] and convey this information to the hotel.
- Send recruitment letter and application to divisions and affiliates
- Send follow up emails to potential vendors who have not responded by the first deadline
- Monitor vendor registration online
- Make sure price list for each exhibition level is posted on the PAACE website
- Email information to each exhibitor a week before the conference
- Solicit door prizes from vendors for raffle.
- Answer questions or concerns via email or phone

Recommendations:

- Try and contact the previous coordinator for information. It helps to have a "framework" of what was done previously—so you are not starting from scratch.
- This committee works best if you have at least 3 people to divide up the responsibilities

- Consistent follow up with vendors was key to make the coordination and implementation process seamless
- Find out which vendors are bringing large displays for their tables, so you can plan accordingly when designing the floor plan
- Make a "shift" schedule so there is a member of the committee in the marketplace at all times during the conference—in case you need to deal with troubleshooting.
- Add space for graduate schools/ teacher certification programs/ed. websites/ more technology options
- Bring back lower cost "non-ed" vendors (Lenny Pang was mentioned by name.)
- Vendors--please remain until Marketplace closes (several publishers packed up/ left early)
- Cash breakfasts need better receipts: didn't show date/location (apparently required by some programs for re-imburement)

Concurrent Sessions

Goal/Purpose:

- To solicit, review, and select proposals for concurrent sessions

Tasks:

- Develop the online RFP form in Gift Tool for submitting proposals
- Modify the online form to reflect 2009 categories and other fields
- Write Request for Proposals; publicize through paacesite.org and PAACE members, AAACE Adult Literacy Advocacy, and NIFL e-mail lists
- Solicit lead readers for 11 categories of proposals (Adult Literacy, ABSE, CHE, Corrections Ed, ESL, Family Literacy, Workforce Development, Administration, Public Policy, Research, and General)
- Adapt scoring rubric
- Sort and prepare proposals; e-mail rubric, proposal files, and instructions to lead readers
- Calculate/aggregate reader scores
- Select proposals based primarily on scores
- Notify accepted presenters, requesting confirmation and send a follow-up e-mail to presenters with time, room, instructions, and verification of A/V order
- Schedule concurrent sessions by time and room
- Post schedule and presenter instructions to paacesite.org

Recommendations:

- Send a follow-up e-mail to presenters with time, room, instructions, and verification of A/V order. This was done this year and there were still challenges.
- Scheduling is a complex jigsaw puzzle; try to schedule a session with primary and/or secondary audience to cover all categories within each time slot while considering programming conflicts.
- Float around sessions to verify accommodations, monitor attendance and room size, get acquainted with presenters, and informally gauge audience response.
- In arranging the schedule in the future it is important to be extremely mindful of AV equipment, room set up, and co-presenters.
- Add a note to the online proposal form indicating that the way text is submitted is how it will appear in the program book. Presenters need to read their own submissions before they click on the Submit button. Many people don't see errors anyway, but a warning is a start.
- A clean master spreadsheet is essential for merging Session Title, Presenter(s), Organization, Abstract, Day, Time, and Room fields into a text file for the program book.
- Take a look at revising the RFP to add clearer guidelines for choosing the appropriate audience(s), some attendees felt many sessions were "mis-advertised"

- Add a third audience box
- Have several people (not involved initially) cross-check the schedule, as some slots were heavy in one special interest group or another (Yes, we know, scheduling is a nightmare!)
- Schedule less on Wed. evening--many people never got into their rooms until well after the first sessions started, and were disappointed to miss good sessions

A/V

Goal/Purpose:

- To provide equipment to support presentations
- Oversee the A/V needs to ensure that we had everything we needed in breakout rooms
- Ensure that presenters were provided with the tools they needed for a quality presentation

Tasks:

- Collect A/V equipment requests through online proposal form
- Coordinate A/V with room assignments
- Review the list of approved proposals and compile a list of our A/V needs for the Lodge A/V staff.
- Communicate with presenters who requested A/V that was not provided by PAACE, such as LCD projectors, overhead projectors, laptops, etc.
- Assist in the setup of LCD projectors/laptops, an overhead projector, and speakers for audio during a DVD presentation.
- Provide A/V needs to hotel that will be rented through their service and applied to Event Order
- Modify order based on downgrading or combining equipment needs

