

# LITERACY NEWS



FLORIDA LITERACY COALITION, INC.

FLORIDA'S NEWSLETTER FOR LITERACY TUTORS,  
TEACHERS, ADMINISTRATORS AND SUPPORTERS

Number 128

Winter 2011

**REGISTER NOW!**

O P E N  
B O O K S  
O P E N  
M I N D S

**27th Annual  
Florida Literacy Conference  
May 4-6, 2011  
Lake Mary, FL**

**See pages 4-5**

## Inside This Issue

Advocacy Workshop	2
Calendar	6
Train the Tutor Course Available	7
Grant Opportunities	9
Literacy in the U.S.	10
Technology Corner	11

## Promoting Career Pathways in Adult Literacy Do Volunteers Have a Role?

Low-skilled workers have been hit especially hard by the recent recession. November 2010 federal labor statistics reflect a 15.7 percent unemployment rate for adults with less than a high school diploma—almost double that of adults with some college or an associate's degree.

It's becoming increasingly difficult for adults to find economically self-sustaining work without some level of postsecondary education; a trend that will likely continue as the economy begins to recover. According to the U.S. Department of Education, approximately 90 percent of the fastest growing jobs of the future will require education or training beyond high school.

So what can adult educators do to help? How can we better reach the 70 percent of adult education students who don't enter post-secondary education? And how do we best serve lower level students who may be years away becoming proficient in English or getting a GED?

The recently launched Adult Education Career Pathways initiative by the Florida

*Continued on page 3*

## The Connection Between Domestic Violence and Financial Literacy

Seventy-five percent of Americans fail to connect domestic violence with economic abuse and the need for financial literacy. However, research shows that domestic violence survivors are more likely to leave abusive relationships if they are financially independent (*Integrating Asset-Building Strategies into Domestic Violence Advocacy*, 2009).

In addition to physical or emotional abuse, domestic violence victims can also suffer economic abuse, which is a control tactic used by abusers to block access to money, prohibit victims from getting or keeping jobs, destroying victims' credit, and other tactics that limit their ability to break free and survive financially. Research indicates that a survivor's decision to stay in an abusive situation is often based more on concerns about economic dependency than on physical safety ([www.allstatenewsroom.com](http://www.allstatenewsroom.com)).

Judy Postmus, a professor at Rutgers University and director of the Center on Violence Against Women, discovered that victims of abuse are better able to address their financial needs after going through a curriculum on money management.

A study of 120 domestic abuse survivors in 10 states showed that after participating

*Continued on page 10*

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

## Advocacy Workshop Builds Effective Local Partnerships and Collaboration

The National Coalition for Literacy (NCL) and the Florida Literacy Coalition are pleased to present a symposium on grassroots advocacy for adult education practitioners during the Florida Literacy Conference.

The session will feature practical, hands-on strategies for planning and implementing a successful grassroots advocacy program. Participants will discuss strategies and tactics on how to successfully integrate advocacy with community and business partnerships. Invited speakers include national advocacy experts from the adult education field, policy makers from Florida, and representatives of successful local partnerships and collaborations.

Through the generous support of the Dollar General Literacy Foundation, NCL will offer two competitive \$5,000 grants to participating organizations to build their state, regional or local advocacy programs. Attendance at this session is required to apply for this grant.

There is no fee to attend this program. Due to high demand, pre-registration is required and participants will be required to attend the full day session.



**When:** May 3, 2011. Complimentary breakfast and lunch will be provided.

**Time:** 10 a.m. – 4 p.m. Registration begins at 9:30 a.m.

**Where:** Orlando Marriott Lake Mary

**Registration Deadline:** Friday, March 25. Space is limited, so register now. Additional information and registration are available at [www.floridaliteracy.org](http://www.floridaliteracy.org).

## Low-Income Families Can Stay Connected with Free Cell Phones



Low-income Floridians are able to apply for a free cell phone, equipped with 150-250 monthly minutes, from Assurance Wireless and Safelink Wireless. Both companies also provide

individuals with the option to add additional features and minutes for a nominal fee.

The service is funded by the Universal Service Fund, a non-profit organization created by the Federal Communications Commission (FCC). Individuals who are interested in this service can visit the companies' websites for eligibility requirements. Generally, individuals receiving government benefits such as Federal Public Housing Assistance, Food Stamps, Temporary Assistance for Needy Families and Medicaid will qualify.

For more information about these programs, please visit [www.assurancewireless.com](http://www.assurancewireless.com) or [www.safelinkwireless.com](http://www.safelinkwireless.com). Interested individuals can also call 1-800-392-3850 for Assurance and 1-800-977-3768 for Safelink.

## FLC Accepting Application for Health Literacy Grant Opportunity

Blue Cross and Blue Shield of Florida (BCBSF) and the Florida Literacy Coalition (FLC) are pleased to announce the availability of mini-grants of up to \$5,000 to support health literacy programs throughout the state.

