



*Bigger, Brighter Future*



**MAEA CONFERENCE**

OCTOBER 24 & 25, 2024

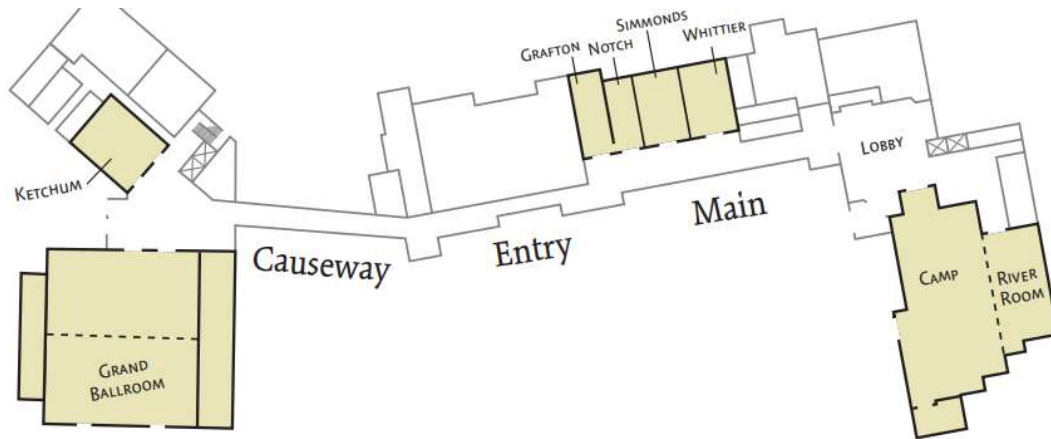


Sunday River  
97 Summit Road  
Newry, ME 04261

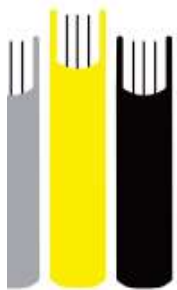


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# Grand Summit Hotel



*Thank You!*



**DOLLAR GENERAL**  
LITERACY FOUNDATION

*“Wisdom is not a product of schooling but of the lifelong attempt to acquire it.”*

**--Albert Einstein**



Dear Colleagues,

Welcome to the Maine Adult Education Association Conference!

As President of MAEA, I am delighted to welcome each of you to this year's conference. The Professional Development Committee has worked tirelessly to design a program that reflects your needs and interests, incorporating your valuable feedback to offer a diverse range of pertinent workshops over the next two days.

Our theme, "Bigger, Brighter Future," reflects our shared vision for the future of adult education in Maine. We are at a pivotal moment in our field, moving towards greater recognition and respect through our collective efforts to professionalize the work we do. By continuously learning and adapting, we not only enhance our skills and knowledge but also elevate the standard of education we provide to our adult learners. This conference is an opportunity to deepen our understanding, exchange ideas, and build the competencies needed to meet the evolving needs of the communities we serve.

I encourage you to immerse yourself in this experience—connect with your peers, participate actively in the sessions, and take back actionable strategies to your programs. Together, we can continue to drive positive change and build a stronger, more vibrant future for adult education in Maine.

Thank you for your dedication and passion. I look forward to the conversations, learning, and growth we will all share over these two days.

Warm regards,

*Dr. Kayla Sikora, MAEA President*





# Maine Adult Education Association

## Mission

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

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The advertisement features a background image of a diverse group of students in a classroom setting. A woman in the foreground is smiling and pointing upwards. The text is overlaid on the image in various colors and fonts, including blue, yellow, and white.

# CONFERENCE AT-A-GLANCE

## OCTOBER 24, 2024

- 8:00 Registration
- 8:30 Welcome - Dr. Kayla Sikora,  
MAEA President, Main Ballroom
- 8:45 Keynote - Michelle Schutten,  
Main Ballroom
- 9:45 Break and Visit Vendors
- 10:00 Session One
- 11:00 Break and Visit Vendors
- 11:15 Session Two
- 12:15 Lunch
- 1:30 Session Three
- 2:30 Break and Visit Vendors
- 2:45 Session Four
- 3:45. Break and Visit Vendors
- 4:00 Vendor Presentations
- 5:00 Awards Gathering - Main Ballroom

