

**IOWA LITERACY  
COUNCIL MEETING**

**JUNE 16, 2020**

**10:00 AM – 11:30 AM**

# Iowa Literacy Council Meeting

## HOUSEKEEPING ITEMS

- Thank you for joining us, the presentation will start shortly
- Please mute your computer's microphone to avoid audio feedback
- Refresh your browser if the slides do not seem to advance
- Please save your questions to the end of the presentation, we will respond as many as possible and follow up as needed.
- All participants will receive a copy of today's PowerPoint.



# IOWA LITERACY COUNCIL (ILC)

## **Our Mission**

To provide support, advocacy, and resources, along with business and community partnerships that enable Iowans to access literacy building opportunities to effectively navigate everyday life

## **What We Do (Our Goals)**

- × Identify persons in need of literacy training and strive to serve any Iowan with a demonstrable need for these services
- × Coordinate literacy programs in Iowa
- × Serve as a clearinghouse for information on the literacy services available in Iowa
- × Provide greater visibility to literacy programs in Iowa, and encourage Iowans to volunteer their assistance
- × Provide technical support to literacy volunteers and literacy programs



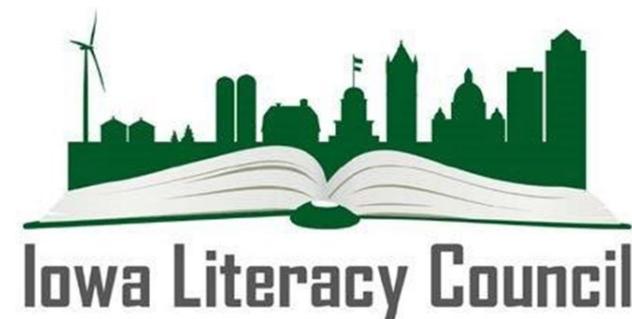
# EXECUTIVE COMMITTEE UPDATES - JUAN GARCIA

- Welcome
- Introductions
- Introduce New Members
- <http://yourfuturestartshereiowa.org/board-of-director/>



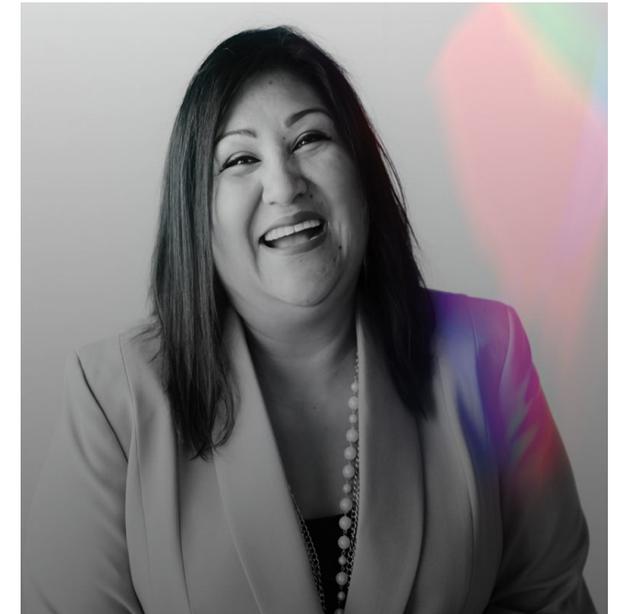
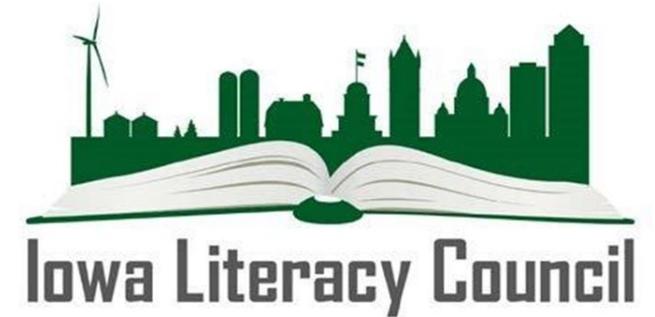
## DR. HELENE FEIN, EXECUTIVE DIRECTOR

