

ADULT BASIC EDUCATION PRESENTATION SCRIPT

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Dear Apple Education Sales Force:

This presentation is one of the components of the Apple Education Toolkit on Adult Basic Education (ABE). It is designed to be used in conjunction with the *AVision for Adult Literacy* video and the following handout materials from the Toolkit (the section where each item may be found is given in parentheses):

- The Adult Basic Education Resource Guide (Marketing Materials)
- An Introduction to Macintosh Software for ABE (Software Information)
- Funding Sources for ABE Technology (Funding Information)
- Finding Money for Computer Programs (Funding Information)

After the presentation, you may wish to demonstrate one or more of the adult basic education applications on the ABE Sampler CD. The Sampler CD and Product Information Sheets for the applications on the CD may be found in the Software Information section of the Toolkit.

Disk files containing the presentation slides (in Persuasion) and this script (in Word & MacWrite) may be found on the Sampler CD.

Sincerely,

Molly DeWert
Education Technology Consultant
Apple USA, Southern Operations
March 21, 1991

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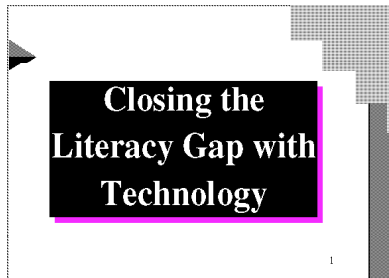
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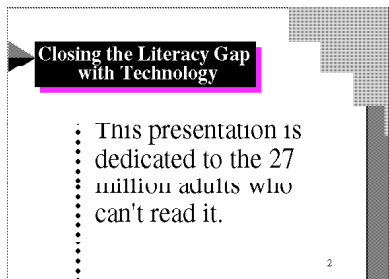
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SLIDE 1 Title

Good morning and welcome! My name is _____
and the topic of my presentation today is



SLIDE 2 Dedication

You probably take for granted the fact that you can read and understand this sentence. But there are millions of American adults who can't.

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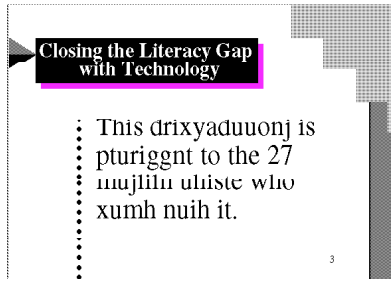
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SLIDE 3 Jumbled Text

This slide suggests how a low-literate adult might see the written word.

Nearly 30 million Americans—one-fifth of this country's adult population—are functionally illiterate. For most of these undereducated adults, the old-style word "illiterate" no longer applies, because most of them can read and write to some extent. Many, however, cannot apply the words and

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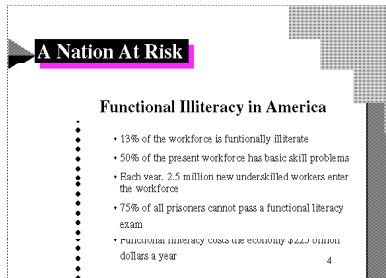
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numbers they know to function successfully in today's technological world.

Adult functional illiteracy is a serious, national problem. Consider these staggering statistics:



SLIDE 4 Functional Illiteracy in America

- 13% of the US workforce is functionally illiterate and 50% of all workers have basic skills problems on the job.
- Each year, almost 2.5 million people enter the US workforce unable to perform the basic skills necessary to meet entry level requirements.

FYI—This group includes 1 million immigrants and

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refugees, 700,000 high school dropouts, and 700,000 low-literate high school graduates.

- 8 out of every 10 prisoners in the United States lack a high school diploma; and over 75% cannot pass a functional literacy exam.

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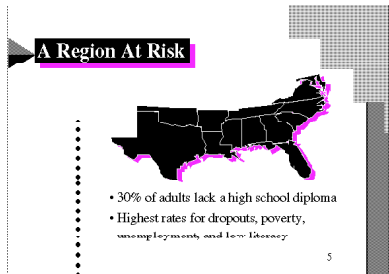
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- Functional illiteracy costs this nation's economy over \$225 billion per year—\$57 billion in the South alone—in terms of lost productivity, unrealized tax revenues, welfare, crime, and related social problems.



