

# AEL Advisory Committee Meeting

Wednesday, March 31, 2021

## Committee Members

Don Tracy (Presiding Officer), David Barron, Traci Berry, Diana Contreras, Paul Fletcher, Samuel Keeler and Mignon Lawson

## TWC Welcome

- TWC Comment
- Opening remarks from Commissioners

## TWC AEL Updates

### **Move Ahead with Adult Ed Campaign**


#### Phase I – ongoing

- Social media blast
- Fully developed and available toolkit
- Press Release
- Work In Texas—targeted outreach

#### MAWAE Toolkit

Link to content: <https://tcall.tamu.edu/MAWAE.html>

Download templates and stock images below:

Fact Sheet	Flyer Template	Social Posts for Local Customization Template				
 <p><b>Move Ahead with Adult Ed</b> Texas Adult Education &amp; Literacy</p> <p><b>Learn Skills to Get Back to Work</b></p> <p><b>What and In-person Learning</b></p> <p><b>Student Testimonials</b></p> <p><b>Adult Education Can Increase Earnings</b></p> <table border="1"><tr><td>\$9,420</td><td>43%</td></tr><tr><td>73%</td><td>43,000,000</td></tr></table>	\$9,420	43%	73%	43,000,000	 <p><b>Move Ahead with Adult Ed</b> Texas Adult Education &amp; Literacy</p> <p>Adult Education Program or Event Name</p> <p>Date / Time</p> <p>Location</p> <p>City / State / Zip Code</p> <p>Phone Number</p> <p>www.ael2020.com</p>	 <p><b>Move Ahead with Adult Ed</b> Texas Adult Education &amp; Literacy</p> <p>1 800 1 800</p> <p>1 800 1 800</p> <p>1 800 1 800</p> <p>1 800 1 800</p>
\$9,420	43%					
73%	43,000,000					
Word Doc   PDF Doc	Word Doc	Word Doc				

## Increased Traffic

Data pulled from webpages indicate:

- MAWAE social media is working!
- More than double # of Page views/Traffic spikes on days when social media posts were made

## Expanded Workplace and Workforce Training Performance Options

Office of Career, Technical and Adult Education (OCTAE) ICR's last summer on federal performance reporting tables, that resulted in:

- More options for reporting outcomes related to integrated education and training
- More thoughtful measures for employer engagement, including employer-based milestones

## AEL Stakeholder Collaborations

April 13, 2021 at 1pm (CST) - Spirit of Collaboration: TWC Adult Education & Literacy at the Texas Workforce Commission, for a panel discussion regarding collaboration between AEL funded programs and literacy nonprofit organizations. Register on Literacy Texas website: <https://www.literacytexas.org/in-the-spirit-of-collaboration/>

## TWC AEL Fall Institute 2021

- Virtual and In-Person options
- Tracks aligned to AEL Strategic Plan
- Innovation and Best Practices

## **Legislation Impacting AEL**

### HSE Subsidy

- "K-12 School Finance Bill"
- HB 1525/HB 3837 (Huberty)
- SB 1536 (Taylor)
- Continues current HSE Subsidy Program with TWC funds

### AEL Criteria

- HB 4176 (Guillen)
- performance criteria for the award of AEL funds.
- Requires 25% of students in HSE/ATB and 70% to earn a HS credential or postsec cert

### Tri-Agency WorkForce Initiative

- HB 3767 (Murphy)
- to support workforce development in the state, including the establishment of the Tri-Agency Workforce Initiative and additional employer workforce data reporting

### Advisory Committee & Texas Recovery Act

- HB 1942 (VanDeaver) - advisory committee for adult charter high school
- SB 994 (Powell) & HB 4487 (Rosenthal)/ HB 4491 (Zwiener) - Texas Recovery Act

### Committee Legislative Updates

Committee members provide updates regarding Legislation

## Committee Discussion - AEL Strategic Plan Check-in (Workgroup)

- Strat 1: Increase Outcomes
- Strat 2: Address Demand/Access for AEL
- Strat 3: Increase System Coordination
- Strat 4: Improve Performance Excellence

### Discussion Items:

- Engagement with Community Based Organizations
- Connectivity/broadband access
- Digital & Financial Literacy
- Inter-Agency collaboration
  - Data-sharing: THECB, TEA, TWC
  - Serving justice-involved

## Committee Discussion – Topic: Services for Under-Served Populations

There will be time after each presentation for questions. Following all presentations – dedicated time for further discussion.

