

**LITERACY SUMMIT FOLLOW-UP GROUP**  
**SYNTHESIS**  
**Review and Additions 7/25/06**

**Mission:**

1. Increase community awareness of literacy needs in Sarasota County
2. Increase community engagement in solution of the literacy needs by promoting existing literacy services and exploring new service avenues
3. Increase effective delivery of literacy services by creating county-wide coordination and collaboration of service agencies

**Goals:**

1. Marketing-Public Relations

- Develop good long-term marketing strategy; invite marketing representatives to join literacy marketing-public relations planning group
- Market literacy needs and volunteer recruitment to county businesses, trade associations, realty companies, and restaurants, hotels, hospitals, retail and media enterprises
- Create multiple marketing messages, each targeted to a specific audience segment of the community
- Create more buy-in from business community, i.e., major employers, county government, Sarasota Memorial Hospital and Venice Hospital, School Board, etc.
- Engage businesses in joining forces to highlight their efforts on behalf of employment-literacy programs
- Engage Media in sponsoring free public service announcements for literacy providers and people seeking literacy services
- Create ways to reach people who do not speak English or do not read

2. Data Collection

- Collect local and current literacy data...how many and where
- Map the entire county...specify what needs are and where located
- Explore collaboration with USF to collect data
- Access state and local Department of Education for school-age data
- Distribute literacy data to community

3. Asset Based Community Development (to be reviewed at a later date)

- Create neighborhood initiatives...feedback sessions with small groups. Invite participants, friends to join literacy initiatives
- Contact Neighborhood Community Associations to identify needs and assets
- Map Sarasota County to identify neighborhood/community connectors who would engage in formal and informal conversations with their community members and community leaders to discover the unique literacy needs and priorities of each area and to identify the assets, talents and skills among the neighbors, associations, businesses and institutions in each area

- Establish new literacy services by engaging the assets, talents and skills within each neighborhood to create self-sustaining methods of addressing the literacy priorities established by neighborhood members
- Develop collaborations among new neighborhood-based literacy services and existing literacy services

#### 4. Volunteer Recruitment

- Increase number of volunteers
- Develop presentation to recruit volunteers and present at various organizations, businesses, etc.
- Create volunteer program information for employers/employees
- Designate literacy volunteerism as a business project
- Expand the volunteer base by training tutees to be tutors

#### 5. Organization Literacy

- Create organizational literacy...attach to existing resources such as United Way 211 and Senior Friendship Center to be sure referral information is current and accurate
- Create web site links containing literacy services and referral information
- Determine which literacy services are volunteer driven and pool resources of people/literacy groups at the table, create partnerships among organizations
- Develop personal, timely and effective communication among literacy groups, community leaders and neighborhoods
- Establish a North County interagency umbrella to link groups, develop partnerships and share resources

#### 6. Program Initiatives

- Create connection among English Speakers of Other Languages (Spanish and other languages) at Selby Library
- Maintain support for Early Childhood initiatives to decrease needs at later life stages
- Create short story discussion groups at county libraries
- Create after-work tutoring programs for parents and provide meal and day care
- Create portable programs. What is your literacy group doing that could be shared with another program? Enable each group to focus on their service and to partner with other groups to provide additional services
- Identify locations to provide services
- Sponsor a literacy program day/evening when all literacy services have a specific activity at their site to highlight literacy initiatives in the community

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