SLIDE 5 A Region At Risk

As grim as the foregoing national statistics are, the situation is even worse in the South—the nation's least educated region.

- In each of 14 southern states, at least 30 percent of all adults (18.7 million people) lack a high school diploma. Of the remaining 36 states, only 3 have such a high percentage of high school dropouts.

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- The highest poverty rates anywhere in the US are found in the rural South. Poverty goes hand-in-hand with low literacy, high unemployment, and slow economic growth.

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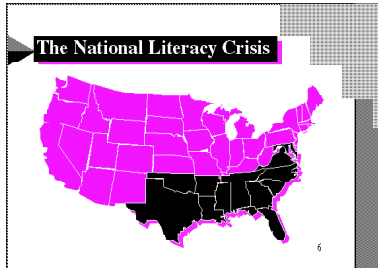
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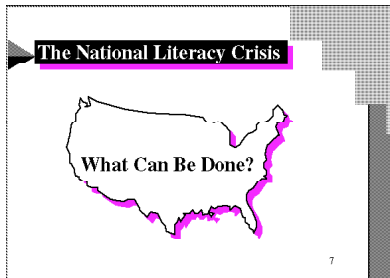
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SLIDE 6 The National Literacy Crisis

The nation as a whole—and the South in particular—are facing a crisis in literacy. This crisis points to the prospect of a populace that can't keep pace in a highly technological, global economy.



SLIDE 7 What can be done?

Leaders in business, education and government are beginning to realize that the problem has reached crisis proportions. And, these diverse groups are

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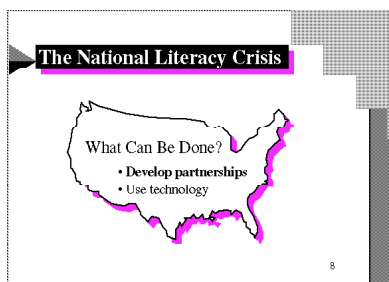
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raising the same question: What can be done to close the literacy gap in this country?



SLIDE 8 What can be done?

(BULLET PT: Develop partnerships)

Each business, state, and community has its own particular needs, strengths, and priorities with respect to dealing with the literacy crisis. However, there are at least two things upon which all can agree.

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The literacy problem is too large for any one group or agency to take on alone.

Partnerships and collaboration among undereducated adults, their employers, literacy providers, education, business, government, and other agencies will be critical to the success of adult basic education efforts in this country.



SLIDE 9 What can be done?

(BULLET PT: Develop technology)

Technology can and should play a significant role in adult basic education.

Nationally respected adult educators as well as directives from the US Congress (June 1990 and

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September 1990) have stated that technology can help in developing better and more efficient adult education programs.

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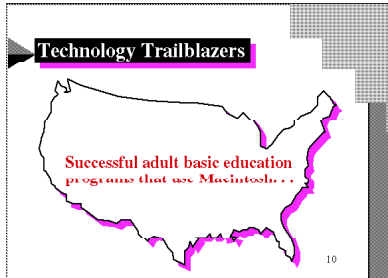
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SLIDE 10 Technology Trailblazers (map of US)

Here's a glimpse of successful, innovative adult basic education programs across the nation that are blazing new trails by incorporating Macintosh computers into their curricula. These programs also highlight unique partnerships that have been forged among education, government, business, and industry to address the literacy crisis.

FYI—See the *Adult Basic Education Resource Guide* for more information about the success stories that follow.

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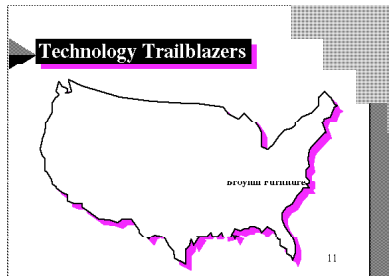
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SLIDE 11 Technology Trailblazers (BULLET PT: Broyhill Furniture)

Like many companies, Broyhill Furniture in Lenoir, North Carolina, did not realize that their workers lacked basic literacy skills until they attempted to implement automated technologies and a more participatory management structure. Many of their workers had difficulties making these transitions.