**APPETIZERS WILL BE SERVED.\***

## OCTOBER 25, 2024

- 8:00 Registration
- 8:30 Opening - Dr. Kayla Sikora,  
MAEA President, Main Ballroom
- 8:45 Keynote - Sharon Bonney, CEO,  
Coalition on Adult Basic  
Education (COABE)
- 9:45 Break and Visit Vendors
- 10:00 Session Five
- 11:00 Break and Visit Vendors
- 11:15 Session Six
- 12:15 Lunch
- 1:30 Session Seven
- 2:30 Closing and Drawings -  
Main Ballroom

*We now accept the fact that learning is a lifelong process of keeping abreast of change.  
And the most pressing task is to teach people how to learn.*

---Peter Drucker



**FULL DETAILS FOR EACH SESSION FOUND ONLINE.**

Just scan the QR Code here to go directly to the online conference guide.



THURSDAY, OCT 24  
**KEYNOTE**

## Michelle Schutten, Purely Persistent



Explore the transformative potential of persistence with Michelle Schutten who is renowned as the “Purely Persistent” YouTube sensation. Leveraging her online influence and commitment to professionalizing the field of adult education, she will describe her journey, offering practical strategies to overcome obstacles and elevate resilience.

### Lifelong Learning, Lifelong Impact: Owning Our Value in Adult Education

You're already changing lives; now, let's change the game. Michelle ignites the next chapter in professionalizing adult education. Discover why this passion goes beyond a job, becoming your calling. She will equip you with strategies to amplify your impact, elevate your expertise, and solidify your role as an architect of brighter futures in adult education.

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# workshops



THURSDAY

10:00

## SESSION 1:

### BALLROOM

**MICHELLE SCHUTTEN**

Level Up Your Teaching  
From Good to Great

### KETCHUM

**KRISTINE MCCALLISTER  
AND RAZELL WARD**

Pre-Apprenticeship  
Programs Leading to  
Credentials and  
Meaningful Employment

### GRAFTON

**CATHERINE SCANLON  
AND JOSE RODRIGUEZ**

Learning About Canva

### SIMONDS

**DR. JOSH MCNAUGHTON  
AND KELLEY HEATH**

Adult Education Budget  
Management

### WHITTIER

**JANE KENNERY**

Using Dialogue Journals  
in Learner-Centered  
ESOL Instruction

### RIVER ROOM

**AMY POLAND AND  
DR. KAYLA SIKORA**

Empowering Adult  
Educators: Strategies  
for Self-Development



**ACADEMY**

of MEDICAL PROFESSIONS

[academyofmedicalprofessions.com](http://academyofmedicalprofessions.com)

11:15

## SESSION 2:

### BALLROOM

**MICHELLE SCHUTTEN**

Fuel Student Drive:  
Keys to Motivating Your  
Class

### KETCHUM

**COURTNEY MICHAUD  
AND ERSULA STEWARD**

Fill Your Classrooms:  
Essential Marketing  
Tips for Adult  
Educators

### GRAFTON

**ADAM GOAD**

The Advantage of Being  
a Small, Rural Program

### SIMONDS

**GABRIELLE FARIAS**

How Does Language  
Work Under the Hood?

### WHITTIER

**SARA FLOWERS AND  
SHERRIE BRANN**

Adult Transitions,  
Learning, and Success  
(ATLaS) Congressional  
Spending Project

### RIVER ROOM

**DR. JOSH  
MCNAUGHTON AND  
KELLEY HEATH**

Adult Education Budget  
Follow-Up

**BRAINCHILD<sup>®</sup>**

[brainchild.com](http://brainchild.com)

# workshops



THURSDAY

1:30

## SESSION 3:

### BALLROOM

**MONIQUE ROY**

The Leadership Challenge

### KETCHUM

**LISA ROBERTSON AND HEATHER ORR**

ADHD, Anxiety, and EBSA: Tools for Teachers

### GRAFTON

**GEORGE WHITBREAD**

An Introduction to News and Information Literacy

### SIMONDS

**ELEANOR CHOW**

Using Data to Improve Your Program's Outcomes

### WHITTIER

**BONNE MERRILL AND ELYSE SOCKER**

Wearing Many Hats: A Day in the Life of a Program Manager

### RIVER ROOM

**THERESA BOYNTON AND KELLEY HEATH**

HiSET Best Practices Roundtable



2:45

## SESSION 4:

### BALLROOM

**SAMANTHA JAMISON AND TEKIA COX**

Introduction to Enhancing Program Visibility: Social Media Fundamentals for Networking and Promotion

### KETCHUM

**AMY POLAND**

Assessment Isn't a Bad Word

### GRAFTON

**LYNN SHEEHAN**

CLASS - Collaborative Learning and Social Skills

### SIMONDS

**ALLEN LAMPERT**

Why is Community Education so Important?