Low health literacy costs an estimated \$73 billion a year in the form of longer hospital stays, emergency room visits, increased doctor visits and increased medication. Adults with low literacy levels often fail to engage in early detection and preventative health care. They also have significant difficulties in navigating the health care system and following their doctor's treatment plans.

Applicants must be nonprofit or government-based agencies providing adult ESOL and/or family literacy instruction in Florida. Services may be delivered via classes, small groups and one-to-one tutoring.

The application and guidelines may be accessed through the Florida Literacy Coalition's website at [www.floridaliteracy.org](http://www.floridaliteracy.org). Proposals must be received no later than February 23, 2011. For questions, please contact Naomi Soto (407) 246-7110 ext. 209 or via e-mail at [soton@floridaliteracy.org](mailto:soton@floridaliteracy.org).



**BlueCross BlueShield of Florida**

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## Adult Education Career Pathways Useful as a Transition Tool for Students

(Continued from Cover)

Department of Education (FLDOE) is dedicated to developing a statewide system to significantly increase the number of students who enter postsecondary education and earn a degree, certificate or industry credential. Over \$7.8 million in competitive grants have been offered to adult education and literacy providers in Florida's 67 counties to facilitate and implement this vision.

This initiative provides a great opportunity to strengthen ties and build relationships among local adult education and literacy providers, post-secondary institutions, workforce boards and other key community stakeholders. County or regional steering committees will be established under the grant to help develop local five-year strategic plans. Community-based organizations with expertise in training, coordinating and utilizing volunteers have the potential to play an important role in this process. Volunteers trained as mentors or coaches can help students explore their career and educational options and create career development plans.

Our Adult Education Career Pathways System includes all students developing a career and education plan by using the state's career information delivery system, Florida CHOICES or a similar system.

### A Few Available Resources

- Florida CHOICES is the state career information delivery system. It provides career and educational exploration and information. Florida CHOICES includes assessments for interests, aptitudes, skills, and values. Accountability reports for management of student usage are retrievable from the Professional Tools section of CHOICES. [www.flchoices.org](http://www.flchoices.org)
- Florida's Adult Education Career Pathways initiative was formally presented via web telecast from the Florida Department of Education and ACE of Florida. The 2-hour broadcast provided a comprehensive overview of where the field is headed with the initiative and how adult education and literacy programs can participate. The recorded broadcast is available online at: <http://bit.ly/ev2pQV>.
- Transitions to Postsecondary and Careers - How Volunteers Can Help Learners. <http://tinyurl.com/4kez3ba>
- A Cross-Case Analysis of Career Pathway Program that Link Low-Skilled Adults to Family-Sustaining Wage Careers. <http://tinyurl.com/4zstu4v>

"Many adult education programs do not have counselors or other staff that assist students in their career exploration and planning. This role quite often falls on the adult education teachers who already have a full load with the instruction they are providing their students," said Zelda Rogers, FLDOE Director of Adult Education. "Volunteers can play a major role in career advisement. Volunteers can help to motivate students to set career goals and follow their dreams."

The Florida Literacy Coalition (FLC) will support this effort by providing professional development, technical assistance and a forum to share resources, ideas and promising practices on how to effectively utilize volunteers to enhance and expand transitions and career pathways. Stay tuned to FLC's website and blog for updates and more information as it becomes available.

## FLC Updates

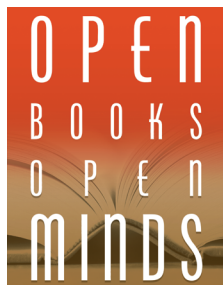


FLC welcomes **David Weiss**, our new VISTA volunteer working on social media and career pathway initiatives. David Weiss is from Port St. Lucie, Fla., and received a Masters in Political Science from Florida State University in 2009. His experience includes working for Undergraduate Programs at Florida State, working and volunteering for a non-profit summer camp and interning for the Florida State House of Representatives.

We bid farewell and good luck to outgoing VISTA volunteer, **Raychel George**. She has done a wonderful job here at FLC and will be moving on to work for the Holocaust Memorial Resource and Education Center of Florida in Maitland, Fla.

## Submit Your News!

Has your organization received funding or planned a major public event? Do you know something that would benefit other adult and family literacy practitioners? FLC invites you to submit short articles and other news items including funding opportunities, upcoming events, hot topics, research and more. Contact Yari Payne at [payney@floraliteracy.org](mailto:payney@floraliteracy.org)



27TH ANNUAL

## Florida Literacy Conference

MAY 4-6 • ORLANDO MARRIOTT LAKE MARY • LAKE MARY, FL

Join hundreds of adult and family literacy practitioners, volunteers and adult learners this May to network, develop new skills and share promising practices during the 2011 Florida Literacy Conference. This premier literacy event offers a wide range of sessions presented by local, state and national educators.

