



2020-2021

END OF YEAR SUMMARY

GOAL grows opportunities for adult learners by driving innovation and connections throughout our learning systems.

Our goal is to triple the number of adults reaching their goals by 2025 and create a network better able to serve more people.

In 2020, due to the uncertainty created by the pandemic, the GOAL Collective moved to prioritize executive leadership and facilitation positions, and temporarily paused our systems-building and data-sharing efforts.

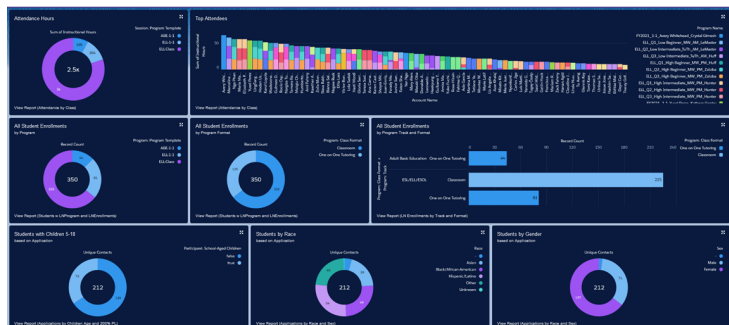
Instead, we quickly shifted gears to aid collective members with moving to online instruction and supported their efforts with initiatives such as: providing Zoom instruction trainings, sharing technology lending policies, creating a digital literacy assessment, determining best online practices and curriculum, navigating PPP loans, gaining understanding of student needs, and connecting students to much needed social services, just to name a few. GOAL commissioned a report to capture the learnings and changes to the field during COVID response. You can read the executive summary and full report on our [website](#).

The library hosted more than **30 trainings** for over **250 teachers** and **volunteers** in the collective

The two full-time staff members and GOAL Collective Steering Committee provided the stability to navigate this season while continuing to grow equity in relationships within the Adult Education community. With the expanded relationship equity, the GOAL Collective has already restarted and completed the common intake form as a first step toward launching the shared data system build and rollout in the upcoming fiscal year.

Outcome 1: Create a system-driven network to better serve more students

Once GOAL Collective effectively stabilized from the shift to virtual adult education services, program leaders were re-energized to focus their attention on building capacity to better serve more of our potential students together. Since February 2021, the Common Intake Workgroup revitalized our progress towards a shared data system by completing an analysis of all partner student intake processes.



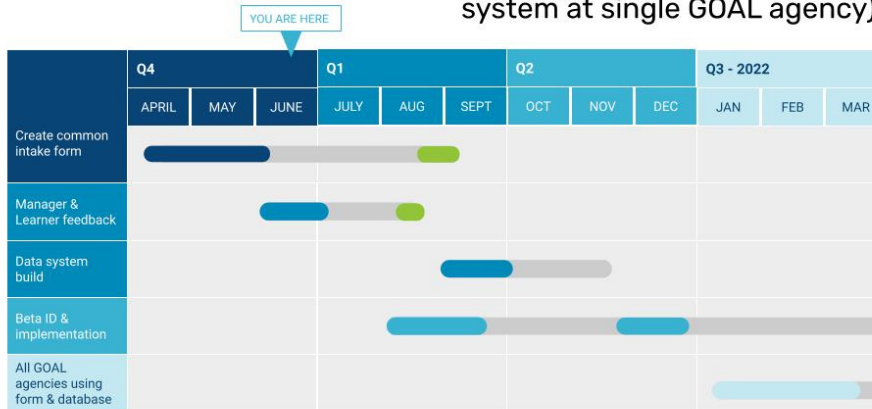
Through this analysis, GOAL contracted Literacy Nimbus, a Salesforce developer, to create a single common intake form. Eventually, this form will allow agencies to share learner data across a network of service providers, streamlining the process of expanding the reach of our services and ensuring that learners arrive at the right agency at the right time.

GOAL is currently leveraging trust and equity earned during the pandemic to formalize data sharing processes that will allow for the completion of our data system.

To complete the design and scale of a shared data system, GOAL Collective has:

- Reviewed intake processes and data fields from 9 partner agencies
- Completed phase 1 of work with Literacy Nimbus to reconcile processes and synthesize a common intake form prototype
- Implemented a 12 month Alpha test at Nashville Adult Literacy Council (NALC)

Key Objective: Beta implementation of prototype form w/ data system at single GOAL agency)



Over the next six months, GOAL Collective will transition into a Beta test phase. Through this stage of work, we will establish interagency data sharing agreements, create privacy agreements and protocols which prioritize our learners and reinforce established trust, and fully implement the common intake form across all partners by the end of next fiscal year.

