Welcome to the Adult Education Partnership Program between Kentucky Educational Television (KET) and public television stations across the United States.

With 50 years’ experience providing adult education content and services, KET is here to help you expand educational opportunities within your community. Inside you will find the tools you need to connect with partners in adult education and engage others in this important work.

This toolkit is designed to help you get started and succeed in using FastForward and Workplace Essential Skills to help adults without high school diplomas and those needing essential work skills to transform their lives through education.

You may not use every marketing tool we have provided. Tailor the materials for your station and your region. Select the resources you believe will work best in your situation. Call us at 800-354-9067 when you need help.
FastForward is a complete online curriculum for high school equivalency test preparation aligned for GED®, HiSET® and TASC™ tests. FastForward allows students to study anywhere, anytime, on any device with internet access.

FastForward includes interactive animations, videos, step-by-step instruction and plenty of practice in each of the assessed content areas: math, language arts, social studies and science. FastForward can be used by learners working independently, but it has many features designed to help adult education teachers use it with their students, including tools that help manage and track student progress.

Research shows that 90 percent of GED® test-takers who prepare with FastForward pass and earn a GED® credential.

Workplace Essential Skills is an effective, mobile-friendly instructional resource, offering curriculum on the language arts and math skills needed to be successful in high-demand careers. It can be implemented in adult education centers, employer training programs, corrections facilities and rehab centers.

Written on a 7-9 grade level, the lessons are contextualized to specific occupations. For example, if students are learning how to interpret data from a graph, they may see an inventory or shipping log in the manufacturing module. The same lesson on interpreting data might include patient medication or scheduling logs in the healthcare module. Students can readily see “why” they need to learn the material and how it applies to the work they are or will be doing within these fields.

In addition to targeted academic skills for specific career sectors, Workplace Essential Skills includes instruction on the soft skills employers request, such as behavior and communication in a professional setting, working with a team and critical thinking.
SHARE YOUR MISSION

Since PBS and member stations, in all our iterations, share a common mission to lift up our viewers and communities from wherever they are, we can be a catalyst to elevate the lives of those in our community who are marginalized by lack of education and representation in the job market.

CREATE PARTNERSHIPS

This toolkit and KET can help you introduce FastForward and Workplace Essential Skills to your community. A successful partnership brings together groups with similar missions but different audiences and/or resources. The list of partners will vary from community to community.

There are two distinct markets for adult education programming: teachers and trainers who use the products and programs in classroom or group settings and independent learners who need to earn high school equivalency credentials or develop job skills on their own. Partnerships are essential in reaching both markets.

REACH OUT TO ADULT EDUCATORS

The first step in creating partnerships with the adult education community is to determine who is in charge of adult education in your area. It varies from state to state, and there can be one organization or multiple organizations.

States may administer adult education within their education departments, community college systems, workforce development agencies and/or as independent agencies.

The materials in this toolkit can help you prepare to introduce FastForward and Workplace Essential Skills to adult education gatekeepers. The toolkit provides presentation resources and access to a trial subscription allowing them to navigate a course on their own. In our experience, the products sell themselves once in the hands of educators and education administrators. FastForward and Workplace Essential Skills are good investments. Both offer reusable seats, and are licensed annually, allowing programs to maximize the number of students utilizing the program to study.

Potential partners:
- State Department of Education
- Postsecondary Education Department/Council
- Department of Labor
- Community College System
- Workforce Innovation and Opportunity Act (WIOA) Program
- Corrections Educational Professionals
REACH INDEPENDENT LEARNERS

Not all those who need a high school equivalency credential and/or improved work skills require the guidance of an adult educator or are able to attend classes. There are multiple potential partners to reach the independent learner.

Who are potential independent learners? Answering that question will help you find the partners who can help you reach them.