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To address this problem, Broyhill sought out Caldwell Community College and asked them to develop and implement a literacy program. This business/education partnership now provides computer-assisted reading and math instruction to approximately 300 Broyhill employees every quarter.

When the program first started in 1987, Apple II family computers were used. Now, the program is making the move to Macintosh with an innovative new software package called the *New Reader Bookstore*. This Macintosh-only product teaches primary reading skills to adults reading at the zero to second grade level.

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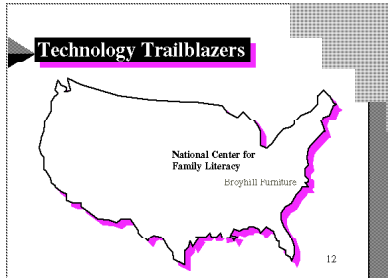
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SLIDE 12 Technology Trailblazers (BULLET PT: National Center for Family Literacy)

The National Center for Family Literacy in Louisville, Kentucky, is the training and diffusion center for the Kenan Trust Family Literacy Model. The Kenan Model breaks the intergenerational cycle of undereducation and poverty by combining quality early childhood education with opportunities for parents to improve their basic education and parenting skills.

The newest twist for this highly successful program came in the fall of 1990 with the introduction of Macintosh computers at selected sites in Kentucky and North Carolina. The Macintoshes add a new dimension to the Kenan Model by providing tools for learning, expression, and communication.

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FYI—Mississippi's First Lady, Julie Mabus, and Apple's Vice President of Education, Dr. Bernie Gifford, serve on the Board of Advisors of the Center.

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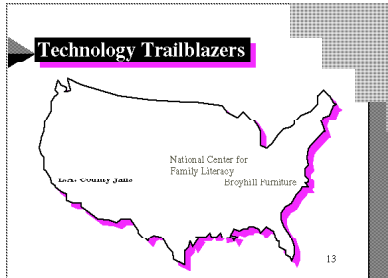
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SLIDE 13 Technology Trailblazers (BULLET PT: Los Angeles County Jails)

Successful adult education programs encourage adult learners not only to read but to write about their thoughts and experiences. Writing helps to develop critical thinking skills that are essential both in the workplace and in daily life.

Several courses at the LA County Jails center around the use of word processors and other writing software. One course, titled *Vision/Revision*, uses *MacWrite* (a word processing program) and *Acta* (an outlining program) to take students through the entire writing process, from organizing their thoughts to creating sentences to publishing a final document.

The LA Jails program also uses software designed

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specifically for adult learners. One such commercial product is *The Learning Style Survey*—an interactive videodisc-based product that helps low-literate students determine whether they are auditory or visual learners.

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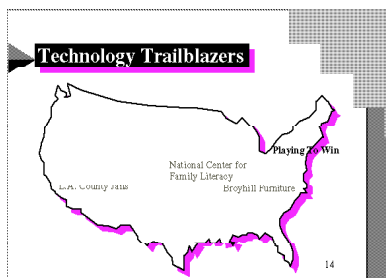
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And, the LA Jails program takes advantage of the powerful, yet easy-to-use authoring tools for Macintosh such as *HyperCard* and *Authorware Professional* to develop custom software for adults in subject areas ranging from basic math to carpentry.

Like the Broyhill/Caldwell Community College program, the LA Jails program also involves a partnership arrangement. The Los Angeles County Board of Education contracts with the correctional agency to provide remedial education in all nine LA County jails.



**SLIDE 14 Technology Trailblazers (BULLET PT:
Playing To Win)**

Antonia Stone, a nationally recognized expert on
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technology and adult basic education, especially advocates teaching students to use the computer as a productivity tool. She and her staff at Playing To Win in New York City have collaborated to write a wonderful new book called *Keystrokes to Literacy*.

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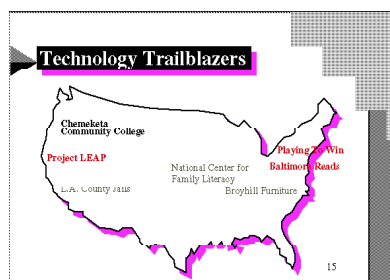
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Keystrokes to Literacy provides hundreds of useful activities to help teachers and students learn computer skills as well as improve reading, writing, and numeracy skills.