### **Aunt Bertha**

#### Overview

#### Our Mission

To connect all people in need and the programs that serve them with dignity and ease.

We carry this mission throughout Aunt Bertha, because we believe that every person and family in need should have a resource they can turn to find help -- and to do that we've been transforming the way social services information can be accessed.

#### Our partners Supporting Adult Learners

At Ivy Tech Community College, An Online Tool Helps Students Address Life Challenges

[https://www.youtube.com/watch?v=u2\\_fXrLrGBY](https://www.youtube.com/watch?v=u2_fXrLrGBY)

## Vision

We believe people should be able to quickly find and apply for social care and deserve a quick answer as to whether or not they qualify.

We believe people want to help themselves, therefore self-service navigation of social care is paramount.

Organizations track search, referral, response and outcome data to further their impact on overall health and wellness of the community and individuals.

## The Team

We are now 200 team members and growing aligned in our mission. Each day, we serve our customers, serve nonprofits, and keep the seeker (person in need) at the center of everything we do.

Every one of us will face a challenge at some point in our lives. Erine Gray, our founder, experienced such a challenge when his mom caught a rare brain disease at the age of 47. The process of navigating for care on her behalf was confusing and sometimes intimidating. Erine started Aunt Bertha in 2010 to offer an easier way to find programs and to connect to them directly and electronically.

When picking a partner to work with, our customers tell us the “why” is very important. For us, this is more than a software company. Many of our team members have been through tough times ourselves, just like our users. Our employees are veterans, social workers, caretakers of special needs kids, caretakers of our parents, foster parents, and some of us overcame tough conditions as kids. We’re a team of people dedicated to making a difference, and we’re partnering with organizations such as yours with a similar mission.

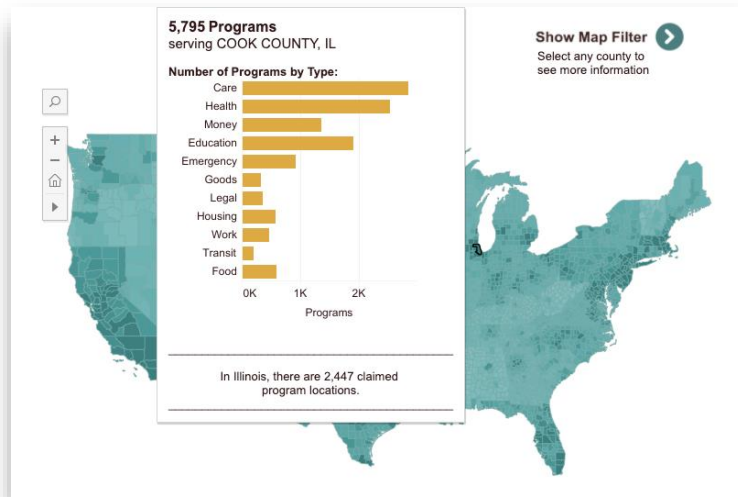
## Network

### Nationwide Network

Our search is in every ZIP Code in the United States. This heat map shows searches across the country.

We're transparent about our program network — you can see program information availability for every county in the US.

<https://company.auntbertha.com/for-customers/socialcarenetwork/>



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**5,695,083 Users**

**474,053 Program Locations**

**71,694 In-Network Locations**

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We have been building the Network to serve the public, to serve community organizations, and to serve Government, Healthcare, Education, Corrections and helpers of all kinds for more than 10 years. This investment has led to the strongest network available to all people across the nation. We are proud to have served more than 4 million people, with nearly half a million program locations available in the network. More than 64,000 program locations are leveraging the network with even deeper engagement, by publishing appointments, publishing their eligibility questions, leveraging our referral tracking, or documentation of service outcomes. The deeper engagement grows by several hundred to a thousand a month joining the network. We are transparent about this growth, and so we publish the network by county and state on our website.