### WHITTIER

**NANCY HEBERT AND ASHLEY HEBERT**

Applying the Use of ILP's in HiSET Learning Labs

### RIVER ROOM

**ELEANOR CHOW**

Building Community Through Adult Education Programming





# workshops



THURSDAY

4:00

## VENDOR / SPONSOR WORKSHOPS

### BALLROOM

**ROBERT BREITBAND,  
BURLINGTON  
ENGLISH**

First STEPS Taken!  
Assessment and  
Instructional Insights  
From Early Adopters of  
the CASAS ESL

### WHITTIER

**ROBERT HOHMAN,  
NDEC**

WordPress and  
Elementor

### KETCHUM

**TESS YUIK, PSI, HISET**

Exploring the HiSET in  
2024

### RIVER ROOM

**LAUREN OSOWSKI,  
PRO LITERACY**

Literacy Program  
Leadership

### GRAFTON

**TADD WARMESTER,  
ENGEN**


Using EnGen to  
Support Rapid ESL  
Transitions to  
In-Demand Credential  
Programs and Provide  
Services for  
Internationally Trained  
Professionals

### SIMONDS

**PEGGY BERNARD  
AND JENNIFER  
DENTON ESSENTIAL  
EDUCATION**

Improving Student  
Retention - Strategies  
for Program Growth  
and Success



 essential education

# EMPOWER YOUR STUDENTS TO LEARN

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# *Awards Ceremony*

*Thursday, October 24, 2024*

*5:00 p.m.*

*Main Ballroom*

## *Featured awards include the following:*

- Outstanding Adult Education Administrator
- Outstanding Adult Education Teacher
- Outstanding Adult Education Support Staff
- Distinguished Service

*\*\*Appetizers will be served.*



*If you believe in yourself and have dedication and pride - and never quit, you'll be a winner. The price of victory is high but so are the rewards.*

--Bear Bryant



# FRIDAY, OCT 25 KEYNOTE

## Sharon Bonney, CEO, COABE



Sharon Bonney leads the Coalition on Adult Basic Education (COABE) as the Chief Executive Officer of the largest adult education association in the world. Celebrating her 25th year in the field of adult education, her accomplishments include implementing strategic and innovative strategies that led to exponential organizational growth from 1,300 members in 2009 to more than 52,000 active members in 2024. Bonney worked with the all-volunteer board to spearhead the development of the

internationally acclaimed, six-time award-winning Educate and Elevate public awareness campaign, which brought much-needed visibility to the value of adult education and prompted more than 250,000 contacts with legislators at the local, state, and federal levels. These efforts staved off \$200 million in funding cuts and added a \$108 million increase in funding for adult education. Mrs. Bonney currently serves on the board of the National Work Readiness Council and serves on the Leadership Council of the National Small Business Association. She also serves on the US Chamber of Commerce Education and Workforce Board, and serves on numerous adult education boards and committees. She is a recipient of the Stevie Award which recognizes women in business, and is a recipient of the prestigious 2025 Marquis Who's Who Award.

## Preparing your Learners and your Program for the Future

Adult Education's transformative power is one of our nation's best kept secrets. Join COABE's Chief Executive Officer for a future focused session that will engage, equip, and empower you to reach your full potential in the field of adult education. This session will showcase an array of impactful initiatives that promote local program innovation and excellence, resources that help you amplify the value of your program, and state of the art, targeted FREE opportunities for your adult learners that are only available to COABE members.