The *Keystrokes to Literacy* approach can be implemented with off-the-shelf word processing, database, spreadsheet, and telecommunications software for the Macintosh.



**SLIDE 15 Technology Trailblazers (BULLET PTS:
Playing To Win, Project LEAP, Chemeketa
Community College, Baltimore Reads)**

Keystrokes to Literacy has been tested in adult basic education sites across the country including Project LEAP in Richmond, California; Chemeketa Community

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College in Salem, Oregon; and the Baltimore Reads project in Baltimore, Maryland.

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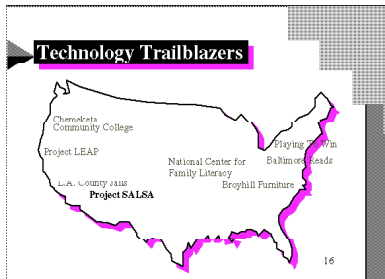
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FYI—*Keystrokes* was written on a Macintosh (of course!). For ordering information, see the Resource Section in the *Adult Basic Education Resource Guide*.



SLIDE 16 Technology Trailblazers (BULLET PT: Project SALSA)

In Mesa and Tempe, Arizona, telecommunications technology brought the classroom into adult learners' homes. In a pilot program involving employees at Motorola semiconductor plants, participants used Macintosh computers and modems to access educational software on NovaNET, the University of Illinois satellite education network. This innovative and highly successful program involved a partnership between 4 businesses—Motorola, Apple, US West, Businessland—and 2 education institutions—The

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University of Illinois and Rio Salado Community
College.

FYI—SALSA stands for Southwest Advanced Learning
System for Adults.

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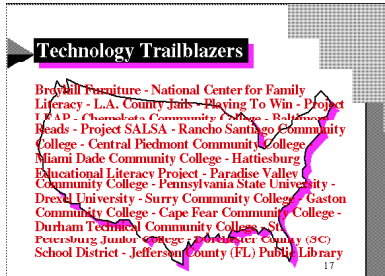
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SLIDE 17 Technology Trailblazers (show map covered with ABE sites)

But these aren't the only examples. There are numerous other adult education programs around the country that have incorporated Macintosh into their curricula.



SLIDE 18 Results?

What results have these and other technology-using

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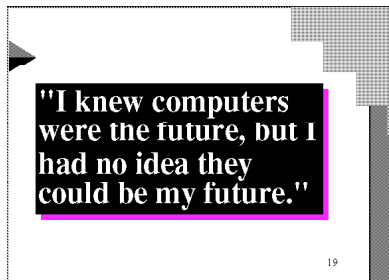
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adult basic education programs achieved?



SLIDE 19 Quote - I knew computers were the future...

"I knew computers were the future, but I had no idea they could be my future."

The speaker of this quote was a 37-year-old, unemployed immigrant and mother of two who dropped into the Playing To Win program in Harlem one day. She attended the program for more than three years and developed her keyboarding skills to the point where she was

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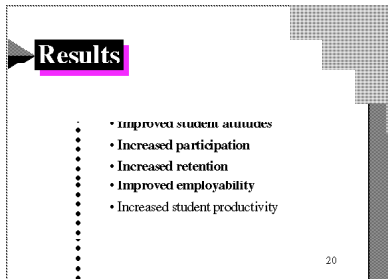
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able to land a data-entry job paying \$10/hour.

This woman is just one of the many adults who are motivated to come back into an educational program and are encouraged to stay there, in part because they believe that learning to use the computer can help them develop better employment skills.



SLIDE 20 (BULLET PTS:

Improved student attitudes

Increased participation

Increased retention

Improved employability)

Improved student attitudes, increases in the number of adult students who are willing to participate in ABE programs, increased retention of students, and improved employability are just four of the positive

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results that adult basic education programs report after introducing Macintosh computers into their programs.

