



wisconsin•literacy
Annual Report 2010-2011

Wisconsin Literacy Member Agencies

Adult Literacy Center - Ozaukee County • Adult R.E.A.D. Program • Agape Community Center Literacy Program • Alternative Center for Education • Ashland-Bayfield Counties Literacy Council • Baraboo Area Literacy Council • Barron County Area Literacy Council, Inc. • Clara Fields Multicultural Literacy Program • Columbus Literacy Council • Coulee Region Literacy Council • Council for the Spanish Speaking • Crawford County Literacy Council • Door County Literacy Council, Inc. • Family Literacy of Racine • Family Resource Centers of Sheboygan County Literacy Council Project • Fond du Lac Adult Literacy Services • Fox Valley Literacy Coalition • Friends of the Hartford Library Literacy Program • Grant County Family Literacy Services, Inc. • HOPE Family Education Program • ICAA Crossroads Literacy • Iowa County Literacy Council • International Learning Center • Jefferson County Literacy Council • Journey House Family Learning Center • Kenosha Literacy Council, Inc. • LCOOCC Adult Basic Education Program • Learning For Living • Literacy Council of Greater Waukesha • Literacy Council of Green County • Literacy Council of Superior/Douglas County • Literacy Council of Wood County • Literacy Green Bay, Inc. • Literacy Network • Literacy Partners of Kewaunee County • Literacy Services of Wisconsin • Literacy Task Force of Northern Wisconsin • Literacy Volunteers–Chippewa Valley • Literacy Volunteers - Marquette County, Inc. • Marathon County Literacy Council • Milwaukee Achiever Literacy Services • Milwaukee Public Library Adult Literacy Program • Neighborhood Learning Center • Next Door Foundation Adult Education/GED Program • Northern Region Family Literacy Program • Northern Waters Literacy • Omega School, Inc. • Page Forward Volunteers for Literacy in Clark County • Portage County Literacy Council • Racine Literacy Council • Richland County Literacy Council • Sauk Prairie Area Literacy Council • Shawano County Literacy Council • St. Francis Public Library ELL Program • Stateline Literacy Council • The Literacy Connection • Walworth County Literacy Council • West CAP Literacy and Skills Enhancement Program • Winnebago County Literacy Council • Wisconsin Dells Literacy Council • Wisconsin Institute for Learning Disabilities/Dyslexia, Inc. • Wisconsin Institutions Literacy Council



Strengthening Wisconsin's workforce, families and communities through literacy

Members and Community • Workforce • Health • Government

For more than 25 years, Wisconsin Literacy has been strengthening adult literacy agencies through advocacy, professional development, information and referral services, organizational development, and program resources. Last year, 62 member agencies benefited from capacity building services that our staff delivered in all four corners of the state.

Wisconsin Literacy channels its work into four distinct areas where literacy plays a key role: members and community, workforce, health, and government. We strengthen each of these individual sectors by raising awareness of the impact of low literacy skills on jobs, health, families, and communities. Without a strong foundation of literacy skills, it is difficult to pursue a better quality of life. We hope you see it the same way as you reflect on the critical role literacy skills play in everyday life – from filling out a job application on-line to managing your child's illness or engaging in school and community life. We also hope you will join us – as an advocate, tutor or donor – in strengthening Wisconsin through literacy.

A handwritten signature in black ink that reads 'Michele B. Erikson'.

Michele Erikson
Executive Director

Strengthening

members and community

Some of the many resources Wisconsin Literacy provides to its 62 member agencies include professional development opportunities, recognition through our Celebration of Literacy awards and funding from our 1200 Tutors in 12 Weeks tutor recruitment campaign, where members receive funding based on the amount of new volunteer tutors recruited and trained each fall. We distributed a Tutor Training Guide in 2010 to support our members' work with tutors. Our four Regional Literacy Consultants also provide support through individualized assistance to members on best practices and program management.

Wisconsin Literacy completed a one-year project that promoted health literacy skills to adult learners and tutors in our member agencies. The project combined educational workshops with the dissemination of 1,200 evidence-based plain language health books, "What to Do When Your Child Gets Sick." As a result of this work, health knowledge improved by 28 percent among participating learners and 38 percent among tutors. Wisconsin Literacy also worked with our members to distribute a lesson plan for adult learners on preventing and treating H1N1 influenza. Fifty workshops titled "H1N1: What You Need to Know" were presented to 1,200 learners at literacy and community organizations during the summer and fall of 2010.



Two adult learners from International Learning Center in Milwaukee work together during class. International Learning Center is one of 62 Wisconsin Literacy member agencies, where adults receive direct services to improve their reading, writing and English language skills.

Through a workplace literacy program offered by WL member agency Literacy Volunteers-Chippewa Valley, adult learners gain the skills they need to receive a ServSafe certification. Students learn meal preparation, which includes proper and safe food handling techniques.



