

Minutes – November 16, 2010

Present: Mark Buzzitta, Liz Vagani, CADL; Deb Hill, Karen Woodman, CACS Head Start; Karen Black, Clinton County Great Start Collaborative; Ronda Rucker, Eaton Great Start Collaborative; Becky Ferengich, Delta Township Library; Beth Revers, DeWitt Public Library; Mary Jo Gallagher, East Lansing Library; Lisa Chambers, Family Outreach Services Emily Baker, Great Parents Great Start; Emelia Brown, Lansing GSRP; Lori Noyer, Shiawassee County Great Start, OYC; Beany Tomber, WKAR

Members introduced themselves. The October minutes were reviewed. A clarification was added that the free books would be given as people check in, one to a family, as supplies last. This will be clearly stated in promotion.

Planning for March 2011 Literacy Events

Venue

CADL can not provide insurance coverage this year. Beany Tomber checked with Michelle Nicholson and learned that we will be covered under the Great Start insurance umbrella since we are a work group of the Great Start collaborative.

Performers

Ronda Rucker will sign Deb Deisen's contract. Mark Buzzitta will take care of the contracts for Jean Bolley and Rob Stephenson. Performances will be at 1:30 and 3. Jean and Rob will each do 10 minutes and Deb Deisen 20. Rhonda Coon will interact with children playing the guitar and singing before each performance. The characters will circulate between performances to meet and greet.

Budget

We will use \$100 from the amount budgeted for Deb Deisen and \$200 from our funds to buy Deisen's book , Put, Pout, Fish, to give away. (This will be 105 books @ \$2.82 per book.) Clinton County will pay again this year for Jean Bolley. (\$400)

Promotion

The plan to promote the kick off event includes the following:

CADL – full brochure on the web site

WKAR – on air spots starting two weeks before the event, possibly radio too, sample press release.

Kids World – Emelia Brown.

Towne Courier – East Lansing Library

Clinton County News – Karen Black

Lansing State Journal – calendar and possible story – Mark Buzzitta

WILX – Mary Jo Gallagher, for the morning Event show – two weeks ahead

Eaton County Community News – Ronda Rucker and Becky Ferengich

OYC newsletter– Lori Noyer

Noise and City Pulse – Lisa Chambers

East Lansing Library will share half of the brochures they receive with the Hannah Community Center. Lori Noyer requested 200–500 brochures for her agencies. If we can not find the Coalition bags, we will use bags from CADL and Eaton County Great Start. The brochure will be distributed at the January meeting. Ronda Rucker passed around the final character schedule to be checked for accuracy. **Head Start will have the activity packet ready for January meeting.**

Evaluation

Mark Buzzitta shared a draft he had prepared and suggestions for additions and changes were made. The following were questions which would be helpful to have answered: How did you hear about the event? Was this a convenient location for you? How many and ages of children that came with you, how many adults? Why did you come? Did you learn any new ideas to use at home? What else would you like to see? your zip code. We will have a tear off for entering the drawing at the bottom of form. Jean Bolley will remind people from the stage to fill out their form and hand in for drawing to be done later. WKAR will do a box for the drawing and provide prizes. **Mark will make changes and send the revised form out to everyone before the January meeting.**

Coalition Brochure

Lori Noyer, Lisa Chambers, and Liz Vagani will revise the brochure to target it for parents to help them find literacy agencies and events as well as to professionals to encourage them to join. They will do this through email before the next meeting.

Other Literacy Activities

Liz Vagani led a discussion about the Colorado statewide library collaboration. She summarized the main elements. Suggestions were made of what we could incorporate from these ideas into our activities. We agreed to share current program activities from each agency, **spotlight a different program each month to share information with Play and Learn groups presenting at the January meeting**, find new ways to collaborate, have the libraries hand out program schedules at Play and Learn Groups, and **send the Head Start monthly newsletter to all coalition members.**

Ronda Rucker announced that Eaton County was holding a book fair with Barnes and Noble on December 4. They will receive 10% of all purchases at any B&N that day if we mention it to cashier at check out.

FYI

We should refer to age range as Birth to Five, not 0 to five. Person who has the character costume is responsible for delivering it to the next one on the schedule.

The meeting was adjourned at 10:30

NEXT MEETING: Tuesday, January 18, 2011, 8:45 am at East Lansing Library.

