



Parma Adult Education Advocacy Outcomes Chart

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 student understanding of the legislative branches of local, state and federal governments	Number of students educated on legislative branches of local, state, and federal government Number of student presentations given at fall event	Integrate civic lessons in GED and ESOL classes Integrate technology in GED and ESOL classes	Conduct a staff meeting in June regarding advocacy plan and its implementation starting July 1
Increase student participation in advocacy	Number of students writing letters, sending emails, making phone calls to legislative representatives Number of students registered to vote Number of students attending local civic meetings	Provide advocacy alerts to students and letter-writing assistance Provide voter registration cards at all orientation sessions Provide students access information regarding community connections	Continue partnership with Ohio Literacy Network, OAACE advocacy representative, and Dollar General ProLiteracy Maintain supply of voter registration cards and promote availability at the Parma CS ABLE Orientation and GED testing sessions Obtain community connection resources for surrounding locales
Increase positive awareness of the Parma Adult Education Services programs within the community	Number of releases, articles, and letters aired/published Number of Constant Contact newsletters sent	Adhere to Parma Adult Education Services Marketing Plan on a monthly basis Prepare and send quarterly newsletter	Current Parma Adult Education Services Marketing Plan Subscribe to Constant Contact; prepare first newsletter



<p>Increase community involvement in the Parma Adult Education Services program through various enrichment activities</p>	<p>Number of guest speakers/presentations given to Parma Adult Education Services students</p> <p>Number of field trips taken to local establishments</p>	<p>Present our advocacy grant proposal at a PCSD Community/Business/School Partnership meeting</p> <p>Provide teachers with class field trip possibilities</p>	<p>Attend the August C/B/S meeting</p> <p>Research possibilities and provide teachers a list</p>
<p>Increase legislative awareness and support of the Parma Adult Education Services program</p>	<p>Number of legislative representatives who endorse and support adult education</p>	<p>Send Constant Contact newsletters to local, state, and federal legislative representatives</p> <p>Invite said representatives to visit our programs</p>	<p>Develop newsletter and current database of all local, state, and federal legislative representatives</p>
<p>Build and nurture partnership between the Parma Adult Education Services program, community members, and legislative representatives</p>	<p>Number of Parma Adult Education Services staff and students, community members, and legislative representatives present at the first annual fall event</p>	<p>Our advocacy effort will culminate with the first annual fall event, "C.A.L.L. for Action," hosted by the Parma Adult Education Services program. All partners will be invited.</p> <p>Partnership communiqués will continue as previously stated.</p>	<p>Developing database of said community members and legislative representatives</p>