

MINDS THAT MOVE US PARTNERS AWARDED GLOBAL DAVEY

Initiative website calling for innovations in education and training models recognized

WASHINGTON, D.C. — With more than 3,000 global entries, the Academy of Interactive and Visual Arts (AIVA) awarded the partners associated with the *Minds That Move Us* (MTMU) initiative a global Davey Award for its website that challenges communities across the nation to design innovative education and training models that create social equity and economic mobility for all.

The MTMU initiative is funded by the ECMC Foundation, a national foundation that makes investments in postsecondary programs to improve educational outcomes among underserved populations; partners leading the initiative include the Institute for Educational Leadership (IEL), Coalition for Adult Basic Education (COABE) and the National Association for State Directors for Adult Education (NASDAE).

Driven by the market demands of business and industry as well as the needs of students, MTMU engages the bright minds of public/private partners to examine the current education and training gaps within their communities and then create models that can be scaled and replicated within various industries.

“It’s an honor to have been awarded a Davey as our partners have worked extremely hard to make sure that communities across the nation know about the MTMU and engage in the challenge,” said IEL President, Johan Uvin. “Our website is one of the critical communication mediums that support our work and inform the public/private stakeholders that are participating in the MTMU challenge.”

The Davey Awards is judged and overseen by the AIVA, a 700+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current membership represents a “Who’s Who” of acclaimed media firms including Condé Nast, Disney, General Electric, Microsoft, Monster.com, MTV, and Yahoo! to name a few.

“We are proud to showcase those who utilize flawless execution, groundbreaking technology, and a fresh approach to the thought process to generate amazing content,” noted AIVA Executive Director, Derek Howard.

The MTMU website at www.MindsThatMoveUs.org was designed and deployed in partnership with Full Capacity Marketing, Inc (FCM), a national marketing and communications firm that specializes in workforce, education and economic development missions.

Uvin said, “Our partners really enjoyed working with the team at FCM and they delivered a highly strategic website in a very short amount of time, along with other communication tools and capacity building webinars. We appreciate their dedication and alignment with our workforce and education mission.”

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Since 1964, IEL has equipped leaders to work together across boundaries to build effective systems that prepare children, youth, and now adults for postsecondary education, careers, and citizenship. COABE represents more than 55,000 adult educators who organize efforts to advance national and international adult education and literacy opportunities for all persons. NASDAE advances the leadership of state staff in adult education throughout the states and territories so that every program will be of quality and excellence to increase literacy and prepare adults for success as contributing members of society through work, community and families.