EMPOWER WOMEN THROUGH LITERACY

Changing lives through adult literacy
Dear supporters, members, advocates, and friends,

Thank you for helping to kick off 2019 in such a tremendous way. Your compassion for adult literacy is not only inspirational, but is the driving force for the success of adult learners and our shared communities.

This year is full of exciting milestones, events, and campaigns. We are gearing up for the 2019 ProLiteracy Conference on Adult Education this September. Adult basic education practitioners will unite in San Diego, CA, to learn about and share the tools and strategies that can empower adult learners and change lives across the globe.

This year we are also celebrating the release of new and innovative print and digital solutions from New Readers Press. Additionally, we are excited to announce we have created a team to participate in the XPRIZE Communities Competition.

In this issue, we have included student stories to coincide with our new women’s empowerment campaign, along with member and donor stories, a recap of the ProLiteracy Hero contest, new exciting partnerships, and more.

Thank you for your continued support, and I hope that you enjoy this issue of Voices.

Kevin Morgan

President and CEO
Introducing Women’s Empowerment Through Literacy

PROLITERACY is excited to announce the launch of our new advocacy campaign: Women’s Empowerment Through Literacy. Women and girls around the world with low literacy face many challenges and are at risk for living in poverty, human sex trafficking, infectious diseases, incarceration, gender inequality, violence, and child labor. Of the 36 million adults in the U.S. who have low literacy skills, 65 percent of them are women. It is critical for us to work together to raise awareness of how literacy can empower women to find their voice, be strong, and get educated.

Go to the ProLiteracy website and take the pledge to raise awareness of women’s empowerment through literacy. Choose from many different ways that you can get involved and take action.

Also available on the ProLiteracy website is very detailed information about how low literacy plays a role in the 11 risks that we have highlighted. You can use the comprehensive resource kit with tools and statistical information to raise awareness. Participants will also have the opportunity to purchase wear-and-share T-shirts and window decals, or to make donations based on different ways women with low literacy can be impacted.

We will regularly update the website and social media and provide access to news articles and blogs that focus on the role of basic education in women’s empowerment.

The Women’s Empowerment Through Literacy campaign is an ongoing effort, and we are eager to see involvement continue to grow. We look forward to working with our network to make a lasting impact for women everywhere.

TO LEARN MORE, VISIT proliteracy.org/womens-empowerment.
A Recap of the 2018 ProLiteracy Hero Contest

IN SEPTEMBER 2018, ProLiteracy launched its first ever ProLiteracy Hero contest to raise awareness of the adult literacy crisis and to recognize adult education and literacy heroes worldwide! The contest received hundreds of submissions from around the world. Through social media, email communications, and press releases picked up by hundreds of news outlets, ProLiteracy Hero made a huge impact and brought adult literacy into the international spotlight. You can view all of the top-ten finalists’ submissions at ProLiteracy.org/Hero.

Thank you to everyone who voted. Almost a half million votes were received!

PROLITERACY NEWS

Proliteracy Announces Release of New Adult Education Research Journal

PROLITERACY is excited to announce the release of our new online research journal, Adult Literacy Education: The International Journal of Literacy, Language, and Numeracy. ProLiteracy produces this new journal in partnership with Rutgers University. The journal team—Alisa Belzer, Amy Rose, and Heather Brown—are seasoned researchers and editors of various journals.

This journal is part of ProLiteracy’s expanded initiative to conduct and share primary and secondary research with a wide adult education audience in the United States and internationally to provide adult education practitioners with the research they need to help them provide quality services to learners and also advocate with policy makers and funders.

The Adult Literacy Education journal is available at https://www.proliteracy.org/ALE-Journal. Author guidelines and a submission form are also available for writers to submit research manuscripts for future issues of the journal.
Annual Statistical Report 2017 - 2018

Students

*Extrapolated data in this report are based on 2017-2018 Annual Member Surveys completed by member organizations for their program’s activities over a 12-month period.

