

Maine Adult Education Association NEWSLETTER


OCTOBER
2022

#WeAreMaineAdultEducation

BI-MONTHLY COMMITTEE REPORT:

MAEA's **Marketing Committee**—in conjunction with Pulse Marketing—will implement a comprehensive marketing campaign this year. With Pulse, the committee will

- Create a three-minute video that showcases adult education and the many facets of our programming. The video will be divisible into 15- and 30-second clips that can be used on social media and other platforms.
- Develop a toolkit for programs that contains marketing resources and suggestions for best practices.
- Redesign the MAEA webpage, www.maineadulted.org/programs, enabling users to find programs more quickly.
- Kick off a statewide marketing campaign in January. The campaign will have several phases, each of which will utilize different media types and strategies.

MAEA UPDATES/NEWS

As we begin the new school year, we would like to remind members of MAEA's core mission:

The Maine Adult Education Association is a professional, non-profit organization that advocates for adult education locally, statewide, and nationally, and it supports members in order to meet the educational, training and personal needs of Maine's adults.



HUB CORNER

Hub 7 has been working diligently with *DreamLocal*, a regional ad agency, to specifically help boost the social media presence for all the centers in the hub. As a result, hub social media analytics has experienced a significant increase in social media followers and engagement.

Hub 8 has been navigating the challenges of providing English Language classes to their region's growing immigrant population. In addition to our local classes, we are holding classes in various hotels and partnering with local community organizations to provide the much needed support.

MAEA 2022-23 Board Members

Officers: Jeremy Lehan, SAD 54, President - Josh Farr, Winthrop AE, Past President - Nancy Allen, Franklin County AE, Treasurer - Lisa Robertson, York AE, President Elect - Shirley Wright, Executive Director

Board Members: Rebecca Cross, Riverside - Joe Fagnant, Houlton - Adam Goad, Massabesic - Allen Lampert, MSAD 75 - Courtney Michaud, RSU 73 - Tom Nash, Windham - Heidi Nolan, Mid-Coast School of Technology - Ann Patterson, MDI - Shelli Pride, Gorham/Westbrook - Jose Rodriguez Jr, MSAD 75 - Monique Roy, State - Kayla Sikora, Augusta - Ander Thebaud, RSU 24 - Jennifer Tiner, Lewiston, Razell Ward, Lewiston



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SPECIAL ADDENDUM

ADULT EDUCATION NEW DIRECTORS 2022-2023

Please join us in congratulating and wishing them all the best of luck in their new positions:

FIRST YEAR

- *Bryan Brito*, MSAD 52, Turner, bryan.brito@msad52.org
- *Josh McNaughton*, PVAEC, jmcnaughton@pvaec.org
- *Michelle Gayne*, Lake Region AE, michelle.gayne@lakeregionschools.org
- *Abbie Yamamoto*, Portland AE, yamamm@portlandschool.org
- *Rachelle Leonard*, MSAD 40, RSU 12, Boothbay, rleonard@aos98schools.org
- *Morgan Witham*, Deer Isle Stonington AE, mwitham@dises.org

SECOND YEAR

- *Adam Goad*, Massabesic ALC, adamgoad@rsu57.org
- *Jessica Johnson*, RSU 67, Lincoln, jjohnson@rsu67.org
- *Jayne Perkins*, Sanford Community AE, jperkins@sanford.org
- *Jennifer Tiner*, Lewiston/Auburn, jtiner@lewistonpublicschools.org

NEW STATE DIRECTOR

- *Monique Roy*, Office of Adult Education, monique.roy@maine.gov

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