



Florida Literacy Coalition

ANNUAL REPORT

FY 2021-22



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

This last year has been one of transition for FLC and the adult education and literacy organizations that we serve. Emerging from a year in which our focus was primarily on supporting providers through the challenges of the pandemic, this year presented new opportunities for renewal and growth.

The need for services continues to be great. Approximately one in four adult Floridians have below basic literacy skills and 35% have low functional numeracy skills. There has never been a more important time to provide access to affordable, high-quality adult education. These programs enable people to acquire skills leading to jobs and careers which provide family-sustaining wages.

We congratulate all the programs, instructors and administrators who have succeeded with their students through challenging times and found new ways to deliver instruction. It's been our privilege to provide free professional development opportunities, grants and other resources in support of the important work that you do. This annual report summarizes FLC's programs and services over the last year, which our outcome measures indicate are making a difference!

We value our strong partnerships with the Florida Department of Education, Florida Blue Foundation, Wells Fargo, Kislak Family Foundation, Simply Healthcare, and Southwest Airlines, among others, that make this important work possible. Thanks also to FLC's staff, Board, and volunteers who drive our mission and make it a pleasure to work for such an outstanding organization. Literacy gives people the ability to navigate their lives with dignity. FLC and our network partners are committed to ensuring that all Floridians have access to quality English language and literacy instruction.

Sincerely,



Gregory Smith
Executive Director
Florida Literacy Coalition, Inc.

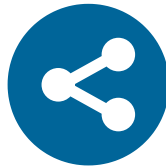
OUR MISSION

Established in 1985, The Florida Literacy Coalition (FLC) promotes, supports, and advocates for the effective delivery of quality adult and family literacy services in the state of Florida.

As a statewide umbrella literacy organization and the host of Florida's State Literacy Resource Center, FLC provides a range of services to support more than 200 adult education, literacy, and family literacy providers throughout Florida. Special emphasis is placed on assisting community-based literacy organizations with their training and program development needs.



Training and Technical Support



Resource Sharing



Florida Literacy Conference



State Literacy Hotline



Health Literacy Initiative



Financial Literacy Initiative



Special Projects

FLC STAFF

Gregory Smith
Executive Director

Nicole Caban
Education & Training Coordinator

Heather Surrency
Health & Financial Literacy Coordinator

Aissa Hernandez
Resource Specialist

Susan Chapman
Bookkeeper

Zahra Nathoo
Event Management Intern

ADULT LITERACY IN FLORIDA



In Florida,
1 IN 4 ADULTS
lacks basic literacy skills.

Approximately 17.2 million adult Floridians aged 16 and older are unable to perform everyday tasks, such as:

- signing their name on a signature line
- reading warning labels on medication
- calculating the cost on an order form
- locating streets on a map

KEY FINDINGS FROM THE PIAAC SURVEY OF ADULT SKILLS



The literacy and numeracy skills of adult Floridians are below the national average.



Florida's average literacy score ranks 42nd in the U.S.



8 of the 10 counties with the lowest scores are also counted among the 10 poorest counties.

Get more adult literacy facts on the [Facts & Statistics page](#) of our website.

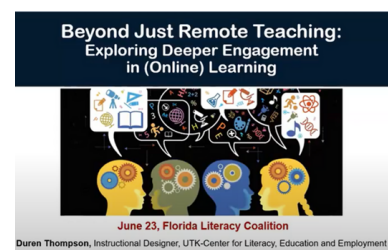


TRAINING & TECHNICAL SUPPORT

FLC offers professional development opportunities which provide literacy practitioners and volunteers with tools and resources to enhance program quality.