Recommendations:

- Provide screens, carts, and cables with or without overhead projectors (screens are not furnished in rooms)
- Plan room A/V needs before assigning rooms to sessions (due to daily rates)
- Consider gathering quotes from non-Hershey A/V providers
- Better coordination between the person compiling proposals and the person handling A/V (in several instances, the list of proposals changed but the changes I made to the A/V columns had to be completed again)
- More technology sessions (with the launch of e-Data V2, this will definitely happen)
- Having the extra equipment came in handy.
- Capture video of “popular” presentations or potentially all presentations.
- We should have a technology team working at the conference so Jim does not have to run around so much. Team members can be assigned to assist particular presenters and we could work up a schedule for technical support.
- If possible, we should have a storage area near presentation rooms where equipment can be stored and then pulled out as needed. Ideally, more than one person should have a key to this room.
- Technology team members could also take digital photos during presentations, create podcast interviews of participants and presenters (that would be an experiment), man the laptop lab, maybe even assist with video-recording.

Registration

Goal/Purpose:

- To capture registrant data and payment

Tasks:

- Set up online registration form in GiftTool price levels and all contingencies, including intro text and waivers
- Respond to e-mail and phone inquiries re: member authentication, payment, multiple registrants, order changes, etc., etc.
- Cancel duplicate and canceled orders
- Take manual credit card payments by phone
- Record payments as received
- Export/analyze data
- Generate registration packets and name badges from database

Recommendations:

- Recognize that registration is a huge undertaking and the process should be planned to be as efficient as possible
- Continue using GiftTool registration system; discuss in advance feasible functionality improvements such as shopping cart
- Work with GiftTool to modify online form for 2010
- Set deadline for submission of complimentary registrations
- Streamline process for receiving and recording payments
- Collect outstanding balances onsite and invoice registrants whose payments are still not received one week after conference
- Have one person receive the registration information, receive the checks, be able to deposit the checks and record the proper payments

Marketing & Communications

Goal/Purpose:

- Publicize the conference to increase attendance and expand the audience

Tasks:

- Design a conference logo early on to establish a visual identification
- Begin publicizing the conference statewide, nationally, and to other state adult ed organizations through the sessions RFP
- Design a 4-color brochure
- Compile snail mail list; provide .xls file to mailing service
- Print and mail brochure to 2,000 addresses
- Announce open registration through state and national e-mail lists
- Field phone and mail inquiries about the conference
- Update paacesite.org periodically to convey conference news, updates, RFP, exhibitor/sponsor information, registration, schedule, etc.
- Design collateral marketing materials such as card to publicize PAACE Night
- Provide signage for special events
- Worked with Lori Gochnauer who gave me the data file that was used to mail the brochures in 2008. She also gave me a file that had all of the errors on it. This helped in our line by line review of each name and correction of error.
- Collected from PAACE board members names of individuals and groups that would be appropriate to send a conference brochure too.
- Secure photos of the special guests (in conjunction with conference chair)
- Checked the spreadsheet for duplicate names.
- Checked all addresses of WIB and Career Links to update names and locations.

- Cross references PAACE Conference list from 2008 and PAACE Directory with mailing spreadsheet. Promote the conference on the PAACE website including links to registration, presenter RFP, special guest information sponsorship information links
- Post concurrent sessions on the website
- Document the conference in photos and video
- Provide conference follow-up information to participants/presenters
- Send emails over membership list (in conjunction with conference chair and when appropriate) promoting conference and availability of new information on the website
- Provide information for presenters, participants, exhibitors, and sponsors including links to forms and documents

Recommendations:

