FLORIDA LITERACY COALITION

ANNUAL REPORT
FY 2019-2020
Dear Friends,

We are living in rapidly changing and challenging times, making the work of the Florida Literacy Coalition and the adult education and literacy programs that we support all the more important.

The last quarter of this fiscal year saw the onset of a worldwide pandemic that upended our lives and fundamentally changed the way adult education programs offer services. FLC responded to this crisis by providing targeted professional development and resources to assist programs with the transition from in-person classes and tutoring to offering online instruction. It’s a testament to the tenacity and ingenuity of Florida’s adult literacy providers, instructors, and students that most programs were able to successfully make this transition under very challenging circumstances.

In April, the National Center for Education Statistics released the PIAAC skills map and report, with state and county estimates on adult literacy and numeracy. The long-awaited study indicated that 24% of Florida adults perform at the lowest literacy level and 35% perform at the lowest numeracy level, putting our state below the national average on both metrics. The release of this report, which was largely overshadowed by the COVID-19 crisis, should serve as a call to action. We can and must do better.

The stark reality is that students enrolled in adult education, literacy, and family literacy programs have been among those hardest hit by this pandemic, both from a financial and health perspective. 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.

Everyone deserves the opportunity to have a dignified quality of life and FLC will continue to work with our nonprofit, government, corporate, foundation, and individual partners throughout Florida to make this a reality.

Thank you for your ongoing commitment to helping Floridians reach their full potential!

Sincerely,

Gregory Smith
Executive Director
Florida Literacy Coalition, Inc.
Established in 1985, the Florida Literacy Coalition promotes, supports, and advocates for the 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 Adult and Family Literacy Resource Center, FLC provides a range of services to support more than 250 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.

Our Mission

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Programs & Initiatives

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

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

In 2019-20, FLC held 26 training sessions and trained a total of 1,182 people.

Trainings Included:

- Let's Speak English! Teaching English Conversation Skills
- What Works! Research and Practice in Adult Education
- Strategies for Essay Writing: Helping Adults Become Stronger Writers
- Strategies for Recruiting Adult Learners
- Resource Roundup: Helping Adult Learners Identify Key Health & Financial Resources During the COVID-19 Emergency
- Virtual Insanity: An Overview of Popular Distance Learning Resources
- Reboot Your Digital Strategy
- Preparing Your Students for the Next Step: Exploring Health Career Opportunities in Florida
- What's New in Immigration Law
- Math Strategies for Adults - At a Distance!
- Vocabulary Game Plans for ESOL Teachers and Tutors

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.
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.

| 13,371 students served | thanks to  
3,855 active tutors  
+ 758 other volunteers |
|-----------------------|-------------------------|
| Volunteers worked for  
a grand total of  
198,488 hours | The value of volunteer  
hours was equal to  
$5,047,550  
for the year! |

Results of the FLC 2019 CBO Survey - 33 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.

**Regional Teacher/Tutor Symposiums**

These one-day sessions hosted in multiple locations throughout Florida that focus on effective 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. FLC distributed 132 training materials in 2019-20.

**17th 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 2020 Leadership Institute included:

- A Market Research Approach to Recruiting and Retaining Adult Learners
- Strategic Program Evaluation
- Fund Development Strategies that Provide Good Return on Investment
- Effectively Marketing Your Program on a Budget
- Engaging Students on the 2020 Census
- Developing Win-Win Community Partnerships

*Special thanks to the Florida Department of Education for their support.*
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 120,309 visitors from July 2019 to June 2020.

Social Media

1,635 likes
3,880 followers
237 followers
523 subscribers
48.8k impressions

Quarterly E-Newsletter

2,870 subscribers

Resource Clearinghouse

Florida’s Adult and Family Literacy Resource Center provides 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 2019-20, FLC sent 2,385 free materials to 29 organizations.

Widely used throughout the U.S., FLC’s health literacy curriculum has more than 1 million downloads.
Due to the COVID-19 pandemic, FLC canceled the annual Conference scheduled to take place in April 2020. Fortunately, FLC staff and the conference planning committee teamed up to shift the event to an online format, and the first Florida Literacy Virtual Conference took place June 25-26, 2020. This free online event was made possible through the generous support of our Conference sponsors. The portal features the Conference schedule and recordings of each session along with presentation materials.

Click here to view the 2020 conference portal.

269 attendees

11 sessions offered
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. 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.

FLC made 13,892 referrals to 365 programs from July 2019 to June 2020.

