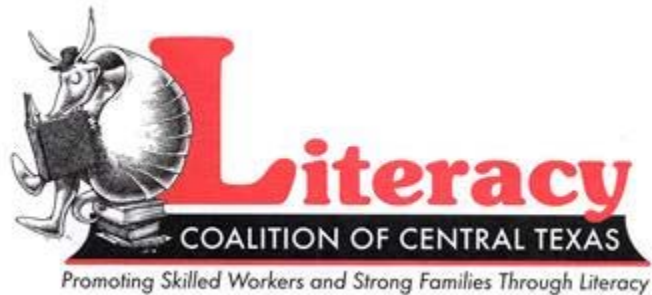


Literacy Coalition of Central Texas

Life, Literacy and the Pursuit of Happiness



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Literacy Needs in Central Texas

"Literacy is a bridge from misery to hope. It is a tool for daily life in modern society. It is a bulwark against poverty, and a building block of development..." -Kofi Annan

The definition of literacy has evolved from "the ability to read and use printed materials at an extremely basic level" to "using printed and written information to function in society, to achieve one's goals and to develop one's knowledge and potential" (2003 National Assessment of Adult Literacy).

An estimated 1 in 5 adults in Central Texas cannot read or write well enough to fill out a job application. The demand for literacy services in the central Texas region continues to greatly outpace the supply of services; less than one in ten people needing services has access to them.

Without the knowledge and skills required to obtain jobs and becoming economically self-sufficient, central Texas residents are caught in a vicious cycle of illiteracy, unemployment, and poverty.



Literacy Needs in Central Texas

Changing Demographics: Literacy Needs on the Rise in Central Texas

Travis County Students - Limited English Proficiency

	2000- 2001	2001- 2002	2002- 2003	2003- 2004	2004- 2005
Percent of students in bilingual education	<i>14.6%</i>	<i>16.2%</i>	<i>16.9%</i>	<i>18.0%</i>	<i>19.0%</i>
Number of students in bilingual Education	48,248	49,492	53,870	57,470	62,439
Total Students	114,249	114,205	117,132	118,568	122,137

Data is not representative of all children in Travis County. Only students enrolled in Austin, Lago Vista, Lake Travis, Pflugerville, Manor, Eanes and Del Valle Independent School Districts are included in this dataset from the Texas Education Agency.



The Promise of Improved Literacy

Making it Count: Why Invest in Adult Education?

If a Central Texas resident who lacks a high school diploma receives their GED, they will earn an additional \$9,150 annually on average. If just 5%, or 32,567 of those Central Texas residents got their GED, they would collectively earn an estimated \$298,053,184 next year alone!

It costs under \$500 to prepare one person to take their GED examination in the state of Texas. **Therefore, an investment in a GED preparation class for just 5% of the Central Texas residents who lack a high school diploma would cost \$16,283,500 but bring in additional earnings of \$298,053,184.** In other words, \$1 invested in helping someone get their GED will gain them \$18 in earnings in the first year alone.

Extrapolated from data from the U.S. Department of Labor Bureau of Labor Statics and US Census, American Community Survey 2006.



About the LCCT

Our Vision:

The Literacy Coalition of Central Texas mobilizes providers, learners, employers, educators, policy makers and other stakeholders to create a central Texas community that is 100% literate, employable, and engaged.

The Primary Goals of the Literacy Coalition:

- Goal #1: Increase capacity and enhance quality of literacy services at partner agencies through identification of new resources (volunteer teachers, financial resources, and other in-kind support).
- Goal #2: Promote more effective and efficient use of existing community resources by mobilizing partnerships and improving service coordination.
- Goal #3: Increase regional awareness of literacy issues to improve policy direction, civic engagement and fiscal investment of public sector for literacy services.

Who we are...

Literacy Service Provider Partners of the Literacy Coalition Include:

Advocacy Outreach of Elgin	Gary Job Corps
ACEE Family Literacy Program	Goodwill of Central Texas
Any Baby Can	Gonzales Learning and Career Center
Austin Area Urban League	Leander ISD EL Civics
Austin Community College, Adult Education	Lifeworks
Austin Independent School District	Linking Languages
Austin Learning Academy	Literacy Council of Williamson County
Austin Public Libraries	Literacy Volunteers of Bastrop
Avance	Manos de Cristo
Capital Idea	Rawson-Saunders School
Caritas of Austin	Reach Out and Read
Communities in School - Central Texas	Scottish Rite Learning Center of Austin
Community Action, Inc.	Financial Literacy Coalition of Central Texas
El Buen Samaritano	The Austin Academy
English at Work	The Caring Place
Family Connections	Village Sensei
Foundation Communities	

Who we are...

