



Workforce Ready, Family Focused

Connecting Family Literacy to Workforce Development

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TEXAS
WORKFORCE SOLUTIONS

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The Shifting Landscape

- Adult education funding is increasingly tied to workforce outcomes.
- Family literacy isn't obsolete—it's more critical than ever.
- Our core mission of stabilizing families and building skills is the bedrock of a healthy workforce.

The Economic Power of a Parent

- Completing a degree can double a parent's lifetime earnings.
- Can cut poverty rates for single mothers by **half**.
- Even a modest increase in parental earnings significantly raises a child's future earnings.

Source: Imaginable Futures and the Annie E. Casey Foundation

Defining “Family Literacy”

Under the Adult Education and Family Literacy Act (AEFLA):

- Assisting adults who are parents or family members to gain the education and skills needed to:
 - Participate fully in their children’s education.
 - Lead to sustainable improvements in the family’s economic prospects.

Source: 34 CFR § 463.1

Strategy 1: Frame as a 2Gen Workforce Solution



- **Parent Success:** When a parent engages in education and moves toward a better job, their child's outcomes improve.
- **Child Success:** When a child is stable and thriving in a quality learning environment, the parent is better able to focus on work and training.

Strategy 2: Market “Soft Skills” as Workforce-Readiness Skills

- Unlocking the Workforce Value of Parenting
 - Professional communication
 - Time management
 - Problem-solving
 - Advocacy
 - Digital literacy

Strategy 3: Emphasize Digital Literacy

- Building digital competency for the modern workplace
 - Use school portals and parent apps.
 - Access online learning resources for their children.
 - Communicate professionally with teachers and schools via email.
- How are you tracking/reporting on the digital skills parents are gaining?



Strategy 4: Position as the "On-Ramp" to Career Pathways

- Build foundational academic skills.
- Foster the confidence needed to succeed in a professional environment.
- Provide the family stability (like childcare) that makes training possible.

Unlocking Resources

How to Leverage
Workforce Funding

Funding Strategy 1: Forge Strategic Partnerships

Partnerships: The Critical Link to Funding and Success

- What is your relationship with your local workforce development board / Workforce Solutions office?
- What industries in your region have talent pipeline potential?
- What career pathways is your organization primed to support?



Funding Strategy 2:

Frame as Essential "Supportive Services"

- Under WIOA, supportive services are critical for participant success and are fundable.
 - High-quality early education
(the #1 support that parents need)
 - Transportation assistance
 - Case management and referrals to other community resources

Funding Strategy 3: Track and Report on Workforce Outcomes

- **Leading Indicators (Progress):**

- Number of parents entering postsecondary education or job training.
- Number of parents earning a credential (e.g., GED, industry certificate).

- **Lagging Indicators (The ROI):**

- Employment rates (6 & 12 months post-program).
- Wage gains.
- Entry into high-demand industry sectors.

Turn and Talk Activity

- Introduce your name, role, and organization
- Share about your family literacy program(s)
- What aspects of your program support workforce development?



Interactive Element: The "WIOA Alignment Pitch"



Speak the Language of Workforce Development

Turn-and-Talk Activity (5 Minutes)

The Goal: Draft a 60-second "Elevator Pitch" for a mock funder or workforce board.

The Task: Translate a traditional family literacy activity into workforce terminology.

"2Gen Framework"

"Soft Skills"

"Digital Literacy Pipeline"

Developing Your Pitch

- Pick one partner's program
- Develop a pitch for a workforce partner/funder
 - **Greeting:** Have a warm greeting.
 - **Name:** State your name.
 - **Organization and title:** Share your organizational affiliation and title.
 - **What your organization does:** Provide a simple explanation.
 - **Why it matters:** Explain this. What problem are you solving?

Q&A and Call to Action

Live Pitches, Feedback, and Final Thoughts



Live Pitches

Sharing and constructive feedback



Rapid Q&A

Addressing lingering questions

“The happiness of any society begins with the well-being of the families that live in it.” —Kofi Annan

Thank You for Joining Us!