



LITERACY TEXAS ANNUAL CONFERENCE 2023
AUGUST 1 & 2 LITERACYTEXAS.ORG/CONFERENCE

Beyond the AEL Tradition: Where Do We Go From Here?

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****Houston Mayor's Office for Adult Literacy (MOAL)****

Project Manager

****Learning Futurist****

****Literacy Consultant****

****IG Entrepreneur****

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AEL Unleashed



What's In It for Them? (outcomes)

- **Unleashed AEL “Case Makers” for the Literacy Ecosystem**
- **Optimized mindsets regarding the digital evolution in AEL**
- **Infused “techno-digital education” experiences for competitive digital equity**





Discussion: Reading. Is that all you do?

You are at a networking function.

- *Hi, I'm Alex from Carbo-Hydrate, the carbonated water company. I'm in sales. What about you?*
- *I'm (say your name). I'm an adult literacy teacher.*
- *Oh, that's great. You teach people to read!*

*****HOW DO YOU RESPOND?*****

The General Perception of Literacy



1st Evolution of AEL Brand = Talent Pool Development

- A talent pool is a group of individuals with specific skills or qualifications that are in demand by employers.
- Having a strong talent pool is important for businesses because it allows them to quickly fill open positions with qualified candidates.
- A strong talent pool can also help businesses to stay competitive by providing them with access to the latest skills and technologies.
- **“Products” of an adult literacy, higher ed, entrepreneurship, or job skills training program**

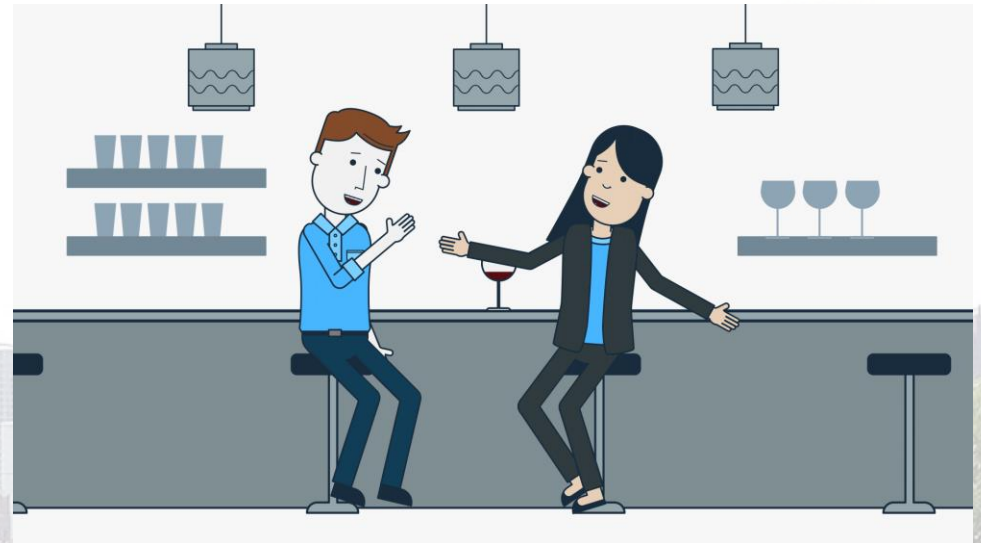


“I Develop Talent.”

