ABOUT STUDENTS
CONSORTIUM FOR
ADULT EDUCATION

April 13, 2020
Agenda

- Welcome
- CAEP Updates
- Consortium Updates
- CFAD
- Distance Learning
- WIOA Updates
- Wrap-up
CAEP Updates

• Newsletter:  https://caladulted.org/Newsletters

• COVID-19 Resources

• Office Hours
  • Every Friday via Zoom, 1:00-2:00

• Census 2020

• Governor’s May Revise

• Due Dates:
  • Student Data Due in TOPS: April 30
  • CFAD Due May 2
  • 18/19 and 19/20 Member Expense Report due in NOVA (Q3) Due June 1
Consortium Update

• CFAD
  • Due Date: May 2
    • Funding Distribution, Direct
    • Narratives
    • Official Representatives, Contacts
    • Allocation

• FocusForward Update
  • Campaign Status
  • Metrics
  • Next Steps
CFAD: 46 Riverside About Students

- Funding Channel 2019-20:
  - Direct Funded
- CAEP Funds 2019-20:
  - $8,457,219
- CAEP Funds 2018-19:
  - $8,190,217
- CAEP Funds 2017-18:
  - $7,851,639
<table>
<thead>
<tr>
<th>Member Agency</th>
<th>Member Type</th>
<th>Contact</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alvord Unified</td>
<td>Unified School District</td>
<td>Craig Shiflett</td>
<td>(951) 509-5015</td>
</tr>
<tr>
<td>Corona-Norco Unified</td>
<td>Unified School District</td>
<td>Thoibi Rublaitus</td>
<td>(951) 736-3325 ext: 29111</td>
</tr>
<tr>
<td>Jurupa Unified</td>
<td>Unified School District</td>
<td>Annamarie Montanez</td>
<td>(951) 222-7739</td>
</tr>
<tr>
<td>Moreno Valley Unified</td>
<td>Unified School District</td>
<td>Dr. Patricia Bazanos Ed.D.</td>
<td>(951) 571-4790 ext: 64801</td>
</tr>
<tr>
<td>Riverside CCD</td>
<td>District</td>
<td>Thea Quigley</td>
<td></td>
</tr>
<tr>
<td>Riverside Co. Office of Education</td>
<td>County Office of Education (COE)</td>
<td>Ms. Lucie Gonzalez</td>
<td>(951) 922-7362</td>
</tr>
<tr>
<td>Riverside Unified</td>
<td>Unified School District</td>
<td>Rachel Bramlett 7887185</td>
<td>(951) 788-7185</td>
</tr>
<tr>
<td>Val Verde Unified</td>
<td>Unified School District</td>
<td>John Parker</td>
<td>(951) 940-6100</td>
</tr>
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## 2020/21 Allocation

<table>
<thead>
<tr>
<th>Member</th>
<th>Percent of Regional Allocation</th>
<th>2020/21 Base Allocation</th>
<th>CFAD Allocations for NOVA</th>
</tr>
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<tbody>
<tr>
<td>Alvord USD</td>
<td>4.81%</td>
<td>$416,621</td>
<td>$416,621</td>
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<tr>
<td>Corona-Norco USD</td>
<td>17.05%</td>
<td>$1,474,673</td>
<td>$1,869,793</td>
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<td>Jurupa USD</td>
<td>12.83%</td>
<td>$1,110,143</td>
<td>$1,110,143</td>
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<tr>
<td>Moreno Valley USD</td>
<td>14.08%</td>
<td>$1,218,323</td>
<td>$1,218,323</td>
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<tr>
<td>Riverside CCD</td>
<td>6.39%</td>
<td>$552,902</td>
<td>$552,902</td>
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<tr>
<td>Riverside COE</td>
<td>3.96%</td>
<td>$342,234</td>
<td>$342,234</td>
</tr>
<tr>
<td>Riverside USD</td>
<td>33.65%</td>
<td>$2,910,717</td>
<td>$2,910,717</td>
</tr>
<tr>
<td>Val Verde USD</td>
<td>2.66%</td>
<td>$230,155</td>
<td>$230,155</td>
</tr>
<tr>
<td>Leadership</td>
<td>4.57%</td>
<td>$395,120</td>
<td>(included in CNUSD)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>$8,650,888</strong></td>
<td><strong>$8,650,888</strong></td>
</tr>
</tbody>
</table>
CFAD Narrative/Changes

