

# NEWSLETTER

## MAEA UPDATE

MAEA held a successful Legislative Connections Event on March 6 with excellent student speakers. We're working to extend funding for College and Career Success Coordinators through June 2026.

We testified neutrally on LD 471, stressing that more funding would expand existing adult ed services.

We're also awaiting a bill from Rep. Holly Sargent to end subsidy proration and fully fund adult education.

## IMPORTANT DATES

**MAEA Conference,**  
**Oct 16 & 17,**  
**Cross Insurance Center, Bangor**

**MAEA Annual Meeting,**  
**June 11, virtual, 10 to 11 am**

## GRANT UPDATES

All Adult Ed program websites are getting a modern, user-friendly makeover thanks to our partnership with **Cary Weston and his team.**

These new landing pages will boost your online presence and make it easier for students to find and register for classes.

***Stay tuned for more details!***

## MARKETING HACKS

**5. IF IT'S HARD TO UNDERSTAND, THEY WON'T REMEMBER IT:** Your company messaging should be as simple as possible. If the features and benefits you choose to promote are focused on the needs of the specific audience you serve, your results will be better. *It's always best to speak in customer-friendly language and not industry-speak.*

**6. IF IT'S HARD TO DO, THEY WON'T DO IT:** Remember, consumer attention spans are short. *Consider that the goal of your marketing efforts should be to clearly define the benefit and value you provide as quickly as possible.* Think about making the process faster and easier for your customer.

# ADVOCACY APRIL!

Raise Your Voice for Adult Ed with free, ready-to-use tools from COABE—start your journey at

**[coabe.org/advocacy-april](https://coabe.org/advocacy-april)**

