

Adult Education Advocacy Outcomes Chart – Ohio Literacy Network – Collaborative Advocacy Project (CAP)

Outcome: What do you aim to achieve?	Benchmark: How will you know you're making progress?	Strategies: What will you do to work toward your desired outcomes?	Baseline: What's your starting point?
Increase awareness and use of literacy resources across Ohio.	% Increase in the number of households reached by the literacy communications plan. # e-Communications distributed # hits to online program directories	Partner with HEAP, WIC, ODJFS and others to distribute literacy resource information to adults with low educational attainment Generate 8 e-Communications Promote resources directories	In 2009, we our HEAP & WIC partners distributed 300,000 flyers Quarterly e-Newsletters 2,000 hits/month avg. in 2009
Positive publicity of adult education resources	# Media stories # Press mentions, PSA's etc #Units of co-promotional materials distributed	Distribute press releases, work to generate media partnership Distribute co-promotional items sponsored by network partners	Build upon existing relationship with NBC 4 Distribute co-promotional items from PBS/Time Warner
Collaborator Network Expansion	# New partners engaged # Co-promotional campaigns generated with new & existing partners	Generate campaign to engage new partnerships with business, community groups and educators Work with Cable/PBS partners and OLN Corporate Board Members to develop PSA's and co-promotional items	Use HEAP collaboration model with new partners Use Time Warner On Demand and PBS streaming video collaboration models with new partners
Increased Advocacy Education	# Educators, agencies, adults etc. who participate in online advocacy education modules	Distribute e-Communications to generate participation from educators and advocates in our online advocacy training and blogs	Design, install and promote web access to online advocacy modules, blogs and networking