



Florida Adult Education

Using Census Data to Drive Program Implementation

June 11, 2024



Needs Assessment

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Adult Education Priorities

PRIORITY 1

- Promote regional partnerships to ensure comprehensive approaches that result in improved learner outcomes.

PRIORITY 2

- Expand the state's talent pipeline through attainment of credentials of value and acquisition of postsecondary certifications, industry-recognized credentials and degrees.

PRIORITY 3

- Ensure all learners receive high quality instruction that prioritizes measurable labor market needs and outcomes while working to increase outcomes for all participants.

PRIORITY 4

- Incentivize, measure and support enhanced program effectiveness.

Session Objectives

By the end of this session, you will...

- Know how to access publicly available Census data.
- Understand how to effectively use American Community Survey data.
- Understand the basics of conducting a needs assessment.
- Understand the benefits of implementing a data driven mindset in relation to planning for program improvement.
- Understand how to use data in your outreach and recruitment efforts.

Reflect on Current Practices

Take a moment to reflect on your agency's current practices and answer the following questions:

- How does your agency currently use data?
- How does your agency currently use data to conduct outreach and recruit for adult education?
- What populations has your agency targeted to serve through adult education?

What is a Needs Assessment

A **needs assessment** is a process for determining the needs or achievement gaps between a current and desired outcome.



Types of Data



Qualitative

Definition: Think quality when you see the word qualitative. Qualitative research is useful for studies at the individual level and to find out the ways in which people think.

Examples: Surveys, observations, conferences and case studies



Quantitative

Definition: Think numbers when you see the word quantitative. Quantitative research is information that can be measured and written down with numbers.

Examples: Census data, NRS reports, assessments scores and attendance hours

Gather Data: United States Census Bureau



Website

An official [website](#) of the United States Government.



Mission

The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy.



Authority

The Census Bureau operates under [Title 13 and Title 26](#) of the U.S. Code.