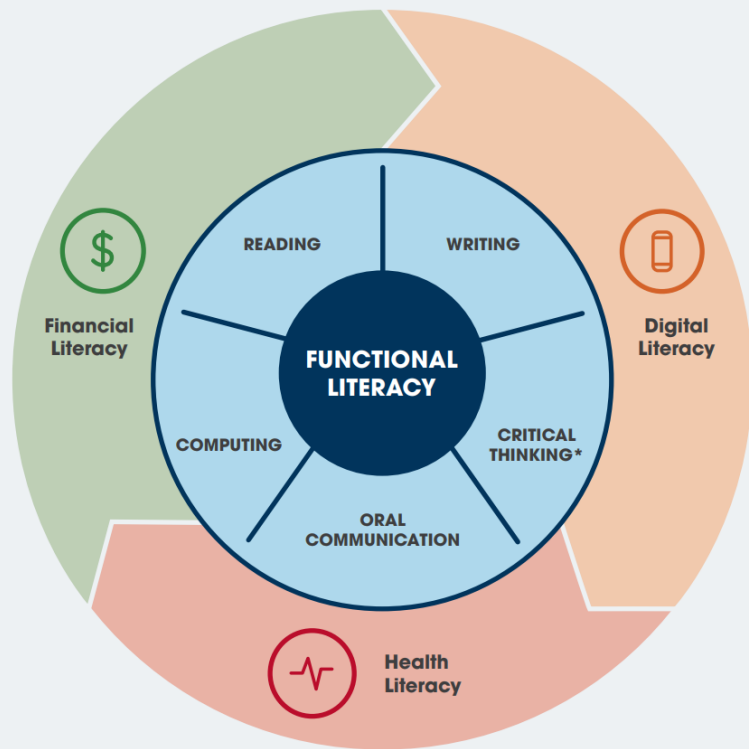


REFLECTION 1

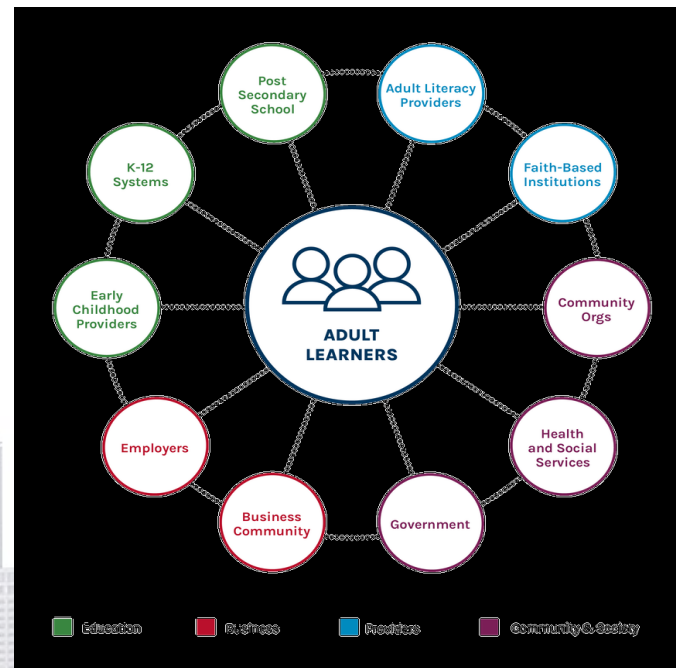
- How will you respond the next time someone asks “What do you do?”



2nd Evolution of AEL Brand: AEL as a Literacy Ecosystem Influencer



* Refers to the ability to make decisions, synthesize information, and solve problems.



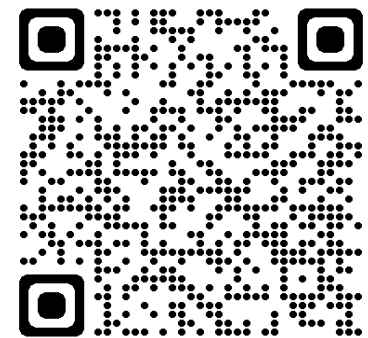


Research Based: The Blueprint

The Blueprint

<http://houstontx.gov/adultliteracyblueprint/>

- City's and Nation's first Adult Literacy Blueprint in partnership with the **Barbara Bush Houston Literacy Foundation**
- The 15-year strategic plan dedicated to advancing adult literacy in Houston
- Currently 1 in 3 adults in Harris County (Greater Houston Area) function at the lowest levels of literacy.



No One in Adult Ed is “JUST” a/an (xyz) Instructor Anymore



AEL Unleashed

Every AEL Instructor is a Talent Pool Developer & a Digital Literacy Navigator



*Refers to the ability to make decisions, synthesize information, and solve problems

On the Job

“To get better job and employment opportunities, I need to have the skills to...”



