

# Council For Adult And Experiential Learning

## STRATEGIC PLAN 2019-2021

*CAEL's Vision – What we strive to create in the world.*

***Every adult has a pathway to lifelong learning and meaningful work.***

*CAEL envisions a world where everyone has a clear understanding of the connections between learning and work, with continuous and accessible opportunities for work-relevant knowledge, skills and credentials enabling all to prosper in a complex world – closing the gap between “traditional” and “adult” learners and providing access to lifelong educational pathways.*

### **CAEL's Mission - What we do to achieve our vision.**

*CAEL champions the adult learner and brings together educators, employers and regions to create solutions that integrate work and learning.*

We help create pathways for adults through learning that has recognizable and relevant value to employers. We do this by informing, supporting and connecting three primary stakeholders:

- **Education/Learning Providers** who aim to build quality programs and engage adult students, employers and communities.
- **Employers** who want to develop their people and who increasingly establish partnerships with learning providers.
- **Cities, States and Regions** that look to strengthen communities and economies through integrated education and workforce strategies that enable meaningful work opportunities for all.

CAEL members and partners recognize nonprofit CAEL for our thought leadership, impeccable service and deep commitment to adults in the workforce.

### **CAEL's Values - How we work together and with others.**

At CAEL, we live by core values that underscore the very best of what we do. Successful CAEL employees embody these values every day.

- *Be exceptional*
- *Respect*
- *Empower*
- *Own It*
- *Work as One*

### **CAEL's Value Proposition - How we create value.**

CAEL fulfills its mission with members and partners by promoting a transformative culture of lifelong learning and economic empowerment for all adult learners. Dedicated to enabling education-fueled models that will have a long-term and positive impact on individual adult learners, as well as their families and communities, CAEL champions adult learners by helping members and partners create solutions to:

- *Better serve, attract and retain adult learners*
- *Effectively align educational programs with specific workforce needs*
- *Equip adult learners with career pathways that strengthen talent pipelines*
- *Create tools and models to provide experiential learning opportunities that link learning and work*
- *Create improved assessment methods to document prior learning outside the traditional classroom*
- *Build stronger economies through workforce development and talent pipelines*

Our unique value is based on five **Guiding Principles** for this work:

1. CAEL has a clear and intentional focus on adults.
2. CAEL bridges employers, workforce development organizations, economic developers, civic leaders and higher education.
3. CAEL is focused on equity and inclusion to bring lifelong educational and career success to all.
4. CAEL offers innovative and unbiased solutions to the issues and challenges faced by our members and partners.
5. CAEL expands its capacity to solve member and partner challenges by leveraging the Strada Education Network.

## CAEL's Organizational-Level Goals and Key Strategies for 2019-2021

### GOAL 1

An increased national emphasis on the value of adult learners.

*Key Strategies:*

- Strengthen our role as a thought leader at all levels on the importance of the adult learner in the workforce through knowledge curation and creation.
- In our work with members and partners, raise awareness of the value, needs and goals of the adult learner.
- Work closely with Strada Education Network to amplify the value of adult working learners.

### GOAL 2

Enhanced ecosystems working to create barrier-free pathways to credential completion for working adults.

*Key Strategies:*

- Increase partnership value and engage with a greater number of organizations to create solutions to advance adult learners.
- Through programs and services, drive changes among our stakeholders to create integrated systems that connect learning and meaningful work for adults across their careers.
- Engage the CAEL community to create new pathways to credential completion, knowledge and skill development for the working adult.

### GOAL 3

Effective communication and partnerships across our stakeholders to support the adult working learner.

*Key Strategies:*

- Expand technologically-enabled and face-to-face communication channels among employers, learning providers and learners to share and develop innovations in this space.
- Leverage Strada resources to help focus national attention on the impact of the adult working learner in our economy.

### GOAL 4

Expanded understanding of experiential learning and assessment models to support workforce and talent development strategies.

*Key Strategies:*

- Help CAEL members and partners strengthen existing experiential learning models and create new innovative approaches for data-informed, future-facing models of experiential learning and assessment.
- Test new models with our members and share “lessons learned” with the larger CAEL community to encourage greater collaboration.

### GOAL 5

Greater organizational health and sustainability.

*Key Strategies:*

- Build an organizational model that focuses on mission impact and develops increased financial sustainability.
- Use CAEL values for all decision-making activities.
- Invest in, develop and support our people to build a talented team of professionals dedicated to education and workforce development.



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