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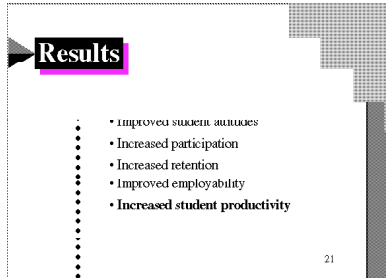
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SLIDE 21 (BULLET PT: Increased student productivity)

A fifth and vital outcome reported by adult educators who have integrated computers into their curriculum is increased student productivity. Adult students using appropriate software as part of a well-designed overall curriculum learn more material at a faster rate.

For example, evaluation results indicate that adults using *The READY Course* for the Apple Macintosh—customizable reading comprehension courseware—typically *improve their reading skills 2-4 times faster* than those who receive an equivalent amount of traditional classroom instruction only.

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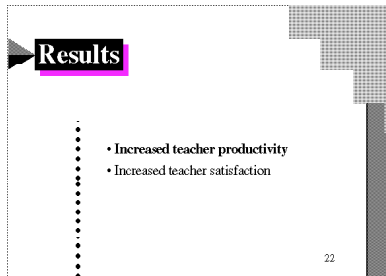
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SLIDE 22 (BULLET PT:

Increased teacher productivity)

Adult students are not the only ones to benefit from the introduction of computers into the ABE curriculum. Their instructors benefit as well.

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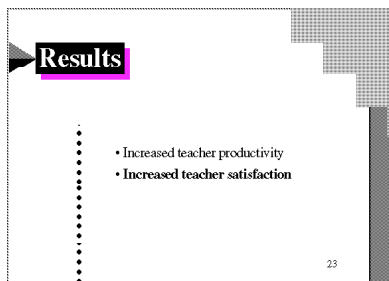
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Computers can increase productivity by helping adult basic education instructors teach more, better, and faster. With computers, teachers have greater leverage and flexibility—they can work with more students or spend more time with individuals.

For example, *The New Reader Bookstore* is a revolutionary new use of technology for adult non-readers. Until recently, this audience had to rely on one-on-one tutoring. Now, for the first time, non-readers have an opportunity to receive the drill and practice they need to develop word attack skills while working independently at the computer.



SLIDE 23 (BULLET PT:

Increased teacher satisfaction)

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Adult basic educators who use computers also report increases in teacher satisfaction. This is hardly surprising given the fact that this dedicated group of individuals got into the business of adult education because they want to help others. Consequently, anything that helps their students is a source of immense joy and pleasure.

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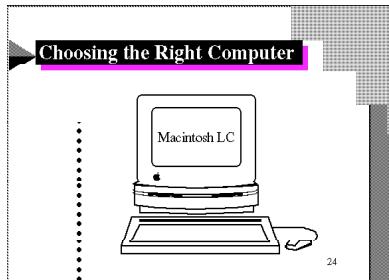
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SLIDE 24 Choosing The Right Computer

Does it make a difference which computer you choose? The adult educators whose programs we described earlier, plus many others across the country would answer this question with a resounding, "Yes!"

They know from firsthand experience that the Apple Macintosh computer fits perfectly into adult basic education programs. Here are just a few of the advantages that Macintosh has to offer.

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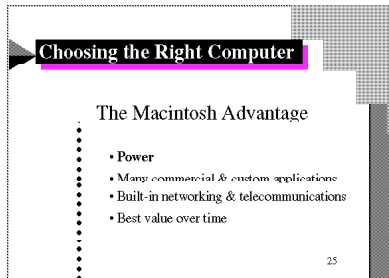
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SLIDE 25 The Macintosh Advantage (BULLET PT: Power)

The most basic advantage of the Macintosh is power. This power translates into ease of use.

Adult educators want to spend their time helping learners with basic skills and job skills, but they also want to give students instant success in learning and mastering basic computer use.

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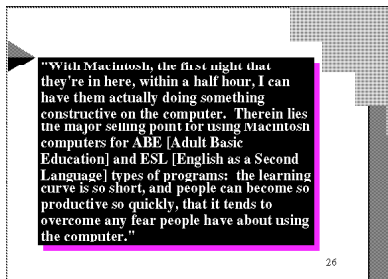
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The Macintosh computer is especially easy to learn to use; and, once you've learned to use one Macintosh program, you've learned a lot about using most of the thousands of other Macintosh programs, because they use the same graphics-based interface.