33
TRAINING
SESSIONS

1,086
PEOPLE
TRAINED



TRAININGS INCLUDED:

- Getting to the Conversation – In English!
- Do the “Write” Thing, Writing Strategy for ESOL Instruction
- Digital Literacy and Adult Learning Strategies for Success
- Strategies for Teaching English Conversation
- Effective Listening Strategies for ESOL Learners
- Contextualizing ESOL Instruction for Life and Work in the U.S.
- Math Strategies for ABE and GED
- The Struggle is Real! Reading Strategies for Struggling Readers
- Beyond Just Remote Teaching Exploring Deeper Engagement in Online Learning
- Educating Adult Learners About Employment Opportunities in Healthcare
- Developing an Impactful 2 Generational Family Literacy Program



Special thanks to the Florida Department of Education for supporting a range of professional development and support services offered by FLC in our capacity as Florida's Adult and Family Literacy Resource Center.

SUPPORTING VOLUNTEER-BASED LITERACY

Many of Florida's community-based literacy organizations rely on volunteers to operate and provide services to adults in need. FLC provides multiple forms of support to aid and promote volunteer-based literacy programs.

FLORIDA'S COMMUNITY-BASED LITERACY ORGANIZATIONS MAKING A DIFFERENCE!

With the support of many dedicated volunteers, Florida's nonprofit and library-based providers had a significant impact this year on the lives of adult learners.



Results of the FLC 2021 CBO Survey - 35 programs reporting.

ONLINE TUTOR TRAINING COURSE

This free facilitated course provides instructional fundamentals to new tutors and teachers in areas such as how adults learn, phonemic awareness, the components of reading, lesson planning, and more.

ESOL TEACHER/TUTOR SYMPOSIUMS

These sessions hosted virtually focused on effective ESOL teaching approaches, strategies and resources.

TRAINING MATERIALS GRANTS

The Adult and Family Literacy Resource Center provides grants for trainers and workshop materials to community adult basic education and literacy organizations.

19TH ANNUAL LITERACY LEADERSHIP INSTITUTE

This free professional development opportunity is designed for directors, program coordinators, and board members of nonprofit and library-based adult and family literacy programs. Topics covered at the 2022 Leadership Institute included:

- *Promising Practices for Remote ESOL*
- *Building Community Partnerships and Collaboration*
- *Marketing your Program to Potential Students, Volunteers and other Stakeholders*
- *Teaching Skills that Matter*
- *Targeted Small Group Discussions on Issues of Interest*
- *New Funding Opportunities and New Technology Resources*

Special thanks to the Florida Department of Education for their support.

RESOURCE SHARING

FLC's website is a comprehensive portal to adult education and literacy news, data, and resources. Adult educators, administrators, and other literacy professionals can access curriculum, teaching materials, information about grant opportunities, and more. FLC also utilizes extra methods to raise awareness about professional development opportunities, literacy news, and other events throughout the state of Florida.

www.floridaliteracy.org
welcomed
168,036 visitors
from July 2021 to June 2022



SOCIAL MEDIA



1,954
likes



3,872
followers



616
followers



928
subscribers

QUARTERLY E-NEWSLETTER



2,958 subscribers

RESOURCE CLEARINGHOUSE

Florida's Adult and Family Literacy Resource Center provide a wide range of free reference and outreach materials, serving as a clearinghouse for the distribution of quality resource materials for literacy instructors and administrators. In 2020-21, FLC sent 1,035 **free materials** to Florida providers.



Widely used throughout the U.S., FLC's health literacy curriculum has more than **1 million downloads.**

FLORIDA LITERACY CONFERENCE

The 38th Annual Florida Literacy Conference was successfully held in Orlando, FL on **April 27 - 29**. The three-day conference provided 53 professional development sessions for adult literacy tutors, teachers, and program administrators across the state.

38TH Annual Florida Literacy Conference
The Florida Hotel • Orlando, FL
April 27 - 29, 2022



Former U.S. Poet Laureate Billy Collins was keynote speaker at the closing awards luncheon.

292
ATTENDEES

53
SESSIONS OFFERED

[See the 2022 Conference Program for more details](#)

SPECIAL THANKS TO OUR CONFERENCE PRESENTERS AND SPONSORS FOR MAKING THIS EVENT POSSIBLE



PROMOTING LITERACY: THE LITERACY HOTLINE



FLC promotes reading and raises awareness about literacy issues in Florida. A trained referral specialist provides on-call information about education programs throughout the state. People seeking programs can also use the online search directory on FLC's website to find locations by county.

