Wisconsin Literacy, Inc. Member Agencies

Adult Literacy Center - Ozaukee County • Adult R.E.A.D. Program • Agape Community Center Literacy Program • Alternative Center for Education • Baraboo Area Literacy Council • Barron County Area Literacy Council • Buffalo Pepin Literacy Alliance • Centro Hispano Milwaukee Adult Learning • Children’s Dyslexia Center – Madison • Clara Fields Multicultural Literacy Program • Community Partners in Literacy – Manitowoc • Coulee Region Literacy Council • Crawford County Literacy Council • Family Literacy of Racine Adult Education Program • Family Resource Centers of Sheboygan County Literacy Council Project • Fond du Lac Adult Literacy Services • Fox Valley Literacy • Friends of the Hartford Library Literacy Program • Grant County Families for Literacy • HOPE Academy of Western Wisconsin • ICAA Crossroads Literacy • ICAA Washburn and Sawyer County Literacy • Iowa County Literacy Council • Jefferson County Literacy Council • Journey House Center for Family Learning and Youth Athletics • Kenosha Literacy Council • Lake Superior Tutoring Center for Dyslexic Children and Adults • Latino Academy of Workforce Development • LCOOCC Adult Basic Education Program • Literacy Council of Greater Waukesha • Literacy Council of Green County • Literacy Council of Superior/Douglas County • Literacy Council of Wood County • Literacy Green Bay • Literacy Network • Literacy Partners of Kewaunee County • Literacy Services of Wisconsin • Literacy Task Force of Northern Wisconsin • Literacy Volunteers - Chippewa Valley • Literacy Volunteers - Marquette County • Marathon County Literacy Council • Marinette & Oconto Counties Literacy • Milwaukee Achiever Literacy Services • Milwaukee Public Library Adult Tutoring Program • Moving Forward Literacy • Neighborhood House International Learning Center • Neighborhood Learning Center • Next Door Foundation Adult Education/GED Program • Northern Region Family Literacy • Northern Waters Literacy • Omega School • Page Forward Volunteers for Literacy in Clark County • Portage County Literacy Council • Racine Literacy Council • Richland County Literacy Council • Sauk Prairie Area Literacy Council • Shawano County Literacy Council • St. Francis Public Library ELL Program • Stateline Literacy Council – Beloit • Taylor County Literacy Council • The Literacy Connection • Walworth County Literacy Council • West CAP Literacy & Skills Enhancement Program • Winnebago County Literacy Council • Wisconsin Dells Literacy Council • Wisconsin Institute for Learning Disabilities/Dyslexia • Wisconsin Institutions Literacy Council

Cover Photo: Participants at WLI’s Milwaukee Workforce Conference
Friends of Wisconsin Literacy,

With this annual report, Wisconsin Literacy, Inc. (WLI) is pleased to share our work and the people, programs, and partners that contributed to another year of growth in addressing literacy in Wisconsin. With targeted efforts in the key areas of workforce, health literacy, members and communities, and government advocacy, WLI helped 67 member literacy programs serve more than 10,000 adult learners. Our work includes leading replicable pilot projects, such as BYTE (Building Your Technology Education), a community collaboration to build computer skills, hosting a national health literacy summit, and training tutors and instructors in a newly developed English language curriculum.

We enter the 2013-14 fiscal year with a newly-adopted strategic planning process that is now incorporated into every board and staff meeting. The strategic plan will build our capacity to serve member programs and increase their capacity to serve adults and families with literacy needs. We hope you will read the pages ahead with the same pride and enthusiasm that we have in reflecting on the creative and forward thinking ways in which our staff and board of directors have approached literacy in Wisconsin.

Looking forward,

Michele Erikson
Executive Director

Jill Ottow
Board President
Workforce

WLI has formed new partnerships to strengthen our ability to provide resources and professional development around job readiness, computer use, and numeracy. We co-hosted with the UW-Milwaukee School of Continuing Education our regional conference, *Pathways to Employment: Preparing Wisconsin’s Job Seekers*, at the ManpowerGroup World Headquarters. The partnership resulted in the addition of popular sessions for professionals from Milwaukee agencies serving immigrants and refugees. Earlier in the year, we hosted the *Northern Pathways to Employment* Conference for a welcoming audience in Wausau.

We have formed a partnership with the Milwaukee Public Library, Milwaukee Area Technical College, and Centro Hispano to extend the BYTE (Building Your Technology Education) computer-training program created in Rock County to the city of Milwaukee. BYTE will enhance access to computer training for workers who have limited computer literacy skills.

WLI also participated in the nationally recognized Adult Numeracy Instructor training brought to our state by the Wisconsin Technical College System. The goal of the project is to build local program capacity and state support for numeracy instruction at literacy agencies and technical colleges. Among the strategies of the program is to incorporate the Common Core State Standards adopted by the Wisconsin Department of Public Instruction and to promote the mathematical proficiency required for success on the new General Educational Development Certificate (GED), which will roll out in 2014.
Participants and presenters at WLI's Pathways to Employment conference network with each other in between sessions at the ManpowerGroup World Headquarters in Milwaukee.
HLW leads a training where attendees play a card game called “Simplify,” which helps health care professionals practice using plain language.
Health Literacy

Health Literacy Wisconsin (HLW) is a division of Wisconsin Literacy, Inc. dedicated to helping people understand health information and services. We believe clear communication between health care consumers and providers helps people understand health concepts, make informed decisions, access the health care system, and, ultimately, improve health outcomes.