The ease of use and short learning curve of the Macintosh are vitally important to adult learners. Why?

Because adults in basic skills programs have already experienced *failure* with learning. What they need is *success* with learning—and lots of it!



SLIDE 26 Joe White Quote

This quote from Joe White, Education Director for the
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San Jose Conservation Corps, is typical of what adult educators have to say on this subject:

“With Macintosh, the first night that they’re in here, within a half hour, I can have them actually doing something constructive on the computer. Therein lies the major selling

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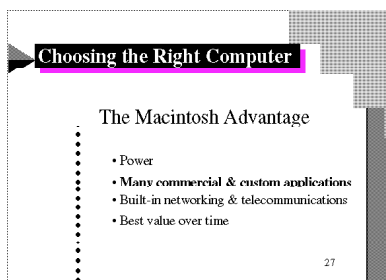
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point for using Macintosh computers for ABE [Adult Basic Education] and ESL [English as a Second Language] types of programs: the learning curve is so short, and people can become so productive so quickly, that it tends to overcome any fear people have about using the computer.”



SLIDE 27 The Macintosh Advantage (BULLET PT: Many commercial & custom applications)

The second Macintosh advantage is the large number of commercial and custom-developed applications available for this platform.

Having a wide range of software from which to choose is important for adult basic education. Adults learn in many different ways and there are many

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ways to teach someone to read, write, and compute. ABE programs need a wide variety of software to meet the diverse learning needs and styles of their students.

Some of the very best software for adult education are off-the-shelf productivity

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programs such as word processors, databases, spreadsheets, and telecommunications packages. As we discussed earlier, many adult educators advocate teaching ABE students to use the computer as a tool. There are literally thousands of Macintosh productivity programs from which to choose.

The new *1991 Macintosh Educational Software Guide* contains information on 208 products that are appropriate for adult basic education students. These run the gamut from drill-and-practice software to complete integrated learning systems with full management systems. The *Guide* also contains a special section on software for ESL/Bilingual students.

In addition to the commercial products listed in the *Guide*, many adult basic education professionals are using easy-to-use authoring tools such as *HyperCard* and *Authorware Professional* to develop their own custom courseware on a variety of topics.

Being able to quickly develop customized courseware

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is particularly important to

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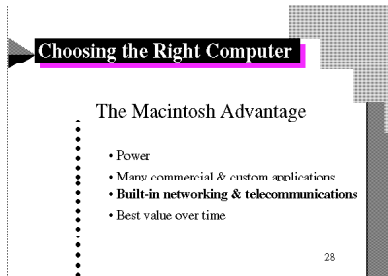
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employers who want their literacy curriculum to be relevant to their particular workplace. Two examples of custom formats for ABE courseware are *Responsive Text* from LexIcon and the *READY Course* format from Interactive Knowledge.



SLIDE 28 The Macintosh Advantage (BULLET PT: Built-in networking & telecommunications)

The networking and telecommunications capabilities of the Macintosh open new doors to learning for adult students and their teachers. For example, we've already discussed how Project SALSA used telecommunications to bring the classroom into the homes of Motorola workers in Arizona. And, adult literacy professionals from around the country are taking advantage of the information, software, and

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interactive discussions offered by the America Online Adult Literacy Forum.

Every Macintosh comes with built-in circuitry for connection to local area networks and telecommunications; other

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personal computers require additional hardware at additional cost.

Like the Macintosh, all Apple networking and telecommunications products are easy to use. For example to access information stored on a central network file server, all a student has to do is point to the file-server icon and double-click.

FYI—For more information about the American Online Adult Literacy Forum, see the Resources Section of the *Adult Basic Education Resource Guide*.

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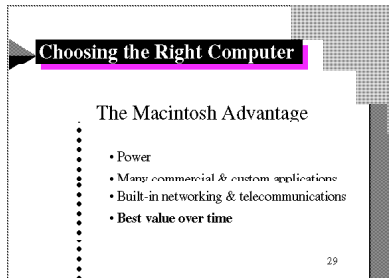
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SLIDE 29 The Macintosh Advantage (BULLET PT: Best value over time)

The last Macintosh Advantage that I'd like to tell you about is also the most important. Technology purchases represent a large, long-term investment for adult basic education programs, many of which operate on a shoestring budget. Consequently, it is especially important for adult basic education programs to get the best possible value for their technology dollars both in terms of initial purchase price and ongoing costs.