Outcome 2: Align resources for scalable growth across Nashville

Partner Engagement

All healthy collectives rely on the relationships and support of their partners in order to achieve their goals. This year we expanded our shared leadership model by adding one agency to our backbone structure, and we distributed work to 6 co-chairs of work groups, doubling the capacity at our leadership tables.



We welcomed and oriented 10 new members, and additional partners, such as the Tennessee Immigrant & Refugee Rights Coalition. Our two full-time staff coordinated communication and logistics utilizing our collaboration platform, called Basecamp.

- Renewed formal agreements with core agencies that defined roles, responsibilities, and governance structure
 - Managed 6 total workgroups in 2020-2021
- Ensured core members engaged in collective work on a monthly basis
 - 26 meetings from 6 different work groups
 - 228 in attendance over 12 months
- Practiced regular communication & managed project activities using Basecamp tool
 - 129 resources shared since July 2020



Learner Engagement

For Adult Education in Nashville to achieve scalable growth, community engagement and relationships are essential. GOAL established a comprehensive strategy for learner engagement in order to increase input and representation directly from those served.

In order to support agencies in offering virtual services, GOAL conducted a learner needs survey. From this baseline data, agencies were able to target the development of their programs directly to the needs of our community. Additionally, GOAL hosted “Learners Lounge,” an ongoing conversation to support learners through the process of acclimating to the virtual classroom. Through these processes, we learned how to facilitate data collection in a way that elevates the historically marginalized voices of our learners while simultaneously building equity and community trust. Lessons learned in this learner engagement strategy equip us to collect more impactful data and sustain community trust.

- A majority of students polled reported having both devices and internet. However, only 33% of participants had children in K-12, a possible line of device access

1,988 students from 7 agencies
67% have devices
70% have internet
33% have kids in MNPS (K-12)
58% need social services

- 75% of Learner Lounge participants said they enjoy learning remotely
- 88% reported that they would continue to do so after the pandemic, learning virtually at their own pace and independently

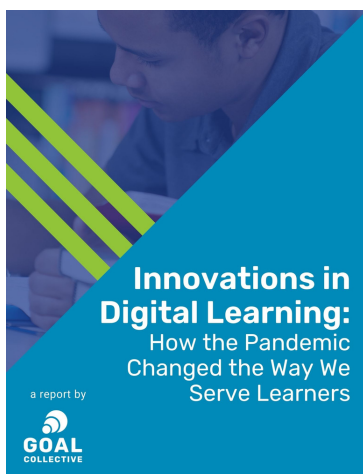
Outcome 3: Increase awareness and advocacy to support growth

As we enter our third year as a collective, we have more tools than ever before to communicate who we are, what we do, and how to join our efforts. We completed our rebranding work this spring and are moving forward as the GOAL Collective, which stands for Growing Opportunities for Adult Learners.



We have a new logo and website to utilize with stakeholders, share news and resources, and increase awareness of our work. We continue to make strides toward financial sustainability and engaging new sources of funding. We presented to the Middle Tennessee Donors Forum in April 2021 about the resources needed to achieve our goals, and we met with funders as thought-partners about new sources for financial support.

- Created a communications toolkit about the importance of Adult Education in a pandemic
- Commissioned a report to distill lessons learned by collective partners during the first few months of the COVID-19 crisis
 - Identified successes as a result of collaborative behaviors & processes
 - 85% of partners adapted strategies in the face of new information, successes, or challenges, as a result of partnership with GOAL
 - 80% of partners requested advice or feedback from other GOAL partners last year
 - Designed 3 versions of newsletters for brand launch
 - 83 recipients total, 41 opened (49%), 14 clicked (17%)
 - Promoted new website, www.goalcollective.org
 - 325 page views, 236 unique visitors to site since launch
 - Brainstormed with community leaders about new funding opportunities
 - Discovered 3 new banks with funding aligned to our mission
 - Investigated eligibility for ARA, CARES Act and PPP Funding
 - Further developed relationship with a potential funder in 2022



As we look ahead to the rest of 2021 and beyond, the GOAL Collective is more prepared to achieve our goal of tripling the number of adults achieving their educational goals by 2025 and creating a network able to better serve more people. The past year and a half has tested our resiliency and revealed the strength of our relationships and our trust in one another. With sustained support, we can continue to adapt to the changing landscape of adult education and to use reflective, data-driven practices to serve learners and the agencies that support them, creating a stronger, more educated workforce for the city we love.

For more information or to support the work of the GOAL Collective, please visit www.goalcollective.org/contact.