# workshops



FRIDAY

10:00

## SESSION 5:

### BALLROOM

**JEFFREY FANTINE**

Applying the Pillars of Success in Adult Education - Part One

### KETCHUM

**JOHN ELLIOTT**

New Features and Best Practice with CourseStorm

### GRAFTON

**COURTNEY MICHAUD**

Canva with Courtney: Basics for Educators

### SIMONDS

**BARBARA MASCARENAS AND MICHELLE DAVENPORT**

Revising Workforce Programs to Generate Student Success

### WHITTIER

**MONIQUE ROY AND RAZELL WARD**

What's Next? Making a Lasting Impression

### RIVER ROOM

**MARY REDMOND-LUCE, TYLER PROVENCHER, AND MIKE BURD**

Digital Literacy Thrives by Collaboration with Community-Based Partners



[famemaine.com](http://famemaine.com)

11:15

## SESSION 6:

### BALLROOM

**JEFFREY FANTINE**

Applying the Pillars of Success in Adult Education - Part Two

### KETCHUM

**JOHN ELLIOTT AND ALAN SPENCER**

Ask CourseStorm - Follow up Q and A with CourseStorm

### GRAFTON

**EILEEN MIAZGA AND DARYL REED**

VA Certification for Workforce Training

### SIMONDS

**HEATHER ROGERS**

Using ChatGPT in Adult Education

### WHITTIER

**ROXANNE HEUSCHIEL AND MELISSA MESERVE**

Multilingual Learners in Healthcare: Workforce Program Development with MLL Educators

### RIVER ROOM

**MAUREEN MITCHELL AND SHILA COOK**

How Do Professional Learning Communities Benefit Adult Education? - Insights from Hub 8's Advising PLC



[nccer.org](http://nccer.org)

# workshops



FRIDAY

1:30

## SESSION 7:

### BALLROOM

**JEFFREY FANTINE**

Applying the Pillars of Success in Adult Education - Part 3

### KETCHUM

**REBECCA SPITZ**

Keep Your Data Tidy with Google Sheets

### GRAFTON

**LYNN SHEEHAN**

Colorful Conversations

### SIMONDS

**HEATHER ROGERS**

Improving my Prompt Engineering

### WHITTIER

**CHERIE GORANITES**

Anchoring:  
Encouraging Student Retention and Persistence

### RIVER ROOM

**JEN BROWN AND HANNAH BARD**

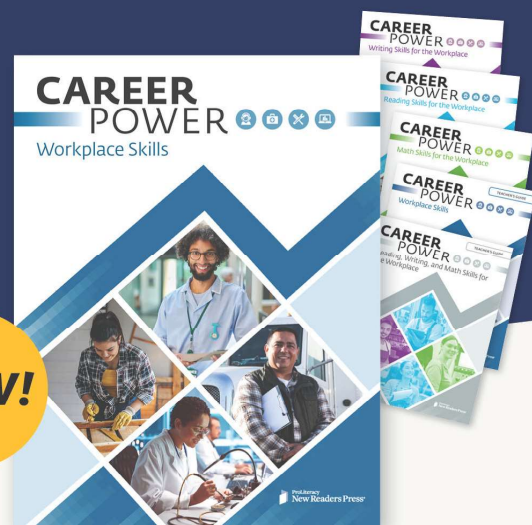
Using AI to Promote Empathy with Challenging Learners



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# *workshop* **PLANNER**



Use this page to plan your workshop choices as a staff.

<b>Staff Name</b>	<b>THUR SESSION 1</b>	<b>THUR SESSION 2</b>	<b>THUR SESSION 3</b>	<b>THUR SESSION 4</b>	<b>FRI SESSION 5</b>	<b>FRI SESSION 6</b>	<b>FRI SESSION 7</b>

## **NOTES**

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# SPOTLIGHT

**DOLLAR GENERAL**



**Denine Torr** is the Vice President of Corporate Social Responsibility and Philanthropy at Dollar General. She has been a avid supporter of Maine Adult Education and has invested in our conference each year over the past several years. Denine leads strategic development and execution of national, regional and local philanthropic-related programs and initiatives for Dollar General's 19,000+ store communities, distribution centers and corporate headquarters. In addition to her philanthropic responsibilities, she also leads Dollar General's social responsibility activities and initiatives, as well as the company's environmental, social and governance report on sustainability and other related disclosures. Denine brings more than 20 years of Dollar General and corporate philanthropy experience to the position. She currently serves as chairperson of the board for Governor's Early Literacy Foundation and on the board of directors for the American Indian College Fund and the Barbara Bush Foundation for Family Literacy.

Denine will be awarded MAEA's Champion of Adult Literacy Award for 2024.

*Thank you, Denine, for your support and your very important work!*



## Maine Adult Education

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Maine Adult Education Association [info@maineadulted.org](mailto:info@maineadulted.org)

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