

KET ADULT EDUCATION TOOLKIT *for* PUBLIC TELEVISION STATIONS



Welcome to the Adult Education Partnership Program between Kentucky Educational Television (KET) and public television stations across the United States.

With 50 years' experience providing adult education content and services, KET is here to help you expand educational opportunities within your community. Inside you will find the tools you need to connect with partners in adult education and engage others in this important work.

This toolkit is designed to help you get started and succeed in using FastForward and Workplace Essential Skills to help adults without high school diplomas and those needing essential work skills to transform their lives through education.

You may not use every marketing tool we have provided. Tailor the materials for your station and your region. Select the resources you believe will work best in your situation. Call us at 800-354-9067 when you need help.

FASTFORWARD

FastForward is a complete online curriculum for high school equivalency test preparation aligned for GED® and HiSET® tests. FastForward allows students to study anywhere, anytime, on any device with internet access.

FastForward includes interactive animations, videos, step-by-step instruction and plenty of practice in each of the assessed content areas: math, language arts, social studies and science. FastForward can be used by learners working independently, but it has many features designed to help adult education teachers use it with their students, including tools that help manage and track student progress.

Independent studies show that 90 percent of GED® test-takers who prepare with FastForward pass and earn a GED® credential.

WORKPLACE ESSENTIAL SKILLS

Workplace Essential Skills is an effective, mobile-friendly instructional resource, offering curriculum on the language and math skills needed to be successful in high-demand careers. It can be implemented in adult education centers, employer training programs, corrections facilities and rehab centers.

Written on a 7-9 grade level, the lessons are contextualized to specific occupations. For example, if students are learning how to interpret data from a graph, they may see an inventory or shipping log in the manufacturing module. The same lesson on interpreting data might include patient medication or scheduling logs in the healthcare module. Students can readily see “why” they need to learn the material and how it applies to the work they are or will be doing within these fields.

In addition to targeted academic skills for specific career sectors, Workplace Essential Skills includes instruction on the soft skills employers request, such as behavior and communication in a professional setting, working with a team and critical thinking.

SHARE YOUR MISSION

PBS and member stations, in all our iterations, share a common mission: To lift up our viewers and communities from wherever they are. Arts, public affairs, high quality children's programming, opportunities for lifelong learning — these are all essential parts of carrying out our missions.

Public television stations also can be a catalyst to elevate the lives of those in our community who are marginalized by lack of education and representation in the job market.

CREATE PARTNERSHIPS

This toolkit and KET can help you introduce FastForward and Workplace Essential Skills to your community. A successful partnership brings together groups with similar missions but different audiences and/or resources. The list of partners will vary from community to community.

There are distinct markets for adult education programming: teachers and trainers who use the products and programs in classroom or group settings and independent learners who need to earn high school equivalency credentials or develop job skills on their own. Partnerships are essential in reaching both markets.

REACH OUT TO ADULT EDUCATORS

The first step in creating partnerships with the adult education community is to determine who is in charge in your area. It varies from state to state; there can be one organization or multiple organizations.

States may administer adult education within their education departments, community college systems, workforce development agencies and/or as independent agencies.

The materials in this toolkit can help you prepare to introduce FastForward and Workplace Essential Skills to adult education gatekeepers. The toolkit provides presentation resources, and you can offer a trial subscription allowing them to navigate a course on their own. In our experience, the products sell themselves once in the hands of educators and education administrators.

FastForward and Workplace Essential Skills are good investments. Both offer reusable seats, and are licensed annually, allowing programs to maximize the number of students utilizing the program to study.

Potential partners:

- State Department of Education
- Postsecondary Education Department/Council
- Department of Labor
- Community College System
- Workforce Innovation and Opportunity Act (WIOA) Program
- Corrections Educational Professionals

REACH INDEPENDENT LEARNERS

Not all those who need a high school equivalency credential and/or improved work skills require the guidance of an adult educator or are able to attend classes. There are multiple potential partners to reach the independent learner.

Who are potential independent learners? Answering that question will help you find the partners who can help you reach them.