Sessions are designed to share new ideas and hands-on strategies that you can put to work for your program and students.

For more information, a complete list of concurrent sessions, times and descriptions, please visit: [www.floridaliteracy.org](http://www.floridaliteracy.org).

### Don't miss the Florida Literacy Awards and Banquet, Thursday, May 5!

This promises to be an enjoyable and inspiring evening as we recognize the outstanding achievements of an adult learner, volunteer, literacy practitioner, program and business partner.

### Register by March 11 ... and SAVE!

Early Bird rates apply only until March 11. Become an FLC Member and receive an additional discounted rate on the Florida Literacy Conference!

For more information on registration and becoming an FLC member, please go to [www.floridaliteracy.org/floridaliteracyconference.html](http://www.floridaliteracy.org/floridaliteracyconference.html) TODAY!

With the generous support of our sponsors, FLC works to make this conference a good value for all. Full registration allows individuals to get the best return on their professional development investment.

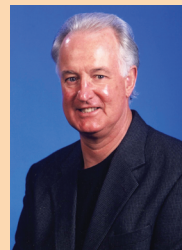
#### Full Conference Registration:

- Admission to general sessions
- Your choice of sessions within 13 tracks
- Opening reception
- Continental breakfast on Thursday
- Closing luncheon Friday and daily refreshments
- Social and networking events
- Admission to literacy product exhibition
- Conference tote bag, program and resource materials

#### Conference Tracks:

- ABE, GED and Adult High School
- Adult Learners
- Corrections Literacy
- ESOL
- Family Literacy
- Health Literacy
- Learning Disabilities
- Library Literacy
- Program Management
- Reading
- Technology
- Volunteers in Literacy
- Workforce Education

### KEYNOTE SPEAKERS



**PAT WILLIAMS**

Opening General Session

Pat Williams is the senior vice president of the NBA's Orlando Magic. As well as being one of America's top motivational, inspirational and humorous speakers, Pat is the author of over 55 books including *Read for Your Life: 11 Ways to Better Your Life with Books*. Since 1968, Pat has been the general manager with teams in Chicago, Atlanta, Philadelphia and Orlando. In 1996, Pat was named as one of the 50 most influential people in NBA history. Pat and his wife, Ruth, are the parents of 19 children, including 14 adopted from four nations.



**Ruth Johnson Colvin**

Closing Session Luncheon

Ruth Colvin is the founder of Literacy Volunteers of America, Inc., a national, non-profit, educational, volunteer organization to help combat illiteracy problems in the USA. LVA has merged with Laubach Literacy and is now ProLiteracy Worldwide.

Since 1962, when Ruth started LVA, she has authored nine books and traveled all over the United States and the world giving Basic Literacy and ESOL workshops. The recipient of nine honorary Doctorate of Humane Letters degrees, Ruth was awarded the Presidential Medal of Freedom by President George W. Bush in 2006.



## Pre-Conference Events, Tuesday, May 3

### Train the Trainer Course

10:00 AM-6:00 PM

\$25.00 (lunch included)

Facilitators: Ellen Lauricella & Roberta Reiss

For full description, see page 7 of this newsletter.

### Building Effective Local Partnerships and Collaborations

10:00 AM-4:00 PM

Facilitators: Marsha L. Tait

A dynamic exploration into how our interests align with businesses and policy-makers, so that we can make adult education and literacy a top priority for our communities, our state and our country.

For more information, see page 2 of this newsletter.

### From Research to Practice: Instructional Strategies to Build Learner Engagement and Increase Language Proficiency

1:00-4:00 PM

Facilitator: Heide Spruck Wrigley, PhD

We will demonstrate and discuss a number of instructional strategies designed to build a community of learners, and engage students in language and literacy activities found to be successful in adult ESL. Teaching strategies will be linked to a Teaching-Learning Framework that can be adapted to any level and any theme. We will also explore how multi-media can be used to increase listening comprehension and conversations skills, and how sub skills such as grammar and pronunciation can be integrated into a meaning-based curriculum. Participants will receive written descriptions of some of the key strategies and sample materials to try out in their classrooms.

Sponsored by Region III Training Council.

### STAYING HEALTHY: A Comprehensive Health Literacy Resource Guide for ESOL

1:00-4:00 PM

Facilitator: Naomi Soto

Learn how to successfully integrate health literacy into high-beginning and low-intermediate level adult ESOL instruction. Increase health literacy awareness among your students and encourage them to make healthy choices in relation to nutrition, preventative health care, accessing health services, and other related issues. This 3-hour session includes an overview of the freely available *Staying Healthy* curriculum, hands-on activities/resources and time for discussion and idea sharing. Each participant will receive a copy of the *Staying Healthy Student and Teacher's Resource Guide*.

Sponsored by Blue Cross and Blue Shield of Florida.

