



ADULT LEARNER SUCCESS STORY

Yeli Romero | Michigan



Adult education gave Yeli the skills to grow her new business in the United States. When Yeli moved to the United States from Mexico at 16 years old, she had very little English training. She remembers sitting in class for weeks without understanding anything her teachers were saying. She managed to graduate from high school, but her English proficiency was still quite limited.

Years later, Yeli and her husband wanted to start a marketing company serving the Hispanic community in Grand Rapids. She knew that her current English proficiency would not be enough to grow her new business. Fortunately, she heard about the Literacy Center of West Michigan (LCWM) and its one-on-one adult tutoring program. Her tutor supported her as she developed her new company by improving her written communication, cultivating her verbal skills for business meetings, and connecting her to COABE's Grow with Google scholarship program.

In this year alone, Yeli has earned certifications in Project Management and Digital Social Media Marketing, as well as completing a class in public speaking at a local community college. With the support of her tutor, Yeli has also composed professional proposals for prospective clients.

Her next goal is to find a physical office space to meet with clients and interview potential employees. On a personal level, she wants to use what she has learned at LCWM to support others in the community who suffer from alopecia like she does. This condition used to make her feel self-conscious and isolated, but now she wants to use her improved communication skills and social media proficiency to connect with more people and bring more awareness to the issue. ■

Inspiring educators so adults succeed and communities thrive