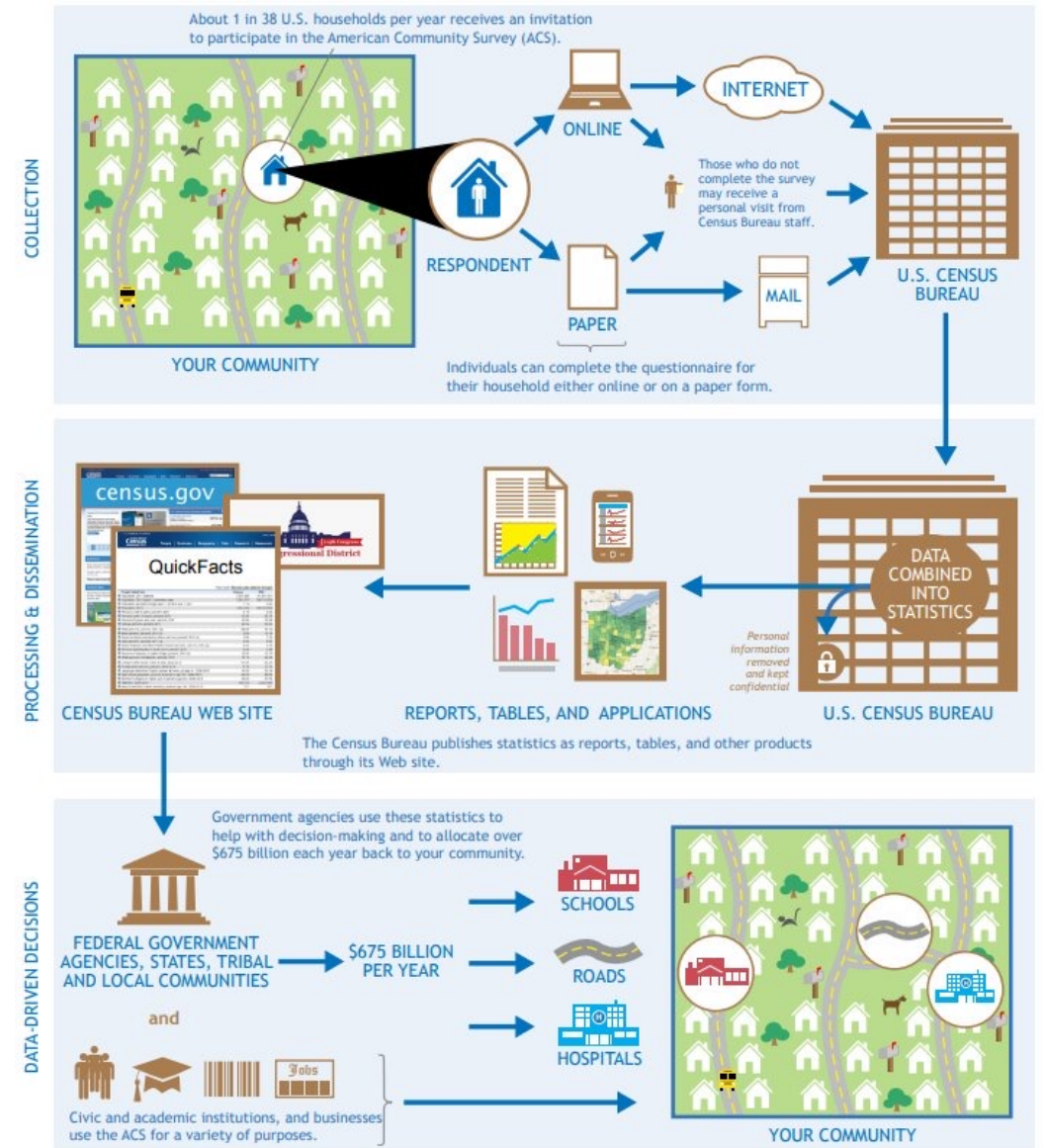
Goal

Their goal is to provide the best mix of timeliness, relevancy, quality and cost for the data they collect and services they provide.

American Community Survey (ACS)

State and Local Agencies:

- Planners and policymakers use the up-to-date estimates to evaluate the need for new roads, hospitals, schools, senior services and other basic services.
- ACS data provides local communities with important information about their citizens, such as educational attainment, work commuting patterns and languages spoken.