Find agencies and businesses where there’s a high likelihood of potential independent learners and ask if you can leave flyers or display posters. Potential business and community partners include:

- Career centers
- Chambers of commerce
- Churches
- Parole offices
- Social service agencies
- Technical schools
- Veterans organizations
- Esl classes
- Human resources departments
- Substance abuse rehabilitation centers
- Vocational rehabilitation service coordinators (helping people with disabilities succeed at work)
- Health departments
- Day care centers
- School family and youth resource centers
- Large employers
- Apprenticeship programs
- Temporary employment companies

Offer to be a guest speaker at community, civic and charitable organization meetings, or consider hosting a forum at your station. The toolkit includes PowerPoint presentations with narration that you can use to introduce FastForward and Workplace Essential Skills. There are links to multiple videos in the toolkit and discussion starters in the viewing guide from the KET series Dropping Back In on both America’s dropout problem and lack of skilled labor.

Send a letter or press release to local media as well as organizations that publish newsletters. The toolkit includes a press release you can customize with your local information.

Use your station resources to raise awareness throughout the year, and especially during Adult Education and Family Literacy Week. The toolkit includes links to interstitials and PSAs you can air on your station along with templates for ads for your program guide and website.

Reach out to your station volunteers with information and resources to increase awareness in their communities.
Section 1: SYNOPSIS OF THE ISSUE

THE HIGH SCHOOL DROPOUT ISSUE

More than 2 million students drop out of high school every year, joining 5.5 million young Americans between the ages of 16 and 24 who aren’t in school or in the job force. (World Education: Adult Ed Facts, 2014)

This video provides a succinct — and shocking — report on the impact of the dropout crisis in America.

[Video]

Adult Education Crisis

WHY IS A HIGH SCHOOL DIPLOMA IMPORTANT?

Information compiled by America’s Promise Alliance indicates:

- High school graduates earn a national average of $8,000 more annually compared to high school dropouts.
- High school graduates are less likely to engage in criminal behavior or require social services.
- High school graduates have better health and longer life expectancy.
- The nation’s economy depends on skilled labor. Business leaders report difficulty in finding enough qualified employees with the skills, training and education to meet their companies’ needs.

Even in an economy with low unemployment, people without a high school diploma still struggle to find jobs. According to the Bureau of Labor Statistics, the unemployment rate for Americans without a high school diploma was 5.9 percent, compared to 4.3 with high school diploma and 3.5 with some college or associate degree. (U.S. Bureau of Labor Statistics, 2018)

Data show that 45 percent of those without a high school diploma lack the basic literacy skills necessary to fill out a job application. (U.S. Dept. of Education, 2007-2009)
THE JOB SKILLS GAP

America currently has millions of job openings, more than at any point since 2000. On the surface, it seems like that would be a good thing. In reality, it means companies are unable to find skilled workers for the jobs they have. (CNN, 2015)

A lack of skills holds people back from pursuing better jobs, promotions and training. The Pew Research Center reports that more jobs than ever require a higher-level, skilled workforce. The number of jobs requiring workers with average to above-average education, training and experience increased from 49 million in 1980 to 83 million in 2015 — a 68 percent increase and double the increase over the same period in jobs requiring below-average education, training and experience. (2016)

About 30 people apply for every job opening, but less than 20 percent meet the qualifications for the job, according to research from the Corporate Executive Board cited in a 2015 CNN report. (2015) Additionally, there are more openings than there are qualified people for “middle skills” jobs, like those in manufacturing and construction that require more experience than a high school diploma does, but less than a four-year college degree.

By 2020, 65 percent of all U.S. jobs will require education or training beyond high school. Yet, 30 percent of U.S. workers — 59 million adults — have only a high school education or less. (Organization for Economic Cooperation and Development, 2013)

The skills gap isn’t the only challenge employers face. According to Community College Daily (2019) almost three-quarters of employers say they have trouble finding workers with soft skills, such as listening, attention to detail, effective communication, interpersonal skills, teamwork, adaptability and a willingness to learn and grow.