Early Childhood Literacy Coalition

AGENDA Tuesday, November 16, 2010

East Lansing Public Library

I. Welcome and Introductions Announcements

II. Review of October 2010 Minutes

III. Planning for 2011 Literacy Weeks Events

Venue – liability issue

Performers

Promotion

Activities

Evaluation

IV. Other Literacy Activities

Discussion of Colorado Library Coalition – ideas for our group
Community Events on your schedule

V Other

VI No December meeting

Next meeting – January 18, 2011

Adjournment

Early Childhood Literacy Coalition

Minutes –October 19, 2010

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; Becky Ferengich, Delta Township Library; Jill Abood, Mary Jo Gallagher, East Lansing Library; Lisa Chambers, Family Outreach Services; Emelia Brown, Lansing GSRP; Chelsea Ridenour, Great Start; Michigan Red Cross;.Emily Baker, Great Parents, Beany Tomber, WKAR

Members introduced themselves. The September minutes were reviewed.

Planning for March 2011 Literacy Events

Venue

Hannah Center does not carry liability insurance for groups using rooms. They also do not care if the group has insurance. Mark Buzzitta will ask the CADL director if they will cover the liability insurance again this year for the event.

There is a full stage and tables and chairs will be provided. We will need ten tables in the gym and one table outside for bags, pencils, evaluation sheets. We

will make a visit to Hannah Center at 10 a.m. during our February meeting to check on rooms for the characters to change in and other details.

Performers

Deb Deisen is available and will do two shows. The line up for performers will be Jean Bolley, Rob Stephenson and Deb Deisen. These performances will be at 1:30 and 3. Rhonda Coon will play the guitar and do rhyming participation songs with children before the start of the 1:30 and 3 performances as families are settling in.

Funding

The budget as of now for the Target grant of \$2,000 is as follows:

Hannah Center – \$165 – WKAR will pay for this instead of a character

Jean Bolley – \$400

Rob Stephenson – \$400

Deb Deisen – \$300 and \$100 to buy her book to give away. Families will receive the book on a first come first served basis.

BRD Printing of full brochure – \$450 (We also will need a one page flyer for the Kick Off Event and a sign at Hannah Center.)

Characters – various agencies will be paying. CADL will invoice them.

Promotion

Deb Deisen will be asked to send art work to Mark Buzzitta for the brochure.

We need a picture of Rhonda Coon. We will use the same picture that we did last year of Rob Stephenson as Magneto Man and of Jean Bolley.

Emelia Brown will give the information about the Literacy event and subsequent site events to Kids World. The information must come from a school.

Karen Woodman will try to update the Coalition brochure that she had prepared previously by the next meeting.

Heidi from CADL will be asked to share her contact list.

The following will be added to the list of members in the brochure – Clinton, Eaton, Ingham Great Parents Great Start.

Evaluation

Mark Buzzitta will compile an evaluation form for members to look at for the next meeting drawing on the various samples that were shared. He will keep in mind what is most important for us to know. Questions to be considered are, was this a convenient location, how did you learn about the event, what is your zip code. There will be a tear off at the bottom of the form for participants to use to be entered in a prize drawing.

We will try to count people attending as they enter.

Volunteers

The honor society students from Maple Valley were very good last year. Karen Woodman will invite them to participate again. We need volunteers to wear the four costumes – Froggy, Olivia, Maize, and Curious George – and to guide them. We also need volunteers to help pass out evaluation forms, activity forms, and help count attendance. We will need at least 10 students.

Other Literacy Activities

A discussion of the Colorado statewide library collaboration was postponed until the next meeting.

The meeting was adjourned at 10:40

NEXT MEETING: Tuesday, November 16, 2010, 8:45 am at East Lansing Library.

Early Childhood Literacy Coalition

AGENDA Tuesday, October 19, 2010

East Lansing Public Library

- I. Welcome and Introductions Announcements
- II. Review of September 2010 Minutes
- III. Planning for 2011 Literacy Weeks Events

Venue – liability issue

Performers – what’s our confirmed line-up?

Promotion

Activities

Evaluation

IV. Other Literacy Activities

Request from MC Rothhorn for reading participation (Will be sent by separate email.)