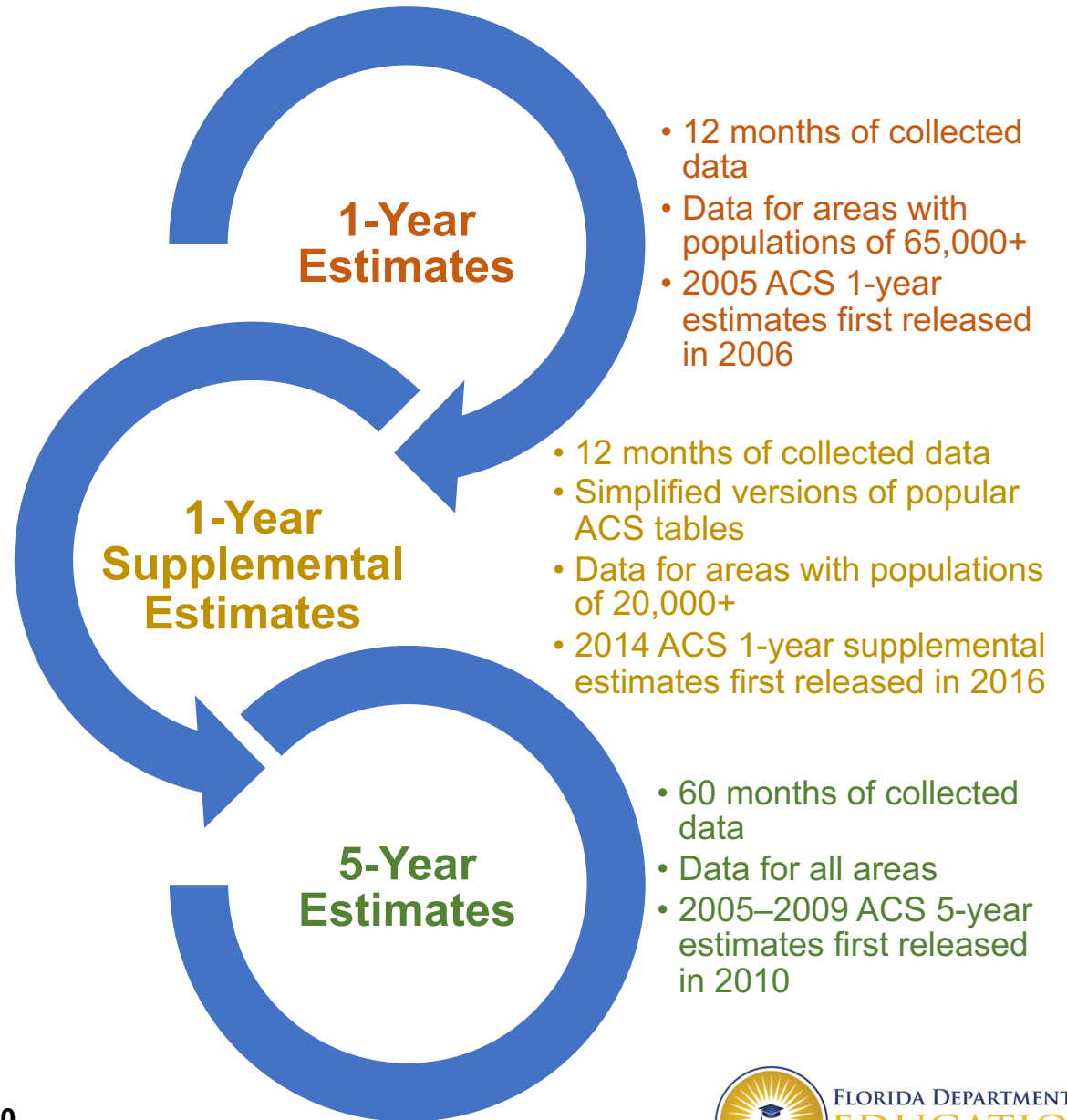


The ACS is an official Census Bureau survey that is part of the decennial census program. It is sent to a small percentage of U.S. households monthly.

What to Know about ACS

ACS estimates reflect data that have been collected over a period of time rather than for a single point in time as in the decennial census. ACS data are very timely as they are released in the year immediately following the year in which they are collected.

For more information about the release schedule, new and notable items related to each release and changes to tables and geographies, please visit [American Community Survey Data Releases \(census.gov\)](https://www.census.gov/data/releases/american-community-survey.html)



Distinguishing Features of ACS 1-Year, 1-Year Supplemental, and 5-Year Estimates

| 1-Year Estimates | 1-Year Supplemental | 5-Year Estimates |
|--|--|---|
| 12 months of collected data EX: 2018 ACS 1-year estimates Data collected: Jan 1, 2018, to Dec 31, 2018 | 12 months of collected data EX: 2018 ACS 1-year supplemental estimates Dates collected: Jan 1, 2018, to Dec 31, 2018 | 60 months of collected data EX: 2014–2018 ACS 5-year estimates Dates collected: Jan 1, 2014, to Dec 31, 2018 |
| Data for areas with populations of 65,000 and more | Data for areas with populations of 20,000 and more | Data for all areas |
| Smallest sample size | Smallest sample size | Largest sample size |
| Less reliable than 3-year or 5-year | Less reliable than 5-year | Most reliable |
| Most current | Most current | Least current |
| Annually released: 2005 ACS 1-year data to present | Annually released: 2014 ACS 1-year data to present | Annually released: 2005–2009 ACS 5-year data to present |
| Best used when | Best used when | Best used when |
| <ul style="list-style-type: none"> • Currency is more important than precision • Analyzing large populations | <ul style="list-style-type: none"> • Currency is more important than precision • Analyzing smaller populations • Examining smaller geographic areas because the standard 1-year estimates are not available | <ul style="list-style-type: none"> • Precision is more important than currency • Analyzing very small populations • Examining tracts and other small geographic areas because 1-year estimates are not available |