Find agencies and businesses where there's a high likelihood of potential independent learners and ask if you can leave flyers or display posters. Potential business and community partners include:

- Career centers
- Chambers of commerce
- Churches
- Parole offices
- Social service agencies
- Technical schools
- Veterans organizations
- ESL classes
- Human resources departments
- Substance abuse rehabilitation centers
- Vocational rehabilitation service coordinators (*helping people with disabilities succeed at work*)
- Health departments
- Day care centers
- School family and youth resource centers
- Large employers
- Apprenticeship programs
- Temporary employment companies

Offer to be a guest speaker at community, civic and charitable organization meetings, or consider hosting a forum at your station. Section 5 includes PowerPoint presentations with narration that you can use to introduce FastForward and Workplace Essential Skills. There are also links to multiple videos and a media press kit from the KET series [Dropping Back In](#) on both America's dropout problem and lack of skilled labor.

Send a letter or press release to local media as well as organizations that publish newsletters. Section 9 includes a press release you can customize with your local information.

Use your station resources to raise awareness throughout the year, and especially during [Adult Education and Family Literacy Week](#). The toolkit includes links to interstitials and PSAs you can air on your station along with templates for ads for your program guide and website.

Reach out to your station volunteers with information and resources to increase awareness in their communities.

Section 1: SYNOPSIS OF THE ISSUE

THE HIGH SCHOOL DROPOUT ISSUE

More than 2 million students drop out of high school every year. This [video](#) provides a succinct — and shocking — report on the impact of the dropout crisis in America.



Adult Education Crisis

WHY IS A HIGH SCHOOL DIPLOMA IMPORTANT?

Information compiled by America's Promise Alliance indicates:

- High school graduates earn a national average of \$9,204 more annually compared to high school dropouts.
- High school graduates are less likely to engage in criminal behavior or require social services.
- High school graduates have better health and longer life expectancy.
- The nation's economy depends on skilled labor. Business leaders report difficulty in finding enough qualified employees with the skills, training and education to meet their companies' needs.

Even in an economy with low unemployment, people without a high school diploma still struggle to find jobs. According to the Bureau of Labor Statistics, the unemployment rate for Americans without a high school diploma was 5.9 percent, compared to 4.3 with high school diploma and 3.5 with some college or associate degree. (U.S. Bureau of Labor Statistics, 2018)

THE JOB SKILLS GAP

A lack of skills holds people back from pursuing better jobs, promotions and training.

According to a 2018 study by Deloitte, the skills gap could leave as many as 2.4 million positions unfilled between 2018 and 2028, resulting in a potential economic impact of 2.5 trillion.

The skills gap isn't the only challenge employers face. According to Community College Daily (2019) almost three-quarters of employers say they have trouble finding workers with soft skills, such as listening, attention to detail, effective communication, interpersonal skills, teamwork, adaptability and a willingness to learn and grow.

AMERICANS WANT TO LEARN, WANT BETTER JOBS

A 2016 Pew Research study shows more than half of all American workers say it will be essential for them to get training and develop new skills throughout their work lives in order to keep up with changes in the workplace.

The good news is that adults also believe the preparation and learning should be self-directed and self-motivated — two very important factors in successful adult education endeavors.

NEED FOR MORE ADULT EDUCATION SERVICES

In the U.S., almost 40 million adults need adult education services. Yet, publicly funded adult education systems are able to serve only around 3 million adults per year, and there are waiting lists for classes in all 50 states. There are not enough funds allocated to adult education to meet the need. (World Education, 2018)

Online learning opportunities, like FastForward and Workplace Essential Skills, enable students to learn wherever they have a device with proper connectivity, whenever they can. FastForward and Workplace Essential Skills are proven online learning products that support self-directed learning.

DROPPING BACK IN

These episodes from the KET series *Dropping Back In* focus on the job skills gap and programs that are helping prepare under-educated adults for careers in high demand.

Adult Education Facts

[This PDF](#) from World Education includes data about adult education programs and learners compiled from multiple sources, including government, academic, and education foundations.



[Ronald Ferguson, Ph.D.](#)

– Professor at the Graduate School of Education and co-director of the Achievement Gap Initiative, Harvard University

Dr. Ferguson describes the current and future costs in America of having an under-educated population; he argues the need for career guidance for secondary students that includes options other than a four-year college degree.



