### **FDOE Updates**

# 

**Florida Adult Education** 

2025 ACE Summer Symposium June 9 – 10, 2025



### **Adult Education Questions**

#### **Adult Education Technical Assistance**

For technical assistance please email FloridaAdultEducation@fldoe.org or call 850-245-0450.

### Gradation Alternative to Traditional Education (GATE) program Technical Assistance

For technical assistance related to GATE please email <a href="mailto:GATEProgram@fldoe.org">GATEProgram@fldoe.org</a> or call 850-245-0450





### Division of Career and Adult Education (DCAE) Distribution List for Memos and Other Important Communications

- A distribution list is maintained to ensure the proper contacts from each district, Florida College System (FCS) institution or other adult education program are receiving communications from DCAE.
- A maximum of 3 contacts per district/institution are permitted for each category on our distribution list;
   we encourage agencies to provide at least two contacts in the event of a sudden vacancy.
- Agencies should maintain internal distribution methods for important communications to ensure they
  are received by all interested individuals.
- When changes occur within your district/institution amongst those that hold spots on the distribution list, please provide us with those updates as promptly as possible.
- Send any updates to <u>Abigail.Friedman@fldoe.org</u> and further instructions will be provided.





### **Adult Education Bureau Staffing Updates**



Chief, Adult Education Carol Bruner Carol.Bruner@fldoe.org



Administrative Assistant Vacant



**Director, High School** Equivalency & GED® Administrator Mallory Martinez Mallory.Martinez@fldoe.org



**Director, Program Implementation** Ashley Olevitch Ashely.Olevitch1@fldoe.org



**Director, Integrated Education and Training** Catherine O'Neil Catherine.ONeil@fldoe.org



**Information Specialist III** Sirisha Byna Sirisha.Byna@fldoe.org



**Assessment Program Specialist** Vacant



Coordinator, Integrated **Education and Training** Vacant



Information Specialist II Vacant



**Curriculum Program Specialist** Maia Brown Maia.Brown@fldoe.org



**AHS. SWD & Corrections Program Specialist** Jane Greenfield Jane. Greenfield@fldoe.org



**Program Performance Analyst Program Specialist** Vacant







### **Agenda**

- Legislative and Rule Updates
- Program Implementation Updates
- Integrated Education and Training
- Research and Evaluation
- Grants Compliance and Monitoring
- GED® Testing
- Outreach and Recruitment





# Legislative and Rule Updates





### Rule 6A-10.0381, Florida Administrative Code (F.A.C.) Updates





## Rule 6A-10.0381, F.A.C., Registration of Adult Education Students and Enrollment Reporting for Adult General Education Students

- Rule Development workshop was held on April 30, 2025
  - Proposed substantial revision of the rule to add new definitions and new policies along with overall clarifications to existing policies.
  - The State Board of Education is expected to consider the rule amendments at the July 16, 2025, meeting.
    - The Department (FDOE) will issue a memo once the new language is effective.





#### **Substantial Revisions**

#### **Definitions**

- Revised existing definitions
  - Instructional contact hours (now Instructional hours)
  - Scheduled laboratory hours (see course modalities)
  - Scheduled classroom hours (see course modalities)
- Added new definitions
  - Actual hours
  - Course modalities defined: asynchronous online, blended instruction, synchronous online, laboratory instruction, classroom instruction
  - Educational Functioning Level (EFL) Gain
  - Integrated Education and Training (IET) Program
  - Proxy hours
  - Withdrawal date for non-attendance
- Removed definition
  - Committed hours





### **Substantial Revisions (continued)**

#### **Substantive Changes**

- Addition of IET definition and instructional hours reporting guidelines.
- Changing laboratory instructional hours to actual hours.
- Addition of Adult High School Program instructional hours reporting guidelines.

#### **Clarifying Changes**

- Specific instructional hours reporting guidelines based on course modality.
- Scheduling, enrollment and withdrawal procedures.
- Emergency closures.
- Documentation requirements.
- Local policy requirements.





### Rule 6A-6.014, Florida Administrative Code (F.A.C.) Updates





### Rule 6A-6.014, F.A.C., General Requirements for Adult General Education Programs

Rule amendment was approved by the State Board of Education and effective February 18, 2025.

#### **Summary of Changes:**

- NEW Purpose
- NEW Definitions
- UPDATED Enrollment Criteria
- UPDATED Approved Assessments
- UPDATED Measurable Skill Gains

Rule 6A-6.014, F.A.C





#### **Enrollment Criteria**

- General enrollment criteria for all adult general education programs, other than the Adult High School Co-Enrolled Program.
  - Be at least 16 years of age; and
  - Have filed a formal declaration of intent to terminate school enrollment pursuant to Section 1003.21(1)(c), Florida Statutes (F.S.), or for home education students, have filed a formal written notice of termination of their home education program with the district superintendent pursuant to Section 1002.41(1)(c), F.S.
- Specific enrollment criteria by program.
  - ABE Program
  - GED® Preparation
  - Academic Skills Building
  - English for Speakers of Other Languages (ESOL)
  - Adult High School
  - Adult High School Co-Enrolled





### Adult High School Co-Enrollment Program Updates

- Students may enroll in any course listed in the Course Code Directory, as the statutory requirement for a core curriculum course list has been removed.
- Students may be reported for purposes of funding in an adult education program for up to <u>four</u> courses per year.
  - As a reminder, these students are exempt from the payment of the block tuition for adult general education programs provided in s. 1009.22(3)(c), F.S.
- 2025-26 Adult High School Technical Assistance Paper: Not Yet Released





### Adult High School Co-Enrollment Program Updates (continued)

- As a reminder, only school districts or Florida College System institutions with current enrollment in an adult high school program may offer adult high school courses to currently enrolled public school students. Currently enrolled public school students may only be co-enrolled if they satisfy the following criteria:
  - Require credit recovery due to a deficiency in one or more high school credits required for graduation, which impacts their ability to graduate on-time with their cohort; and,
  - Do not have a pattern of excessive absenteeism, habitual truancy or a history of disruptive behavior in school.
- New requirement in Rule 6A-6.014, F.A.C., for the Adult High School Co-Enrolled Program:
  - School districts and Florida College Systems offering Adult High School Co-Enrollment Programs must have policies for enrollment related to excessive absenteeism and disruptive behavior and must submit a copy of those policies to the Department of Education by July 1 of each academic year. Policies must be submitted to <a href="mailto:FloridaAdultEducation@fldoe.org">FloridaAdultEducation@fldoe.org</a>.





# Graduation Alternative to Traditional Education (GATE) Program

Carol Bruner

Bureau Chief of Adult Education

Carol.Bruner@fldoe.org





#### **Graduation Alternative to Traditional Education**

The Graduation Alternative to Traditional Education (GATE) Program is created in s.1004.933, F.S. The GATE program aims to re-engage students who have withdrawn from high school by providing a pathway to earn valuable career education credentials while also completing a standard high school diploma or its equivalent. In addition to the creation of the program, the following are created:

s.1009.711, F.S., GATE Scholarship Program

s.1011.804, F.S., GATE Startup Grant Program

s.1011.8041, F.S., GATE Program Performance Fund





### **GATE Program Overview**

- The GATE program is designed for students aged 16 to 21 who have dropped out of high school and wish to enroll in a Career and Technical Education (CTE) program while simultaneously working toward obtaining their high school diploma. In this program, students will enroll concurrently in a CTE course and either an Adult Education, Adult High School or GED® Preparation course. They must work toward earning both a credential and a high school diploma at the same time.
- Students have three years to complete this program.