Apply for a job online



Communicate via email



Perform digital work tasks



Draft a cover letter and resume



Understand work safety manuals



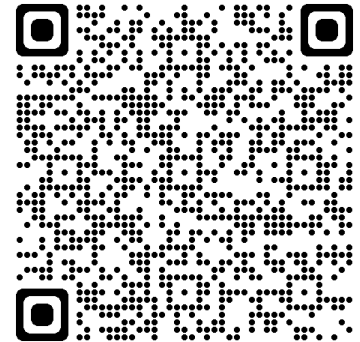
Navigate employee benefits

AEL Unleashed

Digital Divide. Digital Equity. Digital Access. Digital Resilience.



<https://nationalskillscoalition.org/>



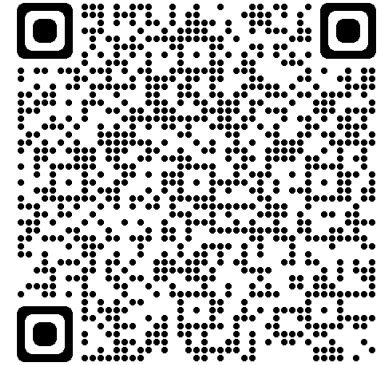
A record 92 percent of jobs now require definitely digital or likely digital skills, according to a new [report](#) from the National Skills Coalition.

“Closing the Digital Skills Divide: The Payoff for Workers, Business and the Economy”



Jobs that require **DIGITAL SKILLS** PAY MORE

MEDIAN HOURLY WAGE



Source: NSC/Federal Reserve Bank of Atlanta analysis of 2021 job postings. Full report: Closing the Digital Skill Divide.



<https://nationalskillscoalition.org/resource/publications/closing-the-digital-skill-divide/>

Foundational & Industry-specific Skills

Foundational / Digital Literacy Basics:

- typing and keyboarding
- using mobile applications
- using common software packages like Microsoft

*Northstar Digital Literacy

<https://www.digitalliteracyassessment.org/>

*GCFLearnfree

<https://edu.gcfglobal.org/en/>

Industry Specific

Industry Specific / Contextualized DL:

- specific platforms or software packages common to an industry
- automation and programming
- Note: DL is different for workers in the real estate industry and workers in the food service industry (integration).

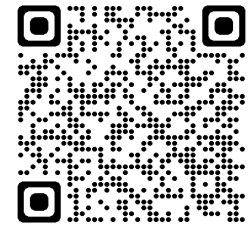
Digital Resilience / Retention / Progress

“This is about being nimble enough to respond as your job changes over time, and your career evolves over time, and as the kind of digital skills you need change over time... a lot of digital upskilling [reskilling] involves building bridges from the skills people have to the skills they need or will need in the future.”

Amanda Bergson-Shilcock, NSC senior fellow and an author of *“Closing the Digital Skills Divide: The Payoff for Workers, Business and the Economy”*



REFLECTION 2



Go back to Reflection 1. Add the following:

- 3 skills needed by your students / clients (aka Talent Pool).
- Match skills with functional literacy and 3 inner circle literacy domains
- Contextualize these answers with specific digital literacy training and experiences you can add to your curriculum or program



*Refers to the ability to make decisions, synthesize information, and solve problems

On the Job

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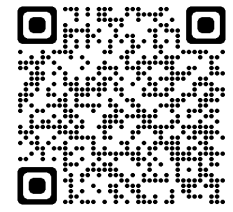


Understand work safety manuals



Navigate employee benefits

Seven Strategic Blueprint Goals



GOAL 1
AWARENESS & ACTION

GOAL 2
A COMPREHENSIVE
SYSTEM

GOAL 3
MULTI-GENERATIONAL
LEARNING

GOAL 4
WORKFORCE SKILLS &
OPPORTUNITIES

GOAL 5
DIGITAL RESOURCES
& SKILLS

GOAL 6
A COMMON DATA
SYSTEM & PRACTICES

GOAL 7
SUSTAINABLE RESOURCES FOR PROGRESS

GOAL 5: Digital Resources and Skills

Strategy 1

Advocate for policy and legislation in support of quality internet access (e.g., broadband, hotspots).