Discussion of Colorado Library Coalition – ideas for our group (Sent by separate email.)

Community Events on your schedule

V Other

VI Regular meeting date – November 16, 2010

Adjournment

Early Childhood Literacy Coalition

Minutes –September 21, 2010

Present: Mark Buzzitta, Lynn Harper, Liz Vagani, CADL; Karen Black, Clinton County Great Start Collaborative; Becky Ferengich, Delta Township Library; Beth Revers, DeWitt Public Library; Mary Jo Gallagher, East Lansing Library; Wendy Macada, IISD; Emelia Brown, Lansing GSRP; Lori Noyer, OYC/Regional Training Center; Beany Tomber, WKAR.

Members introduced themselves. The spelling of Liz Vagani’s name was corrected in the May minutes. Beany Tomber announced that they would be running videos promoting activities that parents can do at home with their children to encourage literacy. The videos are being produced at Detroit Public Television in conjunction with ECIC/South East Michigan United Way and High Scope. Local community leaders will tape a brief intro to each video. Beany Tomber will alert members when the spots air on WKAR and on their web site.

Planning for March 2011 Literacy Events

Funding

Mark Buzzitta announced that the Coalition has been awarded a grant for \$2,000 to help pay for costs of the Kick Off event and Literacy Weeks activities.

The check has arrived and an account has been opened at CADL at the Downtown Branch. We will use the money to supplement what members are contributing to pay for performers, promotion, and other expenses. CADL has signed all contracts with the characters and will bill the various agencies who are paying for characters. Mark Buzzitta presented a draft budget for the events for a total of \$2760 which included contributions from member agencies for characters.

Venue

The Kick Off event will be held at the Hannah Community Center in East Lansing on Sunday, March 13, 1-4 p.m. We will be able to get into the gym at noon to set up. Tables will be provided. The total projected cost is \$165. WKAR has paid a deposit of \$41. We will check on whether Hannah Center assumes liability for us or whether we have to ask CADL to be responsible for this again. We also need to check on availability of a stage and a room for the characters to change in. We will ask if we can visit during our February meeting so everyone can see the room.

Characters

Characters are booked to be here March 11-25. (See schedule form for details.). Ronda Rucker has requested that all requests for characters be returned to her as soon as possible so she can get the schedule set up.

Performers

Beany Tomber will remind Ronda Rucker that we would like her to ask the local author Deb Deisen who wrote the Michigan Reads Book, Pout Pout Fish to be a performer. Jean Bolley has agreed to act as MC and the Cat and the Hat again this year. (Clinton County Great Start volunteered to pay the \$400 honorarium.) We are also asking Rob Stephenson to perform again this year but he has not been confirmed. We would like to offer to pay him or give him a gift certificate. Rhonda Coon who plays guitar and sings will perform that day doing rhymes, etc. She is willing to do this as a volunteer but if our budget permits we will pay her a modest stipend.

Head Start will be asked to do activities again this year. If possible, we will reimburse them for expenses. We also need to look into a new book to be given when a child completes the activity at the Kick Off event.

Promotion

We will do a brochure with complete listings of all events and will also do a one page flyer to promote the Kick Off event. CADL will do the layout and graphics. We will print 10,000 copies of the brochure. New agencies that will be distributing the promotion materials are Impression 5 and Lansing Schools GSRP. We will also have brochures available at the Hannah Center and a sign at the reception desk. All print materials will also be sent to members electronically.

We will try for stories in all the Community newspapers (Eaton – Ronda Rucker; Towne Courier– Mary Jo Gallagher; Clinton County – Karen Black) as well as Moms Like Me (LSJ) and Kids World which is distributed at the libraries.

WKAR will do a sample press release sent to all members in November and will produce on air promotional spots which will run two weeks before the Kick Off event.

The complete brochure will be on the CADL web site.

Evaluation

Members agreed that we wanted to come up with some form of evaluation. It will be easier to give out forms this year since the entrance and exit is more controlled. We need to think about what we would like to know – geographical location, how they learned about event, what they liked about it, other? We will discuss this at the October meeting. Please come with ideas of what questions should be included. We can have a drawing for those who return evaluation.