### **GATE Enrollment Requirements**

- Be a resident of the state as defined in s. 1009.21(1), F.S., for tuition purposes.
- Be 16 to 21 years of age at the time of initial enrollment and, if 16 or 17 years of age, has withdrawn from school enrollment pursuant to the requirements and safeguards of s. 1003.21, F.S., which require for example, written parental permission and counseling to remain in school.
- Select the adult secondary education program and career education program of his or her choice at
  the time of admission to the GATE Program, provided that the career education program is included
  on the Master Credentials List. The student must remain in their chosen pathway after enrollment,
  except that, if necessary, the student may enroll in an adult basic education program prior to
  enrolling in the adult secondary education program.
- Maintain a 2.0 grade point average (GPA) for career and technical education coursework.
- Complete the adult secondary education program and the career education program within three
  years unless the institution determines that an extension is warranted due to extenuating
  circumstances.
- Have been withdrawn from high school.





### Rule 6A-6.0200, F.A.C., Graduation Alternative to Traditional Education

- Purpose
- Definitions
- Institutional Procedures for Operation of the GATE Program
- Partnerships
- Program Notification
- Enrollment Requirements
- Reporting requirements for school districts and Florida College System institutions

The rule can be accessed at FLRules.org





### **GATE Program Approval**

- Form FGATE-01 Program Summary
  - Institutions wishing to provide the GATE program must complete the form FGATE-01 Program Summary and submit to <a href="mailto:GATEprogram@fldoe.org">GATEprogram@fldoe.org</a> for approval.
  - This form is incorporated in Rule 6A-6.0200, F.A.C., Graduation Alternative to Traditional Education Program.
- Institutional Policies and Procedures Manual
  - School districts and Florida College System institutions offering the GATE program must maintain written policies and procedures for its operation. These written procedures must include the following:
    - A student application with attestations and documentation required to determine student eligibility to participate;
    - Enrollment agreement form signed by the student attesting to their knowledge of the statutory requirements;
    - Process for review and verification of student eligibility;
    - Identification of and process for student selection of a CTE program including notification regarding programs in which GATE students may not be eligible due to age or other requirements;
    - Process for awarding extensions on the three-year enrollment limit in s. 1004.933(4)(b), F.S., due to extenuating circumstances;
    - Partnership agreements; and,
    - Communications plan for notification of parents, local workforce boards and other stakeholders of the program availability.





### **GATE Program Information Webpage**

- Graduation Alternative To
   Traditional Education (GATE)
   Program (fldoe.org)
- Send all GATE related questions to <u>GATEprogram@fldoe.org</u>.

#### **Adult Education**

Home | Academics | Career & Adult Education | Adult Education | Graduation Alternative To Tra...

2024-2025 Adult Education Curriculum Frameworks

2023-2024 Adult Education Curriculum Frameworks

2022-2023 Adult Education Curriculum Frameworks

2021-2022 Adult Education Curriculum Frameworks

Adult Education Curriculum Frameworks Archive

Adult Education Memorandums

Adults with Disabilities

Assessment Resources

Employability Skills Standards (RTF)

### GRADUATION ALTERNATIVE TO TRADITIONAL EDUCATION (GATE) PROGRAM

The GATE Program, established under Florida Statute 1004.933, offers a unique opportunity for students who have left high school to get back on track. Designed for students aged 16 to 21, GATE provides a pathway to earn valuable career education credentials while also completing a standard high school diploma or its equivalent.

Through the GATE program, students can enroll in a Career and Technical Education (CTE) program and an Adult Secondary Education (ASE) program simultaneously. Eligible ASE programs include Adult High School or GED® Preparation. Participants will work towards earning both a high school diploma and a credential from a Career Education Program on the Master Credential list in their chosen career field.

Students have up to three years to complete the GATE program, making it an accessible and flexible option for those looking to re-engage with their education and secure a brighter future.

#### **Student Enrollment Criteria**

- Be a resident of the state as defined in s. 1009.21(1), F.S. for tuition purposes.
- Be 16 to 21 years of age at the time of initial enrollment, and if 16 or 17 years of age, has withdrawn from school enrollment pursuant to the requirements and safeguards of s. 1003.21, F.S., which require for example, written parental permission and counseling to remain in school.
- Select the adult secondary education program and career education program of his or her choice at the time of admission to





# Program Implementation Updates

**Ashley Olevitch** 

Director of Adult Education Program Implementation

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### **Agenda**

- Assessment
- Program Improvement Plans
- Curriculum





### Assessment

**Ashley Olevitch** 

Director of Adult Education Program Implementation

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### **Overview of State and Federal Policy**

- Adult Education programs eligible for state and NRS reporting are required to test students with assessments approved by U.S. Department of Education (USED) and FDOE, except for adult high school and adult high school co-enrolled students.
- Programs are required to pre-test adult education students enrolling in WIOA-funded programs with a state-approved assessment within the **first 12 hours of enrollment** activity, except for adult high school and adult high school co-enrolled students.
- Programs should comply with test publishers' recommended timeframes between pretesting and post-testing.
- For purposes of reporting the initial EFL of students to the NRS, the EFL of students pretested in more than one subject area will be determined by FDOE based upon the test scores reported for each student.





### Overview of State and Federal Policy (continued)

• For purposes of reporting Measurable Skill Gains (MSGs) to the NRS, students who posttest may earn an MSG in any skill area, regardless of the lowest functioning level initially reported to the NRS.

MSG Types	Categories		
Educational Functioning Level (EFL) Gain	Complete one or more educational functioning levels in reading, writing, speaking and listening and functional areas, as measured by an NRS-approved assessment.		
	Earning enough Carnegie Units or credits to move from ABE level 5 to ABE level 6, according to state rule.		
	Enrollment in a postsecondary educational or occupational skills program after exit and by the end of the program year.		
	Passing of a subtest on a State-recognized High School Equivalency Exam.		
Attainment of a Secondary Diploma	Receipt of a secondary school diploma or recognized equivalent during enrollment or after exit and be the end of the program year.		
IET Participants	Earning at least 360 clock hours or 12 credit hours in an approved CTE post-secondary program of enrollment within the program year (July 1 –June 30).		
	Full program completion of a registered pre-apprenticeship program.		
	Passage of an approved industry certification.		





### Overview of State and Federal Policy (continued)

- Programs should develop and maintain local written assessment procedures and test security policies that conform to USED and FDOE policies.
- Programs must report assessment results in accordance with state and federal reporting timeframes and procedures to ensure state compliance with WIOA and NRS reporting.
- Programs should post-test 70% of students who are pre-tested and enrolled in Adult Basic Education (ABE), Academic Skills Building (ASB) and English Speakers of Other Languages (ESOL).





### Adult Basic Education and Adult Secondary Education Assessments

#### **Approved Assessments**

Test Name	Forms	NRS Sunset Date
CASAS Reading GOALS	Forms 901, 902, 903, 904, 905, 906, 907 and 908	6/30/2026**
CASAS Reading GOALS 2	Forms 921, 922, 923, 924, 925, 926, 927, 928, 929 and 930	6/30/2032*
CASAS Math GOALS 2	Forms 921/922, 923/924, 925/926, 927/928 and 929/930	6/30/2031*
TABE	Forms 11 & 12	6/30/2026**
TABE	Forms 13 & 14	6/30/2027*
ACT WorkKeys Workplace Documents	Forms 018, 019, 020 and 021	6/30/2027*
ACT WorkKeys Applied Math	Forms 014, 015, 016 and 017	6/30/2027*

<sup>\*</sup>Although not yet determined, this would be the anticipated sunset date based on sunset periods announced in previous NRS notices published in the Federal Register.