## Adult Learner Day, May 4

Adult education, literacy and ESOL students are encouraged to attend the Conference as our guests for a full day of activities. This year's offerings were coordinated by a committee of adult learners. Session topics will address areas including learner leadership, involvement and skills development.

For more details, go to [www.floridaliteracy.org](http://www.floridaliteracy.org).

## Conference Scholarships Available

Are you having a difficult time finding resources to attend the Florida Literacy Conference? A limited number of registration and travel scholarships are available to practitioners and volunteers working in adult and family literacy programs. Visit [www.floridaliteracy.org](http://www.floridaliteracy.org) for more information.



## Hotel Information

Friday, April 15 is the last day to reserve a room for overnight accommodations for May 1-9, at the group rate of \$105 plus tax. To reserve a room, call the Marriott reservation line at (800) 380-7724. Ample free parking is available onsite.



## Special Thanks to our Conference Sponsors



FLORIDA DEPARTMENT OF EDUCATION



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**DOLLAR GENERAL**  
LITERACY FOUNDATION

## REGION II ADULT EDUCATION PART-TIME TEACHER ACADEMY, GAINESVILLE

**When:** March 4

**Where:** Santa Fe College  
3000 NW 83rd Street,  
Building S  
Gainesville, FL 32606

ACE of Florida Inc. and the Florida Department of Education, Division of Career and Adult Education are coordinating the Adult Education Part-time Teacher Academies. Pre-registration is highly recommended to ensure that all participants receive the handouts, resource materials and the Teacher Tool Kit.

**To Register:** [www.surveymonkey.com/s/RegionIIMarch4](http://www.surveymonkey.com/s/RegionIIMarch4)

## FOR THE LOVE OF LITERACY

**When:** March 11

**Where:** Raymond F. Kravis Center for the Performing Arts

The 2011 luncheon – always the “must attend” event of the season – will no doubt sell out months ahead.

This very special luncheon raises awareness of the significant literacy needs of Palm Beach County and provides crucial money to support a multitude of literacy programs serving our community from Boca Raton to Jupiter and west to Belle Glade.

**To Register:** [www.literacyphc.org/events/557/](http://www.literacyphc.org/events/557/)

## TEACHER OF ENGLISH TO SPEAKERS OF OTHER LANGUAGES CONVENTION

**When:** March 17-19

**Where:** New Orleans, LA

The issue-based theme of the convention, “Examining the ‘E’ in



TESOL,” was designed to help engage with what “E” represents and how it may be understood in the field. The seven plenary sessions will address this theme in different ways, drawing on their extensive work in the fields of linguistics, applied linguistics and TESOL.

**To Register:** [www.nxtbook.com/nxtbooks/tesol/convention2011/#/0](http://www.nxtbook.com/nxtbooks/tesol/convention2011/#/0)

## FL CHOICES FOR ADULT ED - OCALA

**When:** March 25

9:00 AM - 1:00 PM

**Where:** College of Central Florida  
Ewers Century Center,  
Computer Lab 304,  
3001 SW College Road,  
Ocala, FL 34474-4415

Florida CHOICES provides career and educational exploration and information that includes assessments for interests, aptitudes, skills and values. CHOICES includes a variety of useful tools such as, a Resume Builder, a Cover Letter Creator and Job Interview Practice. Students can

learn how their past work experiences can lead to new opportunities or how to find apprenticeship programs that combine on-the-job experience with related classroom instruction. Accountability reports for management of student usage are retrievable from the Professional Tools section of CHOICES as well as additional educator resource materials.

**Trainer:** Ila Waite-Burns, Program Specialist, Florida Department of Education

**To Register:** [www.surveymonkey.com/s/CHOICES\\_Ocala\\_Mar25](http://www.surveymonkey.com/s/CHOICES_Ocala_Mar25)

## LOOP THE LAKE FOR LITERACY

**When:** April 2

**Where:** Lake Okeechobee, FL

Loop the Lake for Literacy is a cycling event benefiting the programs of the Literacy Coalition of Palm Beach County, which ensure that adults, children, youth and families gain the necessary literacy skills for their lives.

**To Register:** Contact us at (800) 273-1030 or visit [www.loopthelakeforliteracy.org](http://www.loopthelakeforliteracy.org).

To submit events for the upcoming issues of the *Literacy News* and/or the FLC online calendar, please forward event information to Erin Balleine at [balleine@floridaliteracy.org](mailto:balleine@floridaliteracy.org). For a more comprehensive calendar listing, please go to [www.floridaliteracy.org](http://www.floridaliteracy.org).

## Community-Based Literacy Organizations Hard at Work in Florida

### Results of the FY 2009-10 FLC & ProLiteracy Program Survey

Number of students provided instruction 11,145

Number of tutors/teachers 4,499

Number of other volunteers 1,104

Volunteer hours contributed 381,636

Value of volunteer hours \$6,945,775

Number of organizations responding 36

Congratulations to Florida's library, faith-based and non-profit literacy organizations. With a 14 percent annual increase in the number of reported literacy volunteers and almost \$7 million in donated services, you are making a big difference in the lives of adults and families throughout the state.