**Students**

- **Gender**
  - Female: 65%
  - Male: 35%

- **Percentage of Students Unemployed**
  - 2010-11: 37%
  - 2011-12: 36%
  - 2012-13: 36%
  - 2013-14: 45%
  - 2014-15: 36%
  - 2015-16: 35%
  - 2016-17: 36%
  - 2017-18: 34%

- **English Language Learners (ELL)**
  - 2009-10: 50%
  - 2010-11: 50%
  - 2011-12: 49%
  - 2012-13: 57%
  - 2013-14: 56%
  - 2014-15: 55%
  - 2015-16: 60%
  - 2016-17: 63%
  - 2017-18: 61%

**Student achievements (numbers of students)**

- **14,542**
  - Got a job or better job

- **33,951**
  - Improved employability skills

- **26,856**
  - Improved score on standardized test

- **18,240**
  - Advanced level(s) in curriculum series

- **19,714**
  - Increased involvement in children’s educational activities

**Instructors**

- **Gender**
  - Female: 71%
  - Male: 29%

- **Paid Instructors**
  - 2010-11: 46%
  - 2011-12: 44%
  - 2012-13: 44%
  - 2013-14: 42%
  - 2014-15: 41%
  - 2015-16: 41%
  - 2016-17: 43%
  - 2017-18: 38%

**Top sources of instructor/volunteer referral**

1. Friend/family
2. Website
3. Library
4. Newspaper
5. Other agency/literacy organization

*Friends/family has remained the top source of referral for over 10 years*

The percentage of instructors age 60 & older has grown over the years to 50%.

- 2010-11: 35%
- 2011-12: 42%
- 2012-13: 42%
- 2013-14: 47%
- 2014-15: 48%
- 2015-16: 47%
- 2016-17: 48%
- 2017-18: 50%

The average instructor retention rate is 84%. 

**218,214**

STUDENTS served by member organizations in 2017-18

**86,470**

INSTRUCTORS/VOLUNTEERS provided services to students in 2017-18
**ProLiteracy VOICES**

**2017-2018 Annual Statistical Report**

**Programs/Services**

**Percentage of programs with student waiting lists**

<table>
<thead>
<tr>
<th>Year</th>
<th>Waiting List Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>76%</td>
</tr>
<tr>
<td>2010-11</td>
<td>68%</td>
</tr>
<tr>
<td>2011-12</td>
<td>63%</td>
</tr>
<tr>
<td>2012-13</td>
<td>66%</td>
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<tr>
<td>2013-14</td>
<td>68%</td>
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<tr>
<td>2014-15</td>
<td>74%</td>
</tr>
<tr>
<td>2015-16</td>
<td>74%</td>
</tr>
<tr>
<td>2016-17</td>
<td>60%</td>
</tr>
<tr>
<td>2017-18</td>
<td>60%</td>
</tr>
</tbody>
</table>

**Student Assessment Tools (% of programs using)**

- TABE: 43%
- CASAS: 22%
- BEST Literacy: 11%
-READ: 7%
- ESLOA: 7%
- Assessment tests associated with published instructional materials: 38%
- Program developed assessments: 38%
- GED/HSET/TASC Placement Test: 18%
- BEST +: 16%

**Local media efforts (% of programs)**

- Maintain an organizational website: 85%
- Maintain an organizational Facebook or Twitter account: 81%
- Had presence in a local newspaper and/or local news website/social media page: 78%
- Had presence on television and/or radio news story: 49%

**Nearly 60% of member programs require or recommend that instructors take courses on ProLiteracy Education Network.**

**78% of members have paid staff running their programs. The average number of staff is 5.**

**Member Organization Funding**

**United Way Funding**

- % of Programs Receiving
  - 2008-09: 54%
  - 2009-10: 54%
  - 2010-11: 49%
  - 2011-12: 50%
  - 2012-13: 46%
  - 2013-14: 46%
  - 2014-15: 46%
  - 2015-16: 43%
  - 2016-17: 40%
  - 2017-18: 44%

- % of Overall Funding
  - 2008-09: 9%
  - 2009-10: 9%
  - 2010-11: 8%
  - 2011-12: 7%
  - 2012-13: 8%
  - 2013-14: 7%
  - 2014-15: 7%
  - 2015-16: 5%
  - 2016-17: 6%
  - 2017-18: 5%

**Sources of Program Funding**

- State government: 19%
- Foundations/corporations: 18%
- Federal government: 14%
- Individual/private donations: 8%
- Contracted services: 8%
- Special events: 7%
- Local/county government: 7%
- United Way: 5%
- Library: 3%
- Sponsoring agency: 2%
- Direct mail campaigns/appeals: 2%
- Other: 8%
ProLiteracy Launches the Member Toolkit

LIKE ALL NONPROFITS, adult literacy and education programs need to operate effectively while making the most of their limited budgets. This is why we launched the Member Toolkit.