- PhD from ISU, Education Leadership and Policy
- Former State Director of Adult Literacy
- Retired from United Way of Central Iowa as Lead, Data and Research
- From Brooklyn, N.Y.
- 3 children, 5 grandchildren



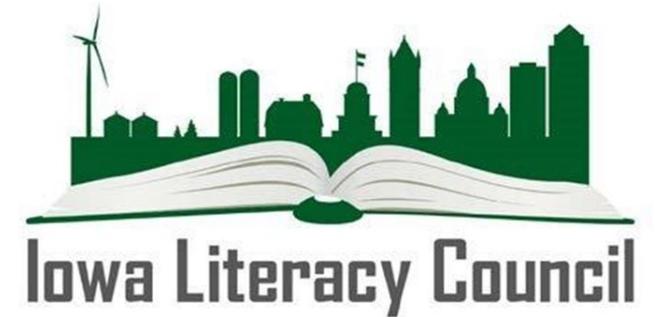
## SONIA REYES – VICE PRESIDENT

- Originally from El Salvador, Sonia is the Executive Officer for the Office of Latino Affairs, Iowa Department of Human Rights. In this role Sonia advocates and serves as an ongoing resource for Iowans of Latino heritage, government agencies, businesses and other organizations by coordinating and participating in economic, social and cultural efforts statewide. She has been doing grassroots work with the Latino Community in Iowa for almost 20 years assisting victims and survivors of sexual assault and domestic violence, working in dropout prevention with Latino youth in high school and college, with Latino families who are involved with the Department of Human Services helping them reach their goals and in her last position as the Regional Director at Proteus, she worked to help migrant and seasonal farm workers in Iowa reach their educational, health and personal goals.



## GISELLA M. AITKEN-SHADLE, M.P.A SECRETARY/TREASURER

- Originally from Lima, Peru Gisella is District Adult Education and Literacy Development Director for Northeast Iowa Community College. She has more than twelve years of experience in adult education. She has a Master's in Public Administration and a Bachelor of Arts in International Studies with a focus in Human Rights and minor in Political Science, both from the University of Dayton; and is currently pursuing her EdD in Leadership for Organizations from the same institution. She has presented on Adult Education and ESOL at conferences in Iowa, Washington DC, Florida, South Carolina, Peru, and Bolivia. Gisella also serves on various committees in her community. Besides English, she speaks Spanish, French, and Italian, and has studied abroad at the Université Catholique de Lyon in Annecy, France. She also has a certificate in Educating Immigrant Studies from Harvard University's Graduate School of Education. Outside of work, Gisella enjoys traveling, studying foreign languages, and volunteering to work with the immigrant population..



# JUAN GARCIA ILC PRESIDENT

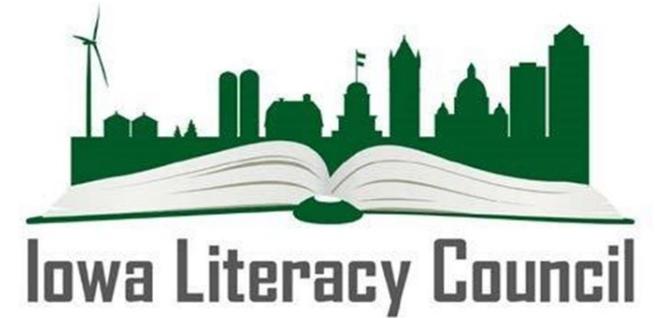
Juan Garcia serves as Vice President, Equity Solutions for Midas Education. In this capacity, Juan partners with education and business leaders to address equity issues to better serve ALL students, with emphasis in low income, first generation, English language learners and minority serving education systems.

At ACT, Inc. he was responsible for Strategic Partnerships, working with existing and creating new partnerships fulfilling ACT's non-profit mission of helping people achieve education and workplace success.

Before joining ACT, Mr. Garcia served as a champion of college access and readiness for the Iowa College Access Network (ICAN). As the Executive Director of ICAN, Mr. Garcia established relationships with school, district administration, state and local leaders, as well as other nonprofits to reach at-risk students, ensuring that these students were aware of the support that was available to them for pursuit of higher education.