Accessing Census Data

United States Census Bureau

Partners Researchers Educators Survey Respondents News NAICS Codes Jobs About Us Contact Us Help

Topics **Data & Maps** Surveys & Programs Resource Library

Search data, events, resources, and more

Census.gov / Data

Data

Try out our new way to explore data

[GO TO DATA.CENSUS.GOV](#)

What is data.census.gov?

Data Profiles

View statistics across a variety of topics for your state, county or town.

Tables and Maps

Dynamically add geographies, topics, or filters to get the data tables and maps you need.

2020 Census

Sign up to receive updates on the 2020 Census results.

Data for impact

Count on data to make a difference.

find tables

Economic Census
EC1700BASIC | All Sectors: Summary Statistics for the U.S., States, and Selected Geographies: 2017
ECNBASIC2017

Notes Geos Years Topics Surveys Codes Hide Filter Restore Excel CSV ZIP Print More Data Map

| Geographic Area Name | Meaning of NAICS code | Number of firms |
|-------------------------------|--|-----------------|
| Allegany County, Maryland | Wholesale trade | 43 |
| | Merchant wholesalers, durable goods | 28 |
| | Merchant wholesalers, nondurable goods | 17 |
| | Hardware, plumbing and heating equipment and supplies merchant wholesalers | 5 |
| | Professional and commercial equipment and supplies merchant wholesalers | 4 |
| | Machinery, equipment, and supplies merchant wholesalers | 4 |
| | Paper and paper product merchant wholesalers | 3 |
| | Petroleum and petroleum products merchant wholesalers | 3 |
| | Metal and mineral (except petroleum) merchant wholesalers | 0 |
| | Miscellaneous durable goods merchant wholesalers | 0 |
| | Grocery and related product merchant wholesalers | 434 |
| Anne Arundel County, Maryland | Wholesale trade | 321 |
| | Merchant wholesalers, durable goods | 114 |
| | Merchant wholesalers, nondurable goods | 65 |
| | Hardware, plumbing and heating equipment and supplies merchant wholesalers | 61 |
| | Professional and commercial equipment and supplies merchant wholesalers | 38 |
| | Machinery, equipment, and supplies merchant wholesalers | 36 |
| | Paper and paper product merchant wholesalers | 32 |
| | Petroleum and petroleum products merchant wholesalers | 32 |

Pivot Mode

Search...

Filters

Columns

Print

Data Column Notes

Row Groups

Meaning of NAICS code

Geographic Area Name

Values

Intersects(number of firms)

Explore the thousands of tables we have. We are adding new tables every week.

[Explore Tables](#)

Accessing Census Data

The image illustrates the process of accessing census data through a series of four screenshots, connected by red arrows indicating the flow of the process.

Screenshot 1: Main Menu
The first screenshot shows the main menu of the United States Census Bureau website. The 'Geography' and 'Topics' options are highlighted with red boxes. Red arrows point from these boxes to the corresponding sections in the subsequent screenshots.

Screenshot 2: Select Geography
The second screenshot shows the 'Select Geography' dialog. The 'Geography' option is highlighted with a red box. Below, under 'Most Commonly Used Geographies', the 'County' option is highlighted with a red box. A red arrow points from the 'County' box to the 'Select Topics' dialog in the next screenshot.

Screenshot 3: Select Topics
The third screenshot shows the 'Select Topics' dialog. The 'Education' option is highlighted with a red box. A red arrow points from the 'Education' box to the 'Education / Select Education' dialog in the next screenshot.

