

Let's Have A Lovely Day

When the Day That Lies Ahead of Me
Seems Impossible to Face...

<https://youtu.be/PnZ0xdMU4yY>

About the Presenters

- ▶ Alba Austin, Executive Director, Permian Basin Adult Literacy Center & Literacy Texas Board Member
- ▶ Ernest Lewis III, Senior Director of Economic Initiatives, BakerRipley & Literacy Texas Board Member

Many times our work is tested....

Sanity Tested

<https://www.instagram.com/reel/CuISWe4IIE0/?igshid=NTc4MTIwNjQ2YQ%3D%3D>

Why Are We Here? What to
Expect?

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in the upper half of the image.

Let Us Hear from You...

Challenges Concerns as leaders of adult literacy & education organizations

1. Board engagement
2. Volunteer Rec't & Retention
3. Student Retention & Retention
4. Time Mang't/Delegate/
5. Retention of Staff
6. Building Capacity within organization
7. Updating Program- what should we provide?
8. Partnerships- how do they work? Maximize, create a plan of action and outcomes, create contract -MOU Memo of Understanding -we provide this you provide that
9. Funding

Money, Money, Money

Funding the Mission

<https://www.instagram.com/reel/Ct9BH-tgeBQ/?igshid=NTc4MTIwNjQ2YQ%3D%3D>

Focus Area: Funding – 10 minutes

- What are some of the challenges you as a leader or your organization faces when it comes to funding/donations?
- What are some ideas or solutions you as a leader or your organization has implemented or tried in order to solve this issue?

Possible Funding Solutions

- Train, Equip, and Task your Board
- Hire or contract a fundraiser (ex. Director or Coordinator of Development)
- Research grant opportunities and contracts- local, regional and national grant opportunities
- Diversify funding avenues- do not rely on one source of income
- Launch giving campaigns (i.e. monthly and annually)
- Launch innovative fundraising events -walk, etc. with ROI –return in investment
- Increase individual and corporate donations
- Increase general operating/indirect services funding
- Pursue Federal Grant opportunities
- Develop relationships with your grant administrator –both gov't and local funding so if something comes up they can help you through issues and/or possibly increase your funding.

Chat GPT Answer- Funding

<https://chat.openai.com/auth/login>

Hiring - Building the Right Team

You start Monday.....

<https://www.instagram.com/p/CtNt-mNtCmo/?igshid=NTc4MTlwNjQ2YQ%3D%3D>

Hiring - Building the Right Team - 10 minutes

- What are some of the challenges you as leader or your organization faces when it comes to scaling out literacy staff? Being able to offer competitive wages, benefits, etc.
- What are some ideas or solutions you as a leader or your organization have implemented or tried in order to try to solve this issue?

Possible Solutions: Hiring - Building the Right Team

- Contract out IT vs. full time staff
- Contract out Bookkeepers vs. full time staff
- Contract out Marketing/Social Media
- Utilize Americorps volunteers
- Hire Part-Time Instructors
- Recruit & Utilize Volunteers
- Interns – are they paid/unpaid- recruit from University's and Career Services at College and Universities
- Lack of additional funding to hire hampers program's ability to grow.. Must find a way to scale out employees/personal
- Provide engaging work experience
- Provide other benefits -flexible schedule, 4 day work week, hybrid or remote work
- Automate repetitive aspects of jobs

What is Marketing & Advocacy?

Facebook, Instagram, LinkedIn Twitter (X),
Snapchat, YouTube, Websites, Newsletters,
Mailchimp,

And the list goes on and on...

<https://www.instagram.com/p/Ck6b3R1OMH7/?igshid=NTc4MTIwNjQ2YQ%3D%3D>

Marketing & Advocacy – 10 minutes

- What are some of the challenges you as leader or your organization faces when it comes to advocating for adult literacy, communicating the importance of adult literacy and learning education, and adult literacy and education remaining a relevant social issues to address vs. K-12?
- What are some ideas or solutions you as a leader or your organization has implemented or tried in order to solve this issue?

Possible Solutions: Marketing & Advocacy

- Increased social presence
- Advocating within political sphere- where and how?
- Speak and educate community/public
- Importance of adult literacy & education beyond job entry programs
- Educate community/public that literacy encompasses more than just reading and writing-i.e. health literacy, financial literacy, job-related literacy, digital literacy, citizenship, teaching English, etc. how do you best communicate this to the public?
- Educate community/public importance of teaching English and educating refugees/immigrants

Programs, Services, and everything
in between...

Grammer, pro·nun·ci·a·tion and stuff

Verbs.....why?

<https://www.instagram.com/reel/CtsEjcCxsXD/?igshid=NTc4MTIwNjQ2YQ%3D%3D>
D

Programs & Services - 10 minutes

- What are some of the challenges you as leader or your organization faces when it comes to properly staying up with literacy trends, literacy curriculum, programming, best teaching practices, continued education, providing quality instruction, etc.
- What are some ideas or solutions you as a leader or your organization has implemented or tried in order to solve this issue?

Possible Solutions: Programs & Services

- Build Adequate Capacity and Infrastructure(Staffing, resources, and data system and processes)
- Establish Processes to measure Success, Impact, and Program Quality and Effectiveness –possibly invest in a CRM –customer relations management software-i.e. Salesforce, Literacy Nimbus, etc. to enter data and run impact reports
- Mapping out Program Strategy and Sustainability- what services will we provide, what services we will not
- Partner with other social service organizations to provide services to the “whole” student, supplement existing services, or to address service gaps –i.e partner with a food bank, homeless shelter, etc.

Let's Have A Good Day

Progress Not Perfection.....Continue learning and growing

Recommendations:

1. Learn From Non-Profit Consultants- below are a couple of our favorites

www.joangarry.com- Joan Garry

www.pivotground.com Sarah Olivieri

www.amyeisenstein.com Amy Eisenstein

2. Attend Professional Development Conferences

Literacy Texas, Pro Literacy, COABE, AFP Conferences & Regional Workshops

3. Other recommendations. Please share!

Stay Strong -Remember your mission to.....

Ain 't No Stopping Us Now.....

<https://youtu.be/i2FW1WJc0lg>