

Section 5: Program Governance and Coordination

5.1: Describe the governance and decision-making processes in place between the consortium.

5.1.1: Describe the purpose, frequency, invited attendees and required attendees at consortium-wide meetings. A consortium-wide meeting involves members discussing consortium governance and operational procedures.

Consortium members meet twice a year for business meetings to discuss issues related to governance and operation procedures. Specifically, consortium members address the topics of new, expanded or continued membership, ABE laws, policy and guidance, fund allocation, fiscal responsibility, operational procedures, state initiatives, federal mandates and NRS reporting. Additionally, consortium members discuss trends and concerns their programs are facing.

Executive or program directors/managers are expected to attend consortium meetings, with interested staff as invited guests. The July meeting is the mandatory business meeting and each member is required to have at least one person, with signing authority, in attendance. The fiscal agent Accountability Specialist, Testing Coordinator and Adult Education Manager coordinate and attend consortium-wide meetings.

The consortium members meet with other ABE providers and organizations that provide services to AE learners (i.e. Southside Providers, etc.) multiple times a year, to discuss the program needs, trends, anticipated immigration/refugee arrivals and the educational needs of the newcomers and other issues pertaining to AE programs.

The Adult Education (AE) Community Advisory Council oversees the Minneapolis Adult Education Consortium. In the early 1990's the consortium members requested that the necessary governance work be assigned to the Minneapolis AE Community Advisory Council to allow service providers to focus their time on serving learners. Consortium members were comfortable having a representative group of peers---consortium members, community organizations outside the consortium membership and the fiscal agent ---- along with other stakeholders make policy decisions.

Recommendations on issues are gathered at consortium meetings regarding any issues or proposed action. The council makes final decisions at their monthly meetings for the consortium. The following activities are under the council's purview:

- Affirming/adapting current consortium policies and updating as necessary
- Assuring that District and MDE policies regarding the MPS Contract, program services agreements and state assurances are executed appropriately
- Assuring program compliance of state regulation and laws by periodically reviewing documentation
- Recommending/confirming MPS-AE policy regarding partnership development, policies and procedures and partnership dissolution

- Discuss how the consortium might better align programming with the needs of students while following state and federal guidance (initiatives, WIOA, etc.)

The current Minneapolis Adult Education Advisory Council members are:

- Dr. Rosemarie Park, professor, University of Minnesota
- Kristine Snyder, Dean of Academic Affairs, Minneapolis Community and Technical College;
- Mark Brinda, Ph.D, City of Minneapolis, Employment and Training Department;
- Dr. Catherine Twohig, professor, University of Minnesota
- Becky Brink Ray, Director, Employment Training & Education Goodwill Easterseals MN;
- Julie Brekke, VP Programs, Fundraising and Communications, Project for Pride in Living;
- Linda Bryant, Vice President, Community Based Services, Emerge Community Development;
- Sarah Murali, Program Director, English Learning Center
- Lance Knuckles, Community Relations Director; Community Reinvestment Fund, USA;
- Carlye Peterson, Manager, MPS Adult Education

5.1.2: Describe how and when the annual consortium agreement gets developed and signed by your consortium and its members.

The annual consortium agreement was developed by the fiscal agent with the input of members and the approval of the AE Community Advisory Council. The fiscal agent reviews the document annually to make any necessary changes and updates. At the July business meeting the consortium members are briefed on any changes that have been made from the previous year agreement and how the funds are allocated for each member based on the prior year learner contact hours. The agreement is signed by an authorized representative from each consortium member during this meeting. We also review the MDE Grant Assurances and ask each partner to sign a copy indicating their understanding and agreement to abide by the assurances. (Document O).

Annually, in August or September the accountability specialist meets with each partner to develop an annual partnership service agreement. This document clarifies the expectations and contributions each entity provides to enhance the AE service to learners. This service agreement includes the action steps the program intends to take to meet or exceed the NRS Negotiated Targets for the Program Year.

5.2: Describe your consortium's marketing and outreach plans and/or strategies.

Most consortium members have their own Web presence and market their individual programs as they each see fit. However, all consortium members are promoted through the main Minneapolis Adult Education Web site (abe.mpls.k12.mn.us) and a full consortium

brochure was updated in 2015.

Below is a list of the individual partner marketing initiatives:

Minneapolis Public Schools Adult Education (MPS AE)

Since the fall of 2013, Minneapolis Adult Education has had a designated staff member who is responsible for outreach and marketing on a part-time basis. The purpose of this position is to have a single point of contact for marketing issues and to proactively and uniformly promote program initiatives. The marketing coordinator works with staff, the district communications office and Community Education's graphic designer to produce and disseminate quality marketing materials and messaging.

