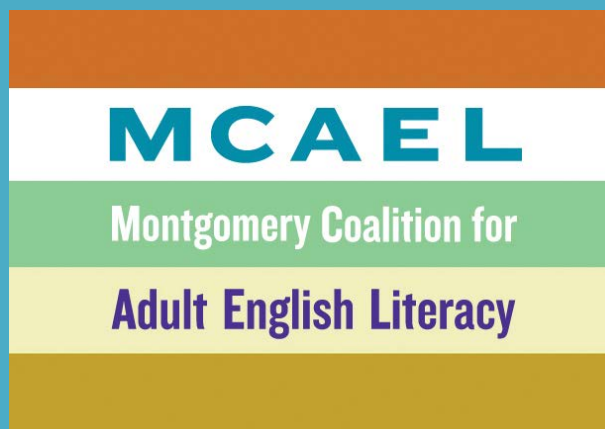


2017



Montgomery Coalition for Adult English Literacy

FY17 FINAL REPORT

Contract #9711000042-AA

INTRODUCTION

MCAEL is a community coalition of public, nonprofit, and business partners that support more than 60+ adult ESOL (English for Speakers of Other Languages) and literacy service programs, 800+ instructors and staff, and approximately 15,000 adult learners. Together, the coalition works to strengthen the community by helping adults gain the English literacy skills needed to reach their potential as parents, workers and community members.

In July 2014, the Montgomery Coalition for Adult English Literacy (MCAEL) was awarded an extension of Contract #9711000042 “to continue to promote English literacy, leverage private and public dollars for adult English as a Second Language (ESL) services, and assist ESL providers in building their capacity to increase the quality of ESL services they provide.” Under this contract, MCAEL allocates and manages grant funding to support direct services, through special authorization by the Montgomery County Council. In addition to providing direct financial resources, MCAEL is dedicated to strengthening the county-wide adult English literacy network with resources, training, collaborations and advocacy to support a thriving community and an optimal workforce.

MCAEL has recently grown to a staff of five people: an Executive Director (FT), ESOL Program Manager (PT), ESOL Program Coordinator and Instructional Specialist (FT), Communications and Outreach Coordinator (PT) and Program and Administrative Assistant (PT). Additionally, MCAEL continues to maintain the services it provides through the dedication of board members and a dedicated cohort of volunteers.

MCAEL PROGRAM ACTIVITIES AND ACCOMPLISHMENTS

Throughout FY17, MCAEL undertook the following activities in line with the general purpose of the funding and the specific Scope of Services identified in Section II of the contract, with the following results:

1. Maintain a database of ESL providers, teachers, advocates and advocacy groups that serve the residents in Montgomery County or could be of benefit to ESL providers that serve Montgomery County residents.

- Conducted annual revision of provider programs database via survey, emails and individual follow- up calls - contacted over 60 ESOL programs/sent emails to 150+ provider staff. Collected information through 26 data points (e.g. name, location, time/day of classes, and #of volunteers).
- Staff and board continued to build a network of advocates, providers and instructors by promoting literacy through various public fora, individual meetings and local media appearances. Attended 50+ events around Montgomery County and Greater DC area including those in the following list.
 - ✦ Bethesda Chevy Chase Chamber of Commerce – (Events & Economic Development Committee Meetings)
 - ✦ Committee for Montgomery Legislative Breakfast & monthly meetings
 - ✦ Community Foundation Funders Roundtable and Anniversary Celebration
 - ✦ Comcast Newsmakers
 - ✦ Down County Network Meetings
 - ✦ Gaithersburg Coalition Provider Meetings & City Nonprofit Focus Group
 - ✦ IMPACT Now
 - ✦ Interfaith Works Companies Caring Breakfast
 - ✦ Leadership Montgomery events
 - ✦ Montgomery County Public Schools Prekindergarten/Head Start Programs Annual Community Providers’ Collaboration Forum and Parent Outreach Open House
 - ✦ Montgomery County Week in Review
 - ✦ Montgomery County Chamber of Commerce Events
 - ✦ Montgomery Moving Forward Steering Committee Meetings /Convenings/Learning Gatherings
 - ✦ Worksource Montgomery Meetings