The Member Toolkit is a comprehensive selection of marketing tools to help local programs increase awareness about their organization and adult literacy. The available tools include:

- Email Marketing
- Social Media
- Google Ads
- Search Engine Optimization
- Student Stories
- Infographics

We will continue to update the toolkit with new, beneficial marketing tools throughout the year, including tools on volunteer recruitment and retention, fundraising, website development, and branding.

The entire Member Toolkit is available exclusively to Organizational Members; however, a sample of tools is available to everyone on ProLiteracy Education Network. The Member Toolkit is a valuable member benefit that offers a complete one-stop-shop to help organizations with their marketing needs.

Learn more about the toolkit at proliteracy.org/member-toolkit.
IT MAY NOT be widely known that Syracuse University houses the Charters Library of Resources for Educators of Adults in its special collections. The collection is named for Alexander N. Charters, a passionate advocate for adult education and professor and dean at Syracuse University who passed away last year. It includes the archives of Laubach Literacy International, a founding organization of ProLiteracy.

The Laubach Literacy International archives include Dr. Frank Laubach’s work, his son Dr. Robert S. Laubach’s work, as well as organizational information about Laubach Literacy International from its inception in 1955 through today. Fascinating information and historical references can be found in the collection, such as photos of the Laubach family’s travels teaching literacy, letters written between Dr. Frank and his wife Effa, and Dr. Bob’s famous letters to his wife Fran and his many friends.

A great example dates back to the development of Laubach Way to Reading, New Readers Press’s bestselling education publication. Although Dr. Frank created literacy materials in 300 languages, did you know that he was very hesitant to take on the English language due to its difficult phonetics?

During his travels, Dr. Frank met a Jamaican man who wanted him to come to Jamaica to work. Dr. Frank was hesitant and refused many requests. But, the man finally convinced him and it led to the production of Laubach Way to Reading, which is still in use today.

You can see the collections in the Charters Library of Resources for Educators of Adults online at tinyurl.com/Adult-Literacy-Archives, or in person at Syracuse University by calling ahead.
Use Free Apps to Improve Adult Literacy Rates!

The Communities Competition runs April 1 through August 31, 2019.

JOIN ProLiteracy in the Adult Literacy XPRIZE Communities Competition and help learners across the country access FREE mobile to improve their reading, math, and English Language skills.

The free mobile apps that will be available for use during the Communities Competition include the two Adult Literacy XPRIZE grand prize winners:

- **Learning Upgrade** helps students learn English and math in a fun and engaging way through songs, video, games, and rewards.

- **Codex: Lost Words of Atlantis** is a mobile game based on an archeological adventure storyline to help adult learners improve their English reading skills.

It’s easy to get started. Just download the apps on an Android smartphones or tablets from the Google Play Store.

Enter the ProLiteracy code 1155 at the beginning of the app download.

All adult learners who activate the apps through our team, will have access to those apps for one full year after the competition ends.

If the ProLiteracy team is one of the top winners, prize money will go directly back to programs through the National Book Fund® to help provide learners with access to quality educational materials. We look forward to making a tremendous impact on thousands of adult learners across the country.

Visit proliteracy.org/XPRIZE for more information on the competition, the apps, and resources including a toolkit that clearly guides readers through the detailed distribution and download options. https://www.proliteracy.org/XPRIZE
THE 2019 ProLiteracy Conference on Adult Education is turning things up this year with warm weather, sunshine, and ocean waves! Hundreds of adult literacy and basic education practitioners will unite for another exciting conference full of great professional development opportunities. Attendees will have four days to learn from valuable workshops, engage in great networking opportunities, listen to knowledgeable speakers, and explore a variety of exhibits.

Over 100 Workshops
We have designed our 2019 conference to focus on the most pressing issues facing adult literacy today. Workshop strands will cover fundraising, advocacy, citizenship, HSE preparation, and much more. New strands this year include corrections education, adult education in libraries, and digital literacy.

Speakers
Attendees will hear from an inspirational selection of speakers, including industry experts, knowledgeable panelists of the field, local politicians, and special guests.