AMERICANS WANT TO LEARN, WANT BETTER JOBS

A 2016 Pew Research study shows more than half of all American workers say it will be essential for them to get training and develop new skills throughout their work lives in order to keep up with changes in the workplace.

The good news is that adults also believe the preparation and learning should be self-directed and self-motivated — two very important factors in successful adult education endeavors.
NEED FOR MORE ADULT EDUCATION SERVICES

In the U.S., almost 40 million adults need adult education services. Yet, publicly funded adult education systems are able to serve only around 3 million adults per year, and there are waiting lists for classes in all 50 states. There are not enough funds allocated to adult education to meet the need. (World Education, 2018)

Online learning opportunities, like FastForward and Workplace Essential Skills, enable students to learn wherever they have a device with proper connectivity, whenever they can. FastForward and Workplace Essential Skills are proven online learning products that support self-directed learning.

These episodes from the KET series Dropping Back In focus on the job skills gap and programs that are helping prepare under-educated adults for careers in high demand.

Ronald Ferguson, Ph.D.
– Professor at the Graduate School of Education and co-director of the Achievement Gap Initiative, Harvard University
Dr. Ferguson describes the current and future costs in America of having an under-educated population; he argues the need for career guidance for secondary students that includes options other than a four-year college degree.

Victor Rios, Ph.D.
– Former dropout and gang member, currently a professor of sociology at the University of California at Santa Barbara, author of Punished: Policing the Lives of Black and Latino Boys.
Dr. Rios discusses his research in juvenile justice and the policing of America’s schools, specifically the school-to-prison pipeline. He also talks about youth who are “pushed out” of school, rather than dropping out, as well as outreach efforts in that area.

Adult Education Facts
This PDF from World Education includes data about adult education programs and learners compiled from multiple sources, including government, academic, and education foundations.
Section 2: HOW DOES YOUR AREA COMPARE?

These links provide statistical data about the education and jobs climate in your state, which you can use to customize the toolkit resources and support fundraising opportunities.

**Economic Summaries from the U.S. Bureau of Labor Statistics** provide economic summaries by state and regions within each state.

**Projections from the U.S. Bureau of Labor Statistics** provide employment and wage estimates by state.

**The 2017 Blue Book: The Legislator’s Resource Book** prepared by the National Council of State Directors of Adult Educators, provides information on each state’s success, impact and need for adult education services.

**This Graduation Rates interactive chart** shows how graduation rates have changed over time and how they compare from state to state.

Use **High School Equivalency Exams** to further customize your promotional materials, find out which high school equivalency test — GED®, HiSET® or TASC™ — is accepted by your state.

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Section 3: ALIGNMENTS TO STANDARDS AND ASSESSMENTS

FastForward is aligned to the College and Career Readiness Standards (CCRS), GED® Assessment Targets, Common Core State Standards (CCSS) and Test of Adult Basic Education (TABE)11/12.

Workplace Essential Skills is aligned to National Career Readiness Certificate (NCRC) standards, the College and Career Readiness Standards (CCRS) and GED® Assessment Targets.

Click [here](#) to see all alignments and scope and sequence documents
Section 4: PREVIEWS

FASTFORWARD PREVIEW BOOKLET

This preview guide includes a list of features and information about FastForward, KET’s online high school equivalency study system.

You will also find samples of KET’s FastForward Basics and Skills for Success workbooks.

WORKPLACE ESSENTIAL SKILLS PREVIEW VIDEO

This video includes a detailed overview of the course content as well as the features of the Workplace Essential Skills.
Section 5: WAYS TO DEMO FASTFORWARD AND WORKPLACE ESSENTIAL SKILLS

**Click** the PowerPoint slide to download a FastForward PowerPoint presentation.

**Click** the PowerPoint slide to download a Workplace Essential Skills PowerPoint presentation.
FastForward Results and Impact

With more than 40 years of success in adult education and high school equivalency exam preparation, Kentucky Educational Television (KET) launched FastForward in 2014. FastForward is KET’s complete online curriculum to help learners prepare for any high school equivalency exam. The multimedia courses are flexible, interactive, mobile friendly, and can be used independently at home or with teachers at learning centers across the country.