- Follow close to the same procedure as described above.
- Continue 4-color brochure/direct-mail piece with reference to paacesite.org for details.
- Create mailing list from scratch each year.
- Conference program chair should probably be the one compiling all the content. The program chair is the one who has the big picture, knows what needs to be included, and is in a unique position to oversee the project.
- If mailing a print brochure, consider ways to manage the mailing list and be sure the mailing service sorts duplicates by name, not address.
- If not mailing a print brochure, make sure conference is publicized well in advance to all potential audiences.
- Add a note to the online proposal form indicating that the way text is submitted is how it will appear in the program book. Presenters need to read their own submissions before they click on the Submit button. Many people don't see errors anyway, but a warning is a start.
- A clean master spreadsheet is essential for merging Session Title, Presenter(s), Organization, Abstract, Day, Time, and Room fields into a text file for the program book.
- To save time and money, editing should be done before contents are submitted for layout. Proofreading then becomes ... proofreading, not copyediting. Even so, you'll always have last-minute schedule and room changes.
- Be sure to budget adequately for program book production. If layout can be done by a volunteer, it might save money, but it's a lot to ask of a volunteer.
- Plan for the program book to go into print production two weeks before the conference. That means all content, editing, layout, and proofing is finished two weeks before the conference. We sent all the ads to Whitmore about a month in advance and they prepared them. This is the third year we used coil binding, and we heard positive comments about it.
- Signs were 17"x22" and should probably be larger; however, at \$60 apiece, this is something to look at.
- Update snail and email addresses of those on conference mailing list should begin in August or September.
- Look at returned brochures. They should have a reason why they were returned on the brochure. These reasons should be noted on the spreadsheet.
- There is a program that the printing company can run the mailing list through, which is called NCOA that can update any change of addresses that has occurred the last mailing. I do not know if this was done this year. There is a small charge.
- Review bundled brochure mailing.
- Consider adding video to the PAACE website with conference pictures, clips of keynote speakers (with permission) etc.
- Ask John Z to be photographer again (with Bureau permission)
- Consider ways for conference participants to further discuss/build and transfer knowledge gained at the conference using things such as a discussion boards, online comment wall, etc

- Separate the conference page into multiple pages (for example, registration, hotel info etc is all on one page on the site). Have each specific category be a separate page so the information is easier to find for people.
- Post only the accepted sessions (and not have it by time and/or room) b/c changes seem to occur so often. The session list could still be posted by primary audience and possibly even time-slot but the specific rooms made it challenging to keep the webpage up to date.
- Continue to have screen shots to help people register and join PAACE

Collateral

Goal/Purpose:

- Provide bags for conference attendees

Tasks:

- Select type of bag
- Provide art to supplier
- Negotiate bag orders

Recommendations:

- Order bag 90 days in advance for discount.
- Consider quantities when ordering and what to do with extras.

Special Events

Goal/Purpose:

- Plan PAACE Night (Presidents and Newcomers Reception, PAACE Banquet, Mardi Gras/deejay dance)
- Plan Thursday coffee break

Tasks:

- Search for theme ideas and decorations. These sites are good places to start:
 - www.orientaltrading.com
 - www.Party411.com
 - <http://partytheshop.com>
- Determine Theme
- Finalize theme and decorations with chairperson
- Secure date with DJ
 - Matt Saltzer, Rhythm Systems, <http://www.rhythmsystem.com>
 - Explain theme to DJ
 - Determine prop package
 - Pay Deposit
 - Final payment
- Purchase decorations
- Use volunteers to decorate reception and banquet rooms

Recommendations:

- Identify fun themes for PAACE Night.
- The themes have worked well and we should continue with them
- The DJ has new enhancement packages which we should consider; logo projection, DanceHeads,

Program Book

Goal/Purpose:

- Provide a comprehensive printed guide to conference attendees

Tasks:

- Plan and map program book contents based on past books and current needs
- Identify content sources and assign procurement and/or submission guidelines
- Collect all text, images, ads, and content in need of editing or set-up
- Compile concurrent session title, presenters, description, time, location; edit and format copy; assign primary and secondary audience icons
- Design layout and prepare for printing
- Provide files to printer
- Contract assistance with preparation of ad pages

Recommendations:

- Budget for contracted design and layout in case volunteer is not possible (at least \$2,000)
- Edit and proofread very, very carefully – not just for errors but also for sequence, sense, user-friendliness, etc.