- Met with and continue to partner with other nonprofit organizations and government locally, regionally and nationally including: *(Selected list)*
 - College Tracks Montgomery County
 - English for New Bostonians
 - Ethiopian Community Development Council,
 - Gilchrist Center/Office of Community Partnerships
 - Identity
 - Interfaith Works
 - LINCS (Literacy Information and Communication System) Region I Professional Development Center for Adult Educators funded by the U.S. Department of Education
 - Literacy Coalition of Central Texas
 - Lutheran Social Services
 - MAACCE (Maryland Association for Adult Community and Continuing Education)
 - Manna Food Center
 - Montgomery College
 - Montgomery College Foundation
 - Montgomery County Health and Human Services
 - Montgomery County Public Libraries
 - Montgomery County Public Schools
 - NCL (The National Coalition for Literacy)
 - Nonprofit Montgomery
 - Nonprofit Village
 - Pre-Release Center, Montgomery County Department of Corrections and Rehabilitation
 - ProLiteracy
 - State Task Force on Adult High Schools
 - WATESOL (Washington, D.C. Area Teaching English to Speakers of Other Languages Association) and TESOL (international)
 - Worksource Montgomery
 - World Education

MCAEL in the Community

Coalition Building

- Executive Director serves on Leadership Committee for Montgomery Moving Forward
- Executive Director serves on the Committee for Montgomery Board and in the Secretary position on the executive committee
- Executive Director serves on Montgomery College President's Community Advisory Board
- Executive Director serves on the Board of Nonprofit Montgomery
- Executive Director served on the State Adult High School Task Force in 2016-2017
- MCAEL attends and participates in provider program graduations
- MCAEL attends and participates in Gaithersburg Provider meetings
- Corporate Volunteer Council
- MCAEL ESOL Program Coordinator & Instructional Specialist serves as Maryland TESOL President as of FY18
- Celebrated MCAEL's 10th anniversary with elected officials, past board members, providers and supporters

Outreach

- Coordinated Adult Education and Family Literacy Week (AEFL) September 26 – October 2, 2016
- Hosted information tables at:
 - World of Montgomery
 - New Americans Expo
 - Community Providers Resource Forum
 - School Community United in Partnership (SCUP) Conference
- MCAEL responded to a request from the faith community to design and deliver a training for ESOL tutors

Resource Development

- Hosted a Spelling Bee fundraiser with over 250 attendees, 70 tickets sold, over 33 sponsors, and \$10,000 raised
- Partnered with the Corporate Volunteer Council and the Greater Bethesda Chevy Chase Chamber of Commerce for a 'Sip & Spell' and raised \$450+
- Hired a grants strategy group, Elevate, to help MCAEL increase grant funding opportunities

2. Provide notice of funding and grants opportunities, national and state policy issues, best practices and professional development by e-mail alerts to County ESL providers. The contractor must provide at least one such notice per week.

Communications:

- Our newsletter subscribers total 2,705+ (receiving communications from MCAEL monthly.)
- Expanded MCAEL’s role as a communication hub by utilizing Facebook and Twitter to disseminate information & connect community members. Increased Facebook likes from 386 in FY16 to 435 in FY17; Increased MCAEL’s Twitter followers to 584.
- Circulated 75 electronic e-announcements (July-June) to 203 provider staff and 815 instructors.
- Printed 20 posters that are displayed in each of the Montgomery County Public Libraries as well in the County’s Executive Office Building.

Announcements contained information on resources & opportunities including but not limited to:

- Professional development trainings/ conferences (local, regional & national)
- MCAEL meetings and workshops
- Community meetings (e.g. Down County Providers, Workforce Mtgs)
- Awards and stipends and additional funding opportunities for instructors
- Surveys to gain feedback and insight on how to improve MCAEL provider and instructor meetings
- Donated supplies/books to member organizations (local & national)
- Current research, ESOL best practices/teaching tools
- Information on current issues – GED® & NCL/ Programme for the International Assessment of Adult Competencies (PIAAC)
- Information on current political climate issues

3. Administer grants to providers of adult English literacy services, with the purpose of supporting existing activities, expanding activities, and improving the capacity of providers to deliver high-quality services.

- For FY17, MCAEL awarded \$1,010,000 in grant funding. The funding supported 18 organizations for 23 adult English literacy programs.

