



National Coalition for Literacy/Dollar General Advocacy Grants

Complete the following information (including signature) and email or fax to National Coalition for Literacy at 1-866-738-3757. This serves as your signed cover sheet:

Organization: Reading Connections

Fiscal Agent (if not organization):

FEIN: 56-1726754

Name of Project: Piedmont Triad Regional Literacy Advocacy Initiative

Director:

Name: Jennifer Gore, Executive Director

Address: 122 N. Elm Street, Suite 520, Greensboro, NC 27401

Phone: 336-230-2223

Email: jgore@readingconnections.org

Project Coordinator (if different)

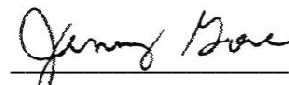
Name: Marcy Ray, Director of Communications

Address: 122 N. Elm Street, Suite 520, Greensboro, NC 27401

Phone: 336-230-2223

Email: mray@readingconnections.org

Reading Connections agrees to complete the requirements of the NCL/Dollar General Advocacy Grants project within the allotted time period.



Signature

December 8, 2009

Date



Signature

December 8, 2009

Date



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Organization Information/Demographics

Description of organization: Reading Connections is a non-profit literacy agency serving adults 18 years and older in Guilford County, NC. Founded in 1990, Reading Connections has since trained thousands of volunteer tutors to provide instruction one-to-one and in small group classes. Our programs include Adult Basic Education, GED preparation, English for Speakers of Other Languages, family literacy, workplace literacy, health literacy, and computer literacy. Guilford Technical Community College and the Piedmont Triad Partnership are project partners.

Population Served (socioeconomic background, ethnicity, number): In the past program year (2008-2009) we served 711 students whose demographic information is summarized below.

Race/Ethnicity:	African-American	46%
	African immigrant	16%
	Hispanic	14%
	Asian/Other	13%
	Caucasian	11%
Gender:	Female	55%
	Male	45%

Age:	18-24	12%
	25-44	49%
	45-59	31%
	60+	8%
Employment:	Unemployed	51%
	Employed	44%
	Retired/not in workforce	5%

Project Name: Piedmont Triad Regional Literacy Advocacy Initiative

Project Description:

Current advocacy efforts: With the significant loss of manufacturing and furniture industry jobs, many workers find themselves poorly equipped to compete in the local labor market that demands greater skills and education. The Piedmont Triad 12-county region just completed a three-year study to determine attitudes around literacy and lifelong learning to bolster local workforce and economic development efforts. This study resulted in a communications campaign with the theme “Give Yourself a Chance” will go public January 2010. The communications plan was developed based on discussions with 130 local businesses, governments, community colleges, and community-based organizations. This has been the most comprehensive regional advocacy effort to date targeting the business community, state and federal governments, and the general public.

Advocacy goals: The goal of this project is to engage the region’s businesses and local/county governments in supporting and advocating for adult literacy services. Specific goals include increased visibility for adult literacy, increased support for regional literacy activities, and increased state and federal advocacy for adult literacy.

Advocacy activities: At a Lifelong Learning Symposium, we will convene the 130 partners who participated in developing the PTP’s communications plan, as well as newly identified partners, to plan activities to support or advocate for lifelong learning. Members will discuss regional goals for increasing

adult literacy levels and will receive a list of activities to support or advocate for adult literacy. These may include contacting state/federal legislators, offering on-site literacy activities for workers, starting a literacy council in counties where none exists, working with community colleges to provide instruction aligned with regional employment goals, and launching a media campaign to encourage public support for literacy activities. The symposium will be facilitated by an expert on literacy and coalition building.

Advocacy and marketing plan: The symposium will be planned by Reading Connections' Executive Director, the PTP's Senior Vice President, and Guilford Technical Community College's (GTCC) Basic Skills Director. Reading Connections' Director of Communications will be responsible for coordinating all communications efforts. Invitations will be issued starting in early January, with the initial symposium planned for late January or early February. Based on partner interest, further meetings may be scheduled to refine plans for action or bring in new partners. All meetings will be publicized through press releases and invitations extended to the media. We will conduct a follow-up survey to measure levels of activity and advocacy by symposium attendees.

Organizational capacity: Reading Connections, as the largest community-based literacy organization in the state, is well positioned to lead these efforts in conjunction with the Piedmont Triad Partnership and GTCC. We are a leader in developing community partnerships and have close relationships with the PTP and GTCC. The PTP has close contacts with regional businesses, educators, and governments. All three planning partners have the technological capacity to communicate quickly and effectively through email, social media such as Facebook/Twitter, and listservs.

Community partners: The PTP is a private, non-profit economic development organization focused on the 12-county Piedmont Triad region. They will provide in-kind support by issuing invitations, producing media kits, and assisting in follow-up planning. Guilford Technical Community College will provide staff time for planning and symposium space at its Jamestown campus.

Continuation: Our intent is to create a self-sustaining regional literacy coalition. We will seek continued support from regional partners (businesses, community foundations, local and county governments) as well as from state and federal capacity-building grants.

Evaluation: This project will be evaluated based on: number of partners participating, number of new literacy activities emerging from discussions, amount of advocacy activity, and media coverage. See the Adult Education Advocacy Outcomes Chart (attached) for specific activities, goals, and measures.



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Budget Categories	Grant Funds	Matching Funds or In Kind Support (must equal \$5,000)*	TOTAL COSTS
Personnel	Executive Director: \$2,500 Communications Director: \$1,500	Planning and follow-up: Theresa Sullivan, Senior Vice President, Piedmont Triad Partnership: \$500 Pat Freeman, Director Basic Skills, GTCC: \$400	\$4,900
Printing and Supplies	Mailings, handouts, brochures, fliers:\$600	Piedmont Triad Partnership: Media kits: \$2,100	\$2,700
Communications (phone, discussion list capability)	Phone, email: \$400		\$400
Community Outreach			
Other – please provide detailed list and amounts			
Symposium space		GTCC: \$1,000	\$1,000
Facilitation: Consultant fee and travel		Piedmont Triad Partnership: \$1,000	\$1,000
TOTAL	\$5,000	\$5,000	\$10,000

*List Sources of Matching Funds or In-Kind Support

Guilford Technical Community College	\$1,400
Piedmont Triad Partnership	\$3,600

Adult Education Advocacy Outcomes Chart

Reading Connections: Piedmont Triad Literacy Advocacy Initiative

Outcome	Benchmark	Strategies	Baseline/Goal
Increased visibility for adult literacy	# of new partner organizations attending symposium	Identify potential partners not already participating in PTP communication efforts Invite potential new partners to symposium	At least 10 new partners attend at least 1 advocacy symposium
	# of media mentions of advocacy efforts	Distribute press releases announcing symposium and any follow-up activities/results; invite media to attend symposium	At least 3 media coverage items (TV/Radio/Newspaper)
Increased support for regional literacy activities	# of partners attending symposium	Invite all 130 partners to attend symposium	At least 75 partners attend at least 1 advocacy symposium
	# of partners adopting/supporting adult literacy practices	Develop handouts and presentation on benefits of adult literacy for productivity	At least 2 businesses adopt or support literacy practices
	# of new literacy initiatives	Identify counties without literacy councils/community colleges Recruit partners to support formation of literacy councils in those communities	At least 1 new initiative planned
Increased state and federal advocacy for adult literacy in the region	# of partners reporting advocacy activities in a post-symposium survey	Provide list of opportunities for advocacy, legislative contacts Send email updates on new opportunities Conduct follow-up survey of advocacy activities	At least 50% of symposium attendees report contacting their state and/or federal legislators to advocate for adult literacy activities.