Thank you!

## Three-part 'Train the Tutor' Course Available in the Spring



This three-session course, aligned with ProLiteracy's national trainer certification standards, will focus on competencies needed to be a good tutor trainer, providing curriculum and resources to offer a tutor training workshop. Course content will include:

- A) Tutor training competencies
- B) Tutor training content knowledge in both adult basic literacy and ESOL
- C) Curriculum modules
- D) Peer-reviewed presentations
- E) Discussion of ProLiteracy Trainer Certification system

The format will include classroom and small group work, practice presentations and distance learning instruction.

This course will benefit the following participants:

- New trainers
- Trainers working on updating their workshops
- Trainers seeking ProLiteracy Trainer Certification
- Trainers interested in improving their skills, but not pursuing certification.
- Program managers

**Course Dates and Locations** (participants must commit to attend all three sessions)

- **May 3:** 10:00 am–6:00 pm  
Orlando Marriott Lake Mary in Lake Mary.  
Pre-conference event at the Florida Literacy Conference
- **May 12:** 6:00 pm–7:30 pm  
Via conference call
- **May 20:** 1:00 pm–5:00 pm  
**May 21:** 8:30 am–3:00 pm  
In Orlando

**Application Deadline:** Friday, March 25. Space is limited, so apply now. Information and applications are available at [www.floridaliteracy.org](http://www.floridaliteracy.org). Travel assistance is available.

Sponsored by Florida's Adult and Family Literacy Resource Center, a program of the Florida Literacy Coalition. This initiative is made possible through the generous support of the Florida Department of Education, Division of Career and Adult Education.

### Tutor Tips

#### DRAW MY ROOM

**Purpose:** To practice vocabulary related to things in the house, prepositions and prepositional phrases

**Preparation Time:** 5 minutes

**Materials:** Pencils and paper

**Preparation:** Draw a simple picture of a favorite room in your house.

**Procedure:**

- 1) Tell the students that you are going to describe a favorite room in your house. They must draw the room as you describe it. They may use squares, rectangles or circles to depict furniture, but they should label everything in the drawing.
- 2) When you finish describing the room, students compare their pictures to the one you drew before class.
- 3) Put students into pairs. They should decide who will describe and who will draw first.
- 4) Students do the activity. When the first person has finished describing, the person drawing should show their partner the picture, and the two correct any mistakes.
- 5) Then the partners should switch roles and do step 4 again.

[http://www.themlc.org/Draw\\_My\\_Room2.html](http://www.themlc.org/Draw_My_Room2.html)



## Studies Examine Florida's Adult Education System

In 2010, Florida's Office of Program Policy Analysis and Government Accountability (OPPAGA) was directed by the Florida Legislature to examine the adult education programs operated by school districts and Florida Colleges. The following OPPAGA reports were released in December.

### 1.) Profile of Florida's Public Workforce Education Program Providers by Service Area

Report Highlights:

- Florida's workforce education programs help individuals attain skills needed to become or remain economically self-sufficient. These programs provide training designed to meet local and state workforce needs and help Florida compete in the global economy by building a broadly based, highly skilled and productive workforce.
- Workforce education programs include both postsecondary career education and adult education programs. Postsecondary career education programs prepare individuals for specific occupations and award various credentials upon completion. In the 2008-09 school year, Florida's school districts and colleges served approximately 187,000 students. Adult general education programs provide literacy, basic skills and English language training to help individuals improve their job performance and/or move to higher paying jobs. Districts and colleges served approximately 320,000 students in adult education programs in the 2008-09 school year.
- School districts also provide career education programs for high school students that enable students to earn industry certifications and postsecondary credit. High school students may take career education courses to earn secondary credit, or they may participate in dual enrollment opportunities with a district technical center or college to earn postsecondary credit. School districts and colleges have local authority to decide what workforce

education programs to provide in their service areas and how to organize program delivery. As a result, workforce education programs vary throughout the state, as does the division of responsibility between districts and colleges.

- This report profiles each college service area, detailing which entity (school district or college) provides workforce education programs and enrollment numbers for these programs during the 2008-09 school year. The report also includes a list of any programs that were duplicated by the college and district in the same county.

### 2.) Consolidating Workforce Education Would Bring More Uniformity; Mixed Results on Whether Evidence Supports Other Stakeholder Arguments

Report Highlights:

- Currently, school districts and Florida colleges share responsibility for state funded workforce and adult education programs. Recently there have been proposals to give colleges responsibility for all postsecondary career education programs and school districts responsibility for all adult education programs.
- Such a reorganization could have advantages and disadvantages. It could produce more uniform policies and practices, provide better alignment and articulation of postsecondary career education programs, and increase students' access to financial aid. However, it could also limit availability of open entry and open exit training programs and reduce resource sharing between districts' secondary and postsecondary career education programs. Consolidating adult education programs under school districts could help school districts' efforts to address dropout prevention and recovery.