[Victor Rios, Ph.D.](#)

– Former dropout and gang member, currently a professor of sociology at the University of California at Santa Barbara, author of *Punished: Policing the Lives of Black and Latino Boys*.

Dr. Rios discusses his research in juvenile justice and the policing of America's schools, specifically the school-to-prison pipeline. He also talks about youth who are “pushed out” of school, rather than dropping out, as well as outreach efforts in that area.

Section 2: HOW DOES YOUR AREA COMPARE?

These links provide statistical data about the education and jobs climate in your state, which you can use to customize the toolkit resources and support fundraising opportunities.

[**Economic Summaries from the U.S. Bureau of Labor Statistics**](#) provide economic summaries by state and regions within each state.

[**Projections from the U.S. Bureau of Labor Statistics**](#) provide employment and wage estimates by state.

[**The 2017 Blue Book: The Legislator's Resource Book**](#) prepared by the National Council of State Directors of Adult Educators, provides information on each state's success, impact and need for adult education services.

[**This Graduation Rates interactive chart**](#) shows how graduation rates for U.S. students, and different student populations, have changed over time and how each state's graduation rate compares.

Use [**High School Equivalency Exams**](#) to further customize your promotional materials, find out which high school equivalency test — GED® or HiSET® — is accepted by your state.

Section 3: ALIGNMENTS TO STANDARDS AND ASSESSMENTS

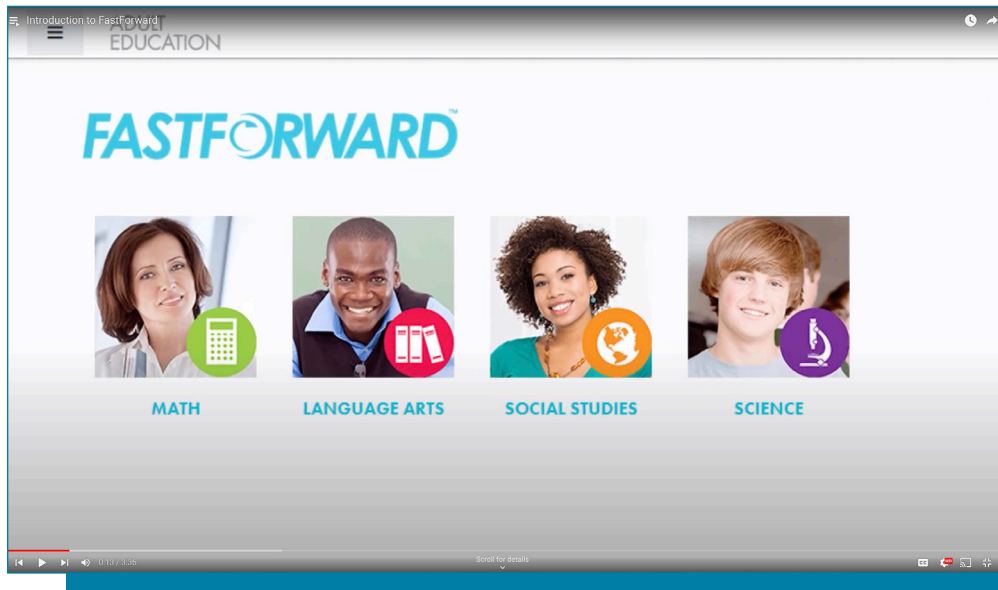
FastForward is aligned to the College and Career Readiness Standards (CCRS), GED® Assessment Targets, Common Core State Standards (CCSS) and Test of Adult Basic Education (TABE)11/12.

Workplace Essential Skills is aligned to National Career Readiness Certificate (NCRC) standards, the College and Career Readiness Standards (CCRS) and GED® Assessment Targets.

