Helping Learners Reach for the Stars Every Month
This has been a very memorable year so far, filled with some very exciting milestones. Thanks to the help of our generous supporters, members, advocates, and friends, it is possible for ProLiteracy to continue making its vision a reality and to be the leading resource and champion for adult education and literacy worldwide.

In 2018, we have been focusing on building new partnerships with various organizations to expand our impact. In addition, we have been making great progress on many of our projects, including our new Volunteer Recruitment campaign, the ProLiteracy Research Journal, and Leamos™, a Spanish language literacy course.

One of our biggest accomplishments this year was the launch of the new Tutor Training, the highly anticipated online and face-to-face tutor training course for basic literacy and English language learning programs and their tutors. Additionally, New Readers Press has been developing content and producing several new products, including an online learning platform for students and print materials for learners and instructors.

Thank you everyone for your continued support. I hope you enjoy this issue of Voices.

Kevin Morgan
President and CEO
THIS FALL, we will be launching the ProLiteracy Hero contest to recognize the adult literacy heroes! Adult education and literacy programs across the country can enter the contest. A panel of ProLiteracy judges will choose the top 10 national finalists from the submissions. The video and story submissions will be posted to our website and will be opened up to the public to vote. Each week, the finalists will be narrowed down until the first-, second-, and third-place winners are selected on November 16.

Prizes will include over $5,000 in New Readers Press adult education materials, ProLiteracy memberships, conference scholarships to the 2019 ProLiteracy Conference on Adult Education, Southwest® Airline tickets, and cash.

Submissions must include:
• A video explaining why your program should be the ProLiteracy Hero (cell phone videos are acceptable)
• Photos of your program, classes, tutors, etc.
• Any written stories you want to share of your students and their struggles, challenges, and successes
• A compelling story/reason for the public to vote for you

ProLiteracy will provide the 10 finalists with a toolkit that will provide tips and tools for marketing themselves to get more votes and raise awareness with their contest submissions. While not everyone will win one of the top three prizes, we will use every contest submission to continue to raise awareness for adult literacy. We will share everyone’s stories on our website, blog, and across our social media channels.

Who Will Be the First Ever PROLITERACY HERO
Introducing the New Tutor Training

IN JUNE, ProLiteracy launched the new, highly anticipated, Tutor Training.

Like all programs, we value adult literacy tutors and everything they do to help improve the lives of adult learners across the globe. We know that it is often difficult for local programs to conduct tutor trainings as often as they would like. For this reason, we developed a new online Tutor Training course that programs can use on an as-needed basis to prepare tutors with the knowledge, tools, and resources necessary to effectively help learners improve their basic literacy and English language skills.

THE GOAL

The online Tutor Training program was created to build on the work of our co-founder Ruth Colvin and reflect the latest research and best practices in the adult education field. Basic literacy and ESL programs now have access to a variety of online and face-to-face training materials that can be applied to a diverse range of instructional settings. Many adult literacy programs train less than 25 tutors a year because they have limited capacity to conduct as many workshops as they need to meet student needs. Students might then have to wait up to 6 months for a new tutor to be trained. With our new Tutor Training, prospective tutors can now enroll in the online training course and quickly prepare themselves to start working with learners right away, reducing student wait list times.

THE BENEFITS

Adult literacy programs need customizable and adaptable training materials, a blend of online and face-to-face materials, and materials that cover a wide range of instructional topics. To meet the needs of all types and sizes of adult literacy programs, the new Tutor Training was developed to be:

- ADAPTABLE so programs can integrate their own materials with the training.
- COMPREHENSIVE so programs can access a full range of instructional strategies, techniques, and activities.
- FLEXIBLE so programs can assign all of the modules or just some of them to their tutors. Tutors can access the training materials at their own pace, from anywhere, and at any time.
- AFFORDABLE so programs of all sizes can access quality and up-to-date training materials for their tutors. As a member benefit, it is free to ProLiteracy members.
I wanted to send an early note of PRAISE and THANKSGIVING. I have been talking about a tool like this for at least the past decade. I cannot wait to give both the Basic Literacy and ESL a peek. Many thanks. This had to be a Labor of Love for some very driven individuals.