Both studies are free to download at <http://bit.ly/goxmVx>.  
Source: OPPAGA

## Join Your Regional Refugee Task Force

Florida's Refugee Services Program has extended an open invitation to Florida's adult education and literacy providers to join one of seven refugee task forces located throughout the state.

The participants are representatives of various government agencies, private not-for-profit organizations and mutual assistance associations. Task force meetings focus on areas such as: refugee program service needs and possible solutions to meet these needs, sharing of best practices, collaboration building among agencies, and sharing information about events, funding opportunities and trainings.

Each taskforce typically meets six times per year. If you are interested in participating please contact the coordinator from your area.

<b>Suncoast Region (Tampa Bay Area)</b>	Janet Blair, 813-558-5841 <a href="mailto:Janet_Blair@dcf.state.fl.us">Janet_Blair@dcf.state.fl.us</a>
<b>Suncoast Region (Collier Area)</b>	Janet Blair, 813-558-5841 <a href="mailto:Janet_Blair@dcf.state.fl.us">Janet_Blair@dcf.state.fl.us</a>
<b>Central Region (Orlando Area)</b>	Pedro Padua, 407-317-7336 <a href="mailto:Pedro_Padua@dcf.state.fl.us">Pedro_Padua@dcf.state.fl.us</a>
<b>Southeast Region (Broward Area)</b>	Miriam Rosario, 561-837-5022 <a href="mailto:Miriam_Rosario@dcf.state.fl.us">Miriam_Rosario@dcf.state.fl.us</a>
<b>Southeast Region (Palm Beach Area)</b>	Miriam Rosario, 561-837-5022 <a href="mailto:Miriam_Rosario@dcf.state.fl.us">Miriam_Rosario@dcf.state.fl.us</a>
<b>Southern Region (Miami Area)</b>	Adria Dilme, (305) 377-7518 <a href="mailto:Adria_Dilme@dcf.state.fl.us">Adria_Dilme@dcf.state.fl.us</a>



## Creative Ways Social Media Can Help Raise Funds and Awareness

Facebook users may have noticed this past December that many users had changed their profile picture to that of a favorite childhood cartoon character. These changes were made in response to a unique campaign that sought to encourage people to remember their childhoods, while also joining the fight against child abuse. So what does changing your Facebook picture have to do with actually fighting child abuse?

This project was initiated by a volunteer who wanted to bring general attention to violence against children. Soon after child abuse prevention organizations began to see an increase in donations. PreventChildAbuse.org, reported a 400 percent increase over normal donations levels due to the Facebook campaign.

Social media sites, including Facebook and Twitter, have proven to be effective in building new communities of donors. Stacey Monk of Epic Change says her nonprofit has raised nearly all of its money via Twitter, helping to build classrooms in Tanzania, provide skills training and buy school supplies. This medium has real potential to help literacy programs connect with volunteers and potential donors. If your organization has employed social media to support your cause, we'd like to hear from you at FLC.

For more information about how nonprofits can maximize the use of social media sites, check out the following websites.



**Social-Media Workshop: How Nonprofit Groups Can Use Online Tools to Build Awareness and Raise Money:**

<http://bit.ly/bxuVoe>

**Impact of Social Media on the Nonprofit Sector:**

[tinyurl.com/4bn94q3](http://tinyurl.com/4bn94q3)

**Tips for Entering Your Nonprofit into the Social Media Environment:**

[tinyurl.com/nu23f9](http://tinyurl.com/nu23f9)

**24 Tools for Fundraising with Social Media:**

<http://bit.ly/cuyxlf>

## Upcoming Grant Opportunities

### Dollar General Adult Literacy Grants

**Area of Interest:** Dollar General Literacy Foundation Adult Literacy Grants award funding to nonprofit organizations that provide direct service to adults in need of literacy assistance. Organizations must provide help in one of the following instructional areas:

- Adult Basic Education
- General Education Diploma Preparation
- English As A Second Language

**URL:** [www.dollargeneral.com/dgliteracy/Pages/adult\\_grants.aspx](http://www.dollargeneral.com/dgliteracy/Pages/adult_grants.aspx)

**Deadline:** February 24 – Grants Up to \$20,000

### BJ's Wholesale Charitable Foundation

**Area of Interest:** Support will be given to nonprofits that provide academic and vocational opportunities for the disadvantaged. These programs include the purchase of supplies for literacy skills, tutoring and career development. **URL:** [www.bjs.com/bjs-charitable-foundation.content.about\\_charitable.A.about\\_community2](http://www.bjs.com/bjs-charitable-foundation.content.about_charitable.A.about_community2)

**Deadline:** April 8

### Grants Promote Financial Education

**Area of Interest:** The mission of the FINRA Investor Education Foundation is to provide underserved Americans with the knowledge, skills, and tools necessary

for financial success throughout life. The foundation is especially interested in applications that focus on meeting the financial and investor education needs of underserved audiences, creating new marketing and distribution channels for financial and investor education.