Macintosh offers the best value over time in many ways. In study after study, Macintosh has been rated as having significantly lower training and support costs compared to PCs running other operating systems such as Windows 3.0. These studies have

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also rated Macintosh as significantly higher in productivity and user satisfaction.

And, that's not all. The Macintosh also represents a better value because it alone of

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all personal computer brands offers a proven track record of compatibility and consistency.

File exchange between it and members of the Apple II family (as well as other hardware systems) is quick and easy so you don't have to abandon all your hard work if you move to Macintosh from another hardware platform. And, the Ile emulation card for the Macintosh LC lets the newest Apple computer run all of the software for the oldest Apple computer.

The Macintosh is also consistent within its own family: the word processing program that you bought in 1984 when the first Macintosh was released will work on today's machines—in just the same way.

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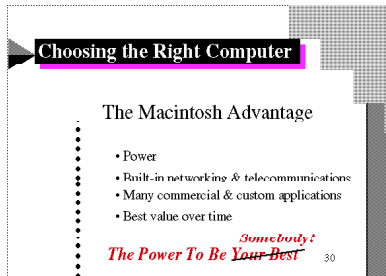
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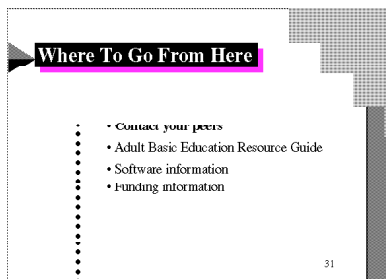
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SLIDE 30 The Power To Be Somebody!

And, the best news of all is that Macintosh can deliver all of this value at an incredibly affordable price point. With the recent introduction of the entry-level Macintosh Classic and the color Macintosh LC, you now can give the power to be somebody to just about anybody.



SLIDE 31 Where to go from here (BULLET PT: Contact your peers)

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Choosing the right computer for your adult basic education program is an important decision, and we encourage you to explore other sources of information.

First and foremost, contact your peers. Talk to those who've used Macintosh, and to those who've used other computers. Since they've been through the experience already, these people can be your best resource. If you need advice or assistance, your Apple Education Representative can provide you with the names and phone numbers of adult basic education professionals who are using

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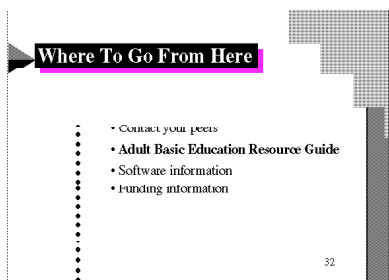
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technology in ways that might shed light on your own plans and projects.



SLIDE 32 Where to go from here (BULLET PT: Adult Basic Education Resource Guide)

Apple's Adult Basic Education Resource Guide provides more detailed information on the points covered in this presentation, and includes nine case studies where your colleagues describe, in their own words, the experience of using Macintosh to teach adult basic education. The guide also contains a comprehensive listing of resources related to the topic of technology and adult basic education including:

- National organizations

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- Reports and publications
- Curriculum and training materials
- Telecommunication services
- Technical assistance providers
- Consultants and custom courseware developers

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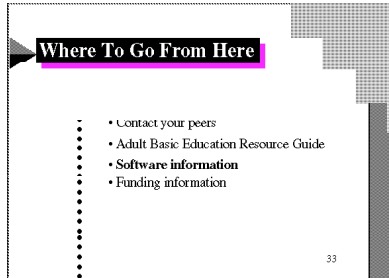
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SLIDE 33 Where to go from here (BULLET PT: Software information)

Finding just the right software for your Adult Basic Education program can be a time-consuming challenge. To assist you in this effort, Apple has developed 4 resources:

- The *Adult Basic Education Resource Guide* contains a complete listing of all software used by the exemplary programs showcased in the guide.
- *An Introduction to Macintosh Software for Adult Basic Education* provides an overview of software for adult learners.
- The *1991 Macintosh Educational Software Guide* contains special sections on Adult Basic Education

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and English as a Second Language/Bilingual Education. Included are listings of hundreds of software products that are appropriate for these special groups.

