



Opening Doors Through Literacy

JUNEAU'S CAPITAL IDEA

What doors are we opening?

We spend our first few years learning to read: Then we spend a lifetime reading to learn. Literacy is at the root of education. Education is at the root of success in life. Employment, opportunities, health, religion, cooking, communication, sociability, math, science, entertainment, you name it--literacy is a critical skill. Nearly every positive social indicator is improved when literacy improves and nearly every negative social indicator gets worse when literacy declines.

We want students to graduate from school. Why? Because then they can start being productive members of society and building a community. Did you know they can actually tie literacy rates in the third grade with how many jail cells will need to be built in 10 years? When literacy improves, Graduation rates improve; employment rises and when illiteracy is high, so is the crime rate, obesity, unemployment, hunger, etc.

And here's the thing – we can all be better.

We're in this together

Our mission and goal is to make Juneau the most literate town in America soon with your help. By bringing together the programs and multiple organizations already working diligently on various aspects of literacy, accessing potential needs or gaps, Rotary will help provide community outreach and organize funding and volunteers needed to assure success. A citywide campaign to increase literacy across all age groups is being launched in 2014, bringing together various literacy partners. We want everyone reading 20 minutes a day, cultivating a love of reading, and celebrating the benefits of literacy!

Why

Studies have shown how literacy provides multiple benefits to society and to individuals. It truly Opens Doors. Statistically, when a community's literacy rate improves, so does employment, graduation rates, health, and even democracy improves through greater participation.

Crime decreases, obesity declines, unemployment...well you get the idea. Almost every significant social indicator improves when literacy increases.

Strategy

The Rotary Club of Juneau, in concert with other Juneau Rotary clubs, would like to provide visibility, funding and or volunteers to the following programs:

Juneau Libraries – provide thousands of volumes of books, magazines, periodicals, free access computer stations, story time for preschoolers, and summer reading programs.

AEYC - facilitates the Dolly Parton Imagination Library, delivering books to preschoolers directly to their home, as well as providing other early learning support to families.

SERRC – The Learning Connection provides basic literacy services to teens & adults, including GED prep. Also provides in-school support to children from Gruening Park at Riverbend School, as well as literacy support through afterschool homework programs.

United Way of SE – Currently has a literacy grant from Coeur Alaska, which provides in-school reading support through volunteer tutors. Program is currently at Riverbend School and tentatively slated to expand to a second school in 2014.

Big Brothers Big Sisters – BBBS has an in-school literacy mentoring program called SECC (Success through Education & Cultural Connections) to significantly increase academic achievement of AK Native students matched in the project. Additional funds provided this year will expand literacy mentoring support to non-Native at-risk students.

Tlingit & Haida Central Council – In addition to many cultural programs offered to members of the T & H community, this group provides books for backpacks.

Juneau School District – JSD's primary mission is to provide, quality, first class education to all children in Juneau. One of the District's primary focuses currently is improvement in high school graduation rates.

University of Alaska Southeast - literacy is critical at a university to learning and teaching and UAS is no different. In addition to the library, UAS offers remedial assistance, discussion groups and active support for literacy.

Support Partners

The following groups can or do provide significant exposure to literacy issues, through volunteer efforts, monetary donations, and/or publicity.

Juneau Radio Centers – Commercial radio stations KINY, KJNO, KXJ, Mix 106 and Taku 105 owned and operated by Richard and Sharon Burns. Donating time for "tips" and Capital Chat partner highlights.

KTOO-PBS - Public Broadcasting heavily supports literacy, by donating books and airing promotions. They have pledge air time for promotion and air time for reading books to kids.

Juneau Empire – The paper has a Newspapers in Schools program, has offered support with coverage of events, listing individuals and their Top 5 books, implementation of "read and run" and an opinion piece.

Juneau Rotary Clubs – The Juneau area has 6 clubs, comprised of 3 Rotary Clubs, 1 Rotaract Club, & 2 Interact clubs, with a membership base of over approximately 175 members available to solicit for volunteers. In addition, the Rotary Club of Juneau has grant funding to assist with publicity, book purchases, and a celebratory event at culmination.

Juneau Association of Retired Teachers – This is a group of individuals is well-positioned to provide volunteers with expertise and time to volunteer in classrooms and at literacy events.

UAS – The University's MAT program can provide student teachers and faculty from the School of



Education to assist with tutoring and training.

Juneau Economic Development Council has provided assistance in gathering baseline data.

Marketing/Promotional Plan

The Rotary Club of Juneau created "Opening Doors through Literacy" a unique campaign name and logo to promote Juneau as the "most literate town in America".

Print

- Posters and fliers placed in businesses and public boards throughout Juneau
- Pledge forms with pullout cards leading people to website.

- Advertisement and/or article in the Empire and Capital City Weekly
- Add a program tab to Rotary club website
- Information box/literacy corner tips in participating school newsletters
- Radio
- Regular spots on public radio and AK Radio Center stations
- Agency/volunteer spotlights on Capital Chat
- On-air reading time on public radio
- TV
- On-air reading time on KTOO

Website

Create website that brings all the information together in one place. Highlight volunteer needs, where to get help, give help, participate, pledge. www.juneaurotaryliteracy.org

Support Plan - Volunteer Requests

United Way of SE Alaska - need 20 volunteers 2 hours a week to listen and read with a third grade student. Rotary would solicit and secure volunteers through club membership and assist with training coordination as needed.

Big Brothers Big Sisters – needs mentor volunteers for in school or out of school matches.

SERRC - Rotary would solicit mentor volunteers through club membership, primarily mentors for teens and English as a second language (ESL) tutors as well as readers for monthly Family nights at Gruening Park.

