



Advocacy and Communications Committee Report 2016-2017

The MAACCE Advocacy and Communications Committee has had a busy year during 2016-2017. Here is an overview of our major activities. We thank all the MAACCE members for their participation and support. Your on-the-ground work makes all the difference!

National Adult Education and Family Literacy Week: Go Green 2016

- Wristbands and Minikits distributed to members.
- Great activities across the state (Please see Go Green Report).
- Three television interviews with adult learners
- Governor Proclamation with presentation at Annapolis
- Interaction with congressional leaders at local event and on Capitol Hill
- Attendance at Montgomery Coalition for Adult English Literacy (MCAEL) ESL Fair

Efforts Regarding State Relationships

- Meeting in August 2016 with DLLR leadership regarding FY18 funding
- Postcard to Governor Campaign
- Follow up meeting with DLLR leadership in February 2017
- Annapolis Day, visiting key state delegates and senators offices in March 2017
- Provided Erin Roth at DLLR with support letter for Apprenticeship Grant
- Coordinated with DLLR per MAACCE workshops on WIOA and Apprenticeships
- Communicating with state delegates throughout the year and sitting on Maryland Association for Nonprofits Public Policy calls
- **State Funding Status:** Level funding for FY18, seeking increased funding for FY19

Efforts Regarding Federal Relationships

- Supporting Coalition on Adult Basic Education (COABE) and National Council of State Directors of Adult Education (NCSDAE) in their joint advocacy efforts
- Visited congressional staffers at the COABE Days on the Hill in Sept 2016 and April 2016 and at the NCSDAE March on the Hill in March 2017
- Participate in national meetings with National Coalition for Literacy
- Wrote and sent official MAACCE/COABE letters to all Maryland congressional representatives and senators in December 2016
- Gathered information from poll from the MAACCE members about the impact of potential cut of 13.5% and communicated those findings in a fact sheet shared with state and federal leaders
- **Federal Funding Status:** Level funding until October 2017, supporting the COABE and NCSDAE request for least \$649 Million dollars to fulfil WIOA requirement, but we anticipate cuts, possibly 13.5%

Monitoring Adult High School Effort in Maryland

- Two board members, Heather Ritchie and Regina Boyce, serve on the Adult High School Task Force
- Committee member, Sonia Socha, also monitored the status of the task force and the bill that authorized a pilot program in Maryland.
- Cynthia Campbell, Regina Boyce, and Sonia Socha serving on subcommittees for the task force looking at accountability and funding for the pilot program

- Coordinated Del. Luke Clippinger's visit to the MAACCE Conference to share information with interested MAACCE members (Friday after lunch)

Development of Resources

- Minikits for GO GREEN
- Fact Sheet on Making WIOA work to its full potential in Maryland
- Fact Sheet on Impact of Proposed Federal Budget Cuts in Maryland
- General MAACCE Adult Education Fact Sheet
- Student Success Profiles
- Three student videos
- Information Packets for visits to Annapolis and Washington DC

Communications

- New e-newsletter format and e-newsletters
- Social media updates
- Basic flyer for conference
- Proofing of the 2017 conference program

Goals for 2017-2018

- Supporting ***Educate and Elevate*** with letters from teachers and students to members of Congress and other efforts
- Family Literacy more connected with AEFL Week 2017: GO GREEN – **September 25 – 30, 2017**
- County-specific fact sheets
- Student success stories from each county
- Greater Adult Learner engagement in advocacy
- Programs inviting congressional leaders and staff to visit classes
- Programs inviting state legislators and staff to visit classes
- Fact Sheets uploaded and organized for easy access on the MAACCE Website
- Student Success Profiles
- Three student videos
- Information Packets for visits to Annapolis and Washington DC
- More systematic, regular communications.

How you can help:

- Coaching of local programs in advocacy efforts, including during GO GREEN
- Gathering information for county profiles
- Writing templates for advocacy efforts, including letters to Congress, to state legislators, other officials, and letters to the editor
- More student videos
- Coordination of adult learners across the state as advocates
- People willing to visit state leaders in Annapolis
- Writing articles for MAACCE Matters and providing ideas for social media posts

For more information, please contact MAACCE@gmail.com or visit www.MAACCEmd.org