FLC made
2,692
REFERRALS
to
200+
PROGRAMS
from October 2021
to June 2022.



It's Never Too Late to Learn

Learn more about low-cost or free adult education and GED® classes near you.

Aprende Inglés en Florida

Busca clases de inglés y tutoría en Florida.

VOLUNTEER REFERRALS

Prospective literacy volunteers can call the Florida Literacy Hotline or browse the online directory to search for local volunteer opportunities. More than **2,100 volunteer referrals** were made in 2021-22.

The toll-free Florida Literacy Hotline and online directory are made possible through the generous support of the Florida Department of Education, Division of Career & Adult Education.

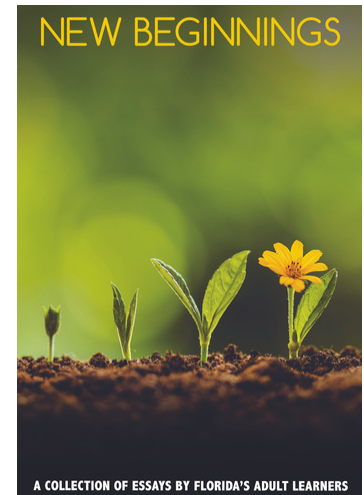
SPECIAL PROJECTS TO PROMOTE LITERACY

FLC works to educate and support adult learners interested in self-improvement through program referrals, development opportunities, and other free resources.

Special initiatives this year included:

ADULT LEARNER ESSAY BOOK

Since its inception in 2005, this is one of FLC's most popular initiatives. The 18th edition, *New beginnings*, features **288 essays** from adult learners in every corner of the state. Previous editions of the adult learner essay book can be seen on our [Essay Book page](#).



KISLAK FAMILY FOUNDATION GRANT

In 2021, FLC received a \$100,000 grant from the Kislak Family Foundation to support adult education and family literacy programs and initiatives in the Sunshine State. This included the launch of the [Florida Online English Class Pilot Program](#).

This program uses a conversation-based model to address topics that concern many immigrants, such as health care, healthy lifestyle, education, and managing finances. With the support of trained volunteer instructors, this multiorganizational collaborative offers free weekly online classes to provide adult Floridians with an additional opportunity to practice their conversational English.

8

CLASSES OFFERED

139

STUDENTS SERVED

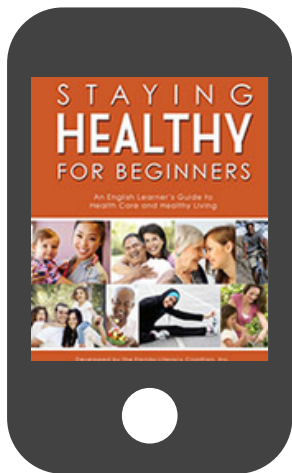
SPECIAL PROJECTS (CONTINUED)

STAYING HEALTHY AUDIO BOOK

FLC developed a narrated audio track for the digital version of Staying Healthy: An English Learners Guide to Healthcare and Healthy Living <https://floridaliteracy.org/books/staying-healthy-audio/>



HEALTH LITERACY ED TECH MAKER SPACE PROJECT



A team of adult educators teamed up to develop new, hands-on health literacy resources as part of the Staying Healthy EdTech Maker Space Project. Participants learned how to effectively use popular educational technology tools, including Jamboard, Wakelet, and Quizlet, and then applied their new skills to develop a common-use library of over 200 free reusable health literacy resources, including interactive games and activities. Special thanks to the EdTech Center at World Education for partnering with FLC in this initiative. Check out the resource libraries for [Staying Healthy](#) and [Staying Healthy for Beginners](#)

PROMOTING STUDENT ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

In collaboration with SCORE of Jacksonville, FLC offered a three-part webinar course, customized for adult education students, on the fundamentals of starting a small business. Participants were given the opportunity to be paired with a professional mentor to receive one-on-one assistance in developing and implementing a business plan.