Click [**here**](#) to see all alignments and scope and sequence documents

Section 4: PREVIEWS

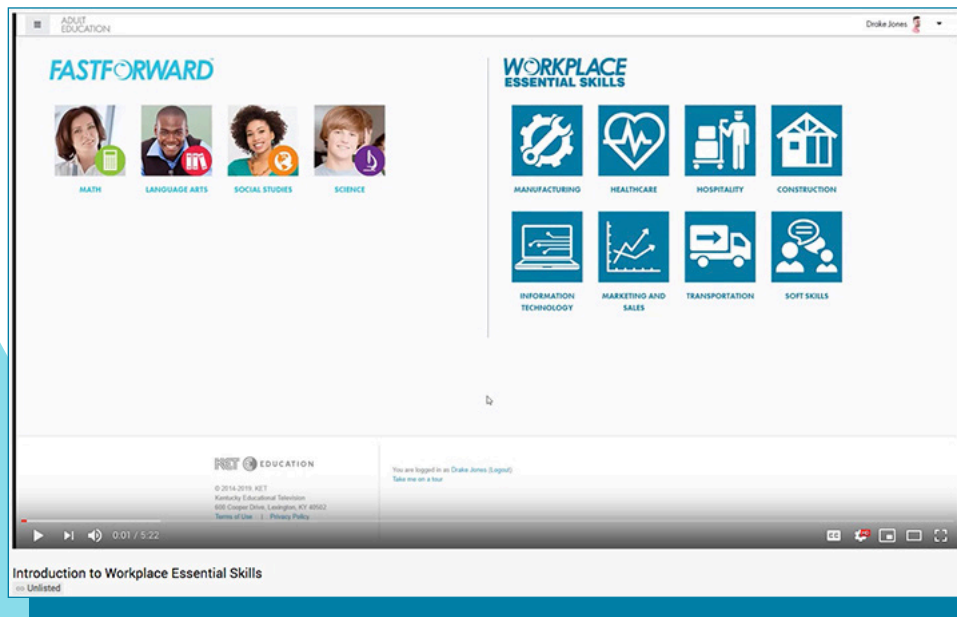
FASTFORWARD PREVIEW VIDEO



[This video](#) provides an overview of FastForward course content and features.

Sample FastForward [here](#)

WORKPLACE ESSENTIAL SKILLS PREVIEW VIDEO



[This video](#) includes a detailed overview of the course content as well as the features of the Workplace Essential Skills.

Sample Workplace Essential Skills [here](#)

Section 5: OUTREACH TOOLS

KET has created a library of customizable resources, including PowerPoint presentations, to assist adult educators in starting conversations in their communities.

Click [here](#) for FastForward and high school equivalency exam related materials



Click [here](#) for Workplace Essential Skills and workplace contextualized resources.



Section 6: RESEARCH REPORT DATA

This **independent evaluation** of FastForward, completed in 2016, was conducted by Arroyo Research Services.

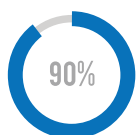
FASTFORWARD™



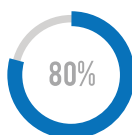
FastForward Results and Impact

With more than 40 years of success in adult education and high school equivalency exam preparation, Kentucky Educational Television (KET) launched FastForward in 2014. FastForward is KET's complete online curriculum to help learners prepare for any high school equivalency exam. The multimedia courses are flexible, interactive, mobile friendly, and can be used independently at home or with teachers at learning centers across the country.

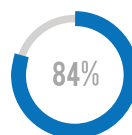
With courses in math, language arts, social studies, and science; extensive teacher tools; practice questions that mimic real test questions; self-paced or teacher-led options; high-quality instructional video; and much more, FastForward is quickly becoming "a regular part of the repertoire for adult learning instructors," according to a recent independent study.



The study also shows that 90% of FastForward users with complete GED® test results passed and earned a GED® credential.



Most (80%) instructors believe FastForward positively prepares learners for high school equivalency exams to a moderate or large extent.



Most (84%) learners are either likely or very likely to suggest FastForward to a friend or colleague.



Two-thirds of learners agree or strongly agree that "it is more useful to learn topics with FastForward than with traditional methods like a textbook."

KET
EDUCATION

Section 7: Q&A FOR EDUCATORS

What is FastForward?

FastForward is a self-paced online learning system that helps adult learners prepare for the GED® and HiSET® tests. FastForward covers all four test subjects – math, language arts, science and social studies. The courses can be used for self-directed study and/or in an adult education program.