Screenshot 4: Education / Select Education
The fourth screenshot shows the 'Education / Select Education' dialog. The 'Educational Attainment' option is highlighted with a red box.

Accessing Census Data

Select Survey **B15001 American Community Survey Sex by Age by Educational Attainment for the Population 18 Years and Over**

United States Census Bureau

Search

Advanced Search

All **Tables** Maps Pages

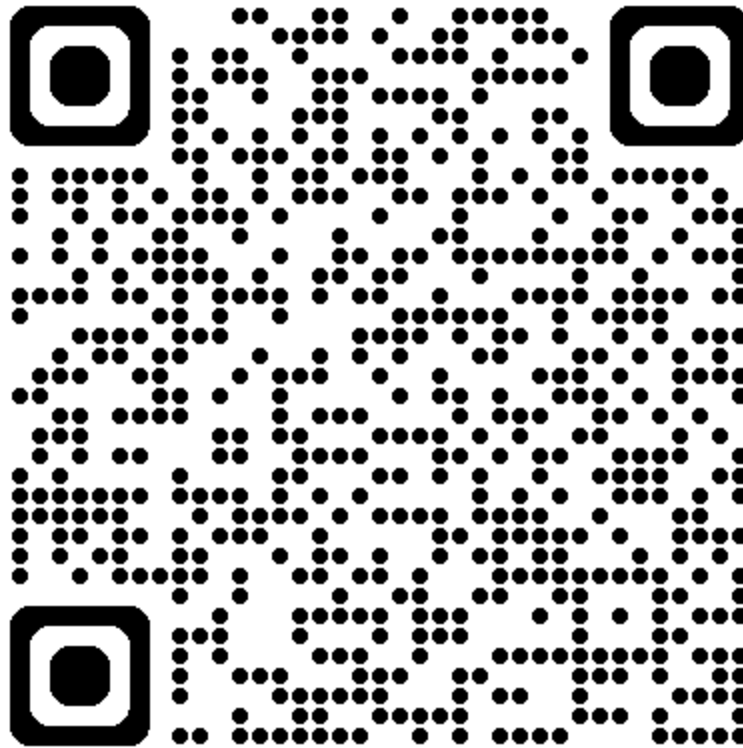
B15001 | SEX BY AGE BY EDUCATIONAL ATTAINMENT FOR THE POPULATION 18 YEARS AND OVER

American Community Survey | Universe: Population 18 years and over | 2021: ACS 5-Year Estimates D...

Notes | Geos | **Topics** | Codes | Dataset | Year | Hide | Transpose | Margin of Error | Restore | **Excel** | CSV | ZIP | Share | Print | Map

| Label | Estimate | Margin of Error |
|-------------------------------|------------|-----------------|
| ▼ Total: | 17,078,449 | ±489 |
| ▼ Male: | 8,311,172 | ±822 |
| ▼ 18 to 24 years: | 881,672 | ±1,179 |
| Less than 9th grade | 19,744 | ±1,093 |
| 9th to 12th grade, no diploma | 124,054 | ±2,301 |

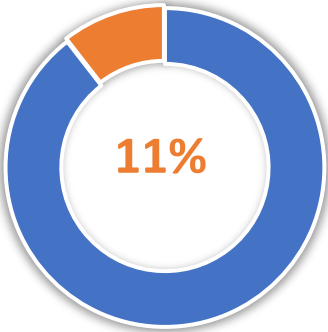
2022 ACS Census Educational Attainment and Language Spoken at Home Data



B15001 American Community Survey Sex by Age by Educational Attainment for the Population 18 Years and Over

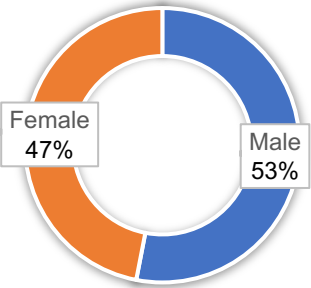
2022 5-Year Estimate Census Data for the State of Florida

| With Diploma | Without Diploma |
|--------------|-----------------|
| 15,487,328 | 1,911,772 |
| 89% | 11% |