Strategy 2

Expand access to technology and digital resources through sustainable partnerships with technology-related businesses, the Houston Public Library, the pre-K-12 school system, and the general public.

Strategy 3

Increase access to and enrollment in digital literacy and skill-building programs.

Strategy 4

Provide and promote professional learning opportunities for adult literacy providers to innovate and deliver virtual or hybrid programming.

Strategy 5

Cultivate sustainable partnerships and investments in innovation and acquisition of learning apps, digital tools, and online learning systems for adult learners.

GOAL 5: Digital Resources and Skills

Strategy 1

Advocate for policy and legislation in support of quality internet access (e.g., broadband, hotspots).

Texas Broadband Project: Digital Mapping

Texas Digital Opportunity Plan, which will help inform how the State develops policies and funds programs to promote broadband accessibility, affordability and adoption throughout Texas.

Who?

ALL government agencies, nonprofits, experts, practitioners, funders, researchers, and community organizers. If your work helps people in your community access the internet, computers or digital skills training, or other information and resources, you should take part in this survey.



GOAL 5: Digital Resources and Skills

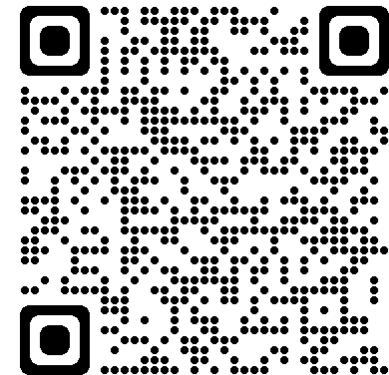
Strategy 1

Advocate for policy and legislation in support of quality internet access (e.g., broadband, hotspots).



<https://www.surveymonkey.com/r/NDIACommunity>

NDIA Strategic Planning -
Community Survey



GOAL 5: Digital Resources and Skills

Strategy 2

Expand access to technology and digital resources through sustainable partnerships with technology-related businesses, the Houston Public Library, the pre-K-12 school system, and the general public.

- ❖ *Bridge Digital Academy – Literacy Minnesota & Northstar Digital Literacy*
- ❖ *Digital Equity Project – COH ARPA Project & Houston Public Library*
 - ❖ *Xprize Rapid Reskilling Challenge – Houston*
 - ❖ *Digital Health: Mental Health Apps – Harvard University*



GOAL 5: Digital Resources and Skills

Strategy 5

Cultivate sustainable partnerships and investments in innovation and acquisition of learning apps, digital tools, and online learning systems for adult learners.





REFLECTION 3



- Which Digital Literacy Strategies from the Blueprint do you already engage in?
- Which strategy / strategies will you engage in?
- Write 1 way you will engage with a Goal 5 strategy.

Embracing a Digitally Driven Experience

- **Materials:** Worksite fundamentals plus site-specific, collaboratively developed supplements and experiences (the worksite is a learning lab)
- **Online Learning Platforms:** Use online learning platforms to deliver industry relevant content and facilitate collaboration for relative tasks
- **Interactive Media:** Use interactive media, such as videos and simulations, to support on the job thinking and problem solving skills
- **Virtual Reality Tools:** Use virtual reality tools to provide immersive learning experiences and team collaborations



Photo: Anson Green, UpWard Academy, Tyson Foods

“OG” English@Work, ATX 2005-2014

- Teaching English-language skills by contextualizing and customizing them and providing them in the workplace.
- Students made larger gains on various literacy measures more quickly than these more traditional approaches.
- Students also indicated that they felt more motivated to learn in a cohort of their peers that was situated within their workplace.
- Merged with and became part of the larger Literacy Coalition of Central Texas (LCCT) in January 2014.



LITERACY  COALITION
OF CENTRAL TEXAS

CELEBRATING 20 YEARS!

