

MAEA UPDATE

MAEA Update from Dr. Kayla Sikora, President

Thank you to everyone who contributed to the success of this year's MAEA Conference! It was wonderful to see so many of you there. Planning for 2025 is already underway, with MAEA President-Elect Josh McNaughton leading the effort alongside the Professional Development Committee. Exciting work is happening within MAEA's Marketing Committee to enhance the visibility of adult education programs statewide. With support from a Davis Family Foundation grant, the committee is collaborating with Cary Weston of Weston Associates to optimize the MAEA website. Finally, COABE is accepting applications for the State Advocate Fellowship, an excellent opportunity to represent adult education at state and national levels. Fellows receive training in leadership and advocacy, focusing on elevating the impact of our programs. If you're interested, please contact me, Tom Nash, or Shirley Wright for more details. This is a great chance to amplify the voice of adult education in Maine! Keep up the good work and stay focused on our "Bigger, Brighter Future: Professionalizing the Adult Education Field."

IMPORTANT MEETING DATES

- EDUCATE MAINE ANNUAL SYMPOSIUM
FRIDAY, DECEMBER 13TH, HOLIDAY
INN BY THE BAY, PORTLAND
- LEGISLATIVE BREAKFAST, THURSDAY,
MARCH 6TH, SENATOR INN, AUGUSTA
- COABE 2025 CONFERENCE, MARCH 31
- APRIL 2, DALLAS, TX

GRANT UPDATES

- MAEA's Marketing Committee is working with Cary Weston from Weston Associates to optimize the webpage.
- MAEA's Advocacy Committee and Professional Development Committee have teamed up to work with COABE's Ignite software to help educators learn more about the Windfall Provision in Maine that affects retirement payments to those who are part of MainePERS.

MARKETING HACK:

Check out these Simple rules from Cary:

[10 Simplified Rules of Marketing](#)