

LITERACY NEWS



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

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Hurricane damage at
Seminole Community College

Hurricanes Take Their Toll on Florida Literacy Programs

Literacy organizations across Florida have encountered a spectrum of damages caused by 2004's hurricane season, which range from minor leaks to condemnation. Although many literacy organizations have suffered from physical damages, the most enduring and chronic difficulties caused by the hurricane season are the low morale and poor attendance rates caused by tutoring and classroom schedules that were interrupted multiple times in August and September. A diminished volunteer base further affected programs, since many dedicated volunteers who sustained damages at home and work were unable to spend as much time tutoring as in years past. This phenomenon was coupled with an increased need in literacy programs, as many students who had lost jobs are now clamoring for more services.

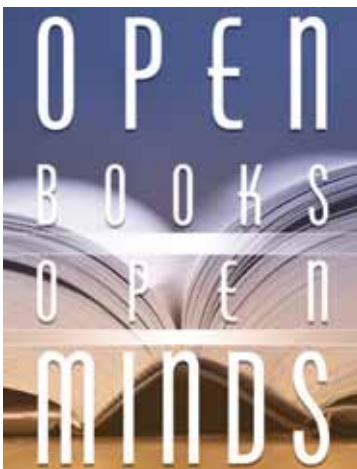
As Rosemary Blake of the Lake Wales Literacy Council describes this situation, "It's a mess. It's just a disaster." Her organization in Polk County withstood the eye of three hurricanes and, as a result, lost their roof and sustained wall and water damages. They have lost a number of tutors, which has drastically affected the amount of service they are able to provide. Blake believes that losses to their volunteer corps are much greater than the condition of their office space, which, as she states is a "room of nothing but boxes."

The total number of volunteer hours documented for 2004 at the Lake Wales Literacy Council reflects Blake's concerns. For their year in review, they accumulated 5,184 hours of volunteer service, which is a noticeable decrease from the eight to nine thousand hours of community service in past years. In the months of November and December alone Blake acknowledges that they lost eighteen and twenty-three volunteers respectively who were still so overwhelmed from personal losses that they were unable to commit time to their program.

Another frustration that Rosemary has faced is the inability to replenish her volunteer roster due to lack of meeting space. Although the Lake Wales Literacy Council has a number of eager volunteer recruits, Blake is just now starting to find available meeting space to train new tutors. Luckily the Literacy Council is now in the process of restoring their office space, and it should be functional again in the near future. Other literacy programs, such as Seminole Community College and Hardee County Public Schools' ACE program also faced disrupted class schedules and programming this fall due to condemned classrooms and facilities from hurricane related flooding.

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2005 Florida Literacy Conference
May 11-13, Orlando
See Pg 4 for Schedule & Workshops

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Florida Literacy Coalition Elects Board President

Joe Pankowiecki, of Siemens Westinghouse, was recently elected interim Board President upon the resignation of Renee Hotes in January. Mr. Pankowiecki, who has served on the Governing Board since 2003, brings his experiences as a business leader and literacy volunteer to the position, having served as a tutor, trainer and board member of the Adult Literacy League.

Ms. Hotes, a long time supporter of the Florida Literacy Coalition, recently left her position at Bank of America. Since she represented her employer on the Board, she decided that it was an opportune time to move on.

FLC thanks Ms. Hotes for her many years of dedicated service as a volunteer and board member. Her efforts have had a positive influence on literacy efforts in Florida.



Fundraising Ideas: Local Leaders Fight to “Kiss the Pig”



What does it take to get prominent community leaders to challenge one another for the right to kiss a pig? In the case of Jacksonville, Florida, all that is needed is a good cause. Last autumn, Learn to Read, Inc. of Jacksonville held their 12th annual “Kiss the Pig for Literacy” fundraising drive.

During the month of October, ten community leaders from the business, government, religious, and academic sectors accepted donations to help fund literacy programs at Learn to Read, Inc. of Jacksonville. By raising over \$17,000 John Hirabayashi, President of the Educational Community Credit Union, won the right to kiss Yoda the Vietnamese pot-bellied pig at the November 6 dinner celebration.

Fundraising drives that include recognizable or popular community personalities are a good way to increase the visibility of your organization in the community. It is also a good way to form partnerships in the community that are able to transcend the fundraiser itself and last throughout the year. It is usually appropriate to end any fundraising campaign with a reception dinner to recognize the accomplishments of the participants. This reception may also include a silent auction, raffle prizes, dancing, and information about volunteer opportunities in your program. This is also an excellent opportunity to invite students from your program to give short speeches emphasizing their personal story and how your literacy organization has made an impact on them and the community in general.