<sup>\*\*</sup>Extended sunset date published in the Federal Register on May 8, 2025.

### **English Speakers of Other Languages Assessments**

#### **Approved Assessments**

Test Name	Forms	NRS Sunset Date
BEST Literacy	Forms B, C and D	6/30/2025
BEST Plus 2.0	Forms D, E and F	6/30/2025
CASAS Life and Work Reading	Forms 27, 28, 81, 82, 81X, 82X, 83, 84, 85, 86, 185, 186, 187, 188, 310, 311, 513, 514, 951, 952, 951X, and 952X	6/30/2025
CASAS Life and Work Listening	Forms 981L, 982L, 983L, 984L, 985L, and 986L	6/30/2025
TABE CLAS-E	Forms A and B	6/30/2025
BEST Literacy 2.0	Forms D, E and F	6/30/2031*
BEST Plus 3.0	Forms 1 and 2	6/30/2031*
CASAS Reading STEPS	Forms 621/622, 623/624, 625/626, 627/628, and 629/630	6/30/2031*
CASAS Listening STEPS	Forms 621/622, 623/624, 625/626, 627/628, and 629/630	6/30/2031*
TABE CLAS-E	Forms C and D	6/30/2027*

<sup>\*</sup> Although not yet determined, this would be the anticipated sunset date based on sunset periods announced in previous NRS notices published in the Federal Register.





### What to Consider When Planning to Move Students to a New Assessment

- All students enrolled in Adult Education must be pretested on the new assessments for 2025-26 course enrollment prior to the expiration of the previous assessment.
  - Students may see a change in their EFL on the new assessments.
- Students must be enrolled in courses that align with their EFL as determined by the new assessments, regardless of previous enrollment.
  - How providers choose to schedule students into classes for a course is determined at the local level.
  - To be post-tested, students **must** meet the required minimum hours of instruction as outlined in the Florida Technical Assessment Policy.
- Post-tests administered on expiring assessments after their June 30 sunset date will not be reportable.

Adult General Education Pathway		
Course	ABE NRS EFL	
Adult Basic Education	Levels 1 - 4	
Academic Skills Building	Laviala F. C	
GED Preparation	Levels 5 - 6	

English Speakers of Other Languages Pathway		
Course	ESL NRS EFL	
Adult English Speakers of Other Languages (ESOL)	Levels 1 - 6	





### **ACT WorkKeys Overview**

- Two Series:
  - Workplace Documents measures the skills individuals use to read real workplace documents and apply that information to make job-related decisions and solve problems.
  - <u>Applied Math</u> evaluates critical thinking, mathematical reasoning and problem-solving techniques for situations that commonly occur in today's workplace.
- Average administration time is 55 minutes.
- There is no locator or appraisal test.
- Students should be pre-tested within the first six hours of instruction.
- Recommended to post-test students after 30 hours of instruction.
- Students cannot reuse the same form for 6 months; there are 4 forms of the test.
- Post-test scores from one instruction period may be used for placement in the next one.





### **ACT WorkKeys Educational Functioning Level**

Subject	EFL	WorkKeys Applied Math	WorkKeys Workplace Documents
Reading	ABE Level 1	N/A	N/A
	ABE Level 2	N/A	73-74
	ABE Level 3	N/A	75-77
	ABE Level 4	N/A	78-80
	ABE Level 5	N/A	81-82
	ABE Level 6	N/A	83-90
Math	ABE Level 1	71-73	N/A
	ABE Level 2	74-78	N/A
	ABE Level 3	79-82	N/A
	ABE Level 4	83-85	N/A
	ABE Level 5	86-87	N/A
	ABE Level 6	88-90	N/A





### **ACT WorkKeys Applicable Courses**

Assessment Series	Applicable Courses	Assessment Forms/Notes	Sunset Date
WorkKeys Applied Math	ABE – Mathematics GED® Preparation	Forms 014, 015, 016 and 017  All forms approved for use through a computer-based delivery format.	06/30/2027*
WorkKeys Workplace Documents	ABE – Reasoning through Language Arts GED® Preparation	Forms 018, 019, 020 and 021  All forms approved for use through a computer-based delivery format.	06/30/2027*

<sup>\*</sup>Although not yet determined, this would be the anticipated sunset date based on sunset periods announced in previous NRS notices published in the Federal Register.





#### **Technical Assistance Guide**

Available on the FDOE's Career and Adult Education Technical Assistance webpage.

Career & Adult Education Technical Assistance (fldoe.org)





### **Program Improvement** Plans

**Ashley Olevitch** 

Director of Adult Education Program Implementation

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#### **Common Areas of Improvement Identified**

- Student Retention
- Post-test Participation
- Staffing Constraints
  - Many programs identified utilizing part-time teachers which can lead to higher turnover.
- Curriculum Gaps
  - Some programs identified a lack of knowledge and understanding of the curriculum frameworks.





#### Possible Causes of Identified Areas of Improvement

#### High Mobility

 Students move or leave for jobs prior to being post-tested or completing their programs.

#### Testing Infrastructure

- Some programs identified not having enough staff to offer varied testing times.
- Most programs identified that more variety was needed in testing times.
- Many programs identified needing to create policy on tracking instructional hours and scheduling post-testing on an individual level.

#### Data Reporting Issues

• Some programs indicated local management information system issues leading to incorrect data reporting to the state.





#### **Local Solutions**

- Flexible Testing Options
  - Some programs implemented evening and weekend testing times.
- Early and Repeated Communication
  - Most programs identified the need to stress the importance and purpose of testing to students.
- Retention Focused Outreach Programs
  - Most programs identified needing to do a better job of retaining current students.
- Curriculum Realignment and Staff Training
- Data Quality Reports and Data Chats





#### **Opportunities for Statewide Support**

- Expand Professional Learning
  - Data Reporting Focused
  - Test Publisher Specific (i.e. CASAS, TABE, BEST, ACT WorkKeys)
- Update Current Resources
  - Technical Assistance Papers
  - ESOL Resources
- Develop New Resources

**Statewide Support Requests** 







### Curriculum

Maia Brown

Adult Education Program Specialist

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#### **Overview of Adult Education Courses 2025-26**

#### **Adult Basic Education**

Basic skills instruction below the secondary level.

Adult Basic Education (NRS Levels ABE 1-4)

**ABE Mathematics** 

ABE Reasoning through Language Arts (RLA)

#### **Adult Secondary Education**

High school level instruction.

GED® Preparation (NRS Levels ABE 5-6)

GED<sub>®</sub> Reasoning through Language Arts

GED<sub>®</sub> Science

GED<sub>®</sub> Social Studies

GED<sub>®</sub> Math

GED<sub>®</sub> Comprehensive

#### **English Language Acquisition**

Basic skills remediation listening, writing, speaking and reading English.

