Division of Adult Education
Monthly Webinar

August 21, 2025

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Agenda

- Timeline
- Staff salary and benefits
- DiplomaSender update
- Meeting federal targets
- Colleague presentation on fee-for-service opportunities

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Timeline

- Prioritizing 2025-26 grants
  - Target eData open: week of Labor Day
  - Payment as soon as possible after budget passes
- 2024-25 FERs after 2025-26 grants
  - All FERs have been submitted. Thank you!
  - Do not send checks for funds owed until we tell you

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Distribution of staff salary/wage

- 2 CFR 200.430(g)(1) Salaries/wages must be based on records that accurately reflect the work performed
  - Accurate, allowable, properly allocated
  - Support distribution of salary/wages among activities or cost objectives
  - Budget estimates do not qualify as support but may be used for interim provided that
    - Significant changes are promptly identified/entered
    - System has processes to perform after-the-fact review and adjustments
- Applies to salary claimed as local match also

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DiplomaSender update

- Residency validation
  - For people using any online proctoring
  - Started August 1
  - Provide documentation
    - State driver's license/ID (current and valid)
    - Utility bill, credit card statement, pay stub
      - W/name & address
      - From past 3 months
- In response to fraud

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Federal performance indicators

- Measurable skills gain (MSG)
- Employment in 2nd qtr. after exit
- Employment in 4th qtr. after exit
- Median wage in 2nd qtr. after exit
- Credential attainment (secondary and postsecondary)
- Effectiveness in serving employers
  - Retained at same employer from 2nd to 4th qtr. after exit

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Targets

- Established as part of state plan
- Individual core programs have unique targets (except Employer Effectiveness)
- Based on several criteria
- Targets for reporting due Oct 1, 2025
  - MSG: 37.0%
  - Employment 2nd qtr: 47.5%
  - Employment 4th qtr: 50.0%
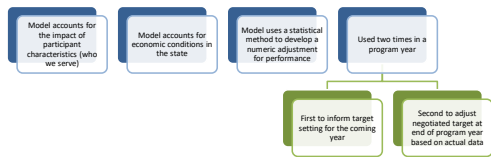 - Median earnings in 2nd qtr: $6,925
  - Credential attainment: 27.0%

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Statistical adjustment model

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Performance assessment: Oct 1, 2025

- First time for Title II
  - MSG
  - Employment in 2nd qtr. after exit
  - Overall state score MSG
  - Overall state score 2nd qtr. employment
- Compare actual performance to target

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What does "meet the target" mean?

- For each individual indicator, our actual performance must be at least 50% of the adjusted target
  - Example
    - Our adjusted negotiated goal: 40%
    - Our actual performance was: 35%
    - Indicator score is 35/40 = 87.5%
    - Pass

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What does "meet the target" mean? (2)

- Average indicator score at least 90%
  - Example:
    - Title II MSG indicator score: 87.5%
    - Title I Adult MSG indicator score: 72.3%
    - Title I DW MSG indicator score: 102.3%
    - Title I Youth MSG indicator score: 96.7%
    - Title IV OVR MSG indicator score: 90%
    - Average indicator score:
      (87.5+72.3+102.3+96.7+90)/5=89.76 (Fail)

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What if we don't meet targets?

- Failure to meet in first year
  - TA & performance improvement plan
- Failure to meet target on the same outcome in second year
  - Financial sanction
  - 5% cut to Governor's Reserve

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Questions?

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Building employee training services programming

Fee for service

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Why, who, how and goals

- Responding to inquiries for customized training vs our regular general free services
- What are our areas of expertise
- Raise our profile as a provider of diverse programming
- Small team – need a curriculum designer/teacher, sales
- Setting the goal for revenue
- Connecting and sharing

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Types of Employer Engagements

- English for the workplace
- Digital skills
- Professional communication
- Professional development for staff working with ELLs
- Cross cultural communication – supervisor training

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Type of clients

- Hospitals – English for EVS, Cross-cultural communication, digital skills
- Community colleges and other education institutions - ELL professional development
- Other social service providers – ELL professional development and testing
- Light manufacturing – safety, English in the workplace, cross-cultural communication
- Hospitality – English for Environmental Services and other departments,
- CareerLink – cross cultural communication
- City and University - 1:1 digital skills training

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Building blocks of Employee Training

- History of working with fee-for-service
- The inquiry
- We have what they want and need
  - Expertise in skill development
  - Expertise in content creation
  - Understanding of adult learning
  - Track record of educational gains and ROI

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Building blocks of Employee Training Programs

- Our process starting with the call
- The inquiry/consultation
- The proposal
- Site visit
- Customized assessment development
- Curricula development
- Weekly updates
- Post assessment
- Follow-up report and debriefing

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Strategies to Build and Sustain Employer Partnerships

1. Making the first connection (outreach, warm intros, events, inquiries)
2. Identifying shared goals and alignment (stakeholders)
3. Building trust and defining roles
4. Keeping the relationship alive – check-ins, shared wins, co-marketing
5. Measuring and communicating success – ROI
6. Asking for the next cohort

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Pricing strategy

- Public-sector partnerships (city, county, state agencies)
- Consider your costs
- Don't undervalue your services
  - Staff time for planning, driving, delivering class (15 hour classes)
  - Content development
  - Creating customized assessment
  - Other staff time

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Creating your collateral

- Creating a professional template for proposals
- Advertisements
  - What is the ROI – show them why it's important
  - Survey students and supervisors
- Social media
- Workforce connections

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Employee training services at Literacy Pittsburgh

- Employee training services on webpage
  https://www.literacypittsburgh.org/employee-training-services/
- Training video
  https://www.youtube.com/watch?v=QFpBQoEpb8M
- In the media
  https://www.bizjournals.com/pittsburgh/news/2025/07/29/labor-gap-adult-literacy-pennsylvania-economic.html
- Career Pathways landing page:
  https://www.literacypittsburgh.org/pathways-employers/

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Final thoughts

- Partnerships drive investment, interest, and impact
- You don't need to go it alone – collaboration multiplies outcomes

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Strategic Factors

- Mission alignment – what we do and don't do
- Inclusionary vs. exclusionary practices
- Understanding the market
- Are we talking to the right people at the company
- Pricing strategy – setting fair prices – cover our costs
- Staffing and Capacity
- Quality
- Evaluation and impact

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Marketing vs Responding

- We do not market these services
- We respond when approached
- We don't always say yes
- Let employers/businesses try it before they buy it

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Other considerations

- Run a pilot first – get feedback
- Manage expectations – be clear about what you can deliver, get something in writing, and be accessible
- Be sure to measure impact and satisfaction – get testimonials and references

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Contact/Mission

For more information on adult education and family literacy, please visit PDE's website at www.education.pa.gov

The mission of the Department of Education is to ensure that every learner has access to a world-class education system that academically prepares children and adults to succeed as productive citizens. Further, the Department seeks to establish a culture that is committed to improving opportunities throughout the commonwealth by ensuring that technical support, resources, and optimal learning environments are available for all students, whether children or adults.

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