With courses in math, language arts, social studies, and science; extensive teacher tools; practice questions that mimic real test questions; self-paced or teacher-led options; high-quality instructional video; and much more, FastForward is quickly becoming “a regular part of the repertoire for adult learning instructors,” according to a recent independent study.

The study also shows that 90% of FastForward users with complete GED® test results passed and earned a GED® credential.

Most (80%) instructors believe FastForward positively prepares learners for high school equivalency exams to a moderate or large extent.

Most (84%) learners are either likely or very likely to suggest FastForward to a friend or colleague.

Two-thirds of learners agree or strongly agree that “it is more useful to learn topics with FastForward than with traditional methods like a textbook.”

This independent evaluation of FastForward, completed in 2016, was conducted by Arroyo Research Services.
Section 7: Q&A FOR EDUCATORS

What is FastForward?

FastForward is a self-paced online learning system that helps adult learners prepare for the GED®, HiSET®, and TASC™ tests. FastForward covers all four test subjects—math, language arts, science and social studies. The courses can be used for self-directed study and/or in an adult education program.

What is Workplace Essential Skills?

Workplace Essential Skills is a mobile-friendly online curriculum providing targeted academic math and language arts instruction for the skills needed to be successful in high-demand career sectors. Workplace Essential Skills includes instruction contextualized for each career field: manufacturing; healthcare; construction; information technology; transportation/logistics; hospitality and tourism; and marketing, sales and service. In addition to academic content, learners receive instruction on important soft skills like work ethic, teamwork, professionalism on the job and more.

What can I expect?

FastForward and Workplace Essential Skills include lessons and practice. Many lessons include videos and interactives. Learners can review as much as they want, with hints built into the review. Feedback helps learners evaluate their progress.

How can FastForward and Workplace Essential Skills help my students?

FastForward and Workplace Essential Skills make it easy to prepare for high school equivalency tests and new career opportunities. Learners like them because they control what they study, when they study and even how the materials appear on the screen. Contextualization to industry sectors in Workplace Essential Skills helps learners stay engaged.

Additionally, learners will be able to do the following:

• Choose the course to study based on gaps in skill and content knowledge required to pass the high school equivalency tests in FastForward; and based on career interests in Workplace Essential Skills
• Change the color of the background screen and size of text
• Work through lessons at their own pace
• Review previous screens whenever they want
• Get instant feedback and hints

Do FastForward and Workplace Essential Skills support learners who have problems reading?

Yes! FastForward has text-to-speech and translation features. Learners can adjust the speed and download pages as MP3 files for listening offline.
What kind of support do you offer educators?

The Teacher Toolkit provides tutorials for using the class roster, creating a new class and running reports. In addition, instructional webinars are offered on a regular basis. Other benefits include an online gradebook; reports that show time on task and student activity; class management tools that allow teachers to group students in various ways; and reusable seats.

Can you summarize the features of FastForward and Workplace Essential Skills?

Virtual manipulatives providing ways for students to interact with content

• Imagery focusing learners on specific points
• Glossary terms to help increase vocabulary and comprehension
• On-screen calculator to help with math problems
• Highlighter offering a way to select passages of text and take notes
• Formula sheet with common math formulas
• Screen color change tool allowing learners to change the background color
• Closed captioning available for all videos
• An individualized learning plan
• Technology that allows students to practice varying question formats appearing on the actual exams, improving basic computer skills
• Numerous opportunities to interact with the materials
• Feedback showing learners’ progress
• Video that introduces concepts in real-life work environments
• Competency building in academic, technology and soft skills

Is there a way to try these programs?