Other Literacy Activities

Clinton County Great Start Parent Coalition gave out books at Project Connect. Lynn Harper attended the Ingham Health Fair representing CADL. The Holt Library was a partner in the South Cedar Head Start May event. The Delta Township District Library partnered with the Lansing Mall Theaters around book related movies. Becky Ferergich will be serving on the Eaton County Great Start Action committee. (My information is very sketchy here. Sorry.)

Members were asked to read the press release from Colorado about statewide library collaborations and be ready to discuss ideas for our Coalition at the next meeting.

The meeting was adjourned at 10:35.

NEXT MEETING: Tuesday, October 19, 2010, 8:45 am at East Lansing Library.

Early Childhood Literacy Coalition

AGENDA Tuesday, September 21, 2010

East Lansing Public Library

- I. Welcome and Introductions, Announcements
- II. Review of May 2010 Minutes
- III. Planning for 2011 Literacy Weeks Events

Date - Kick Off Event March 13, 2011, Agency events - March 11-26.

Place - Hannah Community Center

Final Characters

Performers

Budget

Promotion

Activities

Evaluation

- V. Other Literacy Activities

Representation at Clinton & Eaton Great Start Collaboratives - How is this working?

Community Events on your schedule - What have you attended since our May meeting? What's coming up?

- V. Other
- VI. Regular meeting date - third Tuesday of the month
Next meeting -October 19, 2010
Adjournment

Early Childhood Literacy Coalition

Minutes – May 18, 2010

Present: Mark Buzzitta, Lynn Harper, Liz Vagana, CADL; Deb Hill, Karen Woodman, CACS Head Start; Karen Black, Clinton County Great Start; Beth Revers, DeWitt Public Library; Ronda Rucker, Eaton Great Start Collaborative; Mary Jo Gallagher, East Lansing Library; Lisa Chambers, Family Outreach Services; Emily Baker, Parent Coalition; Beany Tomber, WKAR.

Liz Vagana from the Holt Library was welcomed as a new member. The minutes of the February meeting were reviewed. . Beany Tomber announced that our meeting would end at 10 today to allow the Michigan League for Human Services and Michigan's Children to hold a press conference highlighting the findings of the Annie E. Casey Kids Count national and Michigan reports on 3rd grade literacy rates.

Planning for March 2011 Literacy Events

Funding

Mark Buzzitta submitted a proposal to Target for a \$2000 grant to help pay for activities at the March 13, 2011, 1-4 pm kick off event. Grants will be announced by the end of September.

Venue

Discussion followed on the place to hold the event. At this time we have reserved both Grand River Head Start and the Hannah Community Center. The Center would charge us about \$33 an hour plus some costs for tables. Head Start's facility would be free. Beany Tomber will also investigate the possibility of Impression 5 as a site. If we held our event there, we would ask that all programs be free that afternoon to those attending. Liz Vagana will explore using Foster Community Center.

Characters

Characters will be booked to be here March 11-25 if at all possible. Ronda Rucker working with Mark Buzzitta will again be responsible for working out the schedule for characters to appear at different sites throughout literacy weeks. After estimating that there are 50 sites that will want appearances, it was

decided to book 5 characters. The following agencies are committed to paying for a character: CADL, DeWitt Library, Eaton Great Start, East Lansing Library, Head Start, and WKAR. Head Start has some costumes that can be used to fill in if necessary – cow, chicken, and Bert from Sesame Street.

We agreed to try and book the following characters. Mark Buzzitta will do all the booking through CADL and invoice the various agencies.

Froggy, Olivia, Mittens, Maisy, Lyle Lyle Crocodile (This one is more expensive and CADL thinks they can cover it.), Sid the Science Kid or Curious George.

We discussed having the Cat in the Hat character from the new PBS series starting in the fall but decided that Jean Bolley does such a good job interacting with the children as the Cat that we would stick with her.

If I have any of these wrong, please let me know. I can't read some of my writing.

Performers

We discussed various ideas and agreed that Ronda Rucker would ask the local author Deb Deisen who wrote the Michigan Reads Book, Pout Pout Fish, Mark Buzzitta would ask Jean Bolley doing the Cat and the Hat and mcing the show, and Beany Tomber would ask Rob Stephenson, Michigan 2010 Teacher of the year. We would like them to do two performances at 1:30 and 3.

We would also like a musical performance if we can find an appropriate one.