—Susan Vilardo, Executive Director at The Literacy Council of Clermont and Brown Counties

THE FUTURE

The new Tutor Training will continue to be updated with the latest technology, methods, and materials to help programs optimize their training programs, reduce their student waiting lists, and ultimately help improve literacy in their communities. Additionally, ProLiteracy will provide live presentations about Tutor Training and videos on how to operate the course.

To learn more, visit proliteracy.org/Tutor-Training-2018.
PROLITERACY NEWS

Raising Public Awareness of Low Adult Literacy

PROLITERACY conducted an omnibus survey this spring to measure public awareness of adult literacy in the U.S. Raising awareness helps increase program volunteers, funding, and student referrals. Here is what we found from the data supplied by 1,000 respondents this year:

- Public awareness of the adult literacy issue nationwide has increased from 77% in 2017 to 81% in 2018.
- Although the awareness of local adult literacy organizations has increased from 11% in 2017 to 13% in 2018, it is important to note that this is still a very low awareness level. A continued increase in awareness at the local level is critical in order to enable programs to help more learners.

Building Connections Through Volunteers

VOLUNTEERS are vital to the success of adult learners and literacy programs. In order to help connect inspired people with inspiring organizations, ProLiteracy launched a new volunteer recruitment campaign on our website. Since January, over 900 individuals have signed up at www.proliteracy.org/Get-Involved/Volunteer. ProLiteracy connects individual recruits with at least three volunteer opportunities in their area. We also include helpful FAQs on the web page, and the opportunity to share personal volunteer stories.

Without volunteers, we would not be able to work together to change lives through adult literacy. We are excited to watch this campaign unfold and continuously attract new volunteers for many years to come.
PROLITERACY NEWS

Save the Date for the Golden State!
America’s Finest City. Silicon Beach. City of Sol.

SAN DIEGO, California, goes by many names, but for four days in September 2019 it will be known as the home of the ProLiteracy Conference on Adult Education!

At our biennial conference, attendees engage with top innovators and leaders in the field of adult learning, enjoy a wide variety of workshops, and connect with peers in our famously friendly and welcoming environment. The 2019 ProLiteracy Conference on Adult Education is shaping up to be our most anticipated gathering yet as we intend to shed light on the newest technologies, most comprehensive instructional tools and strategies, and proven leadership skills for programs.

The forecast for San Diego 2019 looks bright, and we hope to see you there!

ProLiteracy®
CONFERENCES
ON ADULT EDUCATION

SAN DIEGO, CALIFORNIA  |  SEPTEMBER 25–28

Join Us! in 2019

ProLiteracy recognized by Library of Congress

PROLITERACY is excited to be honored as a best practice honoree of the 2018 Library of Congress Literacy Awards. The Library of Congress Literacy Awards program honors organizations that have made outstanding contributions to increasing literacy in the United States or abroad. The awards also encourage the continuing development of innovative methods for promoting literacy and the wide dissemination of the most effective practices.

“Literacy empowers people around the world, giving them the chance for learning, fulfillment and participation in civic life,” said Librarian of Congress Carla Hayden. “Thanks to the generosity of David Rubenstein, the Library of Congress is proud to honor these innovative and exemplary organizations working to raise reading levels.”

“So many doors are closed to those who cannot read. Everyone in this world has a right to happiness and with that comes the right to read.”

—Carla Hayden, Librarian of Congress
Adult Literacy Awareness is Flying High

PROLITERACY has created a one-minute video that will run on over 30,000 American Airlines in-flight televisions in August and September. This video will reach over 4 million passengers in just two months. In the video, Marty Calanche, an adult learner from Tucson, Arizona, shares his empowering story of how he turned shame into hope after he finally asked for help and admitted he could not read. Marty is now on track to earn his high school equivalency.

We hope Marty’s story will not only raise awareness of the adult literacy issue but also inspire viewers to act and make a difference. Please feel free to share.

View the video at https://youtu.be/4DtUHY0dt1k.

A Partnership for Positive Impact

PROLITERACY has partnered with Dinote Books, a manufacturer and seller of uniquely printed, case-bound journals and pocket notebooks designed to inspire users and raise awareness of adult literacy. For each book that is sold, Dinote is donating 15 percent of its net profits to ProLiteracy.