Volunteer Referrals
Prospective literacy volunteers can call the Florida Literacy Hotline or browse the online directory to search for local volunteer opportunities. More than 2,000 volunteer referrals were made in 2019-20.
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 16th edition, *The Path Taken*, features 215 essays from adult learners in every corner of the state. Three of the authors were invited to record themselves reading their essays, and the resulting video was played during the opening session of the 2020 Florida Literacy Virtual Conference.

**GED Math App**
FLC partnered with CrowdED Learning to turn the popular GED Math Videos section of our website into an app featuring targeted videos on Khan Academy. This free app allows users to explore, watch, and track their viewing of videos on a mobile device, all organized to support preparation for the GED math exam.

**Market Research Project on Student Recruitment in Adult Education**
FLC conducted a series of focus groups to gain insight into how best to reach prospective new learners. The resulting white paper from this market research project discusses key messages, terminology, and communication methods that may be effective in recruiting adult learners.

**Florida Counts: Promoting the 2020 Census**
Thanks to the generous support of Florida Counts, FLC conducted a statewide adult education campaign to promote and support participation in the 2020 national Census.
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 19,237 students since 2009.

In May 2020, the Florida Blue Foundation and FLC awarded 14 organizations with $5,000 grants.

- Atlantic Technical College, Arthur Ashe Campus
- Broward Community Schools
- Collier County Adult Education
- DeSoto County Schools
- El Sol, Jupiter's Neighborhood Resource Center
- Flagler Technical Institute
- The Language Learning Center at Maitland Presbyterian Church
- Learn to Read of St. Johns County
- Literacy Alliance of Northeast Florida
- Miami Dade College - Hialeah Campus
- Safe Children Coalition
- School District of Osceola County
- United Food Bank of Plant City

FY 2019-20 Program Results

2,513 students served

77% demonstrated increased health literacy knowledge

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

- 42% visited a doctor
- 49% changed eating habits
- 44% started exercising regularly
- 31% enrolled in a health insurance plan
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 4,500 students since 2014.

In October 2019, Wells Fargo and FLC awarded 8 organizations with $5,000 grants.

- Adult Literacy League, Orlando
- Broward County Community Schools
- DeSoto County Schools
- El Sol, Jupiter’s Neighborhood Resource Center
- Learn to Read of Jacksonville
- Learn to Read St. Lucie County
- Sarasota Family YMCA
- Seminole State College

**FY 2018-19 Program Results**

- **817 students served**
- **82% demonstrated increased financial literacy knowledge**

Percentage of students engaging in financial behaviors during the program:

- **43%** opened a bank account
- **92%** better understand how to avoid scams, fraud, and identity theft
- **76%** improved their ability to manage personal finances
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 selected to receive two round-trip tickets to aide in their fundraising efforts. The remaining tickets were used to support FLC’s statewide programs.

2019 Contest Winners

**Adult Literacy League** used the tickets as an online auction item during their Literacy Saves Lives event, raising an overall total of $6,637.

**DePorres Place Adult Literacy Center** raffled the airline tickets at their annual student & volunteer holiday party, where they raised more than $5,000. The funds raised at this event help pay for year-round programming.

**Lake Wales Literacy Council** raffled the tickets in their "Read, Plane and Simple" campaign, raising more than $1000 to buy books needed for ESOL students to study for naturalization tests.

**Learn to Read of St. Lucie County** auctioned off the tickets as a centerpiece item at their 11th annual Feast For Literacy.

**Volusia Literacy Council** auctioned off the tickets at their 9th annual Lights for Literacy Gala.
FINANCIAL DATA FROM JULY 1, 2019 — JUNE 30, 2020

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**

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<th>Source</th>
<th>Amount</th>
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**EXPENSES**

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<td>Special events</td>
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<td>Admin &amp; fundraising</td>
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With the support of our corporate and foundation sponsors, FLC distributed more than $115,000 in grants to support Florida adult education, literacy, and family literacy programs.
A very special thanks to the following contributors to FLC:

Board of Directors
President: Jan Setzekorn, READ Pinellas
Treasurer: Mark Jamieson, MHJ Law
Members: Judy Bradshaw
          Alison Hoefler, Southwest Airlines
          Heidi Curtis, Florida Blue
          Chris Catania, Wells Fargo

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’s Adult and Family Literacy Resource Center

Office Address:
235 Maitland Avenue S, Suite 102
Maitland, FL 32751

Office Phone:
(407) 246-7110

Fax:
(407) 246-7104

Literacy Hotline:
1-800-237-5113

Email:
contact@floridaliteracy.org

The Florida Literacy Coalition is a 501(c)(3) nonprofit organization.