in the classroom

VAACE 2019
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Objectives

- Define ADVOCACY
- Discuss advocacy steps
- Review customizable sample lessons for ELL, ABE, and ASE learners
- Activity: try it out!
- Reflection
What is Advocacy?

IN GENERAL:
An activity by an individual or group that aims to
- influence decisions by those in power
- build public support of a particular cause or policy

IN ADULT EDUCATION:
An activity by an individual or group that aims to
- increase awareness of adult education
- build support - financial in particular - to fund adult education
- recruit assistance for particular events/activities
- empower adult learners and educators to have a voice
Why an Advocacy Lesson?

Our adult learners can become partners in advocating for and increasing awareness of adult education, while learning about the transferrable skill of advocacy and building competencies in reading, writing, speaking, listening, participating in civic life, and conducting research.
Advocacy Steps

Step One: Define the Goal

Step Two: Identify the Audience
a. Media
b. Local office-holders
c. State- or Federal-level elected officials
Advocacy Steps

Step Three: Construct the Message to Match the Goal
- Personal story showing how adult ed is
  - Enhancing our communities
  - Building the workforce
  - Creating brighter futures
- Adult ed needs
  - You to know who we are/what we’re doing
  - Your help with funding
  - Your help with something else (volunteers, materials, recruitment, etc.)
Advocacy Steps

Step 4: Deliver the message

- Phone call
- Letter/email
- Face-to-face visit
- Campaign form
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<th>Lower ELA</th>
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<th>ABE</th>
<th>ASE</th>
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<td>Reading, Listening, Speaking</td>
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<td>• Provide a speech framework to allow learners to tell their stories and advocate for their education</td>
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<td>• Be sensitive to citizenship status.</td>
<td>• Deliver message by one of the following methods</td>
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Advocacy Lesson for Lower-Level English Language Learners

Provide a framework for ELLs to
- Share their experiences
- Talk about the impact of adult ed on their lives
- While being sensitive to citizenship status
- Deliver message orally or in writing

(handout)
Advocacy Lesson for ABE and Higher- Level ELLs

Use a warm-up discussion and prompt to

- Write a personal message about the impact of adult education
- Peer review
- Deliver message orally or in writing

(handout)
Advocacy Lesson for ASE Learners

Use a warm-up discussion and prompt to
- Write a personal message about the impact of adult education on the learner
- Research to find audience’s contact info
- Peer review editors
- Deliver message in writing

(handout)
Activity

1. Create Groups
   a. Lower ELL
   b. Higher ELL/ ABE
   c. ASE
2. Walk through the steps with your group
3. Using the framework or prompt, write a sample letter as a learner (individually or as a group)
4. Reflect, discuss, and report back
   a. What’s easy/ what’s difficult?
   b. Is ample time allowed?
   c. Will learners think this is a worthwhile activity? Why or why not?
   d. What ideas do you have that could improve or customize this lesson?
   e. How would we use this in our classrooms?
Resources

- Educate and Elevate link to campaigns link to senators/reps at [http://cqrcengage.com/coabe/home](http://cqrcengage.com/coabe/home)
- [https://www.virginia.gov/services/whos-my-legislator/](https://www.virginia.gov/services/whos-my-legislator/) or just Google “who’s my legislator Virginia” to find state and federal elected officials
- In 2020, VAACE will award an outstanding learner advocate with a cash prize! Stay tuned for more information.