Matt Bleistern, CEO of Dinote Books, was shocked to discover that 36 million adults in the U.S. cannot read and write. To Bleistern, this meant that those adults couldn’t contribute to society, connect with others in their communities, or read to their children. With this realization, he partnered with his father, Mitch Bleistern, to develop pocket notebooks and journals to advance literacy and create positive impact.

Every Dinote journal and pocket notebook is made from 100% recycled material and includes a statistic about the low adult literacy rate in America. Furthermore, every limited-edition journal and pocket notebook is signed, numbered, and hand packaged at the North Jersey Friendship House, a nonprofit community center dedicated to training and creating work opportunities for individuals with varying abilities and developmental needs.

"The literacy rate affects all aspects of our society. It’s influencing public health, affecting the economy, and shaping the public discourse. We share ProLiteracy’s belief that a safer, stronger, and more sustainable society starts with an educated adult population.”

—Matt Bleistern, CEO of Dinote Books

If you are interested in taking notes while making a difference, visit www.dinotebooks.com.
Improving Literacy Rates of Spanish Speaking Adults

IN AN EFFORT to improve the lives of millions of non-literate Spanish speaking adults in the U.S., ProLiteracy has become the new home of *Leamos™* (Let’s Read), a simple and easy-to-use online literacy course, that teaches non-literate Spanish-speaking adults to read and write.

Not only does achieving literacy in their primary language help these students confidently pursue their educational goals, it also plays an essential first step toward enrolling in an English as a second language course. This is vital to success in the workplace, managing their health care, and raising a family.

Visit www.proliteracy.org/Leamos to learn more about Leamos.

The Dr. Robert S. Laubach Publishing & Innovation Fund

PROLITERACY is excited to announce that we will be releasing the Arabic translation of *Laubach Way to Reading*, the first project of the Laubach Publishing & Innovation Fund, in early 2019.

At least 750 million adults worldwide still lack basic literacy skills. ProLiteracy launched the Dr. Robert S. Laubach Publishing & Innovation Fund to bring low-level, high-quality digital content to learners and teachers around the world.

As the fund’s first project, we have been working on translating the best-selling *Laubach Way to Reading* into Arabic for distribution to adult education programs in all 22 Arabic-speaking countries. We are also digitizing approximately 50 basic literacy primers in native and tribal languages to make them available for free on mobile technology. The newly translated materials have the potential to impact nearly 97 million people, including the 28 million women with low literacy, living in Arabic-speaking countries.

To learn more about the project and fund, visit tinyurl.com/Dr-Bob-Fund.
New Education Materials from New Readers Press

PROLITERACY, through its publishing division New Readers Press, is excited to announce the launch of new innovative online courses and an assortment of new educational materials.

New Readers Press® Online Learning

New Readers Press Online Learning is an online subscription-based program that will include courses for pre-high school equivalency learning and GED® and HiSET® test prep. The pre-HSE course is launching in October. The other courses will be coming soon.

The flexible and user-friendly platform enables students to access the courses from anywhere on any device while learning at their own pace. Additionally, students will find learning more engaging and effective with the platform’s personalized features, educational games, and micro-learning capabilities. Instructors and tutors will have access to dynamic reporting tools to efficiently track students’ progress.

Scoreboost® for TABE®

Aligned to the new TABE 11/12, each Scoreboost® for TABE® workbook will provide targeted practice to help students achieve successful TABE results. TABE—the Test for Adult Basic Education—is a diagnostic test used to determine students’ skill levels and aptitudes in reading, language, and math.

Journey to Success™: Building Basic Skills in Reading and Writing

Even at the lowest levels, learners can begin their journey toward HSE test success. The Journey to Success™ series builds reading, writing, and vocabulary skills through contextualized readings about work and life skills, social studies, science, and literature. Levels 3, 4, 5, and 6 are available, with levels intro, 1, and 2 expected in early 2019.

Estudios Sociales and Ciencias para el examen GED®

The popular New Readers Press social studies and science test preparation books for the GED® test are now available in Spanish. These books cover the core content areas and critical thinking skills needed to pass the Science and Social Studies GED tests.

