



# LITERACY: PUT IT OUT THERE THROUGH PARTNERSHIPS

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# Building partnerships and collaborations

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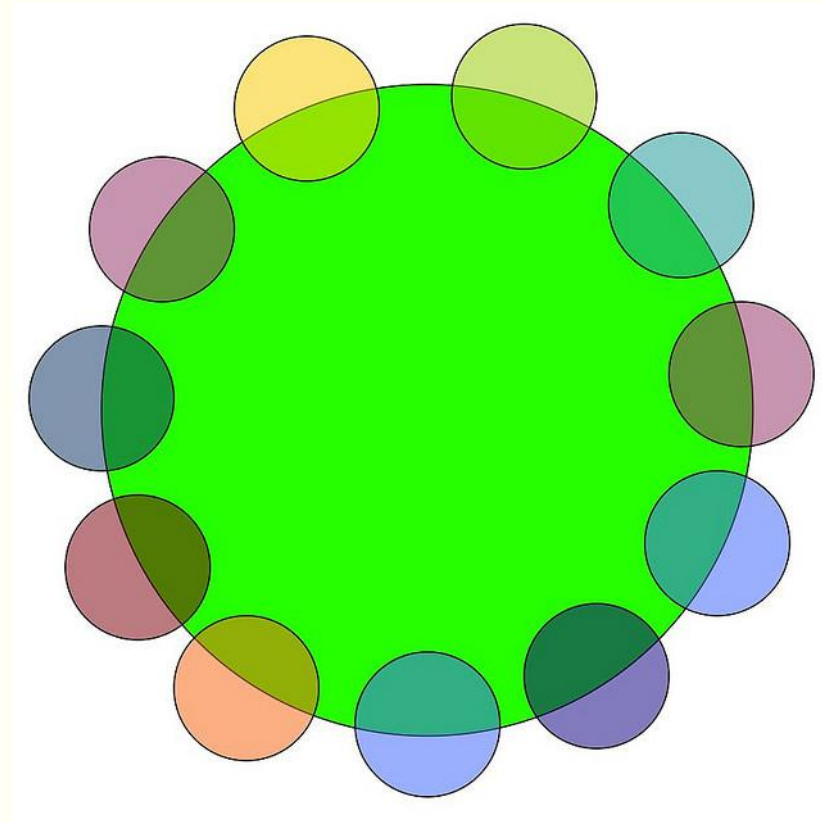
- Partnership concepts
- Messaging
- Strategies
- Examples

It takes a village...

# Agenda

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- Ice-breaker – learning activity
- Expanding services and increasing outreach
- Establishing partnerships
- Types of activities
- Summary



# What can you do with.....?

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- It takes creativity, imagination, thinking outside the box, being innovative, and taking risks to create new approaches to outreach.
- Each group of 3-4-5 persons has an envelope with a common item in it
- Open the envelope and on the index card provided and in the time frame provided discuss how many uses the item has. You will be timed!
- Write down all of the suggestions on the card – use both sides if necessary.
- Select one person from the group to present your ideas to the larger group of participants
- READY?
- Set?
- Go?





# REPORTS FROM GROUPS

Ideas! Ideas! Ideas!