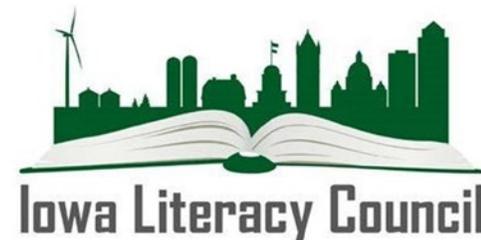
In 2015, he received the award for Diversity and Inclusion from ACT, Inc. nominated and selected among all company employees.

In November 2016, Mr. Garcia graduated from the Harvard Business School, Executive Education program of Leadership Best Practices.



# UPDATE FROM EXECUTIVE DIRECTOR – HELENE FEIN

- AmeriCorps Grant: Educate and Elevate
  - Continuation
  - Members and Host Sites
  - Success Stories
- Ambassador Training
- Future Plans



# AMERICORPS EDUCATE AND ELEVATE

- Continuation:
  - Denied
  - Program concludes for most members on 8/20/2020; two members extend to September and October.



**Educate and Elevate**

Iowa Department of Education

**Educate and Elevate AmeriCorps Program**

# MEMBERS AND HOST SITES

<b>Service Site</b>	<b>Name</b>
Iowa Central CC	Ruth Chalstrom
Kirkwood CC	Susan Yarber
Kirkwood CC Iowa Learning Center	Emily Eakins Lauren Heidewald
Catherine McAuley Ctr.	Jennifer Jeck
Cedar Valley IowaWorks	Kewan McCully, Jr. Jacob Shepard
Kirkwood CC IMCC	Peyton Coder Evelyn Pulkowski
WDM CS Community Ed.	Dianna Solano
Drake Community Library	Temitayo Wolff
Oakridge Neighborhood	Basam Hagos



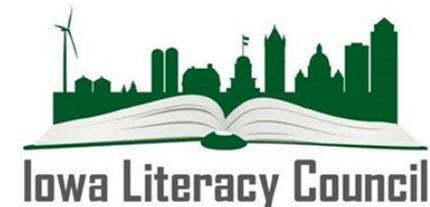
# SUCCESS STORIES

## ■ Catherine McCauley Center-

- Because of Jenny's work with our Refugee Daycare Program, 5 new people can now set up businesses in their homes. She's done a great job of creating curriculum for English learners within the daycare industry and we plan on using the full curriculum in our next cohort. Because of the curriculum she's created, we're poised to be able to use this nationally through the Office of Refugee Resettlement should they require it.
- One of our prior students joined the zoom meeting from Egypt. Her mother is still in the area and was also in the class. It was exciting for the teacher to speak with the students again. Our student moved back to Egypt for school to become a doctor. Drake Library, Grinnell- An adult learner has successfully learned how to use eBay and was able to order supplies for his small business. Two adult learners received resume writing skills and successfully applied to jobs in Poweshiek County. Seida moved from Honduras to Iowa in late 2019 and began Basic English Classes at the West Des Moines Community Schools. She has grown tremendously in classes and is one of my most dedicated students. We began with learning the alphabet and numbers in English and after a few months, she challenged herself to a job interview. After we completed a mock interview in English and reviewed questions, she felt prepared to look for jobs. She is now working at a Pizza restaurant where she only speaks English. Seida has come a long way from learning the alphabet and numbers, we are truly proud and impressed by her success. She continues to come to class and is consistent with her learning objectives

## ■ Kirkwood Community College-

- Susan facilitated the translation of Zoom instructions into several languages. This has been extremely helpful for ESL students who have had to learn how to participate in class online.



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# AMBASSADOR TRAINING

The Iowa Dept. of Education and Iowa Literacy Council, in partnership with COABE, are offering an opportunity to Iowa's adult education teachers and students to participate in an Ambassador Train the Trainer session on June 29 from 9:00 to 4:00. In addition, the team may participate in any sessions of interest during the entire COABE virtual conference which takes place from June 29-July 2 (with a break for the weekend of July 4.)