Learn more about New Readers Press and all of its new products at www.newreaderspress.com.
Helping Learners Reach for the Stars Every Month

FOR ADULTS with low literacy, completing day-to-day tasks such as filling out important financial or health paperwork, helping their children with their homework, and even grocery shopping can be filled with challenges. Learners who improve their literacy skills gain the power to overcome the challenges they face and achieve their educational, career, and family goals.

We are immensely grateful for our ProLiterates, a generous group of donors who strongly believe in our work by committing to giving monthly. Monthly giving enables ProLiteracy to maximize support and effectively make a real difference for adult learners throughout the year. Consider joining the ProLiterates to help change lives and communities through the power of literacy.

USE YOUR SUPERPOWERS TO MAKE THE WORLD A BETTER PLACE!

ProLiteracy Launches Research Journal

PROLITERACY is pleased to announce the launch of Adult Literacy Education: The International Journal of Literacy, Language, and Numeracy. This online, peer-reviewed, themed research journal will be published by ProLiteracy twice a year in partnership with Rutgers University, and in collaboration with journal editors Alisa Belzer, Amy D. Rose, and Heather Brown.

The journal’s mission is to publish research on adult basic and secondary education and transitions to college and career programs. It will inform practitioners, researchers, policy makers, and funders about best practices in adult literacy, numeracy, and English language education in publicly funded, community- and volunteer-based programs in a wide range of contexts. Each issue will consist of research articles plus other content of interest to readers in the adult education field (e.g., resource reviews, opinion pieces, and debates and discussions on timely topics).

The International Journal of Literacy, Language, and Numeracy invites authors to submit research papers for peer review. Upcoming themes include improving instructional outcomes and integrating technology into instruction. For information about submissions, please contact the journal editors at ALEJournal@proliteracy.org.

To learn more, visit www.proliteracy.org/ALEJournal.
25 Years of Commitment to Adult Literacy

ESTHER G. MOONEY is a monthly donor who began supporting ProLiteracy 25 years ago; it’s her silver anniversary! Esther, who worked as a school teacher, believes that literacy gives people a new lease on life and opens them to a world of possibilities. She said that she "can’t think of anything more important than a person learning to read for themselves.”

She gives in honor of her beloved sister-in-law, Elizabeth Mooney Kirk. Elizabeth worked on and co-wrote adult literacy books and materials with Drs. Frank and Bob Laubach, the most famous being the award-winning Laubach Way to Reading series.

It was while Elizabeth was working with the Laubachs that Esther had a chance to meet them in 1945 in New York City. Needless to say, Elizabeth tremendously inspired Esther and had a great impact on her life. In 1998, Esther was delighted to come to Syracuse in honor of Dr. Bob’s 80th birthday celebration.

Esther chose monthly giving because it’s a regular gift made over a longer period of time that adds up in terms of total impact. It’s also convenient and one less thing she has to think about. Esther’s decision to become a monthly donor has allowed her to prioritize her philanthropy, doing it her way and in her time.
Learning Disabilities Can’t Stop a Hero

JESSE SMITH, now 59, was what many would refer to as an all-American high school football player. As a skilled athlete with an unrelenting competitive desire to succeed, he excelled at playing football and was noticed by college and university coaches throughout the state of Florida.

His dreams to become a successful college football player, however, came to a halt. Because of a learning disability, Jesse was passed over in grade school and he never fully learned to read or write. This meant he was unable to sit for and pass the entrance examinations for college admission. So, Jesse took a different path and applied some of his hands-on skills to become a talented welder. However, his career plans were put on hold again—he was unable to read the work orders and knew he could not pass the written examination to become a professional welder. He decided to get a job in lawn maintenance.

Later in life, Jesse made his way down a new path that ultimately would help him set and achieve new goals. He enrolled at Learn to Read, a nonprofit organization dedicated to improving adult literacy in the Jacksonville, Florida, area since 1969.

Since April 2014, Jesse has been tutored one-on-one by his Learn to Read volunteer teacher Mary K. Robinson. “There were setbacks, as there will be in any situation in which an adult has to meet home and family obligations,” she said. “But we persevered.” A lot of Jesse’s progress was achieved through the inspirational essays he enjoys writing and sharing with his teacher and friends.