English Speakers of Other Languages (NRS Levels ESL1-6)

Adult ESOL

Academic Skills Building (NRS Levels ABE 5-6)

**ASB Mathematics** 

**ASB Language Arts** 

Adult High School (NRS Levels ABE 5-6)

Adult High School

Adult High School Co-enrolled\*

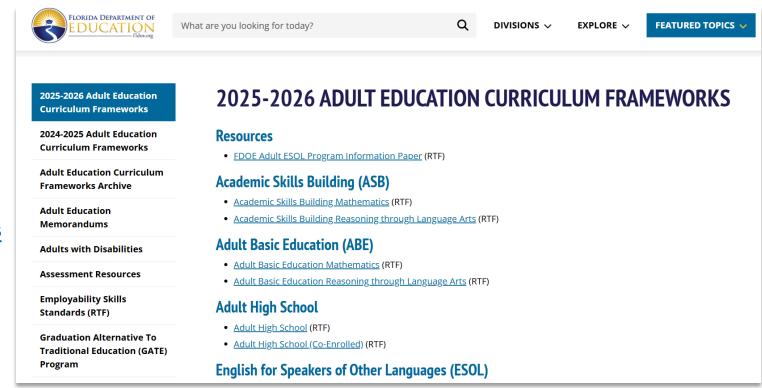






#### **Curriculum Frameworks**

The Adult Education Curriculum
 Frameworks are available on the
 FDOE webpage: 2025-2026 Adult
 Education Curriculum Frameworks
 (fldoe.org)







# Integrated Education & Training

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AdultEducationFL.com



#### **Highlighting IET in Florida in 2024-25**

- 10 IET Site Visits & Learning Walks
- 5 Single Set of Learning Committees
- 2 presentations at out-of-state conferences/trainings
- 1 presentation at a national conference
- 162 IET programs
- 2,562 IET students
- 109 Industry certifications earned

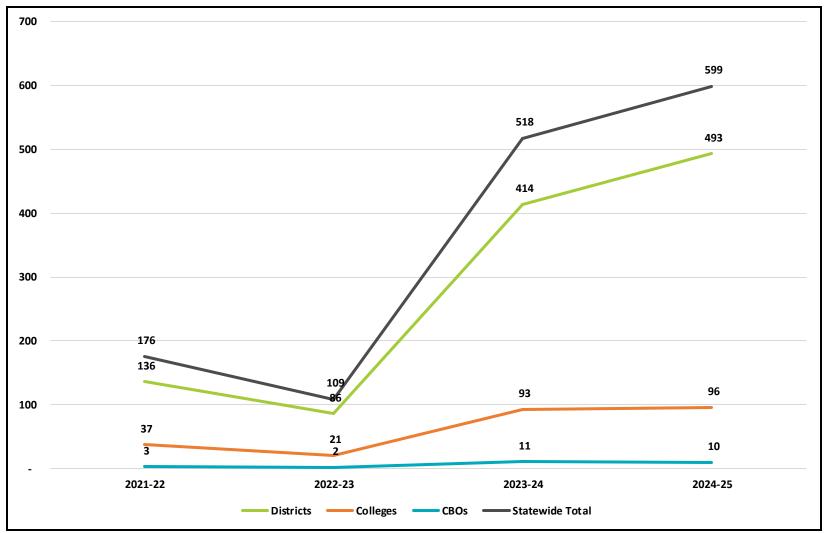
2024–25 data is preliminary and based on information from FDOE WDIS Data Quality Survey reports as of Spring 2025.





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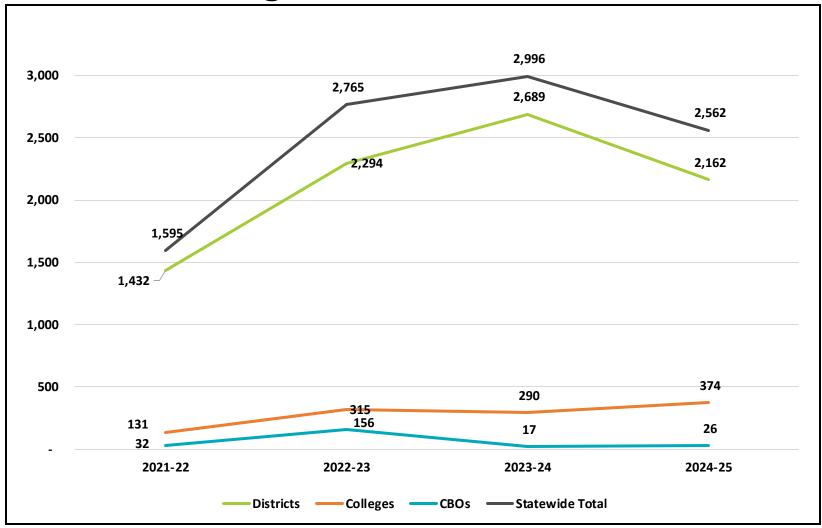
#### **IET Program Registration Increase**







#### **IET Program Enrollment Increase**









#### IET: A Review of the Numbers, 2024-25

#### Number of Active IET Programs by Agency Type

Agency Type	2024-2025 IET Programs
CBO	3
District	136
College	23
Total	162

2024–25 data is preliminary and based on information from FDOE WDIS Data Quality Survey reports as of Spring 2025.





#### IET: A Review of the Numbers, 2024-25

#### Active IET Program Enrollment by Agency Type

Agency Type	2024-25 IET Enrollment
CBO	26
District	2,162
College	374
Total	2,562

2024–25 data is preliminary and based on information from FDOE WDIS Data Quality Survey reports as of Spring 2025.





#### **Adult Education Measurable Skill Gains**

There are five Measurable Skill Gains (MSG) types available to adult education students.

- 1. Educational Functioning Level (EFL) Gain
  - 1a. Pre and posttest gains
  - 1b. Awarding of Carnegie Unit Credit
  - 1c. Entry into a postsecondary education or training program after program exit
  - 1d. Passing of a Subtest on a State-recognized High School Equivalency Exam
- 2. Secondary school diploma or equivalent attainment
- 3. Postsecondary transcript
- 4. Progress Toward Milestone
- 5. Passing a technical or occupational knowledge-based exam

Traditional adult education students may earn gains one and two. IET students, however, may additionally earn MSG types 3, 4 and 5.





#### **MSG # 3 – Postsecondary Transcript**

Current IET programs with this MSG available to students.

Career Cluster	# of IET Programs
Architecture & Construction	37
Arts, A/V, Technology & Communication	2
Business Management & Administration	15
Education & Training	2
Finance	1
Health Science	41
Hospitality & Tourism	2

Career Cluster	# of IET Programs
Human Services	2
Information & Technology	13
Law, Public Safety & Security	1
Manufacturing	16
Marketing, Sales & Service	2
Transportation, Distribution & Logistics	30

2024–25 data is preliminary and based on information from FDOE WDIS Data Quality Survey reports as of Spring 2025.





#### **MSG # 4 – Progress Toward Milestone**

Current IET programs with this MSG available to students.

Career Cluster	# of IET Programs
Architecture & Construction	58
Arts, A/V, Technology & Communication	2
Business Management & Administration	16
Education & Training	1
Health Science	79
Hospitality & Tourism	7

Career Cluster	# of IET Programs
Human Services	11
Information & Technology	17
Law, Public Safety & Security	1
Manufacturing	20
Marketing, Sales & Service	2
Transportation, Distribution & Logistics	40

2024–25 data is preliminary and based on information from FDOE WDIS Data Quality Survey reports as of Spring 2025.





