



# Press Release

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## FOR IMMEDIATE RELEASE

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September 19, 2018

**Hazlo por *ti*.  
Hazlo por *ellos*.**

- Educación de Adultos
- Equivalencia de Educación Secundaria (GED®/TASC®/HiSet®)
- Inglés como Segundo Idioma (ESL)
- Preparación Univeritaria y de Carreras

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**Do it for *you*.  
Do it for *them*.**

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- Adult Literacy
- English as a Second Language (ESL)
- College & Career Prep.

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Billboard campaign for adult education and literacy ([click to download images](#))

## ICCB Unveils New Statewide Adult Education and Literacy Billboard Campaign

Today, the Illinois Community College Board (ICCB) unveiled a new statewide billboard campaign aimed at the nearly 1.3 million Illinois' adults that have less than a high school diploma or equivalent and close to 2.8 million Illinoisans that speak a language other than English as their primary language.

The “Do it for You, Do it for Them” campaign encourages adults to obtain the knowledge and skills necessary for employment and self-sufficiency through high school equivalency testing, adult literacy programs, English as a Second Language instruction, and college and career preparation.

“Do it for you underscores the role that adult education and literacy programs play in opening the door to education and employment that leads to better wages and a higher standard of living. Do it for them emphasizes the transformative effect that adult education and literacy programs have on families and communities,” said Jennifer Foster, ICCB Director of Adult Education and Workforce.

The campaign also includes a toll-free phone number and website [ILAdultEducation.org](http://ILAdultEducation.org) that provides comprehensive information on the high school equivalency testing, career pathways, and a zip code locator to identify local adult education and literacy programs.

Lawrence Education Center, Springfield, is one of the 79 providers funded through the ICCB to ensure adults have access to high quality literacy instruction, workforce preparation, and occupational training to enter in career pathways, obtain a sustainable wage, and meet the regional and local labor market need in Illinois.

“Lawrence Education Center prepares learners for educational and career success through programs that allow students to earn a GED or high school diploma,” said principal Kathi Lee.” “Students have opportunities to explore careers and career pathways, learn employability and job survival skills, develop leadership skills, learn financial literacy skills, and earn skills leading to a certificate or credential.”

“In the new economy where the future of work will demand advanced skills and training, Lawrence Education Center and the diverse network of providers across the state stand ready to prepare adult learners to face these challenges. I encourage adults to pick up the phone or go online and get connected with a provider in their local community,” said Foster.

The billboard campaign was made possible through the Outdoor Advertising Association of Illinois’ Public Service Program that assists not-for-profit organizations and governmental agencies with communicating critical messages to the motoring public. The Marketing and Public Relations Office at Carl Sandburg College, Galesburg, assisted pro bono in the design of the billboards.

For additional information on adult education and literacy programs visit [www.iladulthoodeducation.org](http://www.iladulthoodeducation.org).

As the third largest community college system in the country and the leading public workforce development trainer in the state, Illinois community colleges serve over 600,000 residents each year in credit, noncredit, and continuing education courses. Illinois is home to 48 colleges in 39 community college districts which provide high quality, accessible, cost-effective educational opportunities to the entire state. The Illinois Community College Board is the state coordinating board for community colleges and has statutory responsibility for administering state and federal grants to community college districts and adult education providers and managing high school equivalency testing for Illinois.

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For the purpose of compliance with Section 511 of Public Law 101-166 (the Stevens Amendment), approximately 100% federal funds were used to produce.