Jesse eventually joined a local church-run food pantry lead by Mary. There, he meets new friends, helps give out food, reads his “sermonettes,” and plays gospel music on his portable CD player for visitors to enjoy.

And, he recently formed a support group for children and adults with specific language learning disabilities, like dyslexia.

Although Jesse’s goal to be an athlete never quite panned out, he has become a dedicated and inspirational adult learner who is a hero in his community.

Jesse Smith with his tutor, Mary Robinson
**WIN FREDERICK** is a one-on-one volunteer tutor and volunteer coordinator at Read Muskegon in Muskegon Heights, MI. Volunteers like Win really get to know the learners and are witnesses as the learning and transitions unfold. Here is a Q&A with Win about his experiences:

**Q:** What inspired you to volunteer with an adult literacy program?
**A:** I took literacy for granted. When I found out how many adults struggle with functional literacy, I was both humbled and motivated to make a change.

**Q:** What is your favorite part about volunteering?
**A:** My favorite part about volunteering is being able to see the progress in my learner and knowing that his progress in literacy translates into confidence and well-being in so many other aspects of his life.

**Q:** Is there anything you have learned from your students and would like to share?
**A:** Yes. I’ve learned that volunteering one hour a week can make a vast difference in someone else’s life and in my own. I’ve also learned that it’s never too late to try learning something new.

**Q:** If you could send a message to all adult learners, what would it be?
**A:** Asking for help in learning to read, or improving the literacy skills that you already have, is such a brave thing to do. Working and trying to better yourself through education, despite the obstacles and frustrations, is such an admirable goal. I hope you’re proud of the effort and progress that you’re making. It’s not an easy thing to do.

**Q:** If you could share your experiences as a volunteer with other volunteers, what would you tell them?
**A:** Tutoring an adult learner has taught me a lot about communication. If someone isn’t understanding you, don’t just repeat the same question or sentence. Rephrase your ideas. Communication is so much about how our minds see and hear things. Challenge yourself to see and hear things in ways you don’t normally see and hear them. It will help you teach a greater diversity of learners, and you might learn something about yourself and your ways of thinking and learning in the process.

To learn more about Read Muskegon, visit readmuskegon.org.
TEMPLE LITERACY COUNCIL (TLC) has changed the lives of individuals across Temple, Texas, for 30 years. Since 1988, the small but successful literacy organization has continued to flourish to overcome the challenges of low literacy that 13 percent of adults in Bell County face.

Approximately one in five central Texans struggle with low literacy. In an effort to tackle low literacy across the region, TLC partners with Temple College and other community organizations to provide assistance to adult learners and their families. These partnerships enable a smooth transition for learners who want to improve their literacy skills, achieve their educational and career goals, and maintain successful and healthy lifestyles for themselves, and their families.

TLC trains its volunteer tutors in the Laubach Literacy method, a proven system of teaching phonetic reading that was developed by Dr. Frank C. Laubach. By applying the Laubach Literacy method, TLC tutors continue to effectively improve the basic education and English language skills of adults from a variety of countries who live in the area. Tutors regularly attend training sessions and spend an average of one to two hours per week working one-on-one with adult learners. Additionally, tutors and learners meet in a quiet and confidential setting most convenient to them, often at the Temple Public Library.

ProLiteracy applauds TLC for 30 years of work and dedication to supporting and improving adult literacy in its community.
FIND MORE WAYS TO GIVE AT PROLITERACY.ORG

PROLITERACY BELIEVES every adult has a right to literacy. We champion the power of literacy to improve the lives of adults, families, and communities. We envision a world in which everyone can read, write, and use technology to lead healthy, productive, and fulfilling lives. We can’t do it alone!

Thank you for your continued commitment to changing lives and communities through the power of adult literacy!

ONLINE
Make a one-time donation or set up a recurring gift using our fast and secure online form. To donate, visit proliteracy.org/donate.

EMPLOYER MATCHING GIFTS
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MAIL
101 Wyoming Street, Syracuse, New York 13204

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LEAVE YOUR LEGACY with ProLiteracy. Planned giving gives you the peace of mind to know that your future is planned and gives ProLiteracy the resources to plan for the future. Contact Wallace Barkins at wbarkins@proliteracy.org to find out how.