- ESOL Adult Learner Enrollments

- **With MCAEL funding, adult ESOL providers organized 483 English classes in FY17, with a total enrollment of 7,807 individuals over the course of the year**

(This figure includes duplicates, i.e. if one student attends a fall class and then a spring class during the year, he/she is counted twice,) this shows the persistence of learners

- This exceeds the FY17 targeted total enrollment of 7,425
- Over 4,600 unique individuals attended MCAEL-supported classes

Thousands of additional learners were supported in non-funded programs through the larger coalition network & supported by MCAEL’s provider services, including training for instructors.

- **Grants Management:**

- **FY17:** worked with grantees to develop individual plans for program improvement; collected reports and collated class and student data from grantees at midyear; and submitted invoices and reports to the County.

- **FY18:** Facilitated FY18 grants process (January – June 2017) including development and issuance of RFP that included changes resulting from an internal review of the grants process and discussion with the MCAEL Board; recruitment of 7 new Grant Review Panel members and training for the entire Panel; coordination of grant applicant interviews with panel members; collation and analysis of grant application data for panel members (such as analysis of cost per learner) to assist them in reviewing proposals; facilitation of a full-day Grant Panel meeting for deliberations on grant allocations; coordination of MCAEL board approval of panel recommendations; grant award notification; and publicity for grants distributed by MCAEL and funded through Montgomery County Government. **For FY18, 25 programs implemented by 20 organizations will be funded.**

- **Capacity/Quality FY17:**

- 30 program staff participated in a half-day retreat that centered on grant requirements; MCAEL professional development opportunities for instructors and program managers; data reporting; instructor observation project; and the provider directory. MCAEL staff met separately with the 4 first-time grant recipients to provide coaching on grant requirements. TESOL Standards books were provided to them to assist in the development/management of their programs.
- MCAEL provided technical assistance and support for the four first-time grant recipients, two new program staff, and programs that needed assistance with reporting, through site visits and meetings with program staff and instructors.

4. Conduct an Outcomes Project that measures the quality and effectiveness of ESL service delivery. Grantees/Providers receiving funds from MCAEL must submit demographic and performance data to MCAEL as a condition of their funding. MCAEL must ensure that Grantees/Providers comply with the established reporting requirements and all reporting deadlines.

- As part of midyear and final reports, MCAEL continues to require grant recipients to submit data on number of classes, locations, and learners enrolled, as well as demographic information (gender, date of birth, country of origin, zip code) of learners. For FY17, reporting forms were streamlined for ease of use; the changes made were presented at the grant recipient orientation in August 2016. In addition, in December 2016, MCAEL held a coaching session on data reporting for the four first-time grant recipients, two new program staff, and others wishing to strengthen their understanding of the forms.

Data Analysis:

- Full analysis of FY17 student and class data will be completed by fall 2017. Analysis of FY16 adult ESOL learner data from the MCAEL provider network (including MCAEL grant recipients, Montgomery College, Gilchrist Center, and the Literacy Council tutoring program) showed that:
 - MCAEL coalition providers served approximately 15,000 – 17,000 adult English learners.
 - Overall, MCAEL providers served 7.5% of the total LEP population.
 - More specifically, MCAEL providers served:
 - 10.2% of the Spanish speaking population who are LEP, compared to 10.6% in FY15.
 - 8.8% of speakers of Other Indo-European languages, a significant increase from 6.3% in FY15. (This increase is likely due to greater numbers of French-speaking African immigrants enrolling in ESOL classes.)
 - 2.5% of speakers of Asian and Pacific Islander languages who are LEP, a slight increase from 2.1% in FY15.

- In FY17, MCAEL worked with an evaluation specialist to conduct a longitudinal analysis of 4 years of student and class data (FY13-FY16) from MCAEL grant recipients.

Key Findings include:

- The average learner age in MCAEL-supported classes was 40 years old (Excluding programs for seniors, the average age was 37 years old.)
- Learners came from 122 countries, with about three-quarters from just 8 of the 122 nations (El Salvador, Guatemala, Honduras, Peru, China, Mexico, Cameroon, and Colombia.)
- The number of unique individuals participating in MCAEL grant-funded classes has steadily increased each year, from 2,884 in FY13 to 3,954 in FY16.
- Women made up 59 - 66% of learners over these 4 years; they were a full two-thirds of learners in FY16.
- Three of the top 5 outcomes indicators selected were related to increasing the ability to use English in daily living situations: to be able to answer the telephone in English, to communicate more with neighbors, to complete a simple form.