Literacy Coalition Board of Directors:

Name	Affiliation
Jonathan Engel, Chair	Community Action, Inc
Retta Kelley, Past Chair	Austin-American Statesman
Jacqueline S. Mata, Vice Chair	KDK-Harman Foundation
Lynn Wolfe, Secretary	City of Austin
Stan Ashlock	Texas State University
Alice Day	Community Volunteer
Vanessa Gonzalez	Allison, Bass & Associates, L.L.P.
Nancy Hammel	Travis County Attorney
Shauntice Heggs	IBM
Pat Hernandez	Austin Community College
Loretta Holland	Prospect Consulting
Tom Moran	Austin Public Library
Suzii Paynter	Texas Christian Life Commission
Sydney Rubin	Chandler Chicco Public Relations
Mandy Shooter	Literacy Texas
Tom Wilkinson	PMB Helin Donovan, LLP

Workforce Education in Central Texas

The Texas Workforce Commission (TWC public meeting, November 2003) recognizes the need for increased attention on labor market shortages. Particularly, wage earnings and skills gaps are increasingly tied to education levels, training, and skill attainment levels. The unemployed in central Texas could be an asset to employers once given the literacy skills needed to fill higher paying jobs. A national study found that American businesses currently spend more than \$60 billion each year on employee training, much of that for remedial reading, writing, and mathematics. (ProLiteracy Worldwide)

In order to prepare our community for the changing economy, **we must arm our residents with the skills they will need to fill tomorrow's jobs.** In 2004, the U.S. Department of Labor projected that six of the ten fastest growing occupations through 2012 require an associate's or bachelor's degree. (U.S. Department of Labor Statistics, 2004)

Upcoming Project: Workforce Education Summit

Summit Sponsored by the Literacy Coalition of Central Texas, Workforce Solutions – Capital Area Workforce Board, and Rural Capital Area Workforce Development Board

Planning Committee: Austin Community College Adult Education, Travis County HHS/VS Research and Planning Division, Community Action, Inc., English at Work, and The Austin Academy.

The summit will bring together area business leaders, faith-based and community organizations, and regional workforce centers for a strategy session designed to meet the needs of area businesses for work-ready and competent employees. Summit participants will hear about successful partnerships with employers leading to English or adult education classes that helped employers in various ways.

Prior to the Summit, the Literacy Coalition of Central Texas is using an assessment to measure any challenges or needs your company faces regarding the literacy levels of your current or prospective workforce. Please complete the survey at:

http://www.surveymonkey.com/s.aspx?sm=5dpDrXI4r45YYQnFyUKNgg_3d_3d

For more information:

Stephanie Svoboda

512-320-4505

ssvoboda@willread.org

www.willread.org

Upcoming Project: Workforce Education Summit!

What employers will take away from the Summit:

- How work-based education and training can increase retention and enhance opportunities for recruitment of employees
- Partnerships available to you with local adult education programs
- Information about successful programs already implemented locally and how they helped business
- Information about available funding to offer free or reduced-cost programs at your work site

What service providers will take away from the Summit:

- Best practice models in work-based education
- Training in preparing struggling populations for work, assisting struggling populations with job searches, and providing effective retention support
- How to collaborate and make effective referrals to the workforce system
- Information about local and state public and private funding for workforce development activities and services offered by workforce development boards
- Partnerships with local businesses to build sustainable, collaborative programs
- A dialogue and plan of action for Central Texas employers and literacy service providers

Summit Keynote Address: Heide Spruck-Wrigley, PhD. *Dr. Wrigley has spent her career providing advanced training in preparing struggling populations for work. Her refreshing and down-to-earth perspective offers employers a straightforward approach to meeting training and hiring demands.*

Logistics

When

Monday, September 15, 2008

(Day One: Employers, workforce development boards, non-profit and public service providers)

and

Tuesday, September 16, 2008

(Day Two: Workforce development boards and non-profit and public service providers)

Where

Goodwill Industries of Central Texas

1015 Norwood Park Blvd.

Austin, TX 78753

Registration fee is \$15.00.

We Need Your Help!

1. Spread the Word!

Please forward our 'Save the Date' widely and encourage people to attend the summit. We hope all public service providers to support working age, low-income, low-skill populations to attend, regardless of their mission or programs. We also hope area business with jobs in healthcare, manufacturing, information technology, and retail/office management will attend.

2. Encourage employers to complete the fast, on-line survey!

The web-based survey can be found at:

http://www.surveymonkey.com/s.aspx?sm=5dpDrXI4r45YYQnFyUKNgg_3d_3d

3. Connect the LCCT with employers and other community stakeholders in workforce education!

If you know of a community stakeholder who should be involved in these efforts and would like to introduce them to this project, please send Meg their contact information at mpoag@willread.org.