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To: WIOA Adult Program Directors

From: Sarah Ladd Wheeler, Administrator

Date: January 12, 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
Coos County Adult Education (North Country Ed Serv) <a href="http://coosadultlearnerservices.weebly.com/">http://coosadultlearnerservices.weebly.com/</a>	L	n	Free Weebly site, very limited, incomplete/outdated information
Claremont Adult Education (SAU 6) <a href="https://calc.sau6.org/">https://calc.sau6.org/</a>	L	n	subdomain of SAU website, access to forms/PDFs and other resources, missing/incomplete information in other areas
Lebanon ALS (SAU 88)	n	y	
Ascentria Community Services <a href="https://www.ascentria.org/">https://www.ascentria.org/</a>	y	n	Part of Ascentria Care Alliance (formerly Lutheran Social Services of New England)
Second Start <a href="https://www.second-start.org/">https://www.second-start.org/</a>	y	n	
Carroll County Adult Education (SAU 49) <a href="https://carrollcountyadulthoodeducation.com/">https://carrollcountyadulthoodeducation.com/</a>	y	y	Site built with GoDaddy website builder. Clean, simple design with lots of information that is easily found.
Keene Community Education (SAU 29) <a href="https://www.keenecommunityed.org/">https://www.keenecommunityed.org/</a>	y	y	Full website, lots of information available
Laconia Adult Education (SAU 30) <a href="https://adulthoodlaconia.weebly.com/">https://adulthoodlaconia.weebly.com/</a>	L	y	Free Weebly site, decent amount of information available, updated infrequently (i.e. information about being closed for

			Thanksgiving)
Plymouth - Pemi-Baker Literacy (SAU 48) <a href="https://www.pemibakerliteracy.org/index.html">https://www.pemibakerliteracy.org/index.html</a>	L	y	Limited/outdated information (i.e. "2019 Spelling Bee" is a primary navigation item)
Holy Cross Family Literacy Center <a href="https://www.hclearningcenter.org/">https://www.hclearningcenter.org/</a>	L	n	Very basic website, navigation errors (i.e. nav bar disappears when navigating multiple pages) outdated info
International Institute of New England <a href="https://iine.org/">https://iine.org/</a>	y	n	
My Turn, Inc. <a href="https://www.my-turn.org/">https://www.my-turn.org/</a>	L	n	Limited website, program information is limited, lots of static text blocks for contact information
SNHS - English for New Americans <a href="https://www.snhs.org/services/english-new-americans">https://www.snhs.org/services/english-new-americans</a>	L	n	limited, a few paragraphs on one of two pages explaining types of programming available with an email/phone to call
Nashua Adult Learning Center <a href="https://nashuaalc.org/">https://nashuaalc.org/</a>	y	n	
Exeter Adult Education (SAU 16) <a href="https://adulsted.sau16.org/en-US">https://adulsted.sau16.org/en-US</a>	y	y	Subdomain of SAU website, access to forms/PDFs and other resources
SNHS - Portsmouth Adult Education <a href="https://www.snhs.org/services/portsmouth-adult-education">https://www.snhs.org/services/portsmouth-adult-education</a>	L		limited, a few paragraphs on one of two pages explaining types of programming available with an email/phone to call
Derry Adult Education (SAU 10) <a href="https://derryadulsted.sau10.org/">https://derryadulsted.sau10.org/</a>	L	y	subdomain of SAU website, access to forms/PDFs and other resources, outdated or missing information in other areas
Salem Continuing Ed (SAU 57) <a href="https://sau57.org/continuing-education">https://sau57.org/continuing-education</a>	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) <a href="https://www.doveradulthoodlearning.org/">https://www.doveradulthoodlearning.org/</a>	y	y	Basic website that seems to have mostly complete and current information, but also a number of dead-end links

During the second stage of the campaign, Cookson will be facilitating changes to the [www.nhadulthood.org](http://www.nhadulthood.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 local 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 WIOA adult education center to pay for website development and/or improvements. Centers may work with a vendor other their choice and should follow their local procurement process.

The following elements must 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 [www.nhadulted.org](http://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 available at: <https://forms.gle/tB5bsQ91gzZVu6j58>