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To: Adult Diploma Program Directors

From: Sarah Ladd Wheeler, Administrator

Date: January 27, 2022

Re: Local Website Updates

As a part of the Adult Education Outreach and Recruitment campaign, Cookson Communications conducted an audit of current local adult education websites. Please see the chart below for their comments.

KEY: None Limited Yes

Center	Website	SAU Affiliation	Comments
Northumberland Adult Diploma (SAU 58) http://northumberlandadultdiploma.weebly.com/	L	y	Free Weebly site, very limited
Claremont Adult Education (SAU 6) https://calc.sau6.org/	L	n	subdomain of SAU website, access to forms/PDFs and other resources, missing/incomplete information in other areas
Franklin Community Education (SAU 18)	n	y	
Pembroke Academy (SAU 53)	n	y	
Carroll County Adult Education (SAU 49) https://carrollcountyadulthoodeducation.com/	y	y	Site built with GoDaddy website builder. Clean, simple design with lots of information that is easily found.
Keene Community Education (SAU 29) https://www.keenecommunityed.org/	y	y	Full website, lots of information available
Conval Adult Diploma (SAU 1) https://cvhs.convalsd.net/school-counseling/adult-diploma/	n	y	Single page on ConVal's main website, only an overview of credit requirement and limited/no contact information:

Laconia Adult Education (SAU 30) https://adultedlaconia.weebly.com/	L	y	Free Weebly site, decent amount of information available, updated infrequently (i.e. information about being closed for Thanksgiving)
Littleton Above the Notch Community School (SAU 84) https://sau84.org/above-the-notch-community-school/	n	y	Single page on SAU 84's site. Active links to registration form, missing/incomplete/outdated information (i.e. services listing "Day/Time TBA" or listing "2020-2021 Schedule")
Bedford Adult Diploma (SAU 25) https://sites.google.com/a/bedfordnhk12.net/bhs/counseling/academic-resources/adult-ed-program	n	y	Single page on BHS website; content is in an iFrame and difficult to read/access.
Pinkerton Academy (RA 587)	n	y	Very small section on Pinkerton website for PACE program. Calendars and contact info are present, but content/information is limited
Goffstown Adult Diploma (SAU 19) https://www.goffstown.k12.nh.us/index.php/schools/adult-education-program	n	y	Very small section of SAU website, large blocks of text making finding information a chore
Londonderry Adult Diploma (SAU 12) https://lhs.londonderry.org/information/alter-native-education	n	y	Single page on LHS website, mostly an overview
Manchester Adult Diploma (SAU 37) https://macl.mansd.org/home	L	y	Very limited site(s), confusing redirects and a mix of current/outdated information
Nashua Adult Diploma (SAU 42) https://www.nashua.edu/domain/213	n	y	Single page on district website with links to forms and information
Exeter Adult Education (SAU 16) https://adulted.sau16.org/en-US	y	y	Subdomain of SAU website, access to forms/PDFs and other resources
Winnacunnett Evening HS (SAU 21) http://www.whsevening.org/	L	y	Basic, rudimentary website. Mostly current, but some outdated (i.e. 2019 Program of Studies) information as well
Salem Continuing Ed (SAU 57) https://sau57.org/continuing-education	y	y	Section of (rudimentary) SAU website that features LOTS of text with the occasional stock photo, but most information appears complete and current.
Dover Adult Learning Center (SAU 11) https://www.doveradultlearning.org/	y	y	Basic website that seems to have mostly complete and current information, but also a number of dead-end links
Rochester Community Ed (SAU 54) https://sites.google.com/a/sau54.org/rce/	L	y	Rudimentary Google site, lots of static text/not interactive (i.e. a full page of static text listing programs without a clear path to actually <i>registering</i> for them or when they start)

During the second stage of the campaign, Cookson will be facilitating changes to the www.nhadulted.org website including a location and course finder. While most people still learn about adult education opportunities through word of mouth, more and more are using Google Search to find core information about adult education opportunities. It is essential that potential students and other referral sources be able to easily access that local adult education service information with one click.

The Bureau of Adult Education will support this campaign by providing up to \$7,000 per Adult Diploma Program¹ to pay for website development and/or improvements. Centers may work with a vendor of their choice and show follow their local procurement process.

The following elements should be included in the local website:

- Home page – including any local logo or branding
- About Us
- Programs offered including a description
- Class Schedule (recommended that a calendar tool be used for this to make updating and linking to the Course Finder on www.nhadulted.org easy)
- Contact Us
- Content should reflect core messaging as developed statewide under the Cookson contract
- Optional components may include case studies, testimonials and resources

Funding may be used to cover the cost of:

- Set up
- Web hosting through June 30, 2022
 - Subsequent years may be included in annual budgets
 - Recommended web hosting budget is approximately \$300 per year
- Setting up a standard format URL such as CenterNameAdultEd.org
- Development of a template to be able to easily keep information such as course offerings up to date with minimal staff time required
- Training on how to maintain the website and keep it up to date

Centers with an existing URL that is “buried” within a school district site, may use funding to create an independent site that can be “repointed” using an existing URL.

Application for funding is available at: <https://forms.gle/kxzwVyLeEBLeCjar8>

¹ The funding is limited to \$7,000 per center regardless of whether the center offers AEL only, ADP only or all programs. The website should be based on all services provided by the center.