Florida Literacy Coalition, Inc.
Florida’s Adult and Family Literacy Resource Center

2011-2012 Program Report
Our Mission

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

Training and Technical Assistance

As Florida’s Adult and Family Literacy Resource Center, the Florida Literacy Coalition (FLC) offers professional development opportunities that provide literacy practitioners and volunteers with tools and resources to enhance program quality and support volunteer-based literacy. This year we offered more than 34 trainings that benefitted more than 770 literacy practitioners. Training sessions included:

♦ ESOL Conversation Clubs: Design and Delivery
♦ Career Pathways
♦ Health Literacy
♦ Meeting the Needs of Diverse Adult Learners
♦ Making Financial Literacy Relevant in Difficult Times
♦ What Works: Adult Literacy Practitioners and Researchers Working Together to Improve Student Success
♦ Basic Literacy and ESOL Tutor Training
♦ Introduction to Grant Writing
♦ Motivating and Retaining Adult Learners

Promoting Student Involvement and Leadership

FLC works to educate and support adult learners interested in giving back to their programs and communities.

Special initiatives include:

♦ Florida Literacy Conference Adult Learner Day
♦ Adult Learner Essay Book
Literacy Awareness and Referral Hotline

FLC promotes reading and raises awareness about literacy issues in Florida. Through the Florida Literacy hotline, FLC provides on-call information about education programs and volunteer opportunities throughout the state.

Notable accomplishments for 2011-2012:
- Governor Scott recognized September as Florida Adult and Family Literacy Month. To recognize the month, FLC collaborated with the State Parks and the Department of Education, and other regional partners.
- The referral specialist assisted 1,226 individuals with their literacy needs.
- More than 40,300 literacy program referrals were made online via the FLC website.

28th Annual Florida Literacy Conference

Date: May 9-11, 2012
Location: St. Petersburg, FL

One of Florida’s premier literacy events, this three-day annual conference provided a wide range of training and networking opportunities to literacy practitioners and volunteers. Offerings included three pre-conference sessions, two general sessions, the Florida Literacy Awards banquet and a wide variety of concurrent workshops.

- Attendees: 613
- Sessions Offered: 66

2012 Florida Literacy Conference Program

2012 Conference Sponsors
- Florida Blue
- Southwest Airlines
- Publix Super Markets Charities
- Florida TechNet
- Cruise Industry Charitable Foundation
- Knology
- Dollar General
- St. Petersburg Clearwater
- Pinellas Public Library Cooperative
- Tampa Bay Times
Resource Sharing, Networking and Communications

FLC’s website, [www.FloridaLiteracy.org](http://www.FloridaLiteracy.org), is a portal to adult education, literacy news, data and resources. The site welcomed almost than 217,000 visitors in 2011, ranking it 5th of 47 state and national literacy organizations in website visitations.

In addition to a strong website presence, FLC has increased its social media influence. FLC’s [Facebook](http://www.facebook.com) page ranked 5th and [Twitter](http://www.twitter.com) ranked 2nd amongst the same group of state and national literacy organizations. The FLC blog has increased subscribers by over 300% since 2010. FLC has also started a presence on [LinkedIn](http://www.linkedin.com), [Pinterest](http://www.pinterest.com), [Flickr](http://www.flickr.com), and [Youtube](http://www.youtube.com).

Other modes of communication and networking services include:

- One hundred and twenty different resources are freely available through the [Florida Literacy Clearinghouse](http://www.floridaliteracy.org).
- [Literacy News](http://www.literacynews.org) and [e-Literacy newsletters](http://www.eliteracy.org) are both distributed biannually
- Discussion Lists
- [Tutor Resource Center](http://www.tutorresource.org)
- Volunteer Corps of Trainer Coaches
- Community Based Organizations (CBO) Survey Report documenting program data and CBO Professional Development Needs Assessment
- [Program Manger’s Toolkit](http://www.programmanager.org)
Florida Health Literacy Initiative

With the generous support of Florida Blue, this initiative provides instructional resources, teacher training and grants to promote and support the successful integration of health education into adult ESOL and family literacy instruction. In the FY 2011-12 grant year, 18 local adult and family literacy programs received $5,000 mini-grants for this purpose.

Summary of Program Results:

♦ Number of Students Served: 5,817
♦ Number of (pre and post tested) students who improved their health literacy: 82%
♦ Average increase in testing score: 42%

Healthy Lifestyle Changes

Percentage of students who:

♦ Changed their eating habits: 44%
♦ Enrolled in one or more insurance plans: 58%
  (private health insurance, Medicare, Medicaid and Florida Kid Care)
♦ Started exercising regularly: 40%
♦ Indicated that the health information they learned in class helped them in their everyday life: 86%

In November 2011, The Florida Literacy Coalition and the Florida Health Literacy Initiative received the U.S. Conference on Adult Literacy’s Award for Program Innovation and Collaboration.
AmeriCorps VISTA Literacy Initiative

In partnership with the Corporation for National and Community Service, FLC has been pleased to sponsor a statewide AmeriCorps* VISTA Literacy Initiative for the past 9 years. AmeriCorps* VISTA (Volunteer in Service to America) members work at FLC and with partnering literacy agencies to coordinate new sustainable initiatives, and to expand program capacity in areas such as program capacity building, financial literacy, and career pathways.

♦ Number of VISTA members serving FLC or partnering agency: 23
♦ Number of VISTA sites (including FLC): 11
♦ Number served through 2011: 2,130
♦ Amount raised in grants and in-kind support: $373,000

Online Tutor Training Course

The Florida Literacy Coalition launched an online statewide tutor training this fall. Participants go over modules that include topics such as how adults learn, phonemes, language experience stories, and more. The course cumulates with the completion of a lesson plan.

Since the course’s launch in September, FLC has facilitated 3 statewide trainings reaching out to 151 tutors. The statewide training is facilitated by a ProLiteracy certified trainer, takes 5-7 hours to complete and ends with an hour and a half conference call. During this time, FLC has also assisted 8 local literacy organizations in the facilitation of their own course.

Thanks to the following individuals who served on the Course Development Team: Troy Shimkus, Erika Greene, Greg Smith, Roberta Reiss, Joe Pankowiecki, Macario Garcia and Annie Schmidt
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Institutional Supporters

A very special thanks to the following contributors to FLC.

Florida Department of Education, Division of Career and Adult Education for their generous support of Florida’s Adult and Family Literacy Resource Center.

Florida Blue for their three year commitment in support of the Florida Health Literacy Initiative.

Corporation for National and Community Service for their continuing support of the Florida AmeriCorps VISTA Literacy Initiative

◆ GiveCamp Orlando
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We would also like to thank all of our members for their support of the Florida Literacy Coalition.