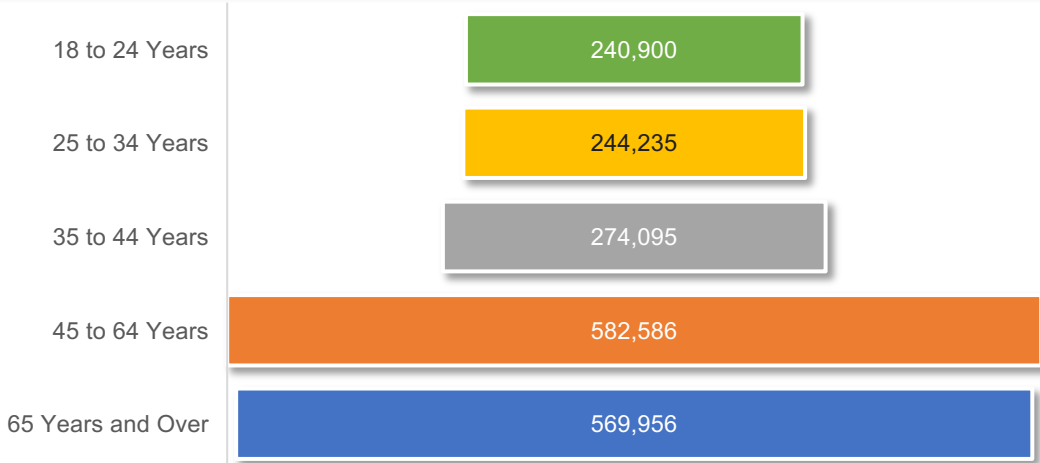
■ With Diploma ■ Without Diploma

| Without Diploma | |
|-----------------|---------|
| Male | Female |
| 1,010,866 | 900,906 |
| 53% | 47% |



■ Male ■ Female

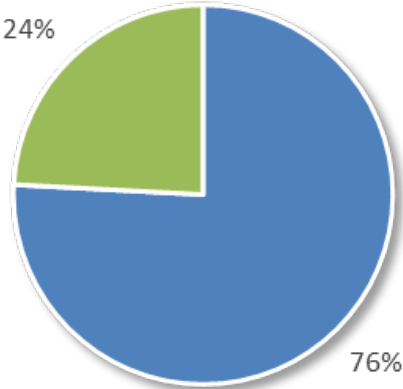
| Without Diploma | | | | |
|-----------------|----------|----------|----------|---------|
| 18 to 24 | 25 to 34 | 35 to 44 | 45 to 64 | 65+ |
| 240,900 | 244,235 | 274,095 | 582,586 | 569,956 |
| 12% | 12% | 15% | 31% | 29% |



S1606 American Community Survey Language Spoken at Home

2022 5-Year Estimate Census Data for the State of Florida

| Citizens 18 Years and Over | |
|----------------------------|-------------------------------------|
| 15,698,796 | |
| Speak English Only | Speak a Language Other Than English |
| 11,905,902 | 3,792,894 |



■ Speak only English ■ Speak a Language other than English

| Citizens 18 Years and Over That Speak a Language Other Than English | |
|---|-------------------------------------|
| Speak English "very well" | Speak English less than "very well" |
| 2,960,730 | 2,282,455 |



■ Speak English "Very Well" ■ Speak English Less Than "Very Well"

Outreach & Recruitment

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Florida Adult Education

AdultEducationFL.com



FLORIDA DEPARTMENT OF
EDUCATION
fldoe.org

Your Way Campaign

- When it comes to education, not everyone takes the traditional path.
- Some students withdraw from high school before obtaining their diploma.
- Some adults who arrive in America often held prosperous careers in their home countries and now aspire to use English like any other American.
- These students' ages, skills and circumstances vary, but they have a common home where they can pursue lifelong, life-changing learning: Florida's Adult Education programs.
- Florida's adult educators strive to help students elevate their earning potential. They customize classroom settings, create community and instill confidence — anything to help students overcome barriers. And these educators bring equal parts passion, compassion and hope with every message of opportunity.
- Where there's a will, there's a way. Your Way.