This year, we focused our efforts on training health care providers—such as doctors, nurses, and health educators—on how to communicate with their patients using strategies that enhance patient understanding. In the summer of 2012, HLW developed a training curriculum for health care professionals that aligns with national health literacy standards. Over the following year, we presented to more than 550 professionals across Wisconsin, from hospital staff to insurance providers. A team of researchers at the University of Wisconsin Carbone Cancer Center found our training curriculum increased health literacy knowledge, skills, and self-efficacy among health care providers and staff. Ninety-seven percent of participants stated that they were “satisfied” or “very satisfied” with the training.

HLW also hosted our premier event, the 2013 *Wisconsin Health Literacy Summit: Changing Systems, Changing Lives*, on April 9-10. More than 230 health professionals from 28 states and three countries gathered in Madison for this learning opportunity. Our keynote presenters included Byron Pitts, ABC News Correspondent and Dr. Zorba Paster of National Public Radio. Twenty-five breakout sessions covered topics ranging from effective verbal communication strategies to gaining senior level support for health literacy initiatives. In a post-summit survey, 97 percent of attendees stated that they would recommend that a colleague attend our next summit, scheduled for April 2015.
WLI is excited to report that our four Regional Literacy Consultants (RLCs) are providing professional development through two new venues: online webinars and English Forward trainings. In addition to the individual, on-site consultations with members that address the varied needs of each agency, the RLCs, with help from experts in the field, have recorded webinars that cover such relevant topics as tutor training, computer literacy, numeracy, critical thinking skills, data management, and resources for the 2014 GED®.

Master trainers from the Literacy Coalition of Central Texas traveled to Madison to lead our RLCs and 10 of our member agencies in a train-the-trainer event for their English Forward curriculum. The curriculum is designed for lower-level English language learners and includes a large number of effective teaching strategies to use when working with adult learners. Those who participated in the Madison training are now holding English Forward trainings throughout the state to introduce this hands-on, interactive training to new volunteer tutors. Veteran tutors are also participating to refresh their skills. The training content is rooted in research on second language acquisition, adult learning theory, and studies in cognitive science.
Margarete Cook, Northwest RLC, displays the English Forward curriculum during a two-day training in Madison.

Georgia Lieber, Southwest/South Central RLC, explains the use of signal cards during an English Forward training.
Senator Lena Taylor enjoys an interactive discussion with adult learners from Milwaukee Achiever Literacy Services, a WLI member agency that participated in Adult Education and Family Literacy Week.
Government

Last year, as part of the national Adult Education and Family Literacy Week, WLI organized several legislative visits to member agencies throughout the state. We were very pleased to hear back from members about the amount of interest shown by legislators, many of them who worked on key committees in education, workforce, and health. Outcomes included:

- increased awareness at the state Capitol of the issue of literacy and the required efforts to address it.
- a more informed Joint Committee on Finance that allowed WLI to successfully advocate for increased funding in the state budget to address the new 2014 GED®, workforce readiness, computer literacy, and capacity building for member agencies.
- an opportunity to connect with broader community educational providers, such as the Milwaukee Public School District’s support of Milwaukee Achiever’s new community tutoring services in their Parent Resource Center.
- strong bi-partisan legislative support and respect for the work of literacy providers throughout Wisconsin.

We encourage our members and individual advocates to continue to inform our state and federal legislators of the important work of community-based literacy. Advocacy matters!
Donors  July 1, 2012 – June 30, 2013

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Foundations: Alliant Energy Foundation • B.A. & Esther Greenheck Foundation • Dollar General Literacy Foundation • WHA Foundation, Inc. • Wisconsin Energy Foundation • Wisconsin Medical Society Foundation

Gifts-in-Kind: Children’s Hospital and Health System • Manpower Group • Northeastern Wisconsin Area Health Education Center • University of Wisconsin-La Crosse • UW-Milwaukee School of Continuing Education Center for Urban Community Development • Walgreens • Wisconsin AHEC – Northern Highland Center • Wisconsin Department of Health Services • Wisconsin Technical College System Foundation

Partners: Group Health Cooperative of South Central Wisconsin • Literacy Coalition of Southeastern Wisconsin • Meriter Hospital • St. Mary’s Hospital • Wisconsin Area Health Education Centers • Wisconsin Branch of the International Dyslexia Association • Wisconsin Department of Public Instruction • Wisconsin Technical College System
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Financial Highlights

**Funds Raised**

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<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
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<td>Federal Grants</td>
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<tr>
<td>Program &amp; Member Support</td>
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<td>Fundraising Events</td>
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<td>Dues</td>
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**Funds Used**

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<td>Member Support</td>
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Georgia Lieber, Southwest/South Central Regional Literacy Consultant
Marsha Connet, Southeast Regional Literacy Consultant

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