DART

Introducing DART Free ELL Digital Literacy Curriculum! | LINCS Community |
Adult Education and Literacy | U.S. Department of Education

- DART Digital Literacy Curriculum for Low Level ESL Curriculum, written by Dr. Glenda Rose and Dr. Denise Guckert.
- Tyson A-Ok To Access curriculum enhanced by cohort of adult education pilot projects working in Tyson plants across the country.

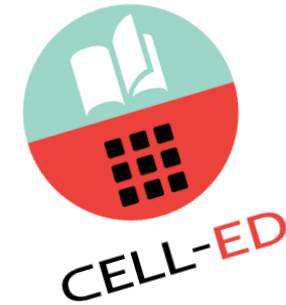


Worksites are Learning Labs

- ❖ *Industry Standards*
- ❖ *Industry Knowledge*
- ❖ *Industry Marketing*
- ❖ *Industry Image & Brand*
- ❖ *The Culture*

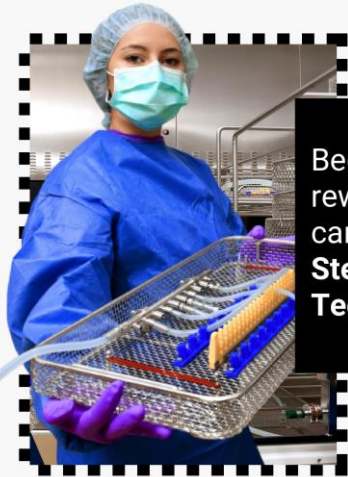


ADULT LITERACY PARTNERS OF HOUSTON XPRIZE AEL APP WINNERS 2019



- *EastSide University*
- *Memorial Assistance Ministries*
- *Literacy Advance*
- *Community Family Centers*
- *Additional providers plus community*

Xprize Rapid Reskilling



Begin a highly rewarding career as a **Sterilization Technician.**



Visit info.colaberry.com/vital to start your free training today.



Medical Equipment Preparer (Sterilization Tech)



isotonik
Train Fast • Skill Up • Get Employed

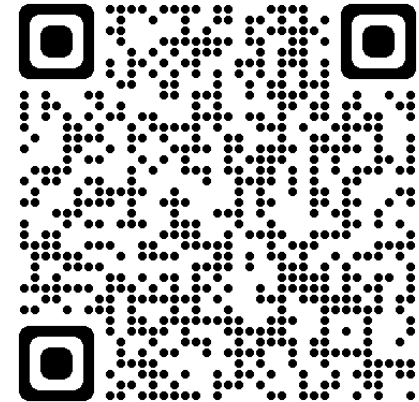


ARE YOU READY TO UPSKILL?

REGISTER FOR A FREE, ONLINE, FAST-PACED TRAINING PROGRAM IN HIGH-DEMAND JOBS



Register Now
www.shifa-project.com



COMMUNITY HEALTH WORKER (CHW)

YOU WILL LEARN:

Skills in communication, research, cultural humility and competence, HIPAA, and other skills needed for a successful career as a CHW. You will be prepared for high-demand, entry-level jobs in healthcare.

TRAINING DETAILS:

- 4-week online course accessible any where, any time
- Weekly Zoom 1:1 and cohort meetings for engagement and Q&A
- In-person private forum and messaging
- Internship opportunities

REGISTER HERE
www.shifa-project.com



MEDICAL SECRETARY

YOU WILL LEARN:

Skills in medical office and patient management such as documents, management, effective communication, cultural humility and competence, HIPAA, medical terminology, customer service and hands-on training on Electronic Health Record (EHR). You will be prepared for high-demand jobs in healthcare.

TRAINING DETAILS:

- 4-week online course accessible any where, any time
- Weekly Zoom 1:1 and cohort meetings for engagement and Q&A
- In-person private forum and messaging
- Internship opportunities

REGISTER HERE
www.shifa-project.com



MOTOR VEHICLE OPERATOR

YOU WILL LEARN:

How to prepare for the class C permit exam, Customer Service - Cultural Humility, Medical transportation and other delivery modes, Road and Driver Safety.