Program marketing efforts can be divided into several areas:

- Print — Flyers, Community Education Seasonal Tabloid Ad, Consortium Brochure, Mailings, Bulletin Boards, Student Photos
- Electronic — Website, Quarterly E-Newsletters, Email Blasts, Google Ads
- Personal/Verbal — Visiting Classes, Staffing Tables at Community Resource Events, Building Tours and periodic announcements/interviews on KMOJ and KFAI radio
- Promotional Materials — Coffee Mugs, Magnets, Bookmarks and Mouse Pads, etc. with Adult Ed Branding
- Other — Career and Resource Fairs, GED Graduation, Radio/Video Promotions, Student Testimonials
- Possible Future Initiatives: Facebook and/or Twitter

Cedar Riverside Adult Education Center (CRAEC)

- We distribute flyers to our neighborhood including the Riverside plaza apartments by mail twice a year.
- We post banners & distribute flyers at public places in the neighborhood. These include mosques, stores, community centers, schools, etc.
- We publicize our program on local radio (KFAI Radio) and local TV.
- As of December 2014, we have a new part-time outreach staff who will be taking the responsibility of marketing and publicizing our program to the community.

English Learning Center (ELC)

Student-Oriented Communications:

- We are located one block from the 24th Street Somali Mall. Many students learn about our school by connecting with others at the mall, or they see our sign as they walk past the building. Most student referral is word of mouth.
- We actively participate in the South Minneapolis ESL Providers meeting, and the Refugee Consortium. In both places we have the opportunity to advertise new student registration opportunities.
- We regularly update the Minnesota Literacy Council with our course offerings and contact information for student referrals.
- We actively maintain our website and include a page geared toward prospective

students. This page includes information about our class schedules, how to register for school, and other resources for practicing English. <http://oscs-mn.org/englishlc-students/>

- We maintain an active presence on Facebook, with a number of students, volunteers, and community partners following our page. <https://www.facebook.com/englishlearningcenter>
- We occasionally recruit students through print material in various languages. We do this only when our class numbers are low, which has not happened for a number of years. When we do, we try to target gathering points for members of various immigrant and refugee communities, and hand fliers or talk to individuals at those locations. When we have this opportunity to recruit for our school, we try to focus on recruiting communities of students that are underrepresented in our student body as we believe that we are a stronger school when our student body is diverse.
- We have a multilingual staff which allows us to provide interpretation for students in the following twelve languages: Somali, Swahili, Arabic, French, Italian, Spanish, Oromo, Amharic, Harari, German, Mongolian, and Bemba. We have created recruitment materials in additional languages not listed here thanks to the generous support of our volunteer teachers and other community connections.

Volunteer-Oriented Communications:

- We maintain an active presence on Facebook, with a number of students, volunteers, and community connections following our page.
- We keep our website up to date with current volunteer opportunities and resources for volunteers.
- We keep the Minnesota Literacy Council informed of our volunteer needs.
- We present at various volunteer fairs, service learning classes and other volunteer-oriented events.
- We recruit on many online volunteer recruitment websites, such as: Volunteer Match, the MN Council of Nonprofits, and Idealist.
- We have on-going relationships with a number of colleges and universities and receive many student volunteers and interns from them.
- Occasionally fliers have been put up in the local community advertising volunteer opportunities.
- Current volunteers and supporters are encouraged to spread the word about our volunteer opportunities, and are provided with materials to hand out to friends, and put up at work or other gathering places.
- We have an on-going partnership with the Retired and Senior Volunteer Program (RSVP) and receive some volunteer referrals through them.

Organizational Communications

- We continue to refine an active calendar of communications pieces that are used to articulate the progress of our mission with funders, including individual donors, organizations in the community who support us, and foundations and corporations who grant funds to us.
- We utilize a variety of printed communication pieces, including brochures, regular newsletters and an Annual Report.
- We supplement our printed communications with regular electronic pieces,

including e-news and program related video pieces, as well as ensuring that our website and Facebook page provide appropriate and interesting information for funders as well as volunteers.

- We regularly seek out speaking opportunities, in order to make presentations to individuals and groups in the wider community who are interested in learning more about our work, and the challenges that face the students we serve.

Twin Cities Rise! (TCR)

In addition to street recruiting, TCR! works with many community partners, including chemical and behavioral health providers, social service agencies, and the Department of Corrections, to recruit new participants into the program. We also regularly attend or co-host job fairs and other community events. Additionally, our successful Bonus Bucks referral program provides monetary reward for current participants who direct qualified friends and family members into the program. We do additional promotion through KMOJ and public access television, and we have done significant advertising through MetroTransit with full-size posters on bus shelters.

Our Employer Services staff members work continuously to foster, build, and maintain relationships with Customer Companies who hire our participants. In addition to phone calls, one-on-one meetings, and site visits, TCR! holds twice-yearly Employer Advisory Panels to solicit feedback from our employer partners. Volunteer Services staff use similar tactics to engage community members in providing service to our participants.

Our Development staff send monthly email communications to donors and community members, as well as seasonal newsletters to all stakeholders. Program accomplishments are summarized and promoted in our Annual Report. Additionally, much promotion is done each year through a series of events, including five Participant Celebrations, our annual Gala, a Summer Social for major donors, and several smaller community engagement events. We also use Facebook, Twitter, and our website to connect to the community and promote engagement with our organization.

Updates to all of these strategies are ongoing.

Volunteers of America Adult High School (VOA)

Our marketing plans are limited. We are included on the Minnesota Literacy Council website and in the Minneapolis consortium tri-fold brochure to reach students who are looking for a local ABE, ESL or ADP program. We have a presence on VOA-MN/WI's website and have done some outreach with counselors and soon-to-age-out students at local high schools. We also have a close contact at the Minneapolis district's We Want You Back program who refers students they think would do well with us.