AWARDS

Goal/Purpose:

- To recognize Outstanding Adult Students in Continuing Higher Education, ABLE Outstanding Teacher Awards and present their awards at the Recognition Luncheon

Tasks:

- Develop solicitation for nomination letter and send to PAACE, CEA/PA members and to other institutions of higher education
- Collect nominations and make selection of winners
- Notify nominees and nominating institutions
- Work with appropriate PAACE members for ordering plaques; legislative citations; printed materials and pictures for Recognition Luncheon program; table assignments, seating and name tags
- Plan and staff Welcome Table for awardees, guests, legislators or legislative aides
- Make arrangements for awardees and guests for lunch meals and possible overnight stay
- Coordinate arrangements for CEA/PA scholarships winners to be recognized at Recognition Luncheon
- To recognize Outstanding Adult Students in Continuing Higher Education and present their awards at the Recognition Luncheon
- Facilitate Outstanding Adult Student workshop following Recognition Luncheon
- Standard form for all award winners with place for listing of guests and names of those attending
 - Letter would state how many tickets will be supplied per winner and the process for ordering more lunch tickets. Also include info regarding picture taking so they know to wait for pictures to be taken after they receive award. Provide info about session following meal and time frame for them to talk about their story.
- Allow for 6 people per award winner when planning seating arrangements and then there should be more than enough reserved tables.
- Set up table across from registration area for award winners to check in (this includes those winning teacher awards).
- Prepare packets for each award winner with: PAACE bag, map of area, program, name tag, lunch tickets, chart of seating arrangements
- notify award winners
- explain luncheon process to award winners – send out standard letter with form to be completed regarding meal details and session following lunch
- gather information regarding those attending luncheon, winners and guests

- order appropriate number of lunch tickets, comps and purchased tickets
- make seating arrangements – notify appropriate person of number of tables to be reserved
- have separate tables set up at the conference for award winner check-in – notify appropriate person of need for the 2 tables
- invite legislators
- make arrangements for luncheon agenda (speakers, citations, plaques)

Recommendations:

- Begin nomination and selection process earlier

Proposal Review Process

Goal/Purpose:

- The purpose of this group was to oversee the proposal review process.

The tasks for this group are bulleted below:

- Met and developed activities for this group and develop a timeline for the activities.
- Created database to receive proposal information from website.
- Received proposals and assigned each proposal a unique ID.
- Sorted the proposals by “strand”
- Separated the proposals by strand. Stored the proposals for each strand in its own folder. Examples of folders include: ABSE, Administration, Adult Literacy, Bureau of ABLE, CHE, Corrections Ed, ESL, Family Literacy, General, Public Policy, Research, Workforce.
- Created instructions for the review process (date for return, how to use the scoring grid, how to save the document)
- Sent strand proposals and instructions to the chief review person for each strand for distribution in their group. In some cases, I sent to everyone in each review committee
- Receive the proposals from the reviewers.
 - Sometimes I had to resave the document to follow the procedure
- Created a spreadsheet to store all the “readers” (proposal reviewers) scores.
- Entered (copied or typed) the reader scores and comments into the spreadsheet.
- Sent emails to folks who had not returned their reviews.
- Sent the completed spreadsheet to Monica/Diane when all the proposal reviews were returned.

Meal Functions

Purpose/Goal:

- The main purpose in helping out with PAACE this year was to act as the liaison between PAACE and the people at Hershey, in this case, Eoin.

Tasks

- Arranged the main meals (2 luncheons, 1 dinner banquet, 1 President’s reception, and 1 reception, Thursday coffee break, and made sure all divisions had the right amount of box lunches
- Emailed and called the Lodge staff to make sure we were on the same page and had everything we needed
- Communicated with several different people to ensure special dietary needs were addressed
- Made sure vegetarians and special dietary needs people had proper identification through Hershey to minimize confusion with servers
- Made arrangements with Eoin so Lit Corps volunteers had proper ID so they could eat at several places in the Lodge and have it charged back to PAACE
- Arranged for tables and chairs at the Ice Cream Social

- Arranged for tables and chairs for registration of students/their families for the Recognition Luncheon
- Ordered flowers for Thursday night

Recommendations

- Have more lead time with the menus, costs, and the Hershey person.
- Deal with only one person and thus eliminate a lot of confusion if he were to speak to several different people.

ABLE Administrators Breakfast

Goals/Purpose:

- To provide an opportunity for ABLE administrators to network together, plan, and share ideas, concerns and thoughts with each other and Bureau Staff. Help identify ABLE's role at conference through Bureau Sessions and Administrators' Breakfast.