#### **MSG # 5 – Industry Certification**

- Earning of an approved industry certification credential.
- Measurable skill gains for industry certification earning may only occur if an industry certification appears on either of the following lists:
  - Master Credential List
  - Perkins Recognized Postsecondary Credential List
- Industry certifications not represented on either of these lists may also be approved for inclusion in an IET program. However, those credentials cannot be used toward the calculation of the IET industry certification MSG but will serve as added value for the student.





#### **MSG** # 5 – Industry Certification

Current IET programs with this MSG available to students.

Career Cluster	# of IET Programs
Agriculture, Food & Natural Resources	1
Architecture & Construction	82
Arts, A/V Technology & Communications	3
Business Management & Administration	52
Education & Training	32
Finance	3
Health Science	165

Career Cluster	# of IET Programs
Hospitality & Tourism	42
Human Services	16
Information Technology	39
Law, Public Safety, & Security	2
Manufacturing	32
Marketing, Sales & Service	12
Transportation, Distribution & Logistics	60



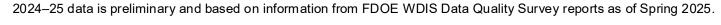
2024–25 data is preliminary and based on information from FDOE WDIS Data Quality Survey reports as of Spring 2025.



#### **IET Enrollment by Career Cluster**

Career Cluster	Reported Enrollment for 24-25	Career Cluster	Reported Enrollment for 24-25		
Agriculture, Food & Natural Resources	0	Hospitality & Tourism	177		
Architecture & Construction	283	Human Services	75		
Arts, A/V Technology & Communications	0	Information Technology	177		
Business Management & Administration	228	Law, Public Safety & Security	0		
Education & Training	192	Manufacturing	61		
Energy	nergy 0		29		
Finance	81	Transportation, Distribution & Logistics	188		
Health Science	1,071	Total Reported Enrollment	2,562		







#### **Total Approved IET Programs: 599**

#### **Top 6 Career Clusters based on IET Program Registration**

Career Cluster	Number of IET Programs
Health Science	173
Architecture & Construction	91
Transportation, Distribution & Logistics	70
Business Management & Administration	56
Hospitality & Tourism	49
Information Technology	49

2024–25 data is preliminary and based on information from FDOE WDIS Data Quality Survey reports as of Spring 2025.





#### 2025-2026 Master Credentials List

- 2025-2026 Master Credentials List (MCL) is available at the link below: <a href="https://careersourceflorida.com/master-credentials-list/">https://careersourceflorida.com/master-credentials-list/</a>
- New credentials have been added to the 25-26 MCL.
- 2025-26 MCL Flagged for Removal List is also available.
- Please reference these new additions for future IET program of study submissions and/or updates to existing IET programs for MSG Types 3,4 and 5.





#### 2025-2026 Master Credentials List

#### Removal of credentials will impact ability your agency's ability to claim MSG Type 5.

#### 2025-2026 Master Credentials List Industry Certifications

Credential applications are received throughout the year and evaluated on a quarterly basis for inclusion on the state Master Credentials List. This version of the 2025-2026 Master Credentials List includes the credentials approved by the Credentials Review Committee on February 6, 2025. Eliqibility for secondary level CAPE funding is determined by the State Board of Education and is captured on the CAPE Industry Certification Funding List (https://www.fldoe.org/academics/career-adult-edu/cape-secondary/cape-industry-cert-funding-list-current.stml).

Credentials highlighted in yellow are in their first year of "flagged-for-removal" status based on demand and/or wage deficiencies. Credentials on the 2025-26 MCL whose demand/wage deficiencies are not cured by February 2026 will remain on the list for a second year. See Notes column for details.

The local demand and credential sequencing fast-track applications can be found near the top of the page here

Beginning with the initial 2025-26 MCL published in February 2025, these credentials will be highlighted in orange to indicate they are in their second year of "flagged-for-removal" status. Additional information to cure the demand/wage deficiencies associated with credentials highlighted in orange must be submitted by no later than December 1, 2025, to prevent the removal of these credentials from the initial 2026-27 MCL published in February 2026. See Notes column for details.

#### Green Highlights = Credential is new to the MCL in 2025-2026

\*Eligibility for secondary level CAPE funding is determined by the State Board of Education and is captured on the CAPE Industry Certification Funding List (https://www.fldge.org/academics/career-adult-edu/cape-secondary/cape-industry-cert-funding-list-current.stml).

FDOE Certification Code	Certification Title	Certifying Agency Name	New to the 25-26 MCL	Eligible for Post- Secondary CAPE Funding?*	Degree or Non Degree Designation	SOC Code Linkage(s)	Major SOC Code	Major SOC Title	Representative SOC Code	Pass Demand Criteria	Pass Wage Criteria	Credential Identified for Removal	Notes
N/A	The second secon	The Fiber Optic Association Inc. (FOA)	Yes	No	Non Degree	49-2022; 49-9052	49-0000	Installation, Maintenance, and Repair Occupations	49-2022	Yes	Yes		
N/A		The Fiber Optic Association Inc. (FOA)	Yes	No	Non Degree	49-2022; 49-9052	49-0000	Installation, Maintenance, and Repair Occupations	49-2022	Yes	Yes		
N/A	Certified Fiber Optics Technician (CFOT)	The Fiber Optic Association Inc. (FOA)	Yes	No	Non Degree	49-2022; 49-9052	49-0000	Installation, Maintenance, and Repair Occupations	49-2022	Yes	Yes		
NRAEF003	Certified Food Protection Manager (ServSafe®)	National Restaurant Association Educational Foundation	No	No	Non Degree	35-1012	35-0000	Food Preparation and Serving Related Occupations	35-1012	No	Yes	Yes	First year flagged. Linked occupation does not meet demand criteria.
NRFSP001	Certified Food Safety Manager	National Registry of Food Safety Professionals	No	No	Non Degree	35-1012	35-0000	Food Preparation and Serving Related Occupations	35-1012	No	Yes	Yes	First year flagged. Linked occupation does not meet demand criteria.
ACFED006	Certified Fundamentals Cook (CFC)	American Culinary Federation	No	No	Non Degree	35-2014	35-0000	Food Preparation and Serving Related Occupations	35-2014	No	Yes	Yes	Second year flagged. Linked occupation doe: not meet demand criteria.
AHIMA018		American Health Information Management Association	No	Yes	Non Degree	29-9021	29-0000	Healthcare Practitioners and Technical Occupations	29-9021	Yes	Yes		
AFHDI001	Certified Healthcare Documentation Specialist (CHDS)	Association for Healthcare Documentation Integrity (AHDI)	No	Yes	Non Degree	31-9094	31-0000	Healthcare Support Occupations	31-9094	Yes	No	Yes	Second year flagged. Linked occupation doe not meet wage criteria.





#### 2025-2026 Master Credentials List

Removal of Degree Programs of Study and Non-Degree Programs of Study could impact your agency's ability to claim MSG Types 3 and 4.

#### 2025-2026 Master Credentials List

Non-Degree Programs of Study

Credential applications are received throughout the year and evaluated on a quarterly basis for inclusion on the state Master Credentials List. This version of the 2025-2026 Master Credentials List includes the credentials approved by the Credentials Review Credentials highlighted in yellow are in their first year of "flagged-for-removal" status based on demand and/or wage deficiencies. Credentials on the 2025-26 MCL whose

demand/wage deficiencies are not cured by February 2026 will remain on the list for a second year. See Notes column for details. The local demand and credential sequencing fast-track applications can be found near the top of the page here.