What is Workplace Essential Skills?

Workplace Essential Skills is a mobile-friendly online curriculum providing targeted academic math and language instruction for the skills needed to be successful in high-demand career sectors. Workplace Essential Skills includes instruction contextualized for each career field: manufacturing; healthcare; construction; information technology; transportation/logistics; hospitality and tourism; and marketing, sales and service. In addition to academic content, learners receive instruction on important soft skills like work ethic, teamwork, professionalism on the job and more.

What can I expect?

FastForward and Workplace Essential Skills include lessons and practice. Many lessons include videos and interactives. Learners can review as much as they want, with hints built into the review. Feedback helps learners evaluate their progress.

How can FastForward and Workplace Essential Skills help my students?

FastForward and Workplace Essential Skills make it easy to prepare for high school equivalency tests and new career opportunities. Learners like them because they control what they study, when they study and even how the materials appear on the screen. Contextualization to industry sectors in Workplace Essential Skills helps learners stay engaged.

Additionally, learners will be able to do the following:

- Choose the course to study based on gaps in skill and content knowledge required to pass the high school equivalency tests in FastForward; and based on career interests in Workplace Essential Skills
- Change the color of the background screen and size of text
- Work through lessons at their own pace
- Review previous screens whenever they want
- Get instant feedback and hints

Do FastForward and Workplace Essential Skills support learners who have problems reading?

Yes! FastForward has text-to-speech and translation features. Learners can adjust the speed and select from over 20 languages to hear the text read aloud.

What kind of support do you offer educators?

The Teacher Toolkit provides tutorials for using the class roster, creating a new class and running reports. In addition, instructional webinars are offered on a regular basis. Other benefits include an online gradebook; reports that show time on task and student activity; class management tools that allow teachers to group students in various ways; and reusable seats.

Can you summarize the features of FastForward and Workplace Essential Skills?

- Virtual manipulatives provide ways for students to interact with content.
- Imagery shows learners specific points.
- Glossary terms help increase vocabulary and comprehension.
- On-screen calculator helps with math problems.
- Highlighter offers a way to select passages of text.
- Formula sheet with common math formulas is provided.
- Color change tool allows learners to change the background color.
- Closed captioning is available for all videos.
- An individualized learning plan
- Technology that allows students to practice varying question formats appearing on the actual exams, improving basic computer skills
- Numerous opportunities to interact with the materials
- Feedback showing learners' progress
- Video that introduces concepts in real-life work environments
- Competency building in academic, technology and soft skills

Is there a way to try these programs?

Of course! Educators can sign up for a free two-week trial of FastForward and Workplace Essential Skills [here](#).

Section 8: PBS LEARNINGMEDIA RESOURCES FOR ADULT EDUCATORS

KET has created and published more than 100 resources for adult educators in [PBS LearningMedia](#), all for free. You will find resources for both classroom use and professional development.

Section 9: STATION PROMOTIONAL MATERIALS

The following turnkey resources will help you reach the people in your community who need education and job skills. All you have to do is add your local information.

PSAs FOR RADIO AND TELEVISION

[:15] Get the skills you need for the job you want. Call [station name] at xxx-xxx-xxxx to find out more about online lessons you can take anytime, anywhere.

[:15] Stuck in a low-paying job? You can get the skills you need for a better job and a better future. Call [station name] at xxx-xxx-xxxx to find out more.

[:30] Is a lack of education holding you back from getting a good job? Do you want to learn new skills but are unable to attend classes? [station name] has a new way for you to study what you need to know to get and succeed at the job you want — and you can study online anytime, anywhere. Lessons include practice that looks like the actual work required in specific careers. It's never too late to go after the career you've always wanted. Find out more by calling [station name] at xxx-xxx-xxxx.

[:30] Did you know there are millions of jobs in America going unfilled because there aren't enough skilled workers? Good jobs with good pay. If you want more in life, for yourself and your family, [station name] has a way you can learn the skills you need to get a better job — and you can study online anytime, anywhere. Call [station name] at xxx- xxx-xxxx to find out more about how you can get on track to a better future.