Where can you find Your Way resources?



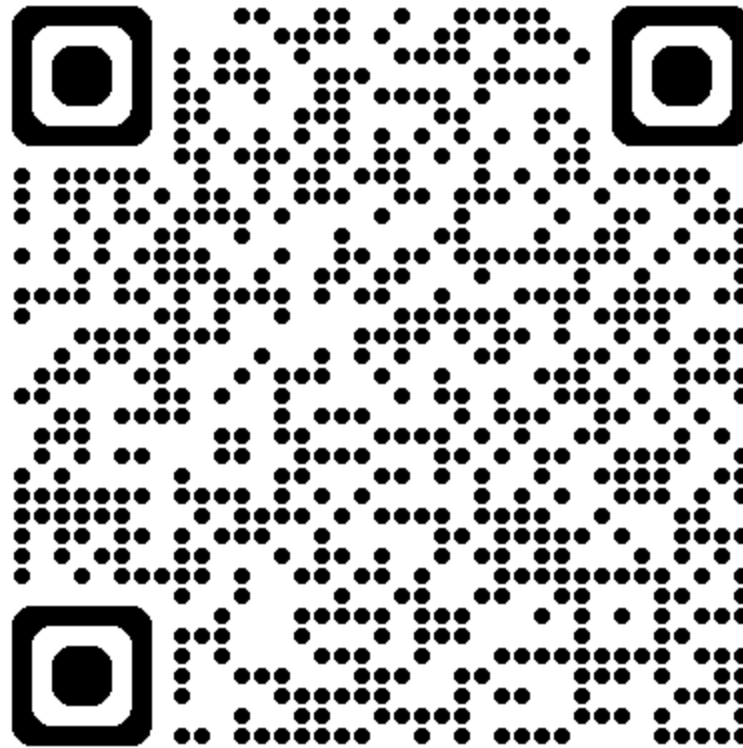
Scan the QR
Code here!

Workforcefl.com

5 Steps to Reach Your Target Audience through Data-Driven Strategies

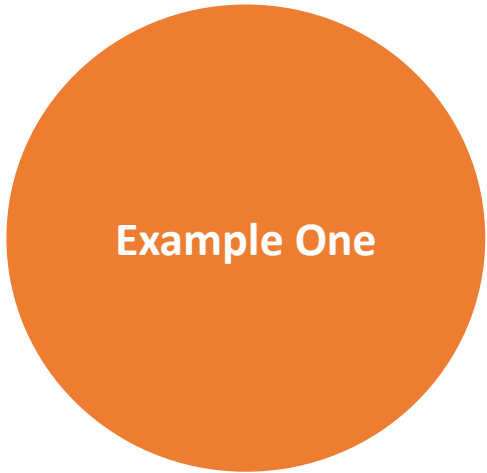
1. Understand Your Audience
2. Personalize Content
3. Optimize Delivery Channels
4. Test and Refine
5. Continuous Monitoring