If you would like to learn more about Learn to Read, Inc. of Jacksonville and their “Kiss the Pig for Literacy” campaign, please contact Heather Corey at (904)-399-8894 or visit their website at www.learntoreadinc.org.

Submit Your News

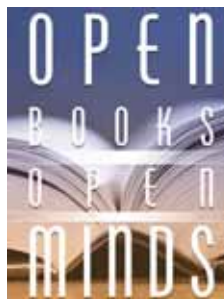
Has your organization received funding or planned a major public event? Do you know something that would benefit other adult and family literacy practitioners? Share it with us!

Literacy News needs your participation in order to provide relevant, timely information and resources to adult and family literacy practitioners and supporters throughout Florida. FLC invites you to submit short articles and other news items related to funding, events, staff, hot topics, research and more.

For more information and publication schedules, contact Kelley Jain, Education & Training Coordinator, at jaink@floridaliteracy.org or (407) 246-7110 x 203.

21st Annual Florida Literacy Conference May 11-13, 2005 The Florida Mall Hotel, Orlando

Hundreds of adult and family literacy practitioners, tutors and adult learners will come together this May for the **21st Annual Florida Literacy Conference**. The festivities kick off on May 10th with three dynamic pre-Conference events: a **Family Reading Parties Train the Facilitator** workshop, a **Basic Literacy/ESOL Train the Trainer** Workshop and the **Paternal Literacy Celebration**, sponsored by the Family Literacy Practitioners' Task Force. Visit www.floridaliteracy.org or call (407) 246-7110 for complete information including session descriptions and scholarship opportunities. Register before April 30 to take advantage of regular Conference rates.



Full Conference Registration Includes:

- Admission to general sessions
- Your choice of sessions within ten tracks
- Social and networking events
- Admission to literacy product exhibition
- Conference tote bag, program and resource materials
- Daily continental breakfast and refreshment breaks
- Over 80 sessions

Conference Tracks Include:

- Adult Learner
- English Literacy
- Volunteers in Literacy
- Family Literacy
- Learning Disabilities
- Program Management
- Reading
- Technology
- Workforce Education (includes ABE, GED, Adult High School)

Adult Learner Day Wednesday, May 11

Adult education and literacy 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 learner involvement, leadership and skills development. Presenters include Marty Finsterbusch, Executive Director of Voice for Adult Literacy United for Education (VALUE), a national organization of adult learners.

Don't Miss the Florida Literacy Awards and Banquet:

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

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 adult learners, practitioners and volunteers working in adult and family literacy programs. Visit www.floridaliteracy.org for application information.

Hotel Information:

Monday, April 18 is the last day to reserve a room for overnight accommodations May 6-17 at the following group rate: \$99 single, \$106 double, \$113 triple and \$120 quad. You may reserve a room online at www.floridamallhotel.com or call (407) 859-1500.

Keynote Speakers:

Dr. Thomas Sticht

International consultant in adult basic education, Dr. Sticht has taught at Harvard University and the University of British Columbia and served as President and Senior Scientist of Applied Behavioral and Cognitive Sciences, Inc. He is recipient of UNESCO's Mahatma Gandhi Medal, the International Reading Association's Albert J. Harris Award for research on learning disabilities, and a member of the Reading Hall of Fame. In 1997, the Reading Research Quarterly reported that Dr. Sticht's research was one of the two most influential lines of research on adult literacy in the last thirty years.



Mark McEwen Awards Dinner Speaker

After 16 years in morning television on the CBS network, Mark McEwen is now anchor of Central Florida's own Local 6 First News. During his tenure at CBS, McEwen held a variety of high profile positions, including weather and entertainment reporter for "The Early Show" and anchor of "CBS This Morning". Voted one of the country's "Ten Most Trusted TV News Personalities" in a 1995 TV Guide survey, McEwen has covered a wide range of television events and interviewed many prominent newsmakers, including former Presidents Bill Clinton and George Bush, Steven Spielberg, Tom Cruise, Paul McCartney and Julia Roberts.



John Corcoran

is a retired real estate developer and the author of *The Teacher Who Could Not Read*. Although he graduated from college and taught school for 17 years, Mr. Corcoran did not learn how to read until he was nearly fifty years old. Today he devotes his time to adult literacy, speaking to Fortune 500 companies, small businesses, students, teachers, and civic groups. He is also the President of The John Corcoran Foundation, Inc. The Foundation's mission is "To facilitate the eradication and prevention of adult illiteracy in America through the creation and dissemination of resources, training, mentoring, and public awareness through existing literacy organizational and educational programs."