**URL:** [www.finrafoundation.org/grants/general/](http://www.finrafoundation.org/grants/general/)

**Deadline:** Ongoing

### The Verizon Foundation

**Area of Interest:** The Verizon Foundation is in the business of improving lives in literacy, knowledge and a readiness for the 21st Century. Verizon's goal is to advance student achievement through innovative technology that increases educator effectiveness. Grants are provided to help people increase their literacy and educational achievement.

**Award Amounts:** \$5,000 - \$10,000

**URL:** [foundation.verizon.com/grant/guidelines.shtml](http://foundation.verizon.com/grant/guidelines.shtml)

**Deadline:** January 1st to the last business day of October

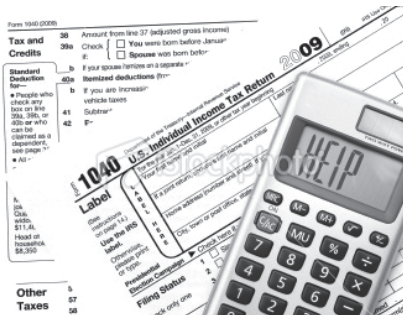
### Blue Cross and Blue Shield of Florida and the Florida Literacy Coalition

**Area of Interest:** Available for family literacy and ESOL organizations and school districts in Florida. See page 2 for more information.

**Award Amounts:** Up to \$5,000.

**URL:** [www.floridaliteracy.org](http://www.floridaliteracy.org)

## Free Tax Return Preparation and Earned Income Tax Credit Information



The Volunteer Income Tax Assistance (VITA) program offers free tax help to people who need assistance in

preparing their tax returns. Certified volunteers sponsored by various organizations receive training to help prepare basic tax returns in communities across the country. VITA sites are generally located at community and neighborhood centers, libraries, schools, shopping malls and other convenient locations. Most locations also offer free electronic filing.

The earned income tax credit (EITC) is a federal tax credit provided to low-to moderate-income workers. This credit

is not automatically issued; people who wish to receive the EITC must apply for it when they file their federal income taxes. This tax credit can have a great impact on families in our state. A single parent with two children, with an income of \$40,363, can receive up to \$5,000 in the form of a tax refund.

To find a VITA site near you or to get more information about the Earned Income Tax Credit, call 1-800-829-1040, or visit [www.irs.gov](http://www.irs.gov).

## Report Focuses on Adult English Language Learners with Limited Literacy

Adult English language learners who lack native language literacy skills often encounter special challenges in their lives and their efforts to learn English. Educators are challenged by how best to help these adults gain English literacy skills.

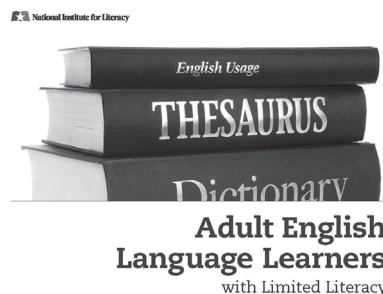
A National Institute for Literacy Report released last fall examines a variety of research, including that on language acquisition, cognition and brain functioning, adult education, literacy development, and professional development. Though research on this group of learners is limited, this report suggests that these individuals need programs and classes separate from those for other beginning-level ESOL learners, with special attention paid to cultural influences and their experiences in school.

This paper addresses the following questions to offer guidance on meeting the needs of this population:

- What are their language and literacy strengths and needs?
- How do they differ from language learners with prior schooling and native language literacy?

- What considerations are relevant for the programs in which they enroll?
- What motivates them to learn English?
- What do teachers need to know to be effective with them?

The report, entitled “*Adult English Language Learners with Limited Literacy*,” is available for free at <http://lincs.ed.gov/publications/pdf/ELLpaper2010.pdf>



## The Connection Between Domestic Violence and Financial Literacy

(Continued from Cover)

in a financial literacy curriculum, 88 percent of the participants had set financial goals for themselves. Additionally, more than three-quarters had created a budget, over two-thirds reported they had begun paying off debts or looked up their credit history, and 22 percent started a retirement account ([news.rutgers.edu/](http://news.rutgers.edu/)).

“Women with financial skills have an increased chance of getting away from an abusive situation and sustaining themselves and their families on a long-term basis,” said Sue Else, president of National Network to End Domestic Violence ([www.csrwire.com](http://www.csrwire.com)).

“Programs focused on teaching women financial skills positively impact domestic violence survivors’ lives,” said Michele Coleman Mayes of the Allstate Insurance Foundation. Allstate has created a financial literacy curriculum in conjunction with the National Network to End Domestic Violence ([www.womensgazette.com](http://www.womensgazette.com)).

