



17th Annual Literacy Leadership Institute

March 9 – 10, 2020

This free professional development opportunity, designed for directors, program managers and board members of non-profit and library-based adult education and literacy organizations, will cover topics such as:

- 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

Discuss with colleagues what works in adult and family literacy. Learn and network with others interested in growing their organizations while maintaining and enhancing program quality.

Fee: Free

Travel reimbursement assistance (up to \$375.00 per person with a limit of two reimbursements per organization) is available to eligible applicants in accordance with state rates.

Monday, March 9 from 10 a.m. to 5:00 p.m.

Tuesday, March 10 from 8:30 a.m. to 3:30 p.m.

Location: Hotel Indigo-Celebration Pointe, 5020 SW 30th Lane Gainesville, FL 32608. Register [online here](#). Call 352-240-8900 for hotel reservations. Make reservations by February 24th to receive the group rate of \$98 night. Please inform them that you are a part of the Florida Literacy Coalition's Leadership Institute to receive your discounted room rate.

Please contact Nicole Caban, at (407) 246-7110 x 203 or ncaban@floridaliteracy.org if you have any questions. Space is limited, so register today!

Registration Deadline: February 28, 2020.

REGISTER TODAY ▶

This session is hosted by FLC, Florida's Adult and Family Literacy Resource Center and funded through a grant from the Florida Department of Education, Division of Career and Adult Education.