## Nationwide Traction

320+ Customers and 35 Multi-state Customers (and growing)

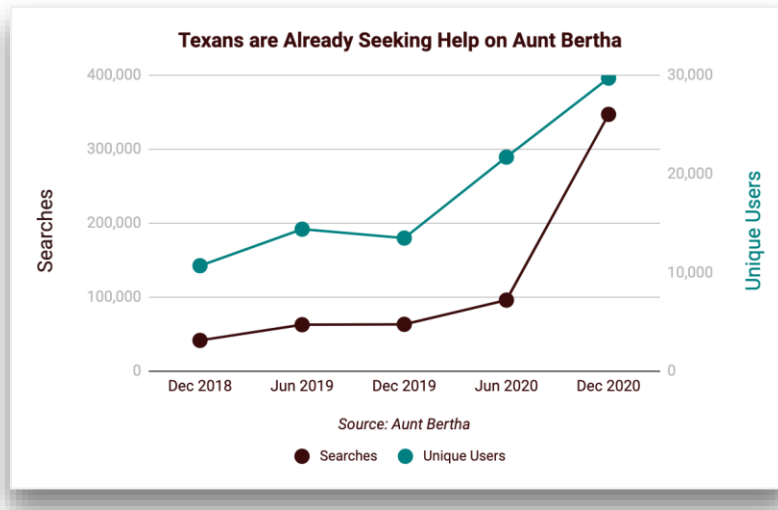


## Demo

### Texas Network

Our social care network in **Texas** by the numbers:

- **755,200** users; **4.4M** searches across the state; **347k** in December
- 53 Aunt Bertha customers in the state; and
- **10,228** in-network CBOs serving residents of Texas in need on our platform.
- **23,141** available programs.



## Spotlight: Workforce Cohort

We have a quickly growing cohort of AB Partners focused on workforce development and **strengthening the network** for unemployed individuals. More than 38,000 searches and more than 10,000 users.

The Piton Foundation, Gary Community Investments, and Aunt Bertha are using the WORKNOW platform for job seekers, those wishing to be upskilled, and their families to provide a network of work-focused resources coupled with general social service resources in the greater Denver community to help individuals achieve their employment goals and rise out of poverty.

Onward Us is a one-stop resource for the people of United States impacted by job loss during the COVID-19 Pandemic. They connect individuals with job postings, trainings and community resources. Onward US implements an iframe of a community site across all their state websites they roll out in. They have a separate white label for their Colorado state as they use featured programs and a flyout to call out their partnership with 211/united way in the region.

WorkLife Partnership is using Aunt Bertha to connect members of their EAP program to resources, both in Colorado as well as in a few select other markets like Chicago and Tennessee



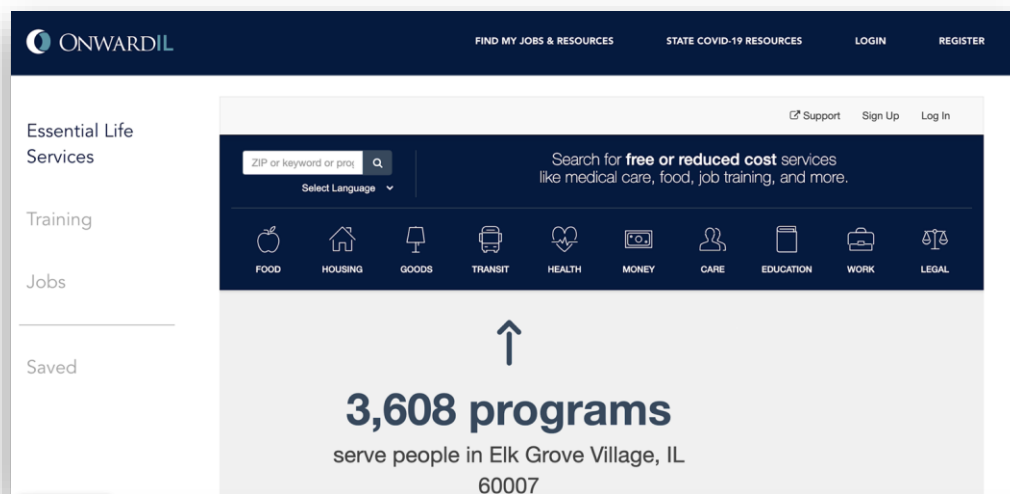
Honest Jobs helps people impacted by the criminal justice system find jobs. The company operates a job search site and has contracts with government agencies to connect formerly incarcerated individuals with jobs.