Tasks: Started the work with a committee

- Decided on Breakfast – gave menu information on to Sue Snider/Monica/Diane
- Invited administrators, requested response, forwarded final numbers to Sue Snider/Monica for breakfast and seating count.
- Worked with Monica/Diane to get AV equipment in place for meeting.
- Created survey to determine areas of interest for administrators.
- Planned format of discussions, including leading questions for facilitators.
- Set agenda so that transitions from one discussion group to another would be smooth.
- Helped clarify purpose of Bureau Invited Sessions to Bureau Staff
- Encouraged timely submission of Bureau Sessions proposals
- Made sure submissions were as complete as possible
- Chaired committee for Administrators breakfast
- Worked with Sue Snyder to coordinate served breakfast
- Worked with Monica and Diane to coordinate rooms needed for Breakfast and breakout session

Recommendations:

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- Need to create a timeline, and start some of activities earlier, if possible.
- Keep Bureau Role as simple as possible

General Tasks

- Service Project- Ronald McDonald House of Hershey
- Special recognition at the FL Division Luncheon of Susan Pannebaker for her support and generosity to PA programs by strengthening the connection between programs and local libraries promoting literacy to all families in PA.
- Collaborated with Commonwealth Libraries to bring the PA One Book Author to the Conference for a book signing and session
- Solicited for FL session proposals
- FL session proposal readers

- Solicited for Goodling Best Practice Awards
- Goodling Best Practice Readers
- Collaborated with the Goodling Institute to recognize 4 programs during the FL luncheon for best practice (tie for first place, both programs received first place awards)
- Edit typographical errors
- Edit Scheduling errors
- Cross-check the rooms, times, and locations of the Day at a Glance pages with the Day's lengthier descriptions
- Send out solicitation for workshop presentations to CEA/PA, PAAACE, and other institutions
- Form committee to review and rate workshops
- Encourage CEA/PA and PAAACE members to attend
- Develop and send solicitation for Outstanding Adult Student Awards in Higher Education
- Select winners and make all necessary arrangements (see Conference Planning - Awards)
- Make arrangements for Market Place table, CEA/PA board meeting, and Friday Higher Education luncheon
- Coordinate any special CEA/PA arrangements for Recognition Luncheon and Banquet
- Facilitate Outstanding Student workshop

General Recommendations

- Always have an operations manager in addition to program chair.
 - Program chair work primarily with Speakers, Concurrent Sessions (incl. scheduling), Special Events, Volunteers, Awards, Program Book, Evaluation
 - Operations chair work primarily with Contracts, Collateral, Meal Functions, A/V, Registration
 - Budget, Sponsorship, Exhibits, and Marketing & Communications overlap program and operations and may be sensitive for committee members to deal with.
 - Designate either the program or operations chair to clear certain committee actions, i.e. a "go-to" person for each area of responsibility.
 - Target specific institutions, e.g. Community Colleges and state universities to encourage participation in workshop submissions and attendance at the conference.
 - Develop some type of recognition for new Higher Ed participants attending.
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- "replay" popular or overflowing sessions if possible (Thurs PM, Fri AM?, or as "back-ups" for canceled sessions)
 - handouts were too sparse
 - There was an observation that FL sessions were only attended by 5-7 individuals and that some FL sessions were scheduled at the same time. Since we have a smaller audience than some divisions could we possibly try not to schedule FL sessions at the same time.

1st VP Report

For the conference, I was primarily responsible for the evaluation component. I will be tabulating the overall conference evals for the board meeting next week.

A few things to consider – what do we want to do with the session evaluations?
How will we use the evaluations to plan a better conference (continuous improvement)?

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2nd VP Report

Well as I continue to better understand my role as 2nd VP, perhaps my reports will be longer, perhaps. I do prefer short to the point reports, however.

After PAACE I asked each of the 7 Program Divisions to provide a brief up date on the division luncheon, if there was any change in chair and if they set a goal for this year, what that goal is. I have also asked each division to share this information at our next PAACE Board meeting; to date I have heard from 5 of the 7 divisions.

See you on Tuesday, March 10th in Harrisburg.

Henry Wardrop

Legislative Report

The attached detailed e-mail should bring everyone up-to-date. I will not be attending the Board meeting because I will be in Egypt. If there is a need for an Action Alert to the members, Karen Mundie will be the point person. She is receiving the national updates from the SPOC network.

