



ILC Strategic Plan 2020-2025

Vision: *Every Iowan has the literacy skills to reach their personal and professional goals.*

Mission: *To provide support, advocacy, and resources, along with business and community partners, that enable Iowans to access literacy building opportunities to effectively navigate everyday life.*

Iowa Literacy Council's Goals: established by [State of Iowa Executive Order Number Twelve](#) (Branstad, September 4, 1984)

Goal 1: Seek to identify persons in need of literacy training and strive to serve any Iowan with a demonstrable need for these services.

According to the National Coalition for Literacy, more than 36 million adults struggle with basic literacy, and 60 million lack basic math skills. Additionally, data from the Future Ready Iowa *Metrics that Matter* report indicates that Iowans who lack education or training beyond high school are more likely to be unemployed, working in low-wage jobs, and living in poverty, than those with higher levels of education. Currently, more than 171,000 adults across the state lack high school diplomas.

Strategies:

- a) Utilize adult education and literacy market research compiled by "Capture Marketing."
- b) Set up focus groups to provide anecdotal information.
- c) Design an informational report to share with stakeholders.
- d) Track successful initiatives.

Goal 2: Coordinate literacy programs in Iowa.

The ability to read, comprehend, write, and compute is a virtual necessity in today's society. Thus, a better alignment with expansion of the ecosystem of support for Iowans is needed. Asset mapping provides information about the strengths and resources of a community and can help uncover solutions. Once community strengths and resources are identified and categorized, building on these assets to address community literacy needs will become the next strategy.

Strategies:

- a) Secure funding for ILC's work.
- b) Acquire a part-time director to implement the strategic plan and guide the ILC's work.
- c) Perform an asset mapping/environmental scan and conduct town

hall meetings. d) Synchronize volunteer programs. e) Coordinate grant applications.

Goal 3: Serve as a clearinghouse for information on the literacy services available in Iowa.

Ensure equitable access across Iowa, both in urban and rural areas, through a statewide clearinghouse of literacy information, providers, resources, and programs. Utilize both public and private agencies to form a cooperative network of staff and volunteers who are committed to the advancement of literacy in Iowa.

Strategies:

a) Define clearinghouse – what will it contain? Educational resources, volunteer opportunities, linkage to programs and best practices. Develop screening process for resources' selection. b) Establish a clearinghouse for information on Iowa's literacy services and resources. c) Update database already published under *Your Future Starts Here Iowa/ILC* website d) Publicize access to the clearinghouse.

Goal 4: Provide greater visibility to literacy programs in Iowa, and encourage Iowans to volunteer their assistance.

Identify, publicize, and expand literacy programs and increase volunteers for adult literacy initiatives. Voluntary efforts on the part of Iowans can do much to alleviate functional illiteracy in the state.

Strategies:

a) Develop a compelling information piece to entice volunteers. b) Establish and maintain a social media presence. c) Engage business leaders and communities in securing funding and providing support for encouraging volunteers. d) Create a Iowa Literacy endorsement and recognition processes for literacy programs across the state. e) Celebrate successes as a means of greater exposure.

Goal 5: Provide technical support to literacy volunteers and literacy programs.

Provide technical assistance and training through the ILC and other relevant partners for existing or future literacy efforts and volunteer development. Potential types of technical assistance may include: conducting research on solutions/issues; sharing relevant data; inviting entities to participate based on issues identified by employers and communities; sharing statewide best practices and success stories; and serving as a catalyst for development where literacy programs do not exist.

Strategies:

a) Continually identify human capital from leadership to volunteers. b) Design training materials for diverse approaches (workplace, financial, health, digital, etc.) c) Develop a toolkit for best practices, curriculum, and assessment. d) Processes for evaluation of effectiveness of programs. e) Review progress on strategic plan.