The Florida Literacy Coalition website offers a variety of financial literacy curriculum, worksheets and other resources online at [www.floridaliteracy.org](http://www.floridaliteracy.org)

## Obesity Rate High Among Low-Income Undereducated Women

New research indicates that education is a significant factor in the growing rate of obesity in women. Women who have less education and live in low-income households are more likely to be obese than women with higher education and income levels. Forty-two percent of women lacking a high school diploma were obese, a rate 19 percent higher than women with a college education. “The less education you have, the more likely you are to be obese,” said Cynthia Ogden, a researcher and epidemiologist.

According to The Centers for Disease Control and Prevention, one in three adults in the U.S. are obese. Obesity is defined as 30 or more pounds over a healthy weight.

The recent study, *Obesity and Socioeconomic Status in Adults: United States, 2005-2008*, determined that income and education impacted women’s rates of obesity more so than men. Early speculation blames environmental factors such as a lack of physical activity, access to parks and recreational facilities, and easy access to fast and unhealthy food for the rise in obesity. Others say lower-income men tend to have more physically demanding employment.

Obesity rates have grown in the past two decades at

staggering rates. A study released by the Robert Wood Johnson Foundation called *F as in Fat: How Obesity Threatens America’s Future 2010*, reported that 38 states, including Florida, have obesity rates over 25 percent.

People who are obese are at increased risk for type 2 diabetes, cardiovascular disease, hypertension, coronary artery disease, stroke, sleep apnea and certain cancers.

“Understanding what you eat, how much you eat, that food portions must be monitored, and that all food beverages except water have calories, are all factors that play a role in your health,” Ogden said.

The Florida Health Literacy Initiative works with literacy organizations across the state to implement and expand health literacy instruction. *Staying Healthy* is an ESOL health literacy curriculum that includes lessons on nutrition. If you would like to order *Staying Healthy*, please visit [www.floridaliteracy.org](http://www.floridaliteracy.org). County offices of Florida WIC Nutrition Services for Women, Infants and Children can also help schools and literacy organizations present health information in English, Spanish and Creole. For more information go to: [www.doh.state.fl.us/family/wic](http://www.doh.state.fl.us/family/wic).

### Technology Corner: Shorten Lengthy Web Addresses



Two websites, TinyURL.com and bit.ly provide free internet tools used to shorten lengthy web addresses also known as URLs.

Posting these URLs in email communications or newsletters can be problematic as links that are several lines long will often break and are difficult to manually type without error. These tools also come in handy when your space, or character count, is limited, like when using Twitter (140 character limit).

For example, a direct link to information about the 2011 State Literacy Awards looks like this:

<http://www.floridaliteracy.org/conference2011/2011GuidelinesNomination.pdf>

We used TinyURL.com and reconfigured it into <http://tinyurl.com/236uj83>

When shortened with TinyURL.com and bit.ly, the link is truncated and simply redirects the user to the original URL. Regardless of which link chosen, the user will still get to the same web page.

## Resources

### Interactive ESOL Games

Games including present tense, past simple, past progressive, present perfect tense, conjunctions, passive vs. active voice games, and more...  
[www.eslgamesworld.com/GrammarGames.html](http://www.eslgamesworld.com/GrammarGames.html)

### Learning Chocolate

This web site aims to help students to memorize vocabulary in an easy and efficient way, by using pictures, sounds and games.  
[www.learningchocolate.com](http://www.learningchocolate.com)

### Audio News Reader

The CBBC Newsround has an separate Accessible Newsreader for much of their content that is attractively designed and provides audio support for the text.  
[www.bbc.co.uk/cbbc/newsreader](http://www.bbc.co.uk/cbbc/newsreader)

### Voz Me

A simple text-to-speech tool, students just need to copy a word a few sentences from something they’re reading and paste it on one of these sites. They will immediately hear the word pronounced. Students can do the same with their own writing to double-check if it “sounds” right.  
[vozme.com/index.php?lang=en](http://vozme.com/index.php?lang=en)



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## Become a Member of the Florida Literacy Coalition and Make a Difference for Literacy in Florida!

### BENEFITS INCLUDE:

- Literacy resource packet
- Discounted Florida Literacy Conference registration
- Membership reception at the Florida Literacy Conference
- Professional development opportunities
- FLC's Literacy News print and e-newsletters
- Eligibility to submit nominations for the Florida Literacy Awards
- Membership certificate for organizational members only

And much more...

### Membership rates:

\$25 Individual

\$50 Organizational (with budgets under \$200,000)

\$75 Organizational (with budgets over \$200,000)

For more information, contact Erin Balleine, Resource Specialist, at [balleine@floridaliteracy.org](mailto:balleine@floridaliteracy.org)  
or visit [www.floridaliteracy.org](http://www.floridaliteracy.org) and click on Become a Member