Funding Opportunities

The Dollar General Literacy Foundation

The Dollar General Literacy Foundation funds non-profit programs designed to serve adults or families in need of literacy services. Grants are available for adult education (ABE, GED, ESOL) or family literacy.

Visit www.dollargeneral.com/community/

The Cowles Charitable Trust

PROGRAM: Provides support for arts and culture including early childhood, higher, secondary, and adult basic education throughout Florida. Established in 1948, they fund program development initiatives, capital campaigns, continuing support and provide seed money.

DEADLINES: June 1 and September 1

CONTACT: (732) 936-9826

The Bireley Foundation

PROGRAM: An independent foundation that funds education and reading initiatives through seed money and matching grants. They concentrate their giving in Utah and Florida. Initial approach should be through a letter.

DEADLINES: Open

CONTACT: Mr. John M. Carmack
130 N. Brand Blvd, Ste 405
Glendale, CA 91203-2617

The Marmot Foundation

PROGRAM: Support for literacy programs in Florida through challenge grants, capital campaigns and building and renovation. Initial approach should be through a letter of inquiry.

DEADLINES: Open

CONTACT: (302) 654-2477

Wilson-Wood Foundation, Inc.

PROGRAM: Giving focused on programs benefiting underprivileged communities in adult literacy and youth service. Provide support for building and renovation and operating support. Funding only available for programs in the Manatee-Sarasota, FL area.

DEADLINES: August

CONTACT: Ms. Susan Wood
3665 Bee Ridge Rd, Ste 302
Sarasota, FL 34233-1056

Nichols Foundation, Inc.

Giving for education, particularly on reading and youth services, health care and human services. Contributions given only to pre-selected organization, so contact Mr. Peter Coxhead, President of the Nichols Foundation prior to sending in a proposal.

DEADLINES: January and June

CONTACT: gscotto@ftcl.com

BellSouth Foundation

PROGRAMS: The mission of the foundation is to stimulate lasting improvements in preparing students for a successful and fulfilling future. Their grants embrace the following core values: linking learning to work; ensuring equity; collaboration; and connection through technology. Their giving focuses on community education and underprivileged minorities.

Applications are online.

Visit: www.bellsouthfoundation.org

Hurricanes Take Their Toll on Florida Literacy Programs *(continued from cover)*

Jim Wilder from Learn to Read of St. Lucie County echoes the concerns voiced by Rosemary Blake. Like the Lake Wales Literacy Council, a number of their volunteers have left the organization because they were emotionally or physically swamped in the aftermath of the hurricane. He states that his organization is experiencing an "increased need for service, with fewer service providers to support their mission." Not only does his organization have a number of volunteers who have had to cut down on their tutoring hours, many have left the area entirely. This has placed some stress on meeting the

performance based grant deliverables that are imperative for his program to reach in order to ensure the funding of his program.

Jim's primary goal, like Rosemary's is to "get his volunteer base back". Oftentimes volunteers are the heart and soul of the organizations that they support, and their interest and participation in providing support to students and administrators is vital to success of programming. As Jim states, he can "never say enough" about the wonderful things that volunteers do for Learn to Read. Although his program faces some

challenges due to a diminished volunteer base, he says that his community has really pulled together to help each other out in the aftermath of hurricane season. Jim says that he is "blessed with cooperation and collaboration" in his community. Although programs in Florida are facing new challenges in retaining, recruiting and training literacy volunteers and ensuring the needs of adult learners are being met, both Jim and Rosemary are hopeful for the future successes of their programs and encouraged by the support of their community.

RALLY Jacksonville and Jacksonville Partnership for Literacy Heighten Literacy in Jacksonville Through Collaboration

“RALLY Jacksonville” and the Jacksonville Partnership for Literacy (JPL) are new initiatives focused on early literacy administered through the Jacksonville Mayoral Office. Their vision is to have all children in Jacksonville reading on their grade level by third grade. Through these programs, the City of Jacksonville will commit \$5 million dollars over the next three years and work in partnership with the following organizations: The Ready Child Coalition, the Florida Institute of Education at the University of North Florida, the Duval County Public Schools, Florida Community College at Jacksonville and the Jacksonville Urban League’s Headstart.



Jacksonville Mayor John Peyton shares the joy of reading with a group of eager children through the RALLY program.

Mayor John Peyton acknowledges that one impetus behind this new initiative is the vital role that literacy plays in creating a skilled workforce. He states that, “as the global economy becomes more and more knowledge-based, the single most important factor in attracting jobs and developing our economy is having a workforce that is educated and can learn and re-learn new skills throughout their working lives.” As part of this mission, the RALLY program will increase understanding about the importance of early literacy on a community-wide level and organize families as partners engaged in their children’s learning through a four point plan to make literacy and reading a core Jacksonville Value: enhance the quality of school readiness programs, create neighborhood early literacy demonstration zones, and measure and share results and progress.