- The *Adult Basic Education Sampler CD* includes 16 adult basic education software products plus a detailed information sheet

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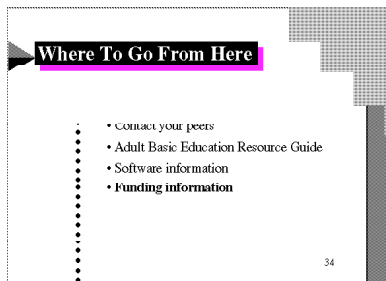
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on each. As I mentioned earlier, many of these products were developed by adult education professionals themselves.



SLIDE 34 Where to go from here (BULLET PT: Funding information)

Finding the money to fund technology purchases is often a struggle. To assist you with this effort, Apple has developed 2 resources for you:

- *Funding Sources for Adult Basic Education Technology*—a handout describing major private and federal funding sources.
- *Finding Money for Computer Programs*—a tipsheet developed by Playing To Win that offers practical

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advice on how to obtain money for technology purchases.

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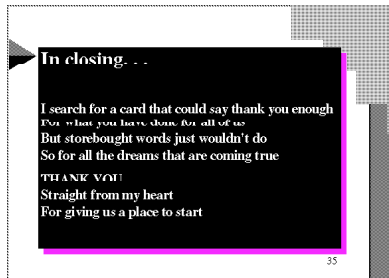
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SLIDE 35 (text of note only)

The promise of adult basic education is a better, more productive life for many individuals in our society—as well as a more productive American society. In closing, I'd like to read you a note that illustrates this promise.

I search for a card that could thank you enough
For what you have done for all of us
But storebought words just wouldn't do
So for all the dreams that are coming true
THANK YOU
Straight from my heart
For giving us a place to start

The note was sent to instructors at the Kenan Literacy Trust program in Kentucky. It was written by

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Natalie, a 30-year-old mother of four living on public assistance who earned her high school diploma through the program and then went on to a degree and career in accounting.

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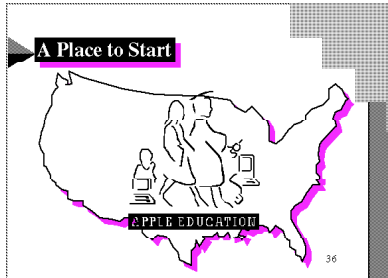
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SLIDE 36 A Place to Start

Across America, many Natalies—and Nathaniels—need a place to start. At Apple Computer, our commitment is to work with our friends and partners in the software, literacy, education, business, and government communities to make sure that they get it.

SWITCH TO VHS PROJECTION SYSTEM

As evidence of Apple's commitment to adult basic education, I would like to show you a brief video called *A Vision of Adult Literacy*. It describes a unique and powerful partnership between Apple and the Educational Testing Service.

SHOW VIDEO

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The ETS multimedia prototype is just one of the exciting Macintosh solutions on the horizon for adult basic education.

This concludes my presentation. Thank you for your attention. I will be happy to answer any questions that you might have at this time.

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FYI—Since the video was shot, ETS has completed an extensive field-test and revision of their prototype. A second national field-test is scheduled for the Spring/Summer of 1991.

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References

Much of the material for this presentation was taken from *Literacy is Everybody's Business*, the final report of the Southern Regional Literacy Commission. The 1990 report presents the findings of the Commission and sets forth its recommendations concerning the status of the South's adult literacy efforts.

Copies of the report may be obtained for \$7.50 each from:

The Southern Growth Policies Board
PO Box 12293
Research Triangle Park, NC 27709
919/941-5145

FYI—*Literacy is Everybody's Business* was written and desktop published using Macintosh computers!

The *Adult Basic Education Resource Guide* is available from:

LIST Services, Inc.
10810 Harney Street, Suite 202
Omaha, NB 68154
402/334-4991

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