



**Adult Education Advocacy Outcomes Chart  
Literacy Action, Inc.  
2009**

<b>Outcome: What do you aim to achieve?</b>	<b>Benchmark: How will you know you're making progress?</b>	<b>Strategies: What will you do to work toward your desired outcomes?</b>	<b>Baseline: What's your starting point?</b>
<b>Positive publicity on adult education</b>	# of articles, editorials, PSA's, interviews, etc. published or aired  # of media outlets that publish our material	We will work with our trustee marketing committee to formulate a communications plan; then we will implement that plan.	In 2008 we had: <ul style="list-style-type: none"> <li>• 1 editorial published</li> <li>• 1 article published</li> <li>• 1 interview aired on television</li> </ul>
<b>Improved alliances within Georgia Adult Literacy Advocates, or GALA, (of which Literacy Action is a founding member)</b>	# and diversity of organizations that attend our meetings or participate in our efforts  # of new strategic alliances built	We will continue to network with other adult education providers around the state and invite them to participate in our statewide advocacy efforts. We would also like to host a tea or breakfast meeting, possibly in conjunction with the statewide meeting held in October, for service providers to get to know GALA better.	In October 2007 we helped to form Georgia Adult Literacy Advocates (GALA); we met as a group 6 times during 2008.
<b>Increased visibility by Georgia Adult Literacy Advocates (GALA)</b>	# of people reached  # of times the visibility strategies were carried out	We would like to host a legislative breakfast inviting Georgia's congress people to learn about adult education issues in Georgia.	As GALA is newly formed legislators are currently not aware of us.



<p><b>Raise awareness of adult literacy issues specifically with state government officials</b></p>	<p># of letters sent to state officials from service providers located in Georgia</p> <p># of responses received back from addressees</p>	<p>We will draft a letter, to be shared with other service providers via GALA, about the statewide impact of illiteracy which can be sent to legislators</p>	<p>As GALA is newly formed legislators are currently not aware of us nor has a unified message come from providers statewide.</p>