FLORIDA HEALTH LITERACY INITIATIVE

With the generous support of the Florida Blue Foundation, this initiative provides instructional resources, teacher training, and grants to support the successful integration of health education into adult literacy, ESOL, and family literacy instruction. This program has served 24,203 students since 2009.



In May 2021, the Florida Blue Foundation and FLC awarded 14 organizations with \$5,000 grants.

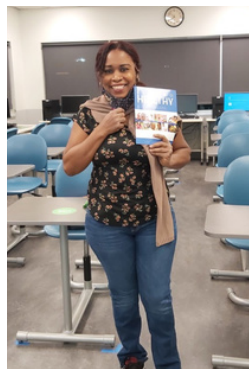
- Atlantic Technical College, Arthur Ashe Campus
- Adult Learning Center Osceola
- Collier County Adult Education
- School District of DeSoto County
- El Sol, Jupiter's Neighborhood Resource Center
- Flagler Technical Institute
- Learn to Read of St. Johns County
- Literacy Alliance of Northeast Florida
- Literacy Council of Sarasota
- Miami Dade College, Hialeah Campus
- Safe Children Coalition
- Pensacola State College
- United Food Bank of Plant City

FY 2021-22 PROGRAM RESULTS



1,100
STUDENTS SERVED

71%
DEMONSTRATED INCREASED
HEALTH LITERACY KNOWLEDGE



Percentage of students engaging in health behaviors while participating in the program:

33% visited a doctor	48% changed eating habits
47% started exercising regularly	28% visited a new health website

FLORIDA FINANCIAL LITERACY INITIATIVE

FLC is proud to partner with Wells Fargo in establishing a statewide financial literacy program for students in adult literacy, ESOL, and family literacy programs. This initiative supports the integration of literacy and math instruction and financial education, promoting a contextualized approach to learning. This program has served 6,540 students since 2014.



In December 2021, Wells Fargo and FLC awarded 8 organizations with \$5,000 grants.

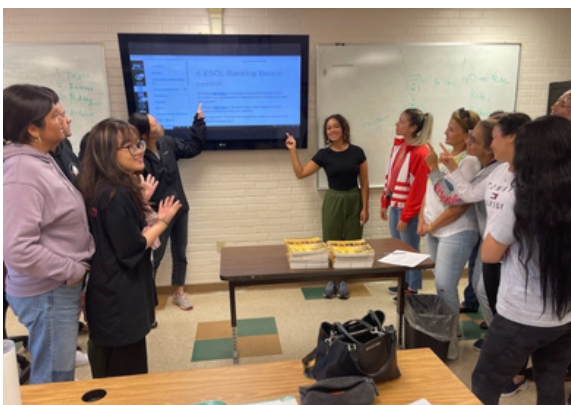
- Atlantic Technical College
- El Sol, Jupiter's Neighborhood Resource Center
- Learn to Read St. Johns County
- Literacy Alliance of Northeast Florida
- Literacy Volunteers of Collier County
- Pensacola State College
- School District of DeSoto County
- Seminole State College

FY 2021-22 PROGRAM RESULTS



670
STUDENTS SERVED

69%
DEMONSTRATED INCREASED
FINANCIAL LITERACY KNOWLEDGE



Percentage of students engaging in financial behaviors during the program:

80% opened a bank account

84% better understand how to avoid scams, fraud, and identity theft

90% improved their ability to manage personal finances

SOUTHWEST AIRLINES TICKET CONTEST

Southwest Airlines and FLC teamed up to make airline tickets available to support community-based literacy. A ticket contest was held and five nonprofit literacy organizations were chosen to receive round-trip tickets to aid their fundraising efforts. FLC was fortunate to be selected in a national competition to receive 50 round-trip tickets in celebration of Southwest Airlines 50th Anniversary!

Southwest® 2021 CONTEST WINNERS



Learn to Read of St. Johns County held its Rubber Duck Regatta, where the first-place winner of the contest received Southwest Airlines tickets as the grand prize.