YuPro connects forward-thinking companies with their trained talent community to improve long-term business performance, accelerate career growth, and close the Opportunity Divide. "A social mission that comes with a business strategy."

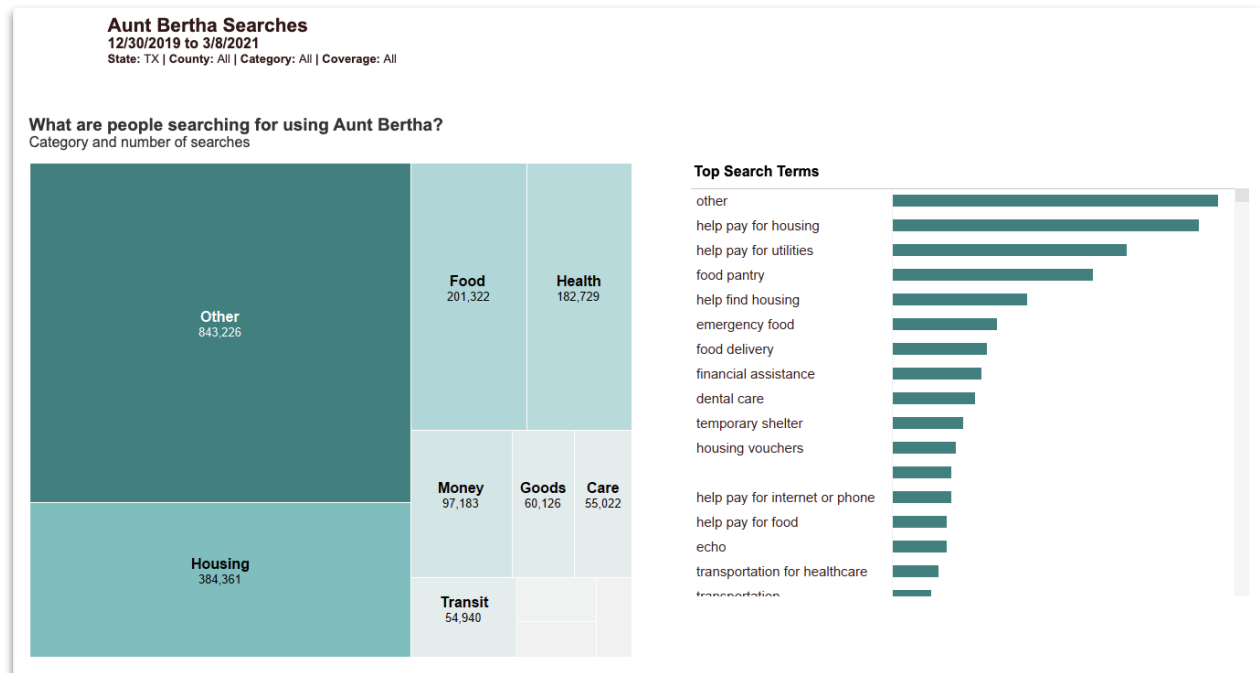
YearUp partners with other mission-aligned workforce development programs to build our community of trained talent, so visionary companies can tap into our pipeline, hire smarter, and optimize performance.