Exhibitors
At least 15 exhibitors will showcase a diverse offering of new technologies, quality education materials, and innovative tools and strategies in the adult education field.

Scholarships
Thanks to the generous support of the Mary Ann Nelson Training Fund and Safe Speed Foundation, we are happy to share that 45 scholarships will be awarded to attend this year’s conference. Applications are now being accepted from programs nationwide with a submission deadline of April 30.

Things to Do
We’re excited to make a splash at this year’s conference with an exciting harbor cruise that will be available to attendees. Other exciting things to see and do include visiting the city’s cultural hub Balboa Park, the San Diego Zoo and Safari Park, Coronado Beach, and the USS Midway Museum, as well as shopping and dining at Gaslamp Quarter!

See you in San Diego!

Early Bird Registration will open May 1, 2019.

Learn more by visiting proliteracy.org/conference.
New Readers Press Releases New Print Products

Scoreboost® for Tabe®

New Readers Press recently released Scoreboost® for Tabe®, a series of workbooks to help students prepare for the Test for Adult Basic Education. The easy-to-follow format of the workbooks provides adult learners with targeted practice to help them achieve measurable gains in reading, language, and math.

Aligned to Tabe 11/12, each workbook features targeted skills review and practice questions. The workbooks are sold in convenient packs of 10 or a student pack that contains one of each book per level.

Scoreboost for Tabe levels M, D, E, and A are now all available to order.

You can learn more about this great series at newreaderspress.com/scoreboost-tabe.

Journey to Success®

New Readers Press has released Levels 1 and 3–6 of its newest basic reading and writing series for adults: Journey to Success®: Building Basic Skills in Reading and Writing.

Adult learners will build their reading, writing, vocabulary, fluency, and comprehension skills from level to level with this series. Correlated to Tabe 11/12 and the College and Career Readiness Standards (CCRS), books 1 and 2 build students’ basic reading and writing skills through lessons that feature phonics, word work, and contextualized reading passages. Books 3–6 focus more on vocabulary building and reading comprehension as they follow four themed units—Work and Life Skills, Social Studies, Science, and Literature—to prepare students for pre-HSE level work.

Journey to Success is based on the most current research and highly effective methodology to develop the essential components of reading and writing in both academic and workplace contexts.

Learn more by visiting newreaderspress.com/journey-to-success.
New Readers Press Online Learning

NEW READERS PRESS has launched a solution that helps students accelerate to HSE-level work. The flexible and easy-to-use online pre-HSE course offers personalized learning, and is accessible anytime and anywhere so that students can learn at their own pace.

We are excited to announce that this spring, the New Readers Press Online Learning platform will be launching new courses to prepare for the GED® and HiSET® tests.

Learn more about Online Learning at newreaderspress.com/digital-solutions.

Learning Upgrade®

LEARNING UPGRADE® is a fun and engaging digital solution to help adult learners accelerate growth in literacy and math skills to succeed in classes, earn a diploma, get a better job, or enter college. Adult learners can access over 900 English and math CCRS-aligned lessons with a smartphone, tablet, or computer.

Learn more about Learning Upgrade at newreaderspress.com/learning-upgrade.

Voxy®

VOXY is an innovative digital solution that will help adult learners build English language skills through personalized instruction using real media. The Voxy solution is an effective, research-based approach to learning English.

Learn more about Voxy at newreaderspress.com/voxy.
Women Empowered Through Literacy

Habi
Married at age 12, Habi Mani did not have the opportunity to earn a formal education. Now at 23 she is married with two children and sells peanuts in Kontagora, Niger.

Even though she was very busy between family and work, Habi enrolled in the literacy program MicroCredit in Africa (MICA) with a goal to read and write in the “Hausa” language. After six weeks in MICA’s ambulant and mobile program, she can now read the alphabet, spell small words, write her name, and dial her phone number.

Rebecca
Rebecca, a 54 year-old Liberian woman living in Monrovia, never received an education as a young woman, because she was told her husband would be educated. In 2002, she enrolled in Imani House. However, due to illness and family issues, she had to drop out and return several times. Regardless, she persevered.

Patricia
Patricia, a woman from Monrovia, Liberia, never went to school as a child. She was sent to live with family in the countryside where only boys could be educated. When she returned home as a young adult in 2010, her sister enrolled her in Imani House, an adult literacy program.