JoAnn

JoAnn Weinberger
President/Executive Director
Center for Literacy
636 South 48th Street
Philadelphia, PA 19143

**LEGISLATIVE REPORT
MARCH 1, 2009**

State Appropriations: The Governor recommended a 2.9% decrease in adult and family literacy funding—a decrease of \$500,000. PAACE is urging the membership to write letters and send postcards to all STATE legislators requesting a \$1 million cost-of-living increase. Postcards will be mailed to programs in March. They are currently at the printer.

The Governor’s budget will be the subject of hearings by the Senate Education Committee on March 25. The following Action Alert was sent to all PAACE members:

On March 25, the PA Senate Education Committee will be holding a hearing on the Department of Education appropriations for Postsecondary Education, including the ABLE budget request of Governor Rendell. If your SENATOR is on the attached list, please send letters from you, your Board, your tutors, and your students as soon as possible so they are received by March 24. Although postcards will be sent to all programs in mid-March to be sent to all senators and representatives, letters to these particular senators before the hearing are critical. One possible version of that letter is as follows:

Dear Senator _____:

As a _____ (student, tutor, teacher, partner, program administrator), I know the importance of the adult literacy program. In particular, I would like to call your attention to _____ (my need for this education, my student who wants to be able to _____, my program that serves the residents of your district) because it _____.

Governor Rendell has recommended a \$500,000 decrease in the budget for adult and family literacy. However, an increase of \$1 million is needed to pay the increasing costs of operating the program.

Thank you for your consideration of this request.

Sincerely yours,

Thank you in advance for working on these letters. Please let me know how many you have been able to send.

JoAnn Weinberger
Chair, Legislative Committee
PAACE

Pennsylvania Senate Education Committee
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	Address	District	Counties	Email
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Jeffrey Piccola, Chair	173 Capitol Building Senate Box 203015 Harrisburg, PA 17120-3015	(15)	Dauphin and York.	jpiccola@pasen.gov
Patrick Browne Vice Chair	171 Capitol Building Senate Box 203016 Harrisburg, PA 17120-3016	(16)	Lehigh (part), Monroe (part) and Northampton (part) Counties.	pbrowne@pasen.gov
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ADULT EDUCATION AND FAMILY LITERACY

Support Rationale for Increased State Funding

STATE FUNDING

Adult education: currently at \$14,880,865

Family literacy: currently at \$8,119,135

Total Current Appropriation: \$23,000,000

Governor's recommendation for 09-10: \$22,500,000

***Support an increase of \$1 million!!!**

1. There has been no cost of living increase since 2001-02. The Governor has recommended a reduction of 2.9% for adult education and family literacy. This is Insufficient funding due to:
 - Increased cost of salaries and benefits
 - Increased cost of instructional materials
 - Increased cost of transportation
 - Increased cost of computer hardware
 - Increased cost of professional development
 - Increased cost of space/facilities/utilities i.e., (Program space)
2. The Federal ABE state grants program received an effective rating is 2006 on the PART, reflecting achievements on the areas of data quality, student outcomes, and program evaluation.
3. Need has increased.
 - Increased need: Preparation for work
 - Increased need: % of high school dropouts
 - Increased need: immigration
 - Support K-12 education through Family Literacy
4. Importance of adult basic education for a well-trained workforce and providing the competitive edge.
5. Family literacy programs are successful in increasing parents' and children's educational levels. For example, the *Statewide Evaluation of Family Literacy in Pennsylvania* has revealed, each year since 1998, that English-speaking adults make significant gains in basic skills and high school completion, while English language learners made significant gains in English language skills. Most of the adults met goals of increasing their involvement with their children's literacy activities, including reading to their children, encouraging their children to read, and taking their children to libraries. They also reported significantly more involvement in their children's schooling. Furthermore, children entered school ready to learn. At the end of the first grade, teachers rated over half of the children as proficient or advanced in reading, writing, and math. Teachers also reported that most of these at-risk children were promoted to the next grade level.
6. Cost of living allowance of at least \$1 million is needed for programs to maintain their quality.

Federal Economic Stimulus: The law includes \$1.2 billion for youth programs for ages 14-24. These funds will come to Pennsylvania and then to the Workforce Investment Boards. The purpose is for summer jobs, but can also be used for year round programs.