DePorres Place Adult Literacy Center had its "Cocktails and Croquet" fundraiser, where the Southwest Airlines tickets were used as part of their silent auction.

Manatee Literacy Council used the tickets in a drawing accompanying their annual fundraiser, "Flavours of Literacy."

Literacy Volunteers of Monroe County partnered with Benihana to invite local literacy supporters, chefs, and residents to participate in a cook-off event. Tickets were auctioned as the big prizes of the night.

Volusia Literacy Council auctioned off the tickets at their Literacy Gala Silent Auction event.

Literacy Volunteers of South Sarasota County raffled the tickets to increase their funds for their annual Venice Book Fair and Writers festival.



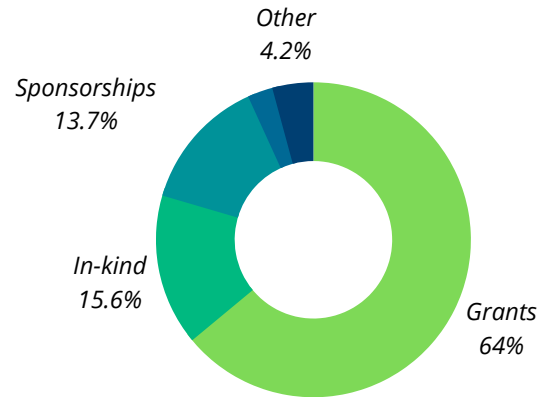
STATEMENT OF ACTIVITIES

FINANCIAL DATA FROM JULY 1, 2021 – JUNE 30, 2022

If you would like to request a full copy of our financial statements, or have questions about our financial data, contact Bookkeeper Susan Chapman.

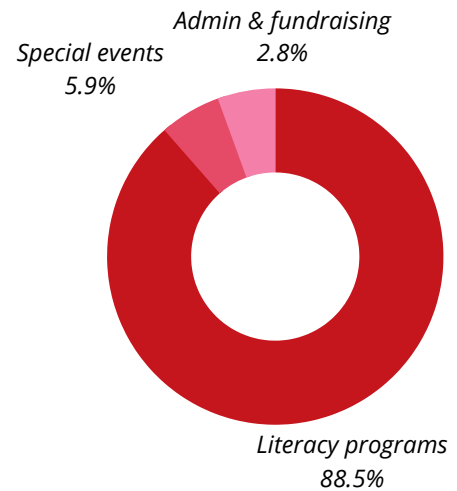
SUPPORT & REVENUE

Grants	\$ 400,093
In-kind revenue	97,262
Sponsorships	85,407
Membership fees	16,201
Other	26,376
Total	\$ 625,339



EXPENSES

Literacy programs	\$ 502,772
Special events	33,519
Admin & fundraising	31,522
Total	\$ 567,813



With the support of our corporate and foundation sponsors, FLC distributed more than \$142,000 in grants to support Florida adult education, literacy, and family literacy programs.

INSTITUTIONAL SUPPORTERS

A very special thanks to the following contributors to FLC:



Clara Louise Augustine for her generous support.

BOARD OF DIRECTORS

President:

Jan Setzekorn, *READ Pinellas*

Treasurer:

Heidi Curtis, *Florida Blue*

Members:

Ann Breidenstein, *Learn to Read of St. Johns County*

Chris Catania, *Wells Fargo*

Alison Hoefler, *Southwest Airlines*

Mark Jamieson, *MPH Law, PLLC*

ADVISORY BOARD

Cindy Godby
Seminole State College

Trish Rowland
SB Idea, Inc.

Ann Breidenstein
Learn to Read of St. Johns County

Frank Lewis
Columbia County Library

Judy Ireland
DePorres Place

We would also like to thank all of our donors, members, and volunteers who generously support the Florida Literacy Coalition.



FLORIDA LITERACY COALITION, INC.

**Florida's Adult and Family
Literacy Resource Center**

www.floridaliteracy.org



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