AEYC – Rotary would provide volunteers monthly to input names to the Dolly Parton Imagination Library database to ensure monthly book mailings go out to all identified families. In addition, volunteers may be solicited for early literacy nights and other special events. Rotary also donated \$1000 to the Dolly Parton Library campaign.

Juneau Public Libraries – Soliciting volunteers to transport children to reading events @ the area libraries and promote events on the website www.juneaurotaryliteracy.com.

Juneau School District – In addition to supporting agencies feeding tutors to schools, this program may consider site-specific requests for additional support, i.e. volunteers for specific units of instruction, sponsorship of after-school homework clubs, and/or financial support for buses to accommodate after-school reading programs. The program would also participate in family fun nights by sponsoring a “literacy/reading room” and providing storytellers focused on improving the reading experience for parents.

Support Plan - Funding Requests

AEYC - Dolly Parton Imagination Library costs are \$2.50/month per child. 75% of the eligible students are receiving books in SE Alaska. Kindergarten readiness has steadily improved since this program has been initiated.

Tlingit & Haida Central Council – Books for the Books for Backpacks program.

Most Literate City info

Research & Demographic Data

America's Most Literate Cities (population 250K+)

- 1- Washington DC
- 2- Seattle, WA
- 3- Minneapolis, MN
- 4- Pittsburgh, PA
- 5- Denver, CO
- 6- St. Paul, MN
- 7- Boston, MA
- 8- Atlanta, GA
- 9- St. Louis, MO
- 10- Portland, OR

Criteria Used

Population – Census Bureau 2012 --32,000

Newspaper Data – Juneau Empire circulation Paper and Online

Internet Data – Visited a newspaper/TV/Radio website in the past 7 days

- Purchased a book on the Internet in the past 12 months
- Own an e-reader
- Magazine subscriptions

Booksellers & stores

- Hearthside (2)
- Rainy Retreat Books
- Alaska Heritage Bookshop
- Friends of the Library
- Focal Point Books
- Observatory
- Juneau Arts and Cultural Center

Educational achievement

- Census Bureau

Library Data

- Library Staff per capita
- Volumes per capita
- Circulation per capita
- Branches per capita
 - Juneau Public Library – Downtown, Douglas, Valley
 - UAS Library
 - State Library
 - Federal Library
 - Tribal Library – Sealaska
 - School Libraries

Newspaper Data

For the newspaper database, the Daily and Sunday Circulation figures were obtained from the Audit Bureau of Circulation FAS-FAX Report 9/30/2012 (www.abcas3.accessabc.com/ecirc/newsform.asp).

Internet Data

Figures for “visited a newspaper/TV website in the past 7 days”, “purchased a book on the internet in the past 12 months”, and “currently owns an eReader” were obtained from Scarborough Research’s February 2011-March 2012 USA+2011 Release.

Magazines and Journals Data

Figures for this database were gathered from the web edition of the National Directory of Magazines and the Standard Periodical Directory through the www.MediaFinder.com website of Oxbridge Communications from November 28-30, 2012. Only those journals with a total circulation of 500 or more were included, and only those magazines with a total circulation of 2,500 or more were included.

Booksellers and Stores Data

For this database, information was gathered from Yellowpages.com for information on retail, rare, and used booksellers as of November, 2012. For “retail bookstores”, the search term used was “Book Stores” and those stores (excluding those sub-listed as “religious bookstores” or “adult bookstores”) were included.

Also, the American Booksellers Association site (<http://www.bookweb.org>) was used for independent bookseller information. Please note that for figures reported for “retail”, these did not include any “specialty”, “adult”, or “religious” bookstores, and the stores were those listed at these database sites in November of 2012.

Educational Attainment Data

For this database, information was gathered from the U.S. Census Bureau’s “American Factfinder” website (<http://factfinder2.census.gov>), specifically from the results of the American Community Survey,

2011. The Educational Attainment data were gathered from the geographic subset listed as, "Geography Type: Place" and then "City."

Library Data

a) Information regarding library staff per capita, volumes per capita, circulation per capita, and branches per capita was gleaned from the Institute of Museum and Library Services (IMLS), specifically the "Library Statistics Program" and its "Public Libraries Survey, FY2010".

b) Information regarding the number of students and media specialists comes from the National Center for Education Statistics (NCES) database, specifically the "Public School District" data for the 2010-2011 school year that was published online during the period December 2-13, 2012. For the "Media Specialists" total, the number of "Librarians/Media Specialists" was combined with the number of "Library/Media Support" staff.

Radio:

Pledge-"I've pledged" with celebrity endorsements-First Lady Sandy, Mayor Merrill, Senator Egan, Reps Kertulla and Munoz, Superintendent Glenn Gelbrecht, radio hosts Kelly, Richard, Bill Legere, etc.

Tips- 12 different tips to increase literacy.

Hi, I'm Sandy Parnell, Alaska's First Lady. We all love our children and want them to be successful, that's why I'm also an advocate for reading 20 minutes a day with your children. Children who are proficient in reading by third grade are more likely to graduate from high school. Literacy truly opens doors to success. Please join me and the Rotary Clubs of Juneau in the drive to make Juneau America's most literate town.

Hi, I'm Senator Dennis Egan and even though you've heard me on the radio for years; I also love to read. It's important to not only know how to read, but to put it into practice everyday. Discussing articles you read, improves civic involvement so I'm asking you to pledge to have your family come to the dinner table at least once a week prepared to talk about something they've read.

Opening Doors Through Literacy-Juneau's Capital Idea.