Of course! Educators can sign up for a free 2-week trial to FastForward or Workplace Essential Skills [here](#). To see course samples from FastForward and Workplace Essential Skills, go [here](#).
Section 8: PBS LEARNINGMEDIA RESOURCES FOR ADULT EDUCATORS

KET has created and published more than 100 resources for adult educators in PBS LearningMedia, all for free. You will find resources for both classroom use and professional development.

Section 9: STATION PROMOTIONAL MATERIALS

The following turnkey resources will help you reach the people in your community who need education and job skills. All you have to do is add your local information.

PSAs FOR RADIO AND TELEVISION

[:15] Get the skills you need for the job you want. Call [station name] at xxx-xxx-xxxx to find out more about online lessons you can take anytime, anywhere.

[:15] Stuck in a low-paying job? You can get the skills you need for a better job and a better future. Call [station name] at xxx-xxx-xxxx to find out more.

[:30] Is a lack of education holding you back from getting a good job? Do you want to learn new skills but are unable to attend classes? [station name] has a new way for you to study what you need to know to get and succeed at the job you want — and you can study online anytime, anywhere. Lessons include practice that looks like the actual work required in specific careers. It’s never too late to go after the career you’ve always wanted. Find out more by calling [station name] at xxx-xxx-xxxx.

[:30] Did you know there are millions of jobs in America going unfilled because there aren’t enough skilled workers? Good jobs with good pay. If you want more in life, for yourself and your family, [station name] has a way you can learn the skills you need to get a better job — and you can study online anytime, anywhere. Call [station name] at xxx-xxx-xxxx to find out more about how you can get on track to a better future.
过硬的释放

[Contact name and phone number]

成千上万的职位因缺乏熟练的工人而空缺

[station name]提供新的资源来帮助缩小技能差距

美国有数以百万计的工作岗位空缺——这比2000年以来的任何时候都要多。表面上看，这似乎是个好消息。但事实上，这意味着公司在寻找有技能的工人时遇到了困难。

皮尤研究中心报告说，比以往任何时候都多的就业岗位需要更高水平的技能。此外，还存在一种“中间技能”职位的日益增长的差距，这些职位要求比高中文凭更多但又不像四年制大学学位那么多的经验，比如制造和建筑领域的职位。

[station name]提供了一个新资源——职场必要技能——来帮助成人提高学术和工作表现技能。创新的课程，包括视频和互动练习，都在网上呈现，并且是移动友好的，这意味着人们可以在任何时间、任何地点学习。

职场必要技能的课程专注于在高需求领域中获得成功所需的语言和数学技能。除了被独立学习者使用外，它还可以在成人教育中心、雇主培训项目、矫正机构和戒治中心等地方使用——这取决于成年学习者在哪里被发现。

课程内容是针对具体职业的，所以学生可以看到他们正在学习的内容如何应用于他们将要或正在从事的这些领域的相关工作。

除了针对特定职业领域的专业化学术技能外，职场必要技能还包括求职、专业沟通、批判性思维、问题解决和其他重要职业生涯技能的指导。

[station name]还提供FastForward，一个完整的在线课程，旨在帮助没有高中文凭的成年人准备高中学历考试。职场必要技能和FastForward都是由Kentucky Educational Television制作的，后者是一家致力于为成年学习者提供超过50年的教学资源的领导者。

[Info on how people can get more information.]
PRINT MATERIALS

Use the customizable artwork on this page to create flyers promoting FastForward and Workplace Essential Skills.

Place the flyers in areas where you anticipate high volume of the target audience, e.g., social services agencies, career centers, mass transit facilities, health departments and emergency rooms.

If you would like customizable posters to promote FastForward or Workplace Essential Skills, please contact KET.