2022 ACS Census Educational Attainment and Language Spoken at Home Data

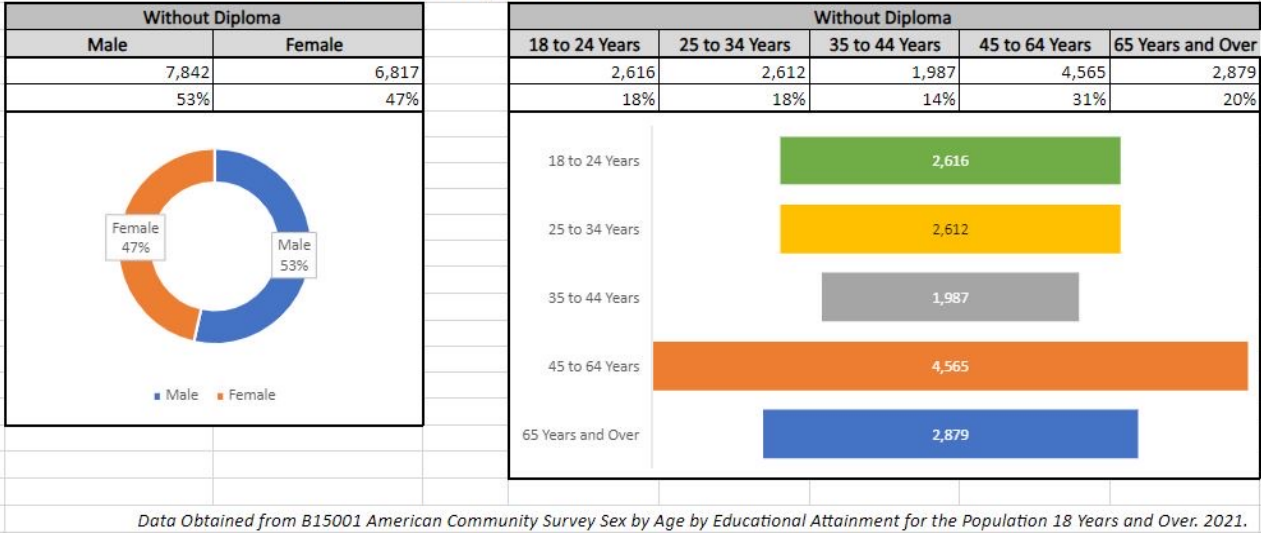


Understand Your Audience

- Gather demographic data (age, sex, location, education) to understand audiences.



Clay County 2021



Personalize Content

- Utilize data insights to craft tailored content for different audience segments.
- Address specific needs in your messaging.

Example Two



Optimize Delivery Channels

- Analyze data to determine which platforms your audience prefers (social media, email, etc.).
- Schedule content strategically to maximize reach and engagement.

Example Three

Facebook

- ▶ A social media platform where people can follow friends, family and public figures/pages as well as join groups on topics that interest them. To strengthen your engagement on Facebook, find local groups to join. This allows you an opportunity to directly connect with your prospective audience by sharing relevant updates and information. Generally, hashtag use is discouraged here unless using a single hashtag for a specific event such as #AdultEducationandFamilyLiteracyWeek.

▶ AUDIENCE USE:

Percentage of demographic that uses this platform, according to a 2023 Pew Research Study:

- Ages 13-17: 33%
- Ages 18-29: 67%
- Ages 30-49: 75%
- Ages 50-64: 69%

Instagram

- ▶ A video and photo based social media platform. Posts can include up to 30 hashtags, and we recommend using all 30. You can also post stories in full-screen photo or video content that disappears in 24 hours, but can be pinned to profile after. Other Instagram video features include reels, 60 second videos designed as “teaser or “sneak peek” content on Instagram.

▶ AUDIENCE USE:

Percentage of demographic that uses this platform, according to a 2023 Pew Research Study:

- Ages 13-27: 59%
- Ages 18-29: 78%
- Ages 30-49: 59%
- Ages 50-64: 35%

Test, Refine and Continuous Monitoring

- Implement A/B testing to experiment with different approaches.
- Use data-driven insights to refine content, visuals and calls-to-action.
- Regularly track key metrics (click-through rates, conversions) for ongoing assessment.
- Be agile and adapt strategies based on real-time data feedback.

Connect With Us



@EducationFL

For data-related questions, please contact Carol Bruner at Carol.Bruner@fldoe.org and for Outreach and Recruitment related questions, please contact Samantha Dudley (Dunaway) at Samantha.Dunaway@fldoe.org.