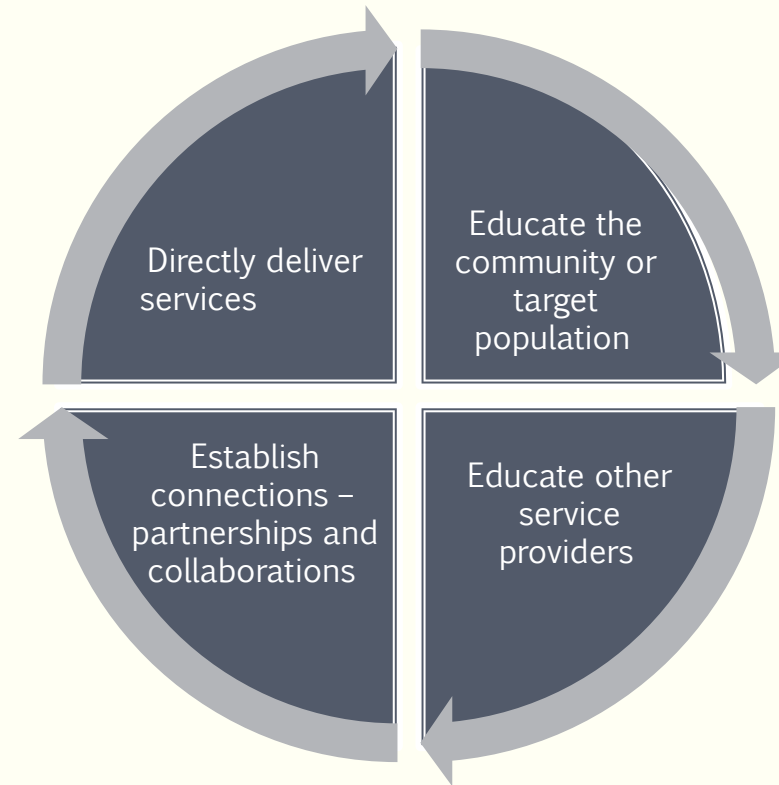
# Expanding services and outreach

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## ■ Why is it important to expand services and outreach?

Promoting literacy:

- Improving literacy skills
- Providing an intro to your library or program
- Showcasing a new program
- Increasing exposure to books and print materials
- Increasing number of patrons with a library card
- Teaching story-telling techniques
- Educating parents



# Establishing Partnerships and Collaborations

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“Comprehensive partnerships begin because individuals reach out to like-minded people and groups to address issues that affect children and families.”

North Central  
Regional Educational Laboratory



When you form a partnership, you:

- ✓ Share the vision; but you also
- ✓ Share the spotlight

# Teamwork Basics

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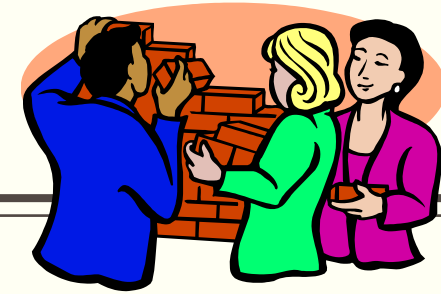
- Well-defined goals and deadlines
- Team Dynamics
  - Full participation – decision-making
  - Trust
  - Open Communication
  - Clear Roles
  - Quality Control
  - Social/Business Balance





# Stages of Team Development\*

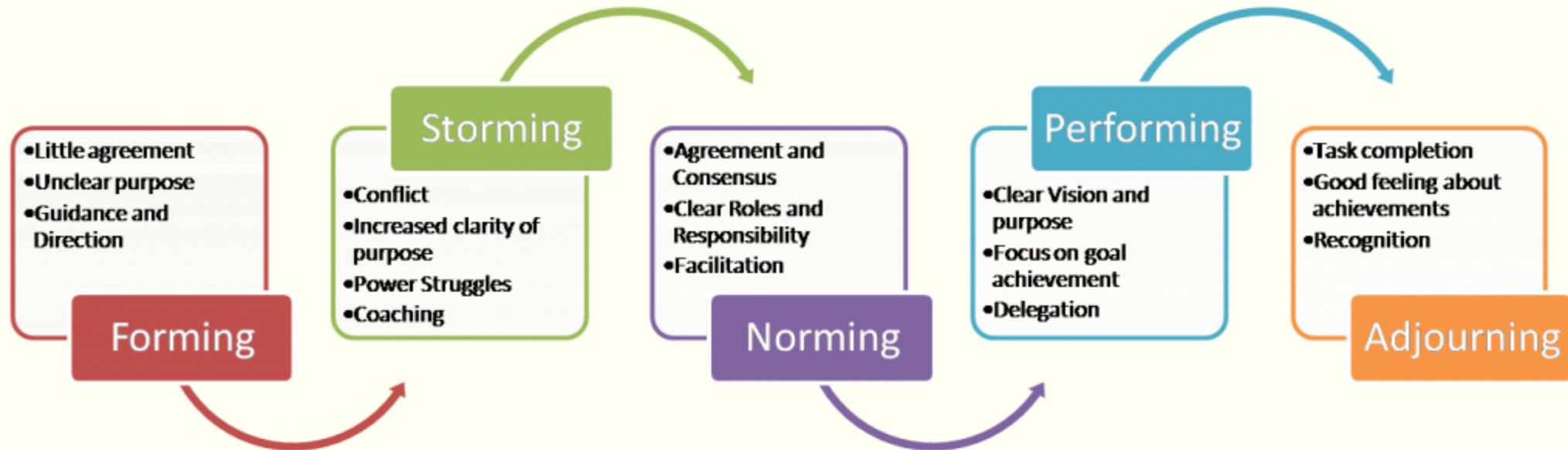
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- Forming – “honeymoon stage”
  - Storming – negotiation, conflict resolution
  - Norming – establish ground rules of conduct
  - Performing – functional team – work gets done
  - Adjourning – flexibility in team roles – future leadership opportunities.
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- Share the vision and then the spotlight!