SAMPLE PRESS RELEASE FOR WORKPLACE ESSENTIAL SKILLS

FOR IMMEDIATE RELEASE

[Contact name and phone number]

Millions of Jobs Go Unfilled for Lack of Trained Workers

[station name] Offers New Resource To Help Close Job-Skills Gap

The U.S. has millions of jobs going unfilled — more than at any point since 2000. On the surface, it seems like that would be a good thing. In reality, it means companies are unable to find skilled workers for the jobs they have.

The Pew Research Center reports that more jobs than ever require higher-level skills. Additionally, there is a growing gap of “middle skill” jobs, those requiring more experience than a high school diploma but less than a four-year college degree, like jobs in manufacturing and construction.

[station name] is providing a new resource – Workplace Essential Skills – to help adults improve their academic and job performance skills. Innovative lessons, including video and interactive practice, are presented online and are mobile-friendly, allowing for learning anytime, anywhere.

The Workplace Essential Skills curriculum focuses on the language and math skills needed to be successful in high-demand fields. In addition to being used by independent learners, it can be implemented in adult education centers, employer training programs, corrections facilities and rehab centers--wherever adult learners are found.

Lessons are contextualized to specific occupations, so students can readily see how what they’re learning applies to the work they are or will be doing in jobs within these fields.

In addition to targeted academic skills for specific career sectors, Workplace Essential Skills includes instruction on job searching, professional communication, critical thinking, problem solving and other important professional skills.

[station name] also offers FastForward, a complete online curriculum to prepare adults without a high school diploma for high school equivalency tests. Workplace Essential Skills and FastForward are produced by Kentucky Educational Television, a leader in providing instructional resources for adult learners for more than 50 years.

[Info on how people can get more information.]

PRINT MATERIALS

Use the customizable artwork on this page to create flyers promoting FastForward and Workplace Essential Skills.

Place the flyers in areas where you anticipate high volume of the target audience, e.g., social services agencies, career centers, mass transit facilities, health departments and emergency rooms.

If you would like customizable posters to promote FastForward or Workplace Essential Skills, please contact KET.

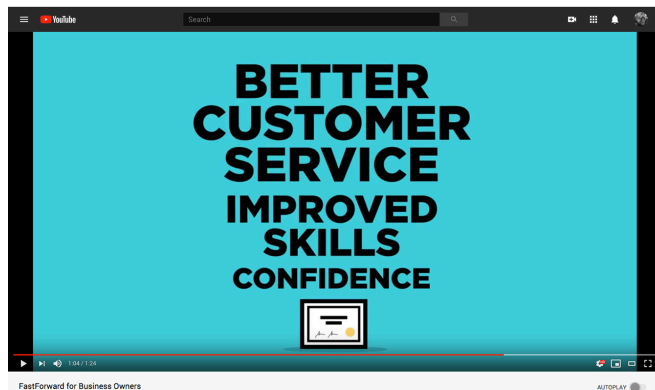


[FastForward Print Resources](#)

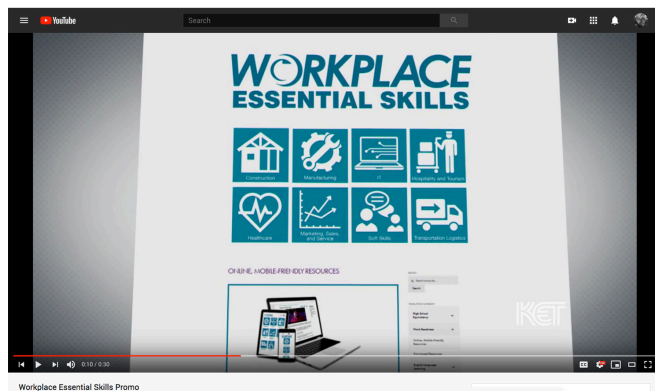


[Workplace Essential Skills Print Resources](#)

PROMOTIONAL VIDEOS



[FastForward for Business Owners](#)



[Workplace Essential Skills Introduction](#)



[FastForward for Learners](#)



The Makers Coalition
Minneapolis/St. Paul, MN

The Makers Coalition Video

The Makers Coalition is an outgrowth of resurgence in American production. Its focus is on training skilled workers for the cut-and-sew industry, a process that is making a positive difference in the lives of many who had been out of work for years and were struggling to get by in life.