## OnwardUS

**Mission:** Putting American Workers Displaced by COVID-19 Back to Work; One-Stop Resource to Help State Governors Serve Workers Displaced by the COVID-19 Pandemic



## Searches in Texas



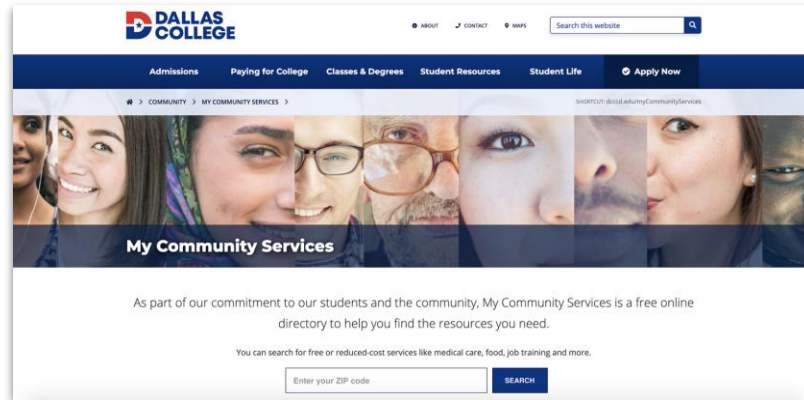
## Aunt Bertha and Higher Education

### Ivy Tech Community College (Ivy Assist)

- 40% of search activity on platform is from students self-navigating outside of normal faculty/staff work hours
- Needs Assessment enables students to self-identify needs and view curated lists of programs pertaining to top risk areas.
- Search results prioritize Ivy Tech's own programs (food pantries, financial aid, tutoring services)

### Dallas College and AISD

- Each community college campus has a personalized website for students. Search results prioritize DCCCDs own programs (food pantries, financial aid, tutoring services) and community partners
- Provides easy access to current information about internal and external services provided to students, enabling more efficient referrals, monitoring and analysis of services by campus and district stakeholders and community providers



### Find A Program.

Select a school to search programs available by school OR select a program category to search programs by category at the district-level.

**1. Select a School**                      **2. District level search by Program Category**

Select School  -OR- ALL

## Network Operations

### Our In-House Network Team

When people seek help, they need to be sure that program information is reliable. That's why our network is built by our in-house, Austin-based Data Operations team that finds and verifies information firsthand. We never use bots or scraped data, because this is the only way to ensure that people get the help they need, simply and quickly.

We are responsible for validating social care data and keeping the information current and up to date. We are an extension of your care team.

### Program Data Strategy

- AB Platform Users
- AB Data Operations Team
- Community Organizations

Any of the more than 5.6M users submit information in real-time. We receive thousands of ideas each week, and our network team validates changes in 48 hours.

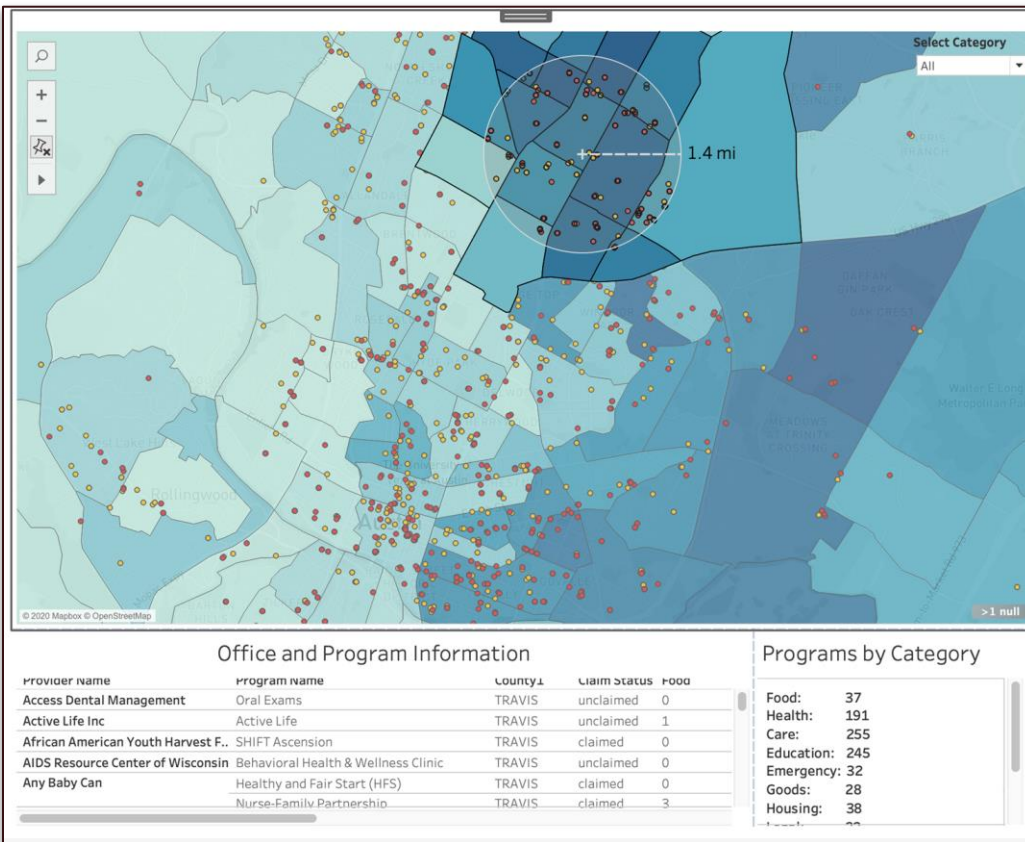
Our 60 Network Team Members are on the phone each week, contacting programs, validating feedback from customers and partners, including local meetings with nonprofits.