## **What is Ambassador Training?**

The Ambassadors Train the Trainer pre-conference session is designed to provide hands-on training for adult education teams (admin/staff/student) from around the country who want to develop advocacy leaders for their states and programs. The training program focuses on the development of student voice and provides adult learners a featured role in which they can publicly speak about their own experience and represent the common interests and needs of others.

## **What are the benefits for students to participate?**

Student ambassadors develop confidence and skills that transfer to personal, academic, and professional lives. They can include this training on a resume and transfer the skills to interviews and the workplace.



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# AMBASSADOR TRAINING CONTINUED

## **What does the training provide?**

The training provides teams a foundation with four crucial components of representational leadership for adult basic education.

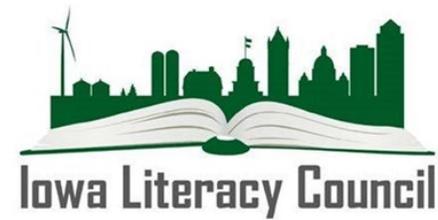
- Awareness - statistics and research.
- Stories - a powerful tool to affect change.
- Public speaking - crafting a message and delivering it effectively.
- Meeting with officials - planning and facilitating a meeting with a person in power.

## **What is the cost?**

The Iowa Dept. of Education will reimburse a team for the pre-conference fee as well as the full COABE registration for two instructors and two students, so there is ultimately no cost to programs.

## **What is the commitment?**

After the training, each team is committed to providing training for at least one group at their site. Additional trainings may also be presented by the team.



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# FUTURE

- Successfully guiding members to “Life After AmeriCorps”
- Looking for new grant opportunities
- Building Social Media presence
- Increase Membership Recruitment and Engagement
- Implementing Ambassador Training
- Looking for new ways to connect mission and action.

## **Our Mission:**

To provide support, advocacy, and resources, along with business and community partnerships that enable Iowans to access literacy building opportunities to effectively navigate everyday life



# IOWA DEPT. OF EDUCATION UPDATES - ALEX HARRIS



## Updates from Iowa DOE

- AEL Services during COVID-19 (<https://educateiowa.gov/documents/adult-career-and-community-colleges/2020/05/covid-19-guidance-iowa-adult-education-and>)
- Funding (Federal and State)

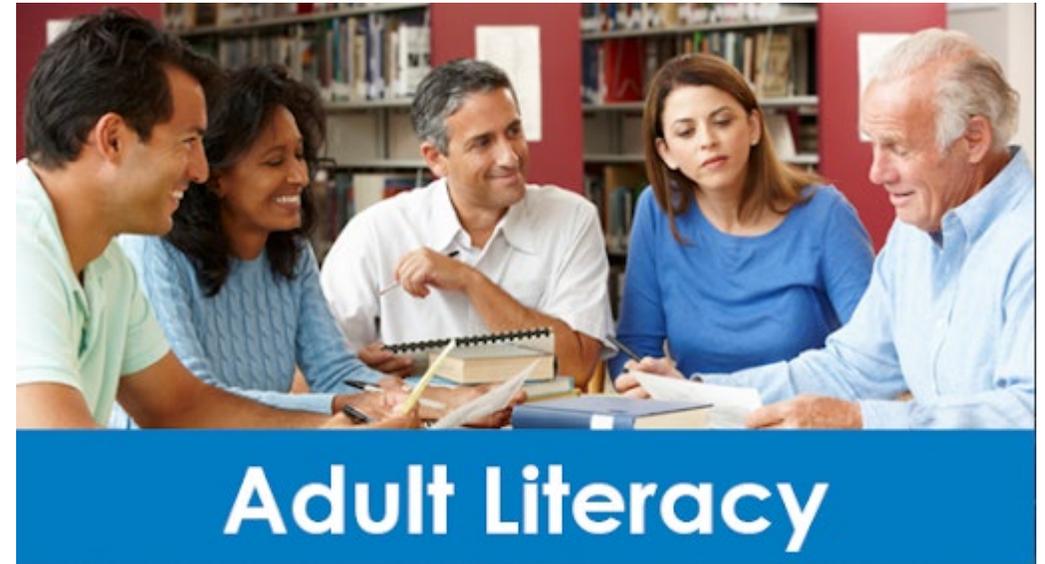
## Alex Harris

State Director for Adult Education  
Division of Community Colleges and Workforce Preparation  
Iowa Department of Education