Lake Area Technical Institute Video

The Lake Area Technical Institute (LATI) in Watertown, South Dakota, is an award-winning institution focused on educating students and developing skills that make them job-ready upon graduation.



Louisville YouthBuild Video

YouthBuild is a nationwide program that works with young people 16 to 24, helping them earn high school diplomas or equivalencies while learning job skills and improving their communities.

SAMPLE SOCIAL MEDIA POSTS

Note: Add your own webpage link if desired. Artwork, media and more sample messages are available at: [FastForward/Workplace Essential Skills Social Media](#))



Tweets:

Do you want to earn more money? Provide a better life for yourself and your family? Have a career you can be proud of? There's a new way to help you get the skills and knowledge you need to have the job you've always wanted. <https://ae.ket.org> [link to your web address]

Do you want to learn new skills to get a better job or a promotion but can't attend classes? There's a new way to improve your skills with online lessons you can study anytime, anywhere. View course samples at <https://ae.ket.org> [link to your web address]

Millions of good jobs in America are not being filled because there aren't enough skilled workers. New online training allows you to study anytime, anywhere for a better job and a better future. View course samples at <https://ae.ket.org> [link to your web address]

Is a lack of education or training holding you back from getting a good job? There's a new way to help you learn the skills you need to get the job you want and succeed. Study online anytime, anywhere. <https://ae.ket.org> [link to your web address]

Do you wish you could provide training to your employees that is low cost but high quality and tailored to your industry? Find out how Workplace Essential Skills can help at <https://www.ket.org/adulted> [link to your web address]

Workplace Essential Skills can help you improve your language arts and math skills in practical lessons based in real workplace settings. View course samples at <https://ae.ket.org> [link to your web address]

Stuck in a low-paying job? You can get the skills you need for a better future while studying online anytime, anywhere. View course samples at <https://ae.ket.org> [link to your web address]



Facebook:

Note: Add your own webpage link if desired. Artwork, media and more sample messages are available at: [FastForward/Workplace Essential Skills Social Media](#)



Page name

Is a lack of education holding you back from getting a good job? There's a new way to help you learn the skills you need to get and succeed at the job you want. View course samples at <https://ae.ket.org> [link to your web address]



Page name

With our adult education courses, everything is online, so you can study anytime, anywhere, on your phone, tablet, or computer. All you need is an internet connection to prepare for your high school equivalency test or learn new skills to advance your career. View course samples at <https://ae.ket.org> [link to your web address]



Page name

Did you know there are millions of good, in-demand jobs in growing career fields in America that aren't being filled because there aren't enough skilled workers? There's a way you can learn the skills those jobs require in a new study system, Workplace Essential Skills. View course samples at <https://ae.ket.org> [link to your web address]



Page name

Get started today and take the first step toward a better job and a better future with our online adult education resources. View course samples at <https://ae.ket.org> [link to your web address]



Page name

What message does being punctual and meeting deadlines send to employers and clients? In Workplace Essential Skills online courses, you not only learn the skills you need to get a good job; you hear directly from employees and employers who give real-world examples of how those skills are used in the workplace every day. View course samples at <https://ae.ket.org> [link to your web address]



Page name

Do your employees need more skills? Workplace Essential Skills is an effective, mobile-friendly, online instructional resource providing instruction in language and math skills as well as soft skills they need to be successful in the workplace. Learn more at <https://www.ket.org/adulted> [link to your website]



Page name

In Workplace Essential Skills, language arts and math lessons are contextualized to the occupation that a student chooses. If students are learning to interpret data from a graph, they may see an inventory log in the manufacturing module or a patient medication log in the healthcare module. Learn more about the industries and courses available and view course samples at <https://ae.ket.org> [link to your web address]



Page name

Workplace Essential Skills includes lessons on soft skills that will help learners succeed in any industry. Learn how to communicate and behave in a professional setting, work with a team, think critically, and more. View course samples at <https://ae.ket.org> [link to your web address]



600 Cooper Drive • Lexington KY 40502
800-354-9067 • (859) 258-7000

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