Nonprofits control their presence as they are able to help update and manage their own listing (free — no contract), as well as choose the best connection method for Seekers to reach out.

We are responsible for validating social care data and keeping the information current and up to date. As more users, nonprofits and customers participate, the network grows even stronger for all. Nothing is outsourced. We are a shared-service extension of your care team.

## The Social Care Index

Examining Community access to social services relative to community needs



## Nonprofits

### Free Intake Management Tools

We provide a suite of tools for any community partner that claims their listing on our platform. (71,694 Participating Program Locations)

- Update service offerings and update service capacity.
- Process inbound referrals and applications for services.
- Publish available appointment slots for intake purposes with clients.
- Suite of reporting tools to measure inbound activities.
- Update referral status by email.

## Community Engagement

### Local Leaders: Community Engagement Team

How we help nonprofits across the country:

- Build local, trusted relationships with CBOs
- Recommend options from our free toolkits to best fit CBO needs and drive adoption
- Analyze regional trends to support data-driven outreach and goal setting
- Deliver regional training and workshop sessions each month using our stair-step approach
- Empower and train customer community engagement staff members

### Our Approach: Partnership

We build sustainable networks in communities across the country with the help of partners who believe invested stakeholders working together have the power to transform social care.

- Aunt Bertha: Provide regional expertise, training and support relationship building
- CBOs: Participate in workshops and on the platform; serve the community
- Customer: Work with Aunt Bertha CEMs to prioritize CBO partners, plan workshops, and build relationships in the community.

## Key Approaches

### Network Approach

**Open and Focused:** You can focus the network on priority partners and covered benefits programs while still providing access to the full range of national, state and local programs with self-service.

**Closed:** These networks often rely on financial arrangements and contracts with CBOs. This industry-driven approach means that Seekers do not have access to a broader range of programs nor can they self-serve.

### Serving CBOs

**CBO Choice:** CBOs should be able to receive referrals in their chosen system of record. They can control how they share data and keep Seeker information private. This leads to significantly greater adoption across the community.

**Government-Granted Monopoly:** When states or communities require using a specific vendor, control over privacy and data is no longer in the hands of the CBO or the Seeker, leading to more limited adoption.



### Seekers-First: Privacy & Consent

**Per-Referral Consent and Permission-Based Access:** CBOs should be able to access referrals based on care coordination responsibilities. Private referrals should remain private, with the Seeker having the choice to share.

**One All-In Consent:** Once a consent is signed, social care data can be looked up, shared and accessed by anyone in the “network.” As that network adds new entities, the Seeker has no idea where their information is being accessed. This is an industry-first approach.

### More Information

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## Additional Comments before the conclusion of the AEL Advisory Committee Meeting

### Closing Remarks

*The next Adult Education and Literacy Advisory Committee meeting will be  
June 23, 2021 at 1:30 pm CST.*