

## Adult Education Advocacy Outcomes Chart

*Developed by the New England Literacy Resource Center at World Education (2008)*

*www.nelrc.org*

<b>Outcome: What do you aim to achieve?</b>	<b>Benchmark: How will you know you're making progress?</b>	<b>Strategies: What will you do to work toward your desired outcomes?</b>	<b>Baseline: What's your starting point?</b>
<b>Increased visibility by the coalition</b>	<ul style="list-style-type: none"> <li>• # of people reached</li> <li>• # of times the visibility strategies were carried out</li> </ul>		
<b>Positive publicity on adult education</b>	<ul style="list-style-type: none"> <li>• # of media outlets that publish your material</li> <li>• # of articles, PSA's etc. published or aired</li> </ul>		
<b>Improved alliances</b>	<ul style="list-style-type: none"> <li>• # and diversity of organizations that attend your meetings or participate in specific effort</li> <li>• # of new strategic alliances built</li> </ul>		
<b>Increased adult learner participation in advocacy</b>	<ul style="list-style-type: none"> <li>• # of adult learners who advocate for adult education through letters, calls, visits</li> <li>• # of adult learners represented in the coalition</li> <li>• # of adult learners trained on advocacy skills</li> </ul>		

<b>Outcome: What do you aim to achieve?</b>	<b>Benchmark: How will you know you're making progress?</b>	<b>Strategies: What will you do to work toward your desired outcomes?</b>	<b>Baseline: What's your starting point?</b>
<b>Increased legislative support</b>	<ul style="list-style-type: none"> <li>• # of elected officials or other key decision makers who publicly support adult education</li> <li>• # of legislative votes in favor of adult education</li> </ul>		
<b>Positive change in policy or funding for adult education</b>	<ul style="list-style-type: none"> <li>• Amount of increase in funding for adult education</li> <li>• Type of favorable policy change</li> </ul>		
Other:	<ul style="list-style-type: none"> <li>•</li> </ul>		