Although the law does not specifically enable a state to spend funds on adult education, there are two opportunities. In the funds for Adult Training or Title I, ABLE agencies may be able to carve out programs for contextualized workforce training or family literacy.

Federal Appropriations for 2009: The U.S. House of Representatives has passed a comprehensive Omnibus Bill that includes level funding for adult literacy and Even Start. The Senate is expected to follow suit on adult literacy. Traditionally, the Senate reduces the funding for Even Start, and there is a compromise in the Conference Committee.

Federal Appropriations for 2010: The President will be providing budget details in April. Please be prepared for a major national letter writing campaign which will be initiated in mid-March.

Reauthorization of the Workforce Investment Act: the U.S. House of Representatives is beginning to hold hearings. At one of the hearings, Cheryl Keenan and Sandi Vito (PA's Secretary of Labor and Industry) provided testimony:

<http://edlabor.house.gov/documents/111/pdf/testimony/20090226SandiVitoTestimony.pdf>

<http://edlabor.house.gov/documents/111/pdf/testimony/20090226CherylKeenanTestimony.pdf>

Note the commentary of Rep. Hinojosa who clearly recognizes the importance of adult literacy:

(This is a guest blog post by Rep. Rubén Hinojosa, chairman of the Subcommittee on Higher Education, Lifelong Learning, and Competitiveness.)



America's workers are in dire straits -- 3.6 million jobs have been lost since December 2007, with 598,000 jobs shed last month alone and unemployment surging to 7.6 percent.

Worse, we have failed to provide our workers with the education and skills that would help them weather the storm. According to the National Commission on Adult Literacy, 80 to 90 million U.S. adults, roughly half of the nation's workforce, currently lack the basic education and communication skills required for jobs that pay family sustaining wages.

The American Recovery and Reinvestment Act, which includes \$4 billion for job training to help prepare laid-off, adult, and younger workers for work in emerging industries, is a critical first step toward getting America back to work.

However, our Workforce Investment Act (WIA), which authorizes our job training, adult education, and vocational rehabilitative services programs, is also long overdue for an upgrade. The current authorization

expired in 2003, and the law has not been reauthorized since 1998 – when the economy was stronger and we were adding jobs rather than shedding them. We must strengthen WIA to meet today's challenges and position our workers for long-term success in the global economy.

An improved WIA should be a key plank in our plans to restore economic prosperity to America's working families. We have an opportunity to update our job training programs so that they not only place workers into jobs but onto career pathways that lead to better wages and advancement in the workplace. We should seize the moment to re-engage adult learners who struggle with low literacy levels or who lack a high school diploma, providing them with the skills and credentials they need for success on the job and an improved quality of life at home and in the community.

The Subcommittee on Higher Education, Lifelong Learning and Competitiveness will kick off the drive to reauthorization with a hearing looking at innovation and best practices under the current Workforce Investment Act. We will be seeking input from all stakeholders on how we need to modernize WIA to weather today's economic crisis and to lay the foundation for a dynamic, highly skilled workforce for the future.

Budget and Fiscal Affairs Report

Hi everyone--

As immediate past president, I chair the Budget & Fiscal Affairs Committee. Last fall the board had formed an ad hoc investment committee that was due to report in March. The investment committee has not met, so let's roll that into B&FA. Meantime, we need to decide what to do with the existing CD(s). It would appear there is little choice but to continue with CDs. The question is, should we go on a schedule or simply roll the current balance into another one or more CDs? For what term(s)? In addition, if there is excess revenue from the conference, what should be done with that money?

Need the following from the board:

1. Maturity date of current CD(s).
2. Confirmation/update of who is on the ad hoc investment committee. October minutes list Tana Reiff, Cheryl Hiester, Martin Senger, Monica Shields, Bill Schaffer, and Chuck Klinger.
3. Recommendations from members of the investment committee for scheduling CDs.
4. Set a date for a conference call of the investment committee to report in April, unless CD maturity requires an earlier decision.

B&FA is responsible for an annual audit. Need direction on how that should be handled, along with 2008 tax preparation.

I will not be attending the March board meeting.