- Justify allocations are consistent with annual plan.
- Describe allocation changes and why.
2020/21 CFAD Approval

Contacts
Allocation Approval
Narrative and Changes
Distance Learning

Resources
Curriculum and instruction

Time Accounting:
50% rule
3 Models:
Clock Time
Teacher Verification
Learner Mastery

Remote Proctoring
CASAS - Not allowable
More to come

Professional Development/Training
OTAN/CASAS/CALPRO

Devices
Lending opportunities
WIOA Update

- RFA Results to be announced
- Deliverables remain due on schedule
- Expenses extended until September 30, 2020
WIOA Deliverables Due April 30

- **ECR**
  - Expenditure Claim Report

- **Survey**
  - Implementation
  - Employment and Earnings Survey

- **EL Civics**
  - Due date for COAAP selection
  - Citizenship Recertification

- **IELCE**
  - Plan Due

- **Data**
  - TOPS data and DIR
Campaign Status

Ad Campaign launched February 28

- Ads ran on Facebook, Instagram, Google and Snapchat
- More than 1,000 visits to campaign website in the last month

- Visitors spent over 2 ½ minutes on the site – *11% higher than the Higher Education website average*

- 300 leads currently in the B2BEngage System in 10 days = 30 leads/day – *A rate 40% higher than the average for college advertising campaigns*

Ad campaign paused on March 10th
Advertising Metrics

• Click-through rates for the digital advertising campaign at 1.5% was double that of the benchmark – *Double the rate of a typical college ad campaign*

• Price-per-lead below industry average prior to pivoting the campaign due to COVID-19 - *A rate 40% less expensive than the average for college advertising campaigns*

• Ads had a 1.8% engagement rate – *600% higher than the industry average for video ad*
Riverside About Students Ads

**Better Job. Better Life.**
FocusForwardRiverside.com

**Your Dreams. Our Mission.**
FocusForwardRiverside.com

"It's never too late to earn your GED, prepare for college or learn new career skills. Your dreams. Our mission. Sign up and we'll take each step with you, and at no or low cost to you."
Next Steps

• Each lead has received a follow up email
• Counselors have received automatic notification when leads were entered in the system
• Leads have continued to come in through this past week from *remarketing* ads that were set prior to March 10th
Considerations

• Target: 500 leads
• Ads are ready, but not deployed
• 5 follow-up emails scheduled to be deployed over the next 6 weeks
• Unclear when Stay-at-Home Orders will be lifted
• Timing on return to on-campus classes unclear
• Unemployment spikes stress both current & potential students
• How are consortium schools handling learning?

TIME TO PIVOT!
Options

1. Continue pause of ad campaign and pivot to focus on rewriting the *email campaign* and adding more emails to go out over the next several months.

2. Continue pause of ad campaign, *rewrite email campaign*, but add a *new series of emails* to support retention of vulnerable students over the next several months.

3. Create a *new ad campaign* that focuses on awareness that can run through May/June and resume current ad campaign in the fall
Other Ways to Support Retention & Enrollment

1. Initiate a **text campaign** to current students to provide encouragement and promote resources for help.

2. Create a **Counselor Playbook** that includes links to website tools to help enroll new students. (Can be used by College/High School Counselors AND Community partners.)

3. Initiate a **social media campaign** on Facebook/What’s App/Instagram to provide support and connect current and potential students to services.
Questions for the Consortium....

1. What are your biggest concerns about enrollment in the fall?
   - Getting new enrollments
   - Retention – getting current students to re-enroll
   - Helping each prospective student determine what to take to meet their goals
   - Other

2. What Are your biggest concerns about students currently enrolled?
   - Supporting their learning
   - Discouragement
   - Technology and internet access issues
Upcoming Consortium Meeting and Field Meetings

• Informal Networking with CASAS (Jay and Janice) (Zoom)
  ◦ Mon April 13 1pm
  ◦ Fri April 17 11am

• WIOA/ACSA Regional Meeting (Zoom)
  • Wed April 15 9:00

• CAEP Regional Kick-off Meeting for All (Zoom)
  • Wed April 15 12:00

• East Los Angeles/Inland Counties: CAEP Regional Web-based Network Meeting (Zoom)
  • Wed April 29 1:00

• Consortium Meeting (Zoom)
  • Mon May 11 2:00-4:00
THANK YOU!

Let us know how we can support you!