RALLY approaches this goal from a holistic perspective, by incorporating and addressing adult and family literacy as a

whole. Although the program was announced only last June, RALLY and JPL have already had much success with addressing and raising awareness about literacy in the community. Partnerships for referrals and collaboration have been formed with the Jacksonville Public Library and Learn to Read of Jacksonville, and local volunteer opportunities with literacy organizations are well publicized to City of Jacksonville employees through the JaxCares about Literacy program.

Terry Algire, former Executive Director of Learn to Read Jacksonville, stresses that this Mayoral initiative has embraced a wide spectrum of literacy concerns even though their focus is on early literacy. She points out that RALLY “chose to focus on children, but

didn’t neglect adults.” In fact, the mayor has gone out of his way to publicly promote Learn to Read Jacksonville and its mission in all of his speeches, which has resulted in an increased public awareness and numerous referrals. RALLY’s goal is to make literacy a core value of the city. The effect of this campaign, started in 2004, is already evident in the Learn to Read program. Recently, a new classroom of adult learners at Learn to Read Jacksonville met who had all discovered this literacy program through the City of Jacksonville offices. Algire states that they have “gone out of their way to make every connection possible” in their attempt to align the community to available literacy services. Although their primary goal is to promote early literacy, RALLY and JPL are raising awareness about literacy as a whole throughout the Jacksonville metro area through collaborative partnerships in order to effect change and serve their community.

“ as the global economy becomes more and more knowledge-based, the single most important factor in attracting jobs and developing our economy is having a workforce that is educated and can learn and re-learn new skills throughout their working lives. ”

ProLiteracy Worldwide Annual Conference

Announcing the ProLiteracy Worldwide Annual Conference, October 26-29 at the Starr Pass Marriott Resort and Spa in Tucson, Arizona. Early registration rates are offered.

For questions or comments, call 315-422-9121, ext. 319 or visit <http://www.proliteracy.org/conference/>.

President's Proposed Budget Slashes Adult Education Senate Responds with Measure to Restore Education Funding

The Bush Administration's proposed budget to Congress cuts adult education (Workforce Investment Act Title II) funds to states by 64%, from \$569 million in 2005 to \$207 million in 2006. Even Start and Prison Literacy funding is eliminated entirely.

Responding to these and other proposed cuts in education, the Senate approved a budget amendment on March 17 to add \$5.5 billion dollars for education. This amendment, sponsored by Sen. Kennedy (D-MA), narrowly passed by a vote of 51 to 49 with support from both Democrats and Republicans.

Adult Education was mentioned specifically in Senator Kennedy's opening remarks in the debate. The Senate Budget Resolution will go to a conference committee to reconcile with the House version, so this action does not guarantee any additional funding.

For more information visit:

- US Department of Education Budget Summary: www.ed.gov/about/overview/budget06/summary/edlite-section2c.html
- National Council of State Directors of Adult Education: www.ncsdae.org
- ProLiteracy Worldwide: www.proliteracy.org

Release of National Assessment of Adult Literacy (NAAL) Data Postponed Until December 2005

In spring 2003, the National Center for Education Statistics (NCES) began collecting data for the NAAL, a nationally representative assessment of literacy skills of adults age 16 and older. Originally scheduled for release in 2004, NCES has postponed the distribution of the study until next December. These research findings will reflect national literacy statistics. Literacy estimates for Florida counties/cities will be available several months after the initial release, according to a NCES representative.

NAAL is based on an earlier assessment of adult literacy, the 1992 National Adult Literacy Survey (NALS).

For more information visit NCES at <http://nces.ed.gov/NAAL>

How to Guide for Health Literacy Forums

The National Center for the Study of Adult Learning and Literacy (NCSALL) has published a guide to assist adult educators and health professionals in planning and implementing local health forums to raise awareness about health literacy and links to health outcomes. Authored by Rima Rudd and Emily Zobel, of the Harvard School of Public Health, *Health Literacy Public Forums, Partners for Action* provides a step by step approach complete with sample handouts, agendas and support materials.

This publication is available through NCSALL at <http://ncsall.gse.harvard.edu> or by calling (617) 495-4843





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Join the Coalition and Make a Difference for Literacy in Florida!

- Individual Annual Membership – \$20
- Organizational Annual Membership – \$40
(Please indicate primary contact person)

I want to increase the impact of my membership:

- Supporting Donation: \$5 - \$99
- Sustaining Donation: \$100 - \$499
- Patron Donation: \$500 - \$999

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