--

Tana Reiff
TIU Community Education Services
Immediate Past President
Chair, Budget & Fiscal Affairs Committee

Membership Report

Approximate membership numbers were sent to Gary Dean in February so the PAACE journals could be printed. The final membership spreadsheet was sent to Gary this week for the mailing. We currently have 658 members. At this time last year, membership totaled 689.

At this point, there are 16 membership payments that have not been received. I will send out notices once Monica has reconciled and identified all the payments she has received. It took the entire year with multiple e-mails and phone calls to receive outstanding membership payments last year.

The August 2008 change from "year from the date of joining" to a fixed membership year, December 1 – November 30, has simplified procedures. E-mail notices for membership renewal (letters to those without e-mail addresses) will be sent to all members at the beginning of November 2009.

Membership letters now include stickers instead of separate membership cards. The stickers include the expiration date and also list the e-mail address and password used to join or renew. Diane has written her President's letter and it will be sent to all new members.

An issue that needs to be addressed in the coming months is the way information is gathered in GiftTool. One of the needs of PAACE is to be able to identify the members of each program division. To do that now, it requires the manual manipulation and combination of several spreadsheets and reports. It is possible to get this information but it is a time-consuming task.

I will not be able to attend the meeting.

Suzanne Webster
Membership

ESL DIVISION – PAACE Board report – March 11, 2009

We had good attendance at our Division Luncheon, and an excellent discussion with the USCIS officials. They have expressed interest in presenting again next year, perhaps in a double session.

Martin has put together a thank you e-mail for the division's presenters, which will be sent out soon.

We have also created a follow-up message for everyone in our division. We are asking them to be thinking about suggestions for the conference itself, possible presenters, and sessions they would like to see (or present). We are trying to think of other innovative ways to increase the amount/quality of proposals for our division. We welcome any input!

Our conference planning follow-up information was sent to Diane yesterday.

Regarding elections: The three of us were appointed- we would like to know how the process should be done.

Martin, Susan, and I will attend Tuesday's meeting.

Respectfully submitted,

Cathie Whitmire

CHE and Awards Report

Hi Everyone,

Here is Awards report:

- completing follow-up work from conference. mailing plaque, citations and materials to recipients not able to attend Recognition Luncheon.
- mailed Scholarship winner checks to their college and university
- reviewing process for awards to improve it for next year

CHE report

- sent info from CHE Division meeting
- exploring ways to increase Higher Ed participation

See you Tuesday.

Mary Anne

Mary Anne Varacalli

Family Literacy Report

I submitted a division report after the conference. I have been sending thank you letters to individuals that supported family literacy conference activities.

I will be attending the meeting.

Katherine A. Vastine
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ABSE Report

Since PAACE and specifically the ABSE Division Lunch, I have been thinking about how best to organize this division in an effort to integrate and strengthen all of the interests that ABSE represents. The consensus from ABSE members that I have spoken with is a wish to focus professional development activities on the subject of reading. It has been stated that this cuts across all of the variety of educators and in is really "the bottom line".

I will continue to address advocacy with this division. Participants at the lunch had only a very basic understanding of what advocacy meant. I was disappointed as I thought at the end of the conference they would have participated in or at least thought about this topic in a more meaningful manner.

Bootsie

Communications Report

From new Communications Chair, Colleen Duran:

First, thank you for giving me the opportunity to serve on the PAACE Board. I look forward to working with all of you!

Second, I have to give a big thank you to former Communications Chair Destiny Long. She has been (and continues to be!) instrumental in making this a smooth transition for me. I have already learned so much from Destiny!

Lastly, what I've been doing...I've been learning the ins and outs of the PAACE website, as well as the various responsibilities this position brings. Advocacy postcards are currently being printed and will be sent to JoAnn Weinberger by the end of this week.

Thanks,

Colleen

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Corrections Ed Report

Hello everyone, I left the Mid-Winter Conference feeling that the Corrections Ed. Division had made significant progress toward our goal of providing a voice for all levels of Correction Education providers (State, County, and Community Corrections). After reviewing the evaluations of the sessions we continue to move forward with plans to develop and implement trainings and professional development opportunities with the help of our Regional Professional Development Centers, and newly established networks. Unfortunately because of scheduling conflicts I will not be in attendance at the March meeting, but look forward to catching up at a later date. Thank you all for all that you do!

Randy Bacon