# ADULT LITERACY CONFERENCE – ELIZABETH CAMPBELL

- July 27-29  
(Virtual Conference)
- Registration
- Sessions



STRATEGIC PLAN  
REVIEW -  
JUAN GARCIA  
AND HELENE FEIN



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

***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.

STRATEGIC PLAN  
REVIEW -  
JUAN GARCIA  
AND HELENE FEIN



**Goal 2: Coordinate literacy programs in Iowa.**

***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.

STRATEGIC PLAN  
REVIEW -  
JUAN GARCIA  
AND HELENE FEIN



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

STRATEGIC PLAN  
REVIEW -  
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**Goal 4: Provide greater visibility to literacy programs in Iowa and encourage Iowans to volunteer their assistance.**

***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 an Iowa Literacy endorsement and recognition processes for literacy programs across the state.
- e) Celebrate successes as a means of greater exposure.

STRATEGIC PLAN  
REVIEW -  
JUAN GARCIA  
AND HELENE FEIN



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

***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.

# COMMITTEE REPORTS AND SIGN-UP- HELENE FEIN



**If you would like to join or are a current member of a committee email Dr. Helene Fein at [ILCexecutivedirector@iowa.gov](mailto:ILCexecutivedirector@iowa.gov)**

**Professional Development Committee (5 members minimum) -**  
This standing committee will provide strategic leadership for professional development activities that address the needs of adult literacy as it relates to the governing legislation, federal and state, and the mission of the Council.

**Chair: Elizabeth Campbell**

# COMMITTEE REPORTS AND SIGN-UP- HELENE FEIN



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**Resource Development Committee (5 members minimum)** - This standing Committee will create and implement comprehensive development strategies that engage donors, members, foundations and funding sources to support the budget and ensure the on-going financial vitality of the Council.

**Chair: Dr. Helene Fein**

## COMMITTEE REPORTS AND SIGN-UP- HELENE FEIN



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**Nomination and Election Committee** - This standing Committee ensures that the Board and Executive Committee retain an appropriate structure, size and balance of skills to support the strategic objectives and values of the Council.

**Chair: Juan Garcia**

# COMMITTEE REPORTS AND SIGN-UP- HELENE FEIN



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**Strategic Planning Committee** - This standing Committee is charged with long-range planning and general oversight.

**Chair: Alex Harris and Juan Garcia**

# COMMITTEE REPORTS AND SIGN-UP- HELENE FEIN



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## **Ad Hoc and Working Group Committees**

### **Outreach and Engagement:**

- Social Media
- Recruitment
- Marketing
- Fundraising

**Chair: Gisella Aitken-Shadle**

# MEMBER UPDATES

Moderated by Sonia Reyes



## NEXT STEPS - JUAN GARCIA

- Q&A
- Open items –
  - Committee meetings
  - Goals
  - Report
- **Important dates:**  
July 27-28 Adult Ed Conference
- **Next virtual meeting:**  
August 26, 2020 and on the last Wednesday of every other month after that, from 2:00 PM to 3:00 PM





@IowaLiteracyCouncil



Iowa Literacy Council



@IowaLitCouncil



**THANK YOU FOR ALL YOU DO!**



**Dr. Helene Fein**  [ilcexecutivedirector@iowa.gov](mailto:ilcexecutivedirector@iowa.gov)  
**Sonia Reyes**  [sonia.reyes@iowa.gov](mailto:sonia.reyes@iowa.gov)  
**Gisella Aitken-Shadle**  [aitken-shadleg@nicc.edu](mailto:aitken-shadleg@nicc.edu)  
**Juan M. Garcia**  [juang353@gmail.com](mailto:juang353@gmail.com)