- \*Bruce Tuckman’s Stages of Group Development, 1965; 2001; 2015.

# Group Dynamics



# The STLC Model of Literacy Promotion in the Community

Celebrate literacy!



Arts and crafts  
Literacy games and activities



Fun for the entire family!



Celebrity readers

Entertainment

Food!

Free books!

# Examples of Collaborative Community Activities

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Child Care Providers  
Conference

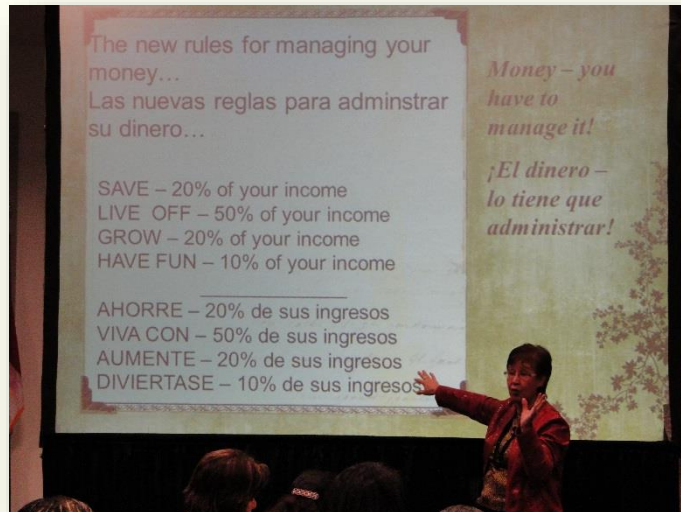
Partnering with South Texas  
College – ADA Community  
Awareness Day – Child  
Development Program







GEAR UP parents at a financial literacy session.



Partnering with a church, the Chamber of Commerce and the public library for a workplace literacy training.







STLC Quarterly meeting  
at the Sekula Memorial  
Library in Edinburg



Book distribution set up for a family  
literacy festival at Pharr Memorial



Partnering  
with  
Borderfest  
and the  
Hidalgo  
library for  
book  
distribution







Partnering with South Texas College for a Financial Literacy Festival and a Reading Night – Mid-Valley Campus, Weslaco



Partnering with Edinburg and Delta Area Lions club for an eye screening at the City of La Villa Family Literacy Festival.







FESTIBA  
THE LARGEST LITERACY FESTIVAL IN SOUTH TEXAS!  
A COLLABORATION WITH:  
UNIVERSITY OF TEXAS – PAN AMERICAN  
CITY OF EDINBURG  
SOUTH TEXAS LITERACY COALITION  
EDINBURG ARTS  
DUSTIN MICHAEL SEKULA MEMORIAL LIBRARY  
NUMEROUS CIVIC AND SERVICE GROUPS  
Featuring a book distribution, authors, artists, music,  
entertainment, celebration of Millionaire Readers







Family Literacy Festivals in Hebbronville, San Diego, and at a local elementary school.