Strengthening workforce

In these challenging economic times, our member literacy agencies are seeing increased requests for services that connect adult learners to the workforce. These adults are most often dislocated workers from entry level jobs who have limited to no computer skills, a prerequisite to apply for, obtain and retain employment. Wisconsin Literacy is leading a collaborative effort in Rock County focused on teaching computer skills to limited-literacy workers, then assessing their progress and referring them to the next appropriate level and venue. We hope the success of this effort allows us to share it with other regions of the state.

Wisconsin Literacy is also partnering more closely with the Wisconsin Technical College System to encourage new models of collaboration around helping adults connect with Career Pathways. Our goal is to help learners gain and retain more suitable and sustainable employment through targeted career training.

Strengthening

health literacy



Health Literacy Wisconsin (HLW) is a division of Wisconsin Literacy, Inc. that fosters awareness, develops resources and engages in local and national advocacy around the topic of health literacy. The division also develops and manages innovative community-based health literacy interventions, with the goal of bridging the gap between the health literacy skills of consumers and the demands that the health care system places upon them.

As a national leader in the new field of health literacy, HLW has spent much of the last decade raising awareness of this silent crisis in health care. In 2011, the 4th Biennial Wisconsin Health Literacy Summit reached a national audience of more than 315 health care providers, adult literacy providers, patient educators, public health professionals, and policymakers. The event was featured in print, Web, radio, television, and social media outlets throughout the state of Wisconsin. As a result of the conference, more than 75 percent of attendees built a new partnership or collaboration; 69 percent developed and disseminated accurate, accessible and actionable health information; and 62 percent increased the use of evidence-based health literacy practices and interventions.



"I spoke with several of my colleagues who had the privilege and opportunity to participate in your health literacy conference. They RAVED about how much they learned from this meeting. We are now strategizing about how to best incorporate what they have learned into our corporate health literacy strategy."



Michele Erikson, Executive Director, Wisconsin Literacy (back left); Bob Yamachika, Chief Executive Officer and President of YMCA of Metropolitan Milwaukee, Inc.; and Sr. Agnes Marie Henkel, SSSFL received the 2010 Legacy Award from Milwaukee Achiever Literacy Services.

Strengthening

government and policy

As an advocacy organization for literacy, it is important to share the impact that literacy issues have in the everyday lives of our workforce, families and communities. Wisconsin Literacy aims to be the voice of our member agencies with state and federal legislators. The target audience of our advocacy visits have been legislators who serve on committees related to workforce, education, health, and finance. Moving beyond awareness raising of literacy issues, Wisconsin Literacy is now focusing on more involvement in determining how we might play a role in policy that helps adult learners access and understand the services and resources in their communities.

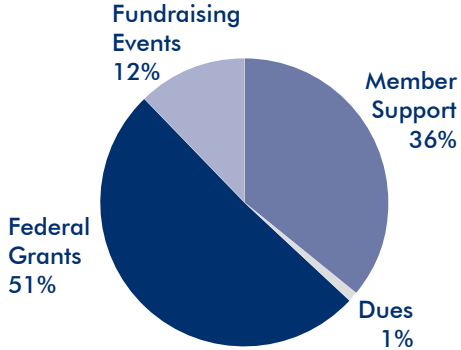
Milwaukee Achiever Literacy Services selected Michele Erikson, executive director of Wisconsin Literacy, to receive the 2010 Legacy Award for her decades of dedication to literacy, her work to educate policymakers and her passion to grow Wisconsin Literacy into a strong network of service providers who work every day to make a positive impact on the quality of life in Wisconsin. Michele received the award during a ceremony held at Alverno College in Milwaukee to recognize her "outstanding work to support, develop and advocate for literacy agencies statewide."

Donors July 1, 2010 - June 30, 2011

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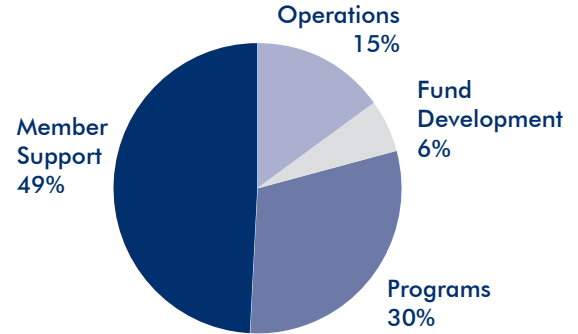
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Financial Highlights



Funds Raised

Federal Grants	197,667	51%
Member Support	138,207	36%
Fundraising Events	47,245	12%
Dues	5,625	1%
Miscellaneous Income and Interest Earned	352	0%
Total	\$389,096	



Funds Used

Member Support	197,667	49%
Programs	121,073	30%
Operations	59,407	15%
Fund Development	24,267	6%
Total	\$402,414	

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Margarete Cook, *Northwest Regional Literacy Consultant*

Andrea Pease, *Northeast Regional Literacy Consultant*

Georgia Lieber, *Southwest / South Central Regional Literacy Consultant*

Marsha Connet, *Southeast Regional Literacy Consultant*

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Strengthening Wisconsin's workforce, families and communities through literacy

Member of:



In partnership with Wisconsin Technical College System