Non-Degree Programs of Study

Beginning with the initial 2025-26 MCL published in February 2025, these credentials will be highlighted in orange to indicate they are in their second year of "flagged-for-removal" status. Additional information to cure the demand/wage deficiencies associated with credentials highlighted in orange must be submitted by no later than December 1, 2025, to prevent the removal of these credentials from the initial 2026-27 MCL published in February 2026. See Notes column for details.

Apprenticeships

Green Highlights = Credential is new to the MCL in 2025-2026.

Educational Sector	6-digit CIP Code (NCES 2020)	10-digit CIP Code (NCES 2020)	Program/Profession Title	Program Type	New to the 25-26 MC	Non Dearee	SOC Code Linkage(-)	SOIC:	wajor soc inte	Representative SOC Code	Pass Demand Criteria	Pass Wage Criteria
CIE	460404	0646040400	Drywall Installation Technician	Diploma	No	Non Degree	47-1011	47-0000	Occupations	47-1011	Yes	Yes
FCS	190709	0419070904	Early Childhood Development Specialization	College Credit Certificate	No	Non Degree	25-2011; 25-9042; 39-9011	25-0000; 39-0000	Educational Instruction and Library Occupations; Personal Care and Service Occupations	39-9011	Yes	No
CIE	131210	0413121003	Early Childhood Education	Diploma	No	Non Degree	25-9042; 25-9043; 25-9045	25-0000	Educational Instruction and Library Occupations	25-9042	No	No
FCS/Districts	190709	0419070913	Early Childhood Education	Career Certificate	No	Non Degree	25-2011; 25-9042; 39-9011	25-0000; 39-0000	Educational Instruction and Library Occupations; Personal Care and Service Occupations	39-9011	Yes	Yes



Degree Programs of Study



Industry Certifications

K-8 CAPE Digital Tools

#### **IET Appendices**

IET Programs of Study that are approved provide the data for each field of the IET Program Number appendix.

WDIS: <u>Appendix P</u>

CCTMIS: <u>Appendix D</u>

CBO: <u>Appendix G</u>

IET appendices are updated after each submission window closes.

• March 1 – 31

December 1 - 31

WORKFOR INTEGRATE	DEPARTMENT OF EDUCATION ICE EDUCATION DATA SYSTEMS ED EDUCATION AND TRAINING P- 2024-2025 (1/24/25)									
IET Program Number	IET Program Name	District #	District Name	County Served	Potentially Eligible for Open Door Funding(Yes/No)*	IET Industry Certification MSG Type 5 Eligible	Cert Code 1	Cert Code 1 Title	Cert Code 2	Cert Code 2 Title
2021051	Baker County School District Parapro AGE	02	Baker County School District	Baker	Not an eligible institution	Y	EDTSO001	ParaPro Assessment		
2021101	Baker County School District Nursing Assistant AGE	02	Baker County School District	Baker	Not an eligible institution	Y	FDMQA002	Certified Nursing Assistant (CNA)		_
2021102	Baker County School District Phlebotomy AGE	02	Baker County School District	Baker	Not an eligible institution	Y	NATHA007	Certified Phlebotomy Technician (CPT)		
2021103	Baker County School District EKG Technician AGE	02	Baker County School District	Baker	Not an eligible institution	Y	NATHA002	Certified EKG Technician (CET)		
2023041	Baker County School District Information Technology CORR	02	Baker County School District	Baker	Not an eligible institution	Y	INTUT002	Entrepreneurship & Small Business		
2023111	Baker County School District ServSafe CORR	02	Baker County School District	Baker	Not an eligible institution	Y	NRAEF003	Certified Food Protection Manager	NRFSP001	Certified Food Safety Manager
2031021	Bay County School District Electrician AGE	03	Bay County School District	Вау	Yes, if enrolled in career center	Y	NCCER211	NCCER Electrical - Level 4 (Postsecondary)		
2031022	Bay County School District HVAC 1 and 2 AGE	03	Bay County School District	Bay	Yes, if enrolled in career center	Y	NCCER222	NCCER HVAC - Level 4 (Postsecondary)		
2031022	Bay County School District HVAC 1 and 2 AGE	03	Bay County School District	Вау	Yes, if enrolled in career center	Y	NCCER222	NCCER HVAC - Level 4 (Postsecondary)		
2031101	Bay County School District Practical Nursing AGE	03	Bay County School District	Bay	Yes, if enrolled in career center	Y	NCSBN002	National Licensed Practical Nurse		
Appendix   Historic Changes Additions   Historic Changes Inactive   Historic Changes Other Edits   +										





### Research and Evaluation

**Ashley Cooper** 

AGE Specialist, Research and Evaluation

Ashley.Cooper@fldoe.org





## 2024-25 Data Reporting Schedule Districts, Workforce Development Information System (WDIS)

Survey	Submission Period OPENS	Required Load Date	Submission Period CLOSES
Survey F/G	August 26, 2024	September 5, 2024	September 19, 2024
Survey W/X	January 6, 2025	February 6, 2025	February 27, 2025
Survey S	June 2, 2025	June 26, 2025	July 10, 2025
End of Year Update Window	July 14, 2025	n/a	July 31, 2025

**Data Certifications DUE on August 8, 2025** 





## 2025-26 Data Reporting Schedule Districts, Workforce Development Information System (WDIS)

Survey	Submission Period OPENS	Required Load Date	Submission Period CLOSES
Survey F/G	August 25, 2025	September 4, 2025	September 18, 2025
Survey W/X	January 5, 2026	February 5, 2026	February 26, 2026
Survey S	June 1, 2026	June 25, 2026	July 9, 2026
End of Year Update Window	July 13, 2026	n/a	July 30, 2026

**Data Certifications DUE on August 7, 2026** 





# 2024-25 Data Reporting Schedule Florida College System, Community College & Technical Center Management Information Systems (CCTCMIS)

Reporting Window	Submission Period Start Date	Required Load Date	End of Submission Period
1E/2B (Summer)	August 9, 2024	September 6, 2024	September 27, 2024
2E/3B (Fall)	January 3, 2025	February 7, 2025	March 7, 2025
3E (Winter/Spring)	April 4, 2025	May 9, 2025	June 13, 2025

Data Certifications DUE the next business day after the submission window closes.





# 2025-26 Data Reporting Schedule Florida College System, Community College & Technical Center Management Information Systems (CCTCMIS)

Reporting Window	Submission Period Start Date	Required Load Date	End of Submission Period
1E/2B (Summer)	August 15, 2025	September 15, 2025	October 3, 2025
2E/3B (Fall)	January 2, 2026	February 6, 2026	March 6, 2026
3E (Winter/Spring)	April 3, 2026	May 8, 2026	June 12, 2026

Data Certifications DUE the next business day after the submission window closes.