Program Improvements:

- In FY17, MCAEL grant recipients selected and worked to make program improvements in the following TESOL Standard areas, in order of most selected to least selected (providers must choose 1-3 Standards to work on over the course of the year):

TESOL Standard	# organizations selected
Program Structure, Administration and Planning	8
Learner Retention and Transition	8
Curriculum and Instructional Materials	6
Learner Recruitment, Intake and Orientation	6
Professional Development and Staff Evaluation	6
Assessment and Learner Gains	5
Instruction	4
Support Services	2
Employment Conditions and Staffing	1

- From April to June 2017, MCAEL convened an Indicators Workgroup to review outcomes indicators and measurement. The 7-member Workgroup developed a revised indicators list, and made significant progress in determining how to improve measurement so that learner progress data is more consistent and reliable across programs. As a result, in FY18, MCAEL will pilot an outcomes initiative in which participating grant recipients will gather data on one specific subset of indicators, using a standard rubric.
- MCAEL staff contracted with an evaluation specialist to: 1) revise reporting forms for FY18 to facilitate end-of-year analysis, and 2) provide support to the FY17 Indicators Workgroup (above).
- Instructor Observations Project: The 2016 MCAEL classroom observations project collected data about the areas in which our associated instructors are excelling, as well as pinpointed which areas of professional development our instructors would most benefit from. Furthermore, this observation project provided detailed feedback to instructors and provided programs with data about areas in which their instructors are doing well and where improvements may be made. Observations were conducted by educators from Montgomery County and analyzed by MCAEL.

5. Offer 10 meetings per year for the 50 active ESL providers (non-profit and for-profit, large and small, secular and faith-based) already in the Coalition and others as they are identified. These meetings are required for grantees/providers receiving funds from MCAEL. Meetings will offer all MCAEL grantees/providers the opportunity to share information; work collectively on issues facing the teaching and funding of ESL; leverage their combined resources for increased funding and more effective delivery of ESL services, as well as better purchasing power.

- Hosted 7 daytime meetings/workshops and 10 evening/weekend workshops (9 open to all program staff and instructors, and 1 workshop specific to an organization) in order to help instructors and providers to network, collaborate and share resources and research-based practices. MCAEL provided a total of 69 hours of comprehensive professional development.

Provider Workshop Topics included:

- Improving Outcomes Indicators and Measurements
- Tips for Conversation Class Success
- Telling our Stories Effectively, using quantitative data and qualitative information
- Reaching and Retaining Learners from underserved and isolated communities
- RFP meeting
- Instructor Retention
- Grantee Retreat

Instructor Workshop Topics included:

Fall Workshops

- ✎ More Learning, Less Teaching (Sept)
- ✎ Effective Lesson Planning
- ✎ Ready, Set, Go: Setting Goals and Objectives that work for Adult English Language Learners
- ✎ The Essentials for your Pronunciation Toolkit

Spring Workshops

- ✎ More Learning, Less Teaching (Jan)
- ✎ More Learning, Less Teaching (Covenant Life Church)
- ✎ Classroom Management
- ✎ Having Fun with Realia in the ESOL Classroom
- ✎ Pronunciation: Include it in every class with the Color Vowel Approach
- ✎ Creative Uses of Technology in the ESOL Classroom

Professional Development:

- a. Through these workshops and meetings, MCAEL served/connected 378 individuals (staff and instructors) within 66 organizations.
- b. Provider meetings/workshops scored 89% for “This meeting was helpful” and 88% for “I gained useful information from this meeting,” consistent with the past year.
- c. 292 of the 378 individuals who attended Provider/Instructor meetings were Grantees.
- d. Leveraged connections to course instructors including national and local teaching staff and experts from:
 - I. Montgomery College, University of Maryland (including UMBC), Prince George’s Community College, Anne Arundel Community College, Carlos Rosario International Public Charter School and Howard Community College to conduct relevant, timely and quality professional development. Workshops scored an **overall 92% rating for “I will use material from this training in the Adult ESOL classes I teach.” The average Workshop rating given by the participants: 91% (Outstanding/Very Good).**
- e. Held a Provider Advisory Group meeting on September 19, 2016. This advisory group assists MCAEL staff with reviewing compiled data to determine how to best support programs in achieving quality programming and measurable outcomes utilizing research-based practices. MCAEL sets its program priorities for the year in collaboration with the Advisory Group, including topics for provider meetings and issues to be worked on by small working groups.