TRAINING DETAILS:

- 5-week online course accessible any where, any time
- Weekly Zoom 1:1 and cohort meetings for engagement and Q&A
- Virtual Reality (VR) simulation driving training
- In-person private forum and messaging
- Internship opportunities

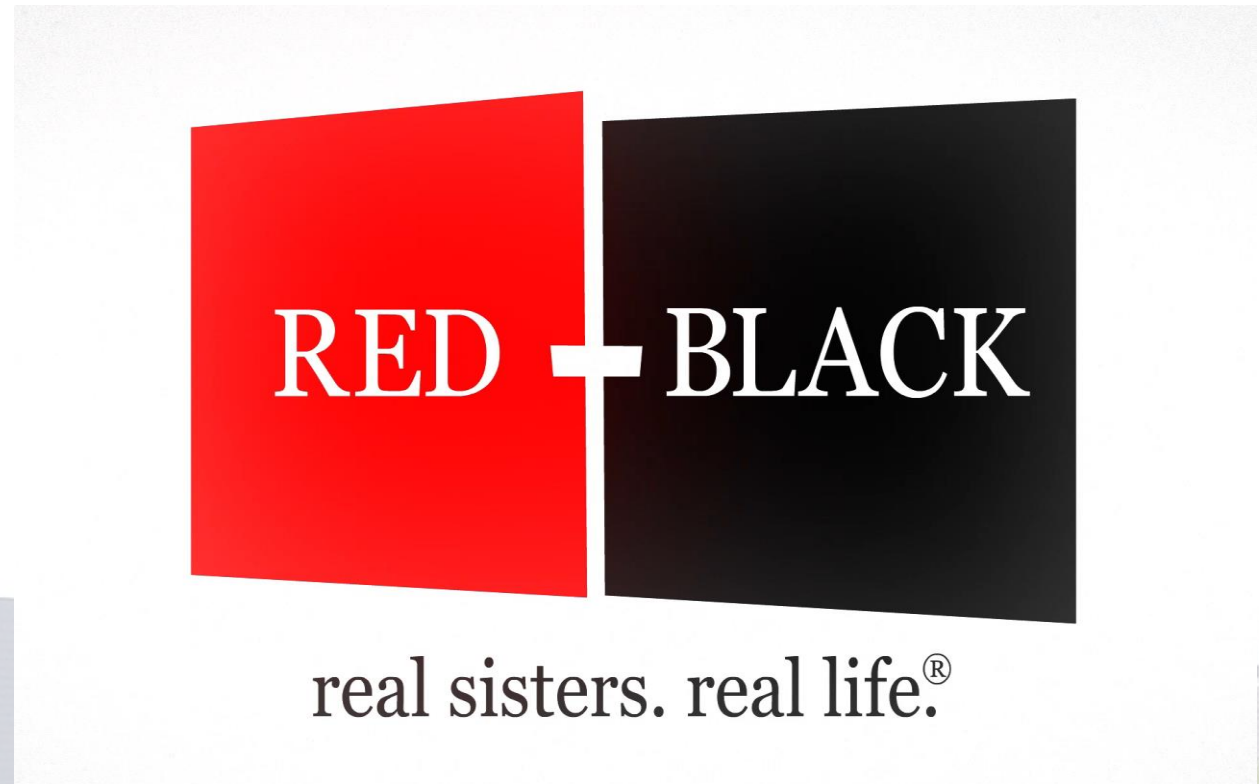
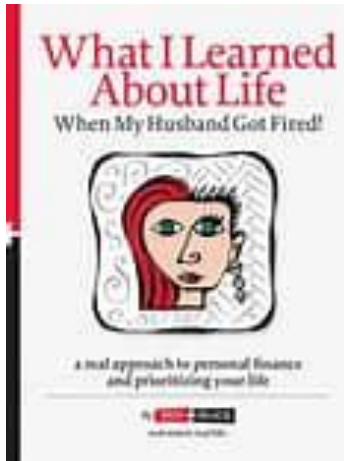
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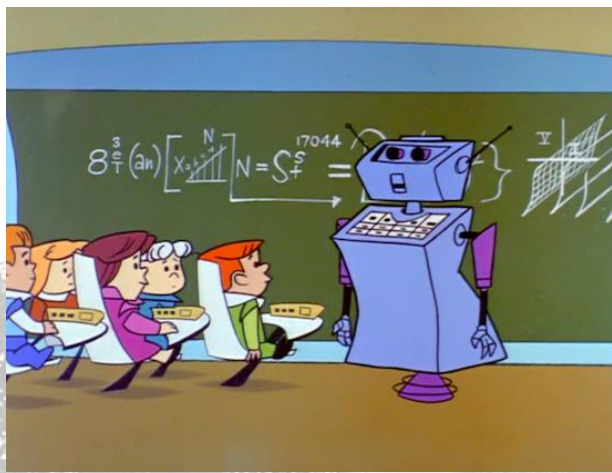
Call us at:
888-982-8223