“I wish I knew there was such a life-changing program long ago.”
—Habi Mani

“I feel very happy about Imani House School, it makes me want to be somebody now. When I carry my grandchildren to hospital, I can spell their names and even read the card number. Right now I can write my own name in my church and in community meeting and anywhere. Imani House made me happy.”
—Rebecca

“I no longer have to ask someone to write my name or read things for me. I don’t know it all, but at least now I can try and even words I don’t know I can sound out. I feel very proud of myself, and my husband and children are, too.”
—Patricia
Empowering Adult Learners for a Lifetime

EVERY DAY, over 36 million adults with low literacy skills face challenges like following dosing directions on medications, reading street signs and grocery store labels, and helping their children with homework.

Thanks to the continued support of our many generous donors, more of these adults can gain the literacy skills they need to obtain an education, achieve citizenship, learn English, or get a job. They no longer have to face day-to-day challenges and can live fulfilling, happy lives.

We asked a couple supporters why they made ProLiteracy their impact nonprofit of choice.

Dr. David Y. and Marie K. Miller
Pittsburgh, PA
15 years of support to ProLiteracy

“MY WIFE, AND I HAVE BEEN GIVING TO PROLITERACY SINCE 2004 in tribute to my mother, Isabel Y. Miller. She was a teacher with a graduate degree in remedial reading who was passionate and committed herself to the elimination of illiteracy. She focused her career on literacy and improving access for low-income communities as a teacher in the Utica public schools.”

David and Marie Miller are passionate supporters who believe that investing in adult learners, and in the mission and work of ProLiteracy, will help increase literacy rates and access. “We further plan to do something in our will that will keep her legacy alive.”

Bill White
Flower Mound, TX
5 years of support to ProLiteracy
Current ProLiterates member

“Change a life, change a whole family.”
—Bill White

BILL WHITE WAS A LITERACY TUTOR while he attended college and has supported adult literacy ever since 2015.

“I feel like I am helping people who want to help themselves. People involved in literacy programs at any age are trying to better themselves, and that strikes a chord with me. Also, I believe you can not only change a life but make generational changes by [providing access to] literacy.”

—Maya Angelou

“A hero is any person really intent on making this a better place for all people.”
Our Members and Their Approaches to Making an Impact

Scholarships for Adult Learners

THE GRENADA LEAGUE FOR ADULT DEVELOPMENT (GLAD) in Grenada, Mississippi, developed a scholarship program to help students at the Grenada Adult Education Center pay for high school equivalency exams.

Many students have taken practice tests and scored in the “likely to pass” range, but they cannot proceed because they can’t afford to pay for the exams. These students can now apply for assistance through the scholarship program, known formally as the Grenada Adult Education Center Student HSE Scholarship Program. ●

To learn more about GLAD, visit grenadaliteracy.blogspot.com.

50 Years of Literacy Services

OZARKS LITERACY COUNCIL (OLC) just celebrated its 50th anniversary of raising awareness and providing free literacy services to both adults and children in Springfield, Missouri. From free one-to-one tutoring and reading events to book donation events for children, the organization has continuously made a huge impact on its community.

Author Ethan Bryan, who also is an employee of OLC, did something extra special to celebrate the program’s five decades of success. He wrote and published the book This is My Springfield, which celebrates everything he loves about Springfield, with all proceeds benefiting OLC. ●

To learn more about OLC, visit ozarksliteracy.org.

Having Lunch with Literacy

For over 20 years, LITERACY VOLUNTEERS OF SOUTHERN CONNECTICUT has been providing literacy services to thousands of adults and children across Connecticut’s Milford and Stratford areas.

Of the organization’s many great services and events, there’s one that engages both learners and tutors in a unique way. Every Tuesday, Literacy Volunteers of Southern Connecticut hosts Literacy Lunch and Learns where learners can engage in conversation with tutors, and play board games like Scrabble or Boggle to help improve their English skills. The lunch is sponsored by Subway, and all tutors and students, including their children, are welcome. ●

To learn more about Literacy Volunteers of Southern Connecticut, visit lvsct.org.
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!*

**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.

**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**
Many employers match employee gifts. Find out if yours does at doublethedonation.com/proliteracy.

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