



THE GREATER BATON ROUGE LITERACY COALITION

2010 Progress Report

The work of the Greater Baton Rouge Literacy Coalition (GBRLC) is guided by a community-wide Literacy Plan developed in 2005 as a collaborative endeavor of several organizations and individuals committed to improving literacy in the Baton Rouge community. Five years later, through continued and strengthened collaboration, we have successfully implemented the strategies identified in the original plan. The summary below outlines our progress to date, with a focus on our 2010 activities and outcomes.

Strategic Action Area One: Outreach, Recruitment, and Retention

- GBRLC supports the expansion of literacy services, particularly in geographic areas of greatest need. For example, we facilitated collaboration between a local neighborhood revitalization group and the parish school system to implement a literacy center in the Zion City community and established outreach programs with TANF funding awarded by the Department of Education.
- We designed a portable learning lab, complete with laptop computers and instructional software, to increase provider capacity for outreach efforts.
- We maintain an online service directory to help link students with programs.

2010 Activities and Outcomes:

- During FY 2009-2010, 744 adult learners were served by five community-based literacy organizations supported by GBRLC.
- We completed our TANF-funded project with the following outcomes for FY 2009-2010:
 - 79% of enrolled students (157 out of 199) completed 12 or more instructional hours. (Performance indicator was defined as 75%.)
 - 68% of students who completed 60 or more instructional hours completed an educational functioning level. (Performance indicator was defined as 30%.)
- GBRLC operated a new program in partnership with literacy service providers and the City-Parish Office of Social Services (OSS) to serve Head Start parents and other OSS eligible participants. Despite a short project period of four months, successes included the following:
 - 83% of enrolled students (60 out of 72) completed 12 or more instructional hours.
 - 93% of students who completed 60 or more instructional hours evidenced educational growth on TABE post-tests, with 76% gaining a minimum of one educational functioning level.

Strategic Action Area Two: Marketing

- GBRLC focuses on community awareness, provider support, and relationship building.
- As part of our marketing plan, we have presented annual Literacy Week celebrations that have included the release of student anthologies, poetry readings, and community leadership breakfasts. Literacy Week 2009 and 2010 have resulted in public service announcements aired on WBRZ.
- GBRLC has participated in events such as the Louisiana Book Festival and One Book One Community. To celebrate International Literacy Day in 2009 and 2010, the Coalition provided toolkits to local faith leaders and congregations interested in promoting literacy within their communities.

Visit www.gbrliteracy.org to find:

- 2008, 2009, 2010 student anthologies
- Videos of students and local leaders discussing literacy's impact in their lives and our community
- 2009 "Reality of Literacy" and 2010 "Learn to Earn" public service announcements

Strategic Action Area Three: Funding & Resource Development

GBRLC supports providers by securing funding for collaborative projects. With this funding, providers have:

- Served hurricane evacuees at Renaissance Village.
- Trained tutors to work with students who were two or more years behind in school and at risk of dropping out. Tutors helped students as they participated in vo-tech training and career exploration on the Louisiana Technical College campus.
- Delivered instruction to a targeted population of students ages 16-21 and 22 or older with minor children.

GBRLC has also secured funding to support the delivery of quality adult literacy services. These resources include:

- Laptop computers and software
- Data management software
- Student retention services

2010 Activities and Outcomes:

- GBRLC served as fiscal agent in implementing a project serving Head Start parents and other OSS eligible participants.
- GBRLC is administering adult education funding awarded by the Louisiana Community and Technical College System (LCTCS) to support three providers as they deliver literacy services.
- In 2010, providers have unprecedented support as GBRLC implements a federally funded project focused on building the capacity of community-based organizations. Locally, adult literacy service providers benefit from:
 - An estimated total of \$62,000 in resources
 - An estimated total of \$72,000 in training and individualized technical assistance
 - A total of \$150,000 in subawards to support the development of pilot workforce literacy programs

Strategic Action Area Four: Quality & Accountability

- GBRLC maintains a centralized data management system (LACES) that gives providers and GBRLC the ability to uniformly evaluate and report progress.
- GBRLC is certified under the Louisiana Association of Nonprofit Organizations Standards for Excellence.

2010 Activities:

- GBRLC's LACES data helped secure adult education funding awarded for FY 2010-2011 by LCTCS.
- As part of our capacity-building project, we are developing an evaluation system that better demonstrates the impact of literacy services while also ensuring program improvement.
- GBRLC continues to collect and analyze ongoing performance data to measure and document progress.

Strategic Action Area Five: Training, Curriculum, and Best Practice

- GBRLC facilitates monthly provider meetings and quarterly Community Network meetings that deliver training and provide opportunities for collaboration.
- Our Training Committee develops an annual training calendar that addresses curriculum, instruction, and organizational development.

2010 Activities and Outcomes:

- GBRLC has partnered with LANO, ProLiteracy International, and Jobs for the Future to deliver top-notch training and technical assistance as part of our federally-funded capacity building project.
- Between February and September 2010, GBRLC provided 134 hours of individualized technical assistance to five organizations participating in our capacity building project.
- During 2010, GBRLC has offered 13 workshops that provided training to 28 different organizations. Workshops included a Workforce Literacy Summit to assist in identifying next steps for connecting literacy and workforce development.