## 2024-25 Data Reporting Schedule Community Based Organizations (CBO)

Survey	Reporting Period	Submission Period OPENS	Required Load Date	Submission Period CLOSES
Survey 11*	Students Enrolled July 1, 2024	July 8, 2024	July 12, 2024	July 26, 2024
Survey 1	July 1 – September 30, 2024	October 7, 2024	October 10, 2024	October 24, 2024
Sun, ov. 2	Octobor 1 Fobruary 29 2025	March 10, 2025	March 13, 2025	March 20, 2025
Survey 2	October 1 – February 28, 2025	Walti 10, 2025	IVIAICI1 13, 2025	Walch 20, 2025
Survey 3	March 1 – June 30, 2025	July 7, 2025	July 10, 2025	July 24, 2025

<sup>\*</sup>Survey 11 is a preliminary survey indicating only students enrolled as of July 1, 2024





## 2025-26 Data Reporting Schedule Community Based Organizations (CBO)

Survey	Reporting Period	Submission Period OPENS	Required Load Date	Submission Period CLOSE S
Curvoy 11*	Studente Enrelled July 1, 2025	July 7, 2025	July 11, 2025	July 25, 2025
Survey 11*	Students Enrolled July 1, 2025	July 7, 2025	July 11, 2025	July 25, 2025
Survey 1	July 1 – September 30, 2025	October 13, 2025	October 16, 2025	October 30, 2025
Survey 2	October 1 – February 28, 2026	March 9, 2026	March 12, 2026	March 26, 2026
Survey 3	March 1 – June 30, 2026	July 13, 2026	July 16, 2026	July 30, 2026

\*Survey 11 is a preliminary survey indicating only students enrolled as of July 1, 2025





#### **Adult Test Reporting Timelines**

Expiring Assessment	Sunset Date	New Assessment	Reportable Starting
CASAS Reading GOALS	6/30/2026*	CASAS Reading GOALS 2	Summer Term 2025-26
CASAS Life and Works Reading	6/30/2025	CASAS STEPS Reading	Summer Term 2024-25
CASAS Life and Works Listening	6/30/2025	CASAS STEPS Listening	Summer Term 2024-25
BEST Literacy	6/30/2025	BEST Literacy 2.0	Summer Term 2024-25
BEST Plus 2.0	6/30/2025	BEST Plus 3.0	Summer Term 2024-25
TABE CLAS-E forms A/B	6/30/2025	TABE CLAS-E forms C/D	Spring Term 2024-25
TABE 11/12	6/30/2026*	TABE 13/14	Spring Term 2024-25
		ACT WorkKeys	Spring Term 2024-25

\*Extended sunset date published in the Federal Register on May 8, 2025.





### Adult Test Reporting & Adult General Education Programs and Associated Gains Appendices

 Updated draft appendices with newly approved assessments (TABE 13/14, ACT WorkKeys) were provided to all agencies to assist local MIS teams with timely coding.





### Approved PY 2024 & 2025

#### NRS Primary Indicators of Performance: Statewide Targets

Performance Indicator Targets					
Performance Indicators	PY 2024 State Performance Target (2024-25)	PY 2025 State Performance Target (2025-26)			
Employment (Second Quarter After Exit)	30%	31%			
Employment (Fourth Quarter After Exit)	28.0%	28.2%			
Median Earnings (Second Quarter After Exit)	\$5,839	\$5,840			
Credential Attainment Rate	21.6%	21.8%			
Measurable Skill Gains (MSG)	35.6%	35.7%			
ABE MSG Rate	31.3%	31.4%			
ESL MSG Rate	37.3%	37.4%			
Effectiveness in Serving Employers	Not Applicable	Not Applicable			





# Adult Education Program & Accountability Performance Resources

- Research & Evaluation
- WIOA Resources
- NRS Information
  - State Performance Targets
  - Business Rules
  - NRS Performance Tables
- Data Reporting Guides



What are you looking for today?

DIVISIONS V

EXPLORE

FEATURED TOPICS

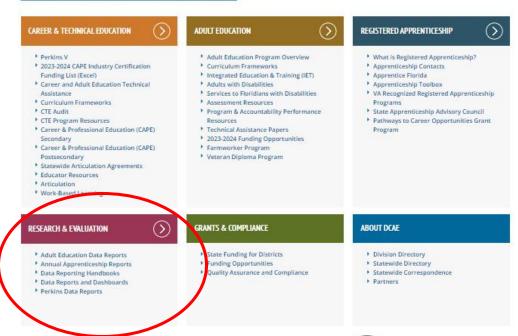
Home | Academics | Career & Adult Education



Welcome to the Division of Career and Adult Education. We hope you find the information contained here useful in advancing the cause of workforce education. The division represents collaboration and partnerships across both public and private sectors throughout the state of Florinda. It aims to deliver a quality workforce education through a network of public providers, which include our public school districts, the district technical colleges and centers, and all of our Florida colleges.

Since 2018, our Florida colleges and district technical colleges have awarded over 500,000 workforce certificates and degrees. For more information visit: GetThereFL.com.

Click here to view the 2023 Webinar Schedule for Career and Adult Education (PDF).





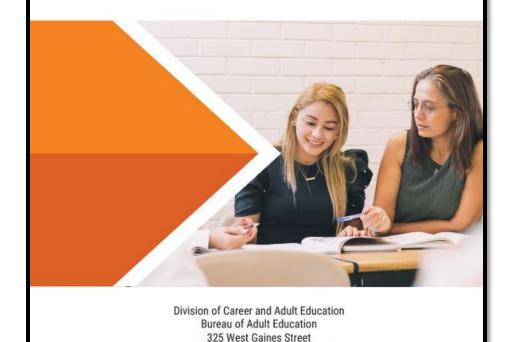


## **Adult Education Assessment Technical Assistance Paper**

The 2025-2026 Florida Assessment Policy has been published online on the <u>Career & Adult Education Technical Assistance</u> webpage.

#### 2025-2026

Florida Adult Education Assessment Technical Assistance Paper



Tallahassee, Florida 32399-0400









# WIOA Primary Indicators of Performance Data Reporting Guide for Adult Education

- An updated accountability technical assistance data reporting guide has been published on the <u>Research</u> & <u>Evaluation website</u>.
- Provides a high-level explanation of all NRS related accountability measures.
- Updates to MSG 1c, MSG 1d and related reporting have been made.

# WIOA Primary Indicators of Performance Data Reporting Guide for Adult Education:

Measurable Skill Gains, Employment Rates, Median Earnings, Credential Attainment & Effectiveness in Serving Employers

pdated September 2024

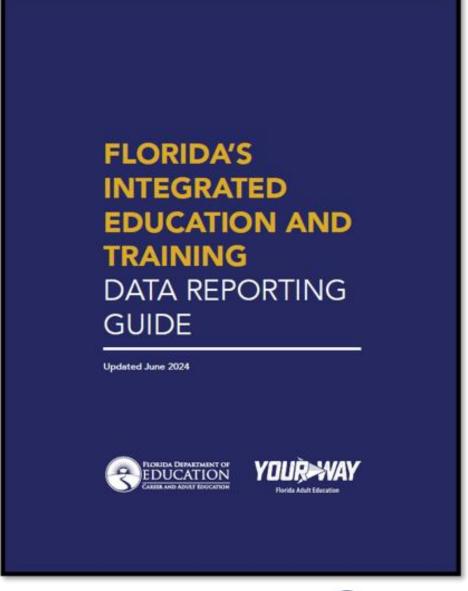






# Florida's Integrated Education & Training Data Reporting Guide

IET Data Reporting Guide
Updated







# **Key Contacts**

#### **Reporting Requirements and Data Elements**

- Dr. Brittany C. Ross, Director, Research & Evaluation, <u>Brittany.Ross@fldoe.org</u>, 850-245-9005
- Dr. Merve Pamuk, Educational Policy Analyst (CTE Specialist), Merve.Pamuk@fldoe.org, 850-245-0720
- Ashley Cooper, Educational Policy Analyst (AGE Specialist), <u>Ashley.Cooper@fldoe.org</u>, 850-245-9463