Website:
www.shifa-project.com

To partner with us:
shifa@sfssd.org

“Techno-Digital EduTainment” The Food Bank & Adult Literacy?





Movies, “mechanical tabulating machines” and teachers instructing by videophone were the classroom of tomorrow. Each child sits in front of a console which has a screen displaying equations, multiple colored buttons and what looks like maybe a video camera or microphone mounted on the top-center of the desk.

[Arthur Radebaugh](#)'s classic futuristic comic strip “Closer Than We Think” (1958-63)

An “Unleashed” Instruction Mindset is More Important Than Ever for Texas AEL Providers

TEXAS BY THE NUMBERS

#1 U.S. EXPORTER
FOR 20 YEARS IN A ROW



\$375B
IN 2021

MORE THAN

14 MILLION



PEOPLE IN THE
CIVILIAN LABOR FORCE



10TH LARGEST ECONOMY
IN THE WORLD*

*IF TEXAS WERE A NATION

26 COMMERCIAL AIRPORTS

19 SEA PORTS

22 INTERSTATE HIGHWAYS

33 FOREIGN TRADE ZONES

58 FREIGHT RAILROADS

367 MILES OF COASTLINE

NO PERSONAL OR CORPORATE INCOME TAX



TEXAS IS THE LARGEST ENERGY-PRODUCING STATE IN THE NATION

TEXAS IS THE LEADING DESTINATION FOR COMPANIES RELOCATING FROM OTHER STATES



A LEADING JOBS CREATOR

IN 2021, TEXAS ADDED **694,400 JOBS**

90% GRADUATION RATE

TEXAS' HIGH SCHOOL GRADUATION RATE IS AMONG THE TOP 5 HIGHEST IN THE NATION, WITH A 90% COMPLETION RATE

TEXAS LED THE NATION IN HIGH TECH EXPORTS FOR THE 9TH CONSECUTIVE YEAR



\$50B IN 2021

THE LONE STAR STATE IS HOME TO

53 FORTUNE 500 COMPANY HQs



Texas Economic Development & Tourism | Office of Governor Greg Abbott
512.936.0100 | gov.texas.gov/business | @TexasEconDev

Revised: May 2022

Source: [Texas Economic Development & Tourism, Office of the Governor](https://www.texas.gov/business)

Equity, Access, and Resilience depends on the innovative quality of instruction provided.

If you are worried about being replaced by technology, don't. AI and “the machines” are not going to replace you. The person who knows how to use AI and work the machines will. Jobs are evolving, and so must the talent pool in line to fill the vacancies.

COABE DIGITAL LITERACY PANEL
April 2023

The shift towards a digitally driven adult literacy focus is not “forgetting” basic literacy. Becoming digital literacy navigators developing the talent pool insures that literacy will remain relevant as an influencer of our collective future.

AEL Unleashed

Reflection 4: How will you “unleash” digitally driven experiences in your classroom or program???



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