FastForward Print Resources

Workplace Essential Skills Print Resources
PROMOTIONAL VIDEOS

FastForward for Business Owners

Workplace Essential Skills Introduction

FastForward for Learners
The Makers Coalition Video
The Makers Coalition is an outgrowth of resurgence in American production. Its focus is on training skilled workers for the cut-and-sew industry, a process that is making a positive difference in the lives of many who had been out of work for years and were struggling to get by in life.

Lake Area Technical Institute Video
The Lake Area Technical Institute (LATI) in Watertown, South Dakota, is an award-winning institution focused on educating students and developing skills that make them job-ready upon graduation.

Louisville YouthBuild Video
YouthBuild is a nationwide program that works with young people 16 to 24, helping them earn high school diplomas or equivalencies while learning job skills and improving their communities.
SAMPLE SOCIAL MEDIA POSTS

Note: Add your own webpage link if desired. Artwork, media and more sample messages are available at: FastForward/Workplace Essential Skills Social Media.

Do you want to earn more money? Provide a better life for yourself and your family? Have a career you can be proud of? There's a new way to help you get the skills and knowledge you need to have the job you've always wanted. https://ae.ket.org [link to your web address]

Do you want to learn new skills to get a better job or a promotion but can’t attend classes? There's a new way to improve your skills with online lessons you can study anytime, anywhere. View course samples at https://ae.ket.org [link to your web address]

Millions of good jobs in America are not being filled because there aren't enough skilled workers. New online training allows you to study anytime, anywhere for a better job and a better future. View course samples at https://ae.ket.org [link to your web address]

Is a lack of education or training holding you back from getting a good job? There’s a new way to help you learn the skills you need to get the job you want and succeed. Study online anytime, anywhere. https://ae.ket.org [link to your web address]

Do you wish you could provide training to your employees that is low cost but high quality and tailored to your industry? Find out how Workplace Essential Skills can help at https://www.ket.org/adulted [link to your web address]

Workplace Essential Skills can help you improve your language arts and math skills in practical lessons based in real workplace settings. View course samples at https://ae.ket.org [link to your web address]

Stuck in a low-paying job? You can get the skills you need for a better future while studying online anytime, anywhere. View course samples at https://ae.ket.org [link to your web address]
Is a lack of education holding you back from getting a good job? There’s a new way to help you learn the skills you need to get and succeed at the job you want. View course samples at https://ae.ket.org [link to your web address]

With our adult education courses, everything is online, so you can study anytime, anywhere, on your phone, tablet, or computer. All you need is an internet connection to prepare for your high school equivalency test or learn new skills to advance your career. View course samples at https://ae.ket.org [link to your web address]

Did you know there are millions of good, in-demand jobs in growing career fields in America that aren’t being filled because there aren’t enough skilled workers? There’s a way you can learn the skills those jobs require in a new study system, Workplace Essential Skills. View course samples at https://ae.ket.org [link to your web address]

Get started today and take the first step toward a better job and a better future with our online adult education resources. View course samples at https://ae.ket.org [link to your web address]

What message does being punctual and meeting deadlines send to employers and clients? In Workplace Essential Skills online courses, you not only learn the skills you need to get a good job; you hear directly from employees and employers who give real-world examples of how those skills are used in the workplace every day. View course samples at https://ae.ket.org [link to your web address]

Do your employees need more skills? Workplace Essential Skills is an effective, mobile-friendly, online instructional resource providing instruction in language and math skills as well as soft skills they need to be successful in the workplace. Learn more at https://www.ket.org/adulted [link to your website]

In Workplace Essential Skills, language arts and math lessons are contextualized to the occupation that a student chooses. If students are learning to interpret data from a graph, they may see an inventory log in the manufacturing module or a patient medication log in the healthcare module. Learn more about the industries and courses available and view course samples at https://ae.ket.org [link to your web address]

Workplace Essential Skills includes lessons on soft skills that will help learners succeed in any industry. Learn how to communicate and behave in a professional setting, work with a team, think critically, and more. View course samples at https://ae.ket.org [link to your web address]