

Minutes – January 19, 2011

Present: Mark Buzzitta, Lynn Harper, Liz Vagani, CADL; Deb Hill, Karen Woodman, CACS Head Start; Karen Black, Clinton County Great Start Collaborative; Ronda Rucker, Eaton Great Start Collaborative; Beth Revers, DeWitt Public Library; Mary Jo Gallagher, East Lansing Library; Emily Baker, Great Parents Great Start; Emelia Brown, Lansing GSRP; Beany Tomber, WKAR

Members introduced themselves. The minutes of the November 2010 meeting were reviewed. Beany Tomber followed up with Lois Bader of the Capital Area Literacy Coalition and confirmed that they would like to participate in the March 13 event and continue to be part of the ECLC. She will add Bader's name to the list serve in addition to Dee Clark's.

Planning for March 2011 Literacy Events

Venue

Tomber confirmed with Ken Simon at the IISD that as a work group of the Ingham Great Start Collaborative we are covered at Hannah Center under their insurance. We will meet at the Hannah Community Center during our February meeting to look at the gym and possible rooms for characters to rest and change in. We will also give our final count that day for tables needed.

Promotion

Brochures for the two weeks of events and flyers promoting the Kick Off were available for agencies to take. There were several changes in the character schedule which will be reflected in the CADL web site version of the brochure available online in mid-February. (Numbers taken included 500 – Lansing GSRP, 1000 – CADL, 1700– HS, 1000 – Eaton Great Start, – Clinton Count Great Start – ? Those not picked up will be available at the Downtown Library.

Mark Buzzitta was asked to thank the CADL creative staff for the wonderful work they did on this year's brochure and flyer and for their contribution to print it in four colors. Looks beautiful!

We will ask about putting up a poster 22x28- in the front hall by the Reception Desk and about a sign on the marquee at the Hannah Center.

WKAR will start to air a promo two weeks before the Kick Off event.

The Head Start newsletter was added to all the promotion plans listed in the November minutes.

Activities

Head Start will bring the Activity Tool Kit to the February meeting. DeWitt, East Lansing, and CADL Libraries will have activities for participants at their tables during the Kick Off.

Budget was reviewed. Right now we have a surplus of about \$50.

Books

Head Start will order 100 Pout Pout Fish books to give away as families enter along with the evaluation/drawing form, one to a family as long as they last. Then we will give away PPF posters and other books that we already have, maybe Bob the Builder from Head Start.

Attendance

We will count the number of books and evaluation forms we give out and also count as people are seated for the performances. We hope to get a fairly accurate attendance count this year because it is a more controlled space.

Evaluation

The evaluation form sent to everyone was reviewed and several changes suggested, including adding the internet to how people learned about the event, rewording of the number of adults attending, boxes to check for new information learned, adding tear here and deposit in drawing box. Head Start will bring pencils for filling out the form.

Volunteers

We will need 12 volunteers to wear and guide costume characters and to be at entrance and exit handing out books/forms and collecting forms as people leave. Karen Woodman will confirm with the Maple Valley Honor Society that they will work again this year.

Sizes for costumes are as follows: Froggy - 5'2- 5'11" - 120-160 lbs.; Mittens- 5'5"-5'9"; Curious George - 5'2" - 5'6" 100-130 lbs.; Maisy - 5'2"-5'8" - 120-150 lbs.; Lyle - 5'4"-5'10" - 120-180 lbs. I don't have anything for Olivia. (Please check me on these to make sure they're accurate.)

Coalition Brochure

Karen Woodman passed out a revised format incorporating the new text. Everyone was very enthusiastic about the new combination. Discussion followed on how to list libraries and other web sites. Liz Vagani will do another version with all these suggestions and send it to everyone by Jan. 25th. Any comments will be due back by Feb. 1. We will approve the final version at our February meeting. Many thanks to Liz, Lisa, Lori and Karen for moving this along.

Other Literacy Activities

Emily Baker did a comprehensive presentation on the Ingham Great Start Play and Learn Groups. (See attached for details.) Karen Black added information for Clinton County Great Start and Ronda Rucker for Eaton County's. Libraries were interested in how they could participate. One way would be to read stories to the group during circle time. If they are interested, they should contact Emily, Karen and Ronda.

CADL announced a program called Keep Learning targeted to 5th graders to help them start thinking about careers.

The meeting was adjourned at 10:40 am.

NEXT MEETING: Tuesday, Feb. 15, 2011, 8:45 am at Hannah Community Center.