6. Provide information to the community and students seeking ESL and information resources through an electronically available Provider Directory listing ESL Providers in Montgomery County and their services, available on MCAEL's website. This website must also contain MCAEL's grant Requests for Proposals (RFPs) and links to other adult ESOL resources, such as advocacy, training, and other professional development and capacity building resources.

- MCAEL printed and distributed 10,000 copies of the Provider Directory. Directories reached at least 154 organizations directly and another 250 *via* 15+ events in the County. Directories were distributed across the County through ESOL providers, other nonprofit organizations, businesses and MCAEL's community mailing list. Print directories continue to assist individuals with finding initial classes and transitioning to other programs.
- Continued to update website and shared over 70+ news, jobs and data postings to the website. From July 2016 - June 2017, 29,888 individuals visited the MCAEL website (62.2% new visitors & 37.8% returning visitors). The total users show an increase of 2.16%. The "directory", "homepage", "find a job/volunteer" and the "training & events" pages continue to be the most visited.
- Served as a "hotline" for ESOL questions in the Montgomery County. Answered calls/emails from individuals interested in literacy services for themselves or acquaintances as well as calls from volunteers interested in the field of ESOL (avg. 3 per week). Additionally, continued to connect individuals to services through partnerships with the PTAs, employers, and other civic organizations.
- Published comprehensive brochure of upcoming MCAEL Professional Development events.
- Supported providers with access to annual information/data to use in their fundraising grants. Created dashboards for MCAEL and providers to utilize for advocacy and fundraising purposes.

1. Additional programs and support services offered through funding leveraged by MCAEL:

- Thanks to the generosity of the Montgomery College Foundation, MCAEL granted TED Awards totalling \$2,350 providing 7 instructors with financial assistance to continue their professional development at the Montgomery College TESOL Training Institute. Additionally, with \$790 granted from MCAEL's Dr. Deborah Bhattacharya Professional Development Award, 4 ESOL professionals (instructors, administrators, and program staff) received financial assistance to attend local, national, and international professional development conferences (i.e., MAACCE, ProLiteracy, and TESOL International).
- MCAEL was selected for the 2016-17 Catalogue for Philanthropy: Greater Washington as one of the region's best community-based charities. This is the first time MCAEL has been accepted into the 14th annual Catalogue for Philanthropy, which has, since 2003, connected caring citizens with worthy community causes and raised more than \$33 million for featured nonprofits.

2. MCAEL's adherence to general nonprofit best practice activities:

- MCAEL provided board orientation to 1 new board member
- Continued implementation of MCAEL's Strategic Plan 2014-2017
- Completed annual audit and was provided with an unqualified opinion by Saggar and Rosenberg, P.C.
- MCAEL continues to leverage additional foundation grant funds through The Morris and Gwendolyn Cafritz Foundation, the Clifford and Deborah White Family Foundation, and the Montgomery College Foundation.
- Continued to improve donor database: Salesforce for nonprofits. Integrated iContact within database platform for improved tracking of communication with constituents.
- Organized the fourth annual "MCAEL Grown-Up Spelling Bee for Literacy" which took place on April 5, 2017. This annual fundraising event, now in its 4th year, has grown exponentially in its success. Corporate sponsorships increased, as did individual sponsors, and total attendance approached 300 people.

Spelling Bee Sponsors:

- ❖ Adventist Healthcare Inc.
- ❖ Bethesda Magazine
- ❖ Burness Communications
- ❖ Denizens Brewing Co.
- ❖ EagleBank
- ❖ Lee Development Group
- ❖ Lerch Early & Brewer
- ❖ Montgomery College
- ❖ PEPCO
- ❖ Rivka Yerushalmi
- ❖ Saggar and Rosenberg , P.C.
- ❖ Signal Federal Financial Credit Union
- ❖ Social and Scientific Systems
- ❖ Universities at Shady Grove