Florida Literacy Coalition
ANNUAL REPORT
FY 2020-21
Dear Friends,

The last year has been one like no other. The pandemic upended the way that education organizations offer services, and FLC was certainly no exception. In response, FLC modified our programs, grant offerings, and professional development opportunities to help local programs meet the realities of their new situation. It’s a testament to the tenacity and ingenuity of Florida’s adult literacy organizations, instructors and students, that most programs were able to successfully continue and, in some cases, expand upon their services.

One thing that hasn’t changed is the need. Approximately one in four adult Floridians have below basic literacy skills and 35% have low functional numeracy skills. Students enrolled in adult literacy, ESL, and family literacy programs have been among those hardest hit by COVID. 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.

In 2021, FLC was pleased to welcome the Kislak Family Foundation as a new partner and supporter. The Foundation’s grant of $100,000 will support several new programs, including the Florida Online English Class Pilot Program, the Kislak "Get Connected" Equipment Fund, and planning grants to establish family literacy programs.

We value our strong continuing partnerships with the Florida Department of Education, Florida Blue, Wells Fargo, 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.
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.

**FLC STAFF**

**Gregory Smith**  
*Executive Director*

**Nicole Caban**  
*Education & Training Coordinator*

**Heather Surrency**  
*Health & Financial Literacy Coordinator*

**Aissa Hernandez**  
*Resource Specialist*

**Susan Chapman**  
*Bookkeeper*

**Quinn Dycus**  
*Event Management Intern*
The literacy and numeracy skills of adult Floridians are below the national average.

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.

25 TRAINING SESSIONS

995 PEOPLE TRAINED

TRAININGS INCLUDED:

- Evidence-Based Literacy Practices for Adult Educators
- Workforce Readiness with the Integration of Entry-Level Certifications
- ESOL Teaching Strategies: Dialogues, Drills and other Classroom Tips
- Write Now! Instructional Strategies for Teaching Writing in F2F, Blended and Virtual Classes
- Close Reading Strategies to Improve Comprehension of Informational Text
- Strategies for Teaching ESOL Listening and Conversation Skills Through Distance Learning
- Distance Learning Course - Digital Strategy Reality Check
- I Only Need Math! - Math Teaching Strategies for Adults
- Sharing Across State Lines: Teaching and Learning Resources from Literacy Minnesota
- Train the Tutor Trainer

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.

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

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.

<table>
<thead>
<tr>
<th>STUDENTS SERVED</th>
<th>12,264</th>
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<tbody>
<tr>
<td>ACTIVE TUTORS</td>
<td>2,754</td>
</tr>
<tr>
<td>OTHER VOLUNTEERS</td>
<td>266</td>
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Volunteers worked for a grand total of 152,053 hours.

The value of volunteer hours was equal to $4,135,864 for the year!

Results of the FLC 2020 CBO Survey - 34 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.

18TH 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 2021 Leadership Institute included:

- Grassroots Marketing Strategies for Student/Volunteer Recruitment and Brand Building
- Fourteen Building Blocks for a Quality Adult Literacy Program
- New Developments in U.S. Immigration Law and Policy
- Student Goal Setting to Inform Instruction and Measure Outcomes
- Building Strategic Partnerships to Serve Adults in Need

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 124,679 visitors from July 2020 to June 2021

SOCIAL MEDIA

- Facebook: 1,688 likes
- Twitter: 3,863 followers
- Instagram: 380 followers
- YouTube: 730 subscribers

QUARTERLY E-NEWSLETTER

2,347 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 2020-21, FLC sent 3,486 free materials to 19 organizations.

Widely used throughout the U.S., FLC's health literacy curriculum has more than 1 million downloads.
The 37th annual Florida Literacy Conference was held virtually for the second year in a row due to the COVID-19 pandemic. The Conference took place April 28-30.

306 ATTENDEES

29 SESSIONS OFFERED

SPECIAL THANKS TO OUR CONFERENCE PRESENTERS AND SPONSORS FOR MAKING THIS EVENT POSSIBLE
FLC made 6,845 referrals to 365 programs from October 2020 to June 2021.

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.

VOLUNTEER REFERRALS

Prospective literacy volunteers can call the Florida Literacy Hotline or browse the online directory to search for local volunteer opportunities. More than 500 volunteer referrals were made in 2020-21.

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 17th edition, *Live Inspired*, features 196 essays from adult learners in every corner of the state. Eight of the authors were invited to record themselves reading their essays, and the resulting video was played during the opening session and annual meeting of the 2021 Florida Literacy Conference.

KISLAK FAMILY FOUNDATION GRANT
In April 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. The grant will support several new programs, including the Florida Online English Class Pilot Program, the Kislak "Get Connected" Equipment Fund, and planning grants to establish family literacy programs.

DIGITAL HEALTH LITERACY COURSE
This new, interactive tool helps adult learners build their digital health literacy skills using demonstration videos and hands-on activities. Whether used as a group classroom activity or assigned individually, this freely available virtual course is a useful tool for digital literacy curricula.

DISTANCE LEARNING AND DIGITAL LITERACY SOFTWARE GRANTS
FLC awarded more than $20,000 in-kind technology software grants to 10 community-based literacy organizations and small school district/college adult education programs for the acquisition of software/subscriptions for online learning. The grants were accompanied by training sessions featuring digital education tools and promising practices. The focus was to help under-resourced providers improve student-centered practices in teaching digital literacy and offering distance and blended learning instruction.
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 1,353 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

PROGRAM RESULTS

1,353 STUDENTS SERVED

62% DEMONSTRATED INCREASED HEALTH LITERACY KNOWLEDGE

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

- 58% visited a doctor
- 54% changed eating habits
- 52% started exercising regularly
- 96% recommend the program
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 # 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

PROGRAM RESULTS

<table>
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<th>650 STUDENTS SERVED</th>
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<tr>
<td>68% DEMONSTRATED INCREASED FINANCIAL LITERACY KNOWLEDGE</td>
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Percentage of students engaging in financial behaviors during the program:

- 65% opened a bank account
- 82% better understand how to avoid scams, fraud, and identity theft
- 83% 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.

**Learn to Read of St. Johns County** held their Rubber Duck Regatta, where the first-place winner of the contest received the Southwest Airlines tickets as the grand prize. The event was a big success and raised $20,000.

**Adult Literacy League** auctioned off the tickets during their annual event, "Reading Between the Wines."

**Manatee Literacy Council** used the tickets in a drawing accompanying their annual fundraiser.

**Literacy Pros Jacksonville** invited Duval County youths to enter their Summer Reading “Ready for Take Off” Contest, and awarded the tickets to the first place winner of the contest.

**Learn to Read of St. Lucie County** auctioned off the tickets at their Spring for Literacy online auction, raising $500 toward their program.
If you would like to request a full copy of our financial statements, or have questions about our financial data, contact Bookkeeper Susan Chapman.

**FINANCIAL DATA FROM JULY 1, 2020 – JUNE 30, 2021**

With the support of our corporate and foundation sponsors, FLC distributed more than $110,000 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:**
Heidi Curtis, *Florida Blue*

**Members:**
- Judy Bradshaw
- Ann Breidenstein, *Learn to Read of St. Johns County*
- Chris Catania, *Wells Fargo*
- Alison Hoefler, *Southwest Airlines*
- Mark Jamieson, *MHJ Law, PLLC*

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  *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

www.floridaliteracy.org

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