Over 400 families attended each event!







Family Literacy Festivals



FREE!



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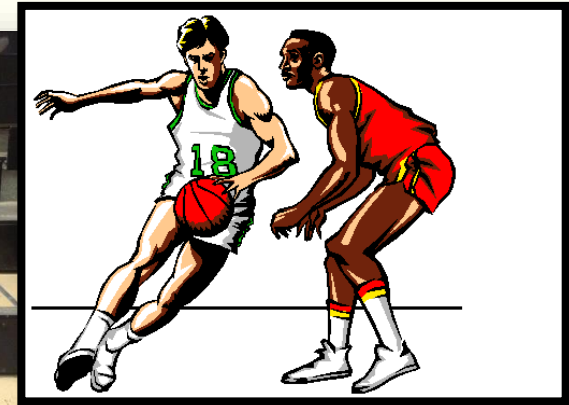
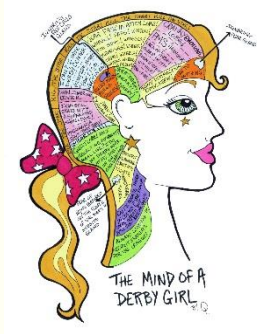
FUN!



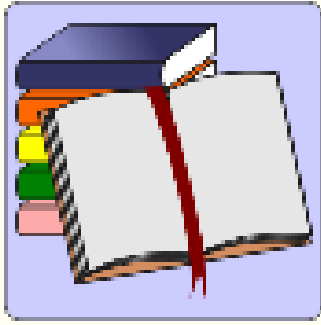




Community attorneys, PA, CPA and volunteers join LBJ girls in reading the book “IN or Out “by Claudia Gabel in an effort to promote literacy among young LBJ girls.



Communities’ “Dads” read “On the Devil’s Court by Carl Deuker” and play a friendly basketball tournament to encourage their sons to read.



Hidalgo Commissioner, Eddie Cantu, read the novel “The Giver” by Lois Lowry with all LBJ Middle School eighth grade classes to promote the love of reading. The Commissioner had a book discussion with all eighth graders.



Local Community business women judge cupcake contest in connection to the book “The Cupcake queen” By Heather Heapler



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# Little Free Libraries

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## The People Who Started the Movement

In the beginning—2009—Todd Bol of Hudson, Wisconsin, built a model of a one room schoolhouse as a tribute to his mother, a former school teacher who loved reading. He filled it with books and put it on a post in his front yard. His neighbors and friends loved it. He built **several more and gave them away**. Each one had a sign that said **FREE BOOKS**.

In South Texas, we have partnered with Hidalgo County Commissioners to place Little Free Libraries at Community Resource Centers. We provide the library and replenish books as needed. This has helped us build a collaborative relationship with the County Commissioners Court. Next step? Invite them to support our cause with financial support!



[www.littlefreelibraries.org](http://www.littlefreelibraries.org)

Take a book. Return a book.





Family Literacy Festivals include:

- Exhibitors from community agencies
- Formal welcome and short program
- Featured author presentation/reading
- Literacy activities
  - Bookmark-making
  - Coloring
  - Make-a-Book
  - I Love To Read Bingo
  - Love to Read Bean Bag Toss
  - Face-painting
  - Refreshments
  - Book distribution event
  - Door prizes

Congressman Ruben Hinojosa loves to read to the children!



## Make it a Win-Win Situation

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Share the vision and share the spotlight!

Collaborations and partnerships:

- Enhance everyone's efforts to create thriving communities.
- Create a sense of community engaging diverse and non-traditional partners
- Help to market each partners programming efforts
- Send a positive message about education and the literacy skills needed for the 21<sup>st</sup> century and beyond
- Mobilize people and resources to create long-term positive changes in a community
- Are a Win-Win for everyone involved and everyone served!



# Questions and Answers