#### School Districts & CBO Data Reporting and Submissions Issues

- Kimberly Pippin, Bureau Chief, <u>Kimberly.Pippin@fldoe.org</u>, 850-245-9594
- Srikanth Mallipeddi, Educational Program Director, <u>Srikanth.Mallipeddi@fldoe.org</u>, 850-245-0798
- Workforce Education Data Systems (WEDS), <u>WEDSTeam@fldoe.org</u>

#### Florida Colleges Data Reporting and Submissions Issues

Katherine Mueller, CCTCMIS Data Processing Manager, <u>Katherine.Mueller@fldoe.org</u>, 850-245-9515





# **Grants & Compliance**

Charles Feehrer

Chief, Grants Management & Compliance

Charles.Feehrer@fldoe.org





## **Grants Administration and Compliance**

- All AGE Consolidated RFAs were due on May 30, 2025. If your agency still hasn't submitted an AGE Consolidated RFA, you must do that now. Do not delay.
- As DCAE has done over the last several years, the amendment deadline will be April 30, 2026.
   Please plan accordingly and utilize good grant management techniques to avoid multiple amendments.
  - Please consult with your agency's assigned Grant Manager. An amendment may not be necessary. Why invest all of that time and resources into something that may not be needed?
- The DOE 499 reports are due August 20, 2025.
  - In very rare cases, funds may not be reported in the Career Services and/or Training Services rows. I encourage you to check with the relevant FDOE staff to ensure your agency is reporting the correct financial information on this document prior to submission.





## **Grants Administration and Compliance**

- The DCAE Compliance and Monitoring Team is working on some new compliance and monitoring tools that will be rolled out in Fall 2025. Look for those updates in your inbox.
- A Fall 2025 DCAE Monitoring Schedule is also being prepared. Be on the look out for communications from Kara Kearce and her team about any monitoring dates your agency may have.
- I encourage everyone, regardless of a monitoring visit or not, to check out the DCAE Grants
  Compliance website to develop some awareness of the process and procedures that Director
  Kearce and her team utilize.
  - The DCAE Monitoring Handbook
  - Monitoring Webinars
  - Past Monitoring Reports
- No reason not to be well prepared for a monitoring visit.







Mallory Martinez
High School Equivalency Manager

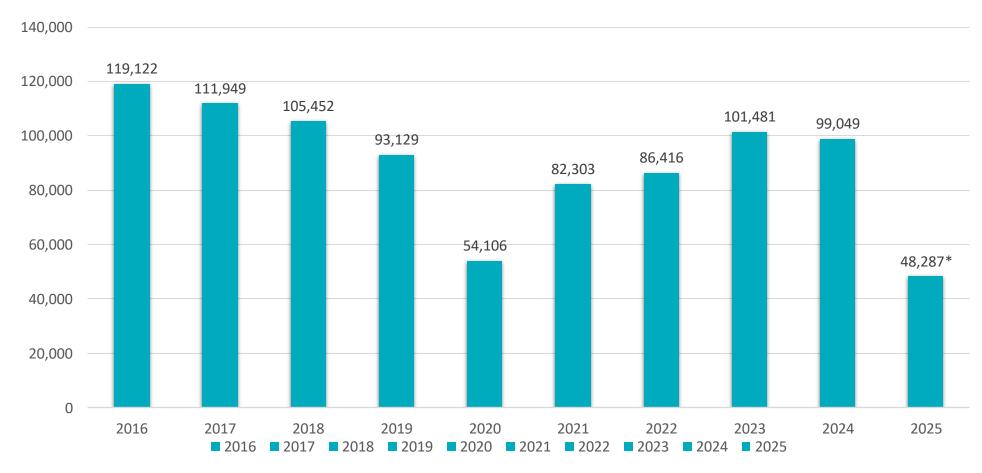
Mallory.Martinez@fldoe.org



AdultEducationFL.com



### **GED® Tests Taken**



\*As of June 6, 2025





# 3 of 4 Campaign

# Mass email campaign through the Moore Agency, FDOE contractors leading work on the Your Way campaign

 Targeted email with general resources, links to local programs, information on online and in-person testing

#### **GED® Analytics**

- Individuals from 2020 to 2024 that were 1 test away from earning a diploma
- Filtered out individuals in corrections programs

#### **Our Target List**

- 8,628 Individuals
  - 7,263 needed to pass Math
  - 904 needed to pass RLA
  - 291 needed to pass Social Studies
  - 170 needed to pass Science





# 3 of 4 Campaign Outcome

- 1,062 Individuals Attempted a Test
- 398 Diplomas Earned
  - 313 passed Math
  - 45 passed RLA
  - 23 passed Social Studies
  - 16 passed Science



 An additional 900 diplomas were earned from individuals on our contact list prior to the first email being sent.





# **GED® Testing Questions?**

- Email <u>flgedhelp@fldoe.org</u>
- Phone (850) 245-0449
- Phone toll free in Florida (877) 352-4331
- When calling, press "0" to reach a customer service representative and bypass the recording.







Samantha Dudley Director, Outreach & Recruitment





# **Media Types**

#### Earned media

Public exposure through word of mouth, customer reviews, social media mentions or media coverage.

#### **Owned media**

Digital content your company creates, including its website, blog, emails and social media posts

#### Paid media

Any marketing effort that involves paying to display promotional content across social media, search engines or websites.





#### 2024-25 Earned Media

### **Mary Floyd**

Through the support of Learn to Read of St. John's County, Mary Floyd 67 learned to read. We were able to share her success story and inspires others to take action and find and Adult Education program near the.

• Impressions: 1,090,000

# Roshan Carter (via Audio News Release shared statewide)

Roshan has a story of perseverance. Roshan was homeless, no job and stuck. He was able to enroll in GED courses, pass his tests and then enrolled in a diesel mechanic CTE program at Lively Tech. Now he is a certified diesel mechanic in Tallahassee

• Impressions: 21,490,500

§ Hits: 772

§ Outlets: 92





#### 2024-25 Owned Media

#### New student testimonial videos









#### 2024-25 Owned Media Continued

- This year we will launch both a "Welcome" email marketing campaign for Adult Education students providing resources for them as well as another GED-specific email marketing campaign.
- Enhanced the Adult Education sections of the website, specifically the GED and ESOL pages.
- Assets coming before June 2025:
  - 3 IET one pagers (for educators, students and businesses)
  - Marketing 101 Playbook





#### 2024-25 Paid Media

- Two advertising campaigns launched May-June 2025; one targeting GED students, one targeting ESOL students.
- Channels include:
  - ESOL Audience
    - Meta
    - Google Performance Max
    - Paid search
    - Telemundo [video, programmatic display, live reads]
  - GED Audience
    - Programmatic display
    - Native
    - Meta
    - Google Performance Max
    - Paid search





# 2024-25 Paid Media Examples



#### GET YOUR HIGH SCHOOL DIPOLMA.

Because life is too short for "what ifs."













# Questions?





#### **Bureau of Adult Education Contact List**

- Carol Bruner, Bureau Chief of Adult Education Carol.Bruner@fldoe.org
- Ashley Olevitch, Director of Adult Education Program Implementation Ashley. Olevitch 1@fldoe.org
- Jane Greenfield, Adult High School, Disabilities and Corrections Program Specialist Jane.Greenfield@fldoe.org
- Maia Brown, Curriculum Program Specialist
   Maia.Brown@fldoe.org
- Mallory Martinez, High School Equivalency Manager <u>Mallory.Martinez@fldoe.org</u>
- Catherine O'Neil, Director of Integrated Education & Training <u>Catherine.ONeil@fldoe.org</u>





# Thank You