I have asked Rhonda Coon who plays guitar and sings if she would perform that day doing rhymes, etc. She has agreed to do a **free** performance. If you decide against having her, it won't be a problem but I reserved the date with her.

Other Literacy Activities

Becky Ferengich, Delta Township Library, has agreed to represent the Coalition on the Eaton Great Start Collaborative. Karen Black is exploring a representative fro the St. Johns Library who would attend Coalition meetings and represent us at the Clinton Great Start Collaborative.

Members were asked to report events they are already attending in their areas promoting literacy and to display the Coalition sign when they attend. We will

complete the Coalition flyer that was in process and have it available for members to distribute. Mark Buzzitta has started a face book for the ECLC and will put events of interest on it as they are planned and are reported.

Announcements

Beany Tomber announced that Super Why will be at the East Lansing Art Fair May 22 and 23. Lisa Chambers announced that the Ingham County Health Dept. will be holding a health fair in August. The planning meeting is May 27. Anyone interested in working on this is invited to attend. More later.

The meeting was adjourned at 10:00 a.m. and representatives from Michigan League for Human Services, Michigan's Children, Reach Out and Read, and Channel 10 arrived for the press conference. Jane Zehnder Merrill presented data from Kids Count Reports and then various representatives from the other agencies were interviewed by Channel 10. Mark Buzzitta spoke for the Coalition. Footage of children attending story time at the library was taped to accompany the interviews on air...

NEXT MEETING: Tuesday, June 15, 2010, 8:45 am at East Lansing Library.

Early Childhood Literacy Coalition

AGENDA Tuesday, May 18, 2010

East Lansing Public Library

- I. Welcome and Introductions Announcements
- II Review of February 2010 Minutes
- III Planning for 2011 Literacy Weeks Events
Date - March 13, 2011
Place - Grand River Head Start/Hannah Community Center/
Other
Characters - see email from Mark Buzzitta
Performers
- IV. Other Literacy Activities
Representation at Clinton & Eaton Great Start Collaboratives

Community Events on your schedule

Super Why at the East Lansing Art Fair – May 22,23

V Other

VI Regular meeting date – third Tuesday of the month

Next meeting – June 15, 2010

Adjournment

Early Childhood Literacy Coalition

Minutes –February 16, 2010

Present: Mark Buzzitta, Lynn Harper, CADL; Karen Woodman, CACS Head Start; Karen Black, Clinton County Great Start; Becky Fermanich, Delta Township District Library; Beth Revers, Dewitt Public Library; Ronda Rucker, Eaton Great Start Collaborative; Mary Jo Gallagher, East Lansing Library; Lisa Chambers, Family Outreach Services; Emily Baker, MC Rathhorn, Ingham Great Parent Great Start; Nora Thompson, IISD; Jan Kimble, Teen Parenting Network; Beany Tomber, WKAR;.

Lynn Harper was welcomed back and congratulated on the birth of her daughter Rachel. The minutes from the January meeting were reviewed and clarified. The carryover of \$5,000 of emergent literacy funds for year 2 was divided. \$3000 went to the Play and Learn groups and \$2000 went into the Imagination Library item and other community literacy events to support a presenter or materials to incorporate literacy activities into these events.

Beany Tomber talked with Janet Pletcher, President of CMAEYC about participation in the Coalition. Pletcher has been added to the ECLC list serve. She will keep CMAEYC up to date on Coalition activities until someone from that organization is able to attend meetings.

Beany Tomber will be doing a RTL literacy presentation at the Tower Garden Play Group tomorrow. All requests for Coalition participation in Play groups will be channeled through Nora Thompson. These take place at Summer Place, Haven House, and Tower Garden.

Planning for March 2011 Literacy Events

Members confirmed the date of Sunday, March 13, 2011, 1–4 p.m.for the Literacy Week Kick Off event.

Discussion followed on where the event should be held. Hannah Community Center would allow us to use the gym on that date. There is a charge of \$33 per hour and also some set up costs for tables. The new Head Start site at Grand River Elementary School has a gym and plenty of room. It would also be free. The only drawback is a lack of parking. Suggestions on how to minimize this problem, included texting residents in the area who could walk to promote the event, and encouraging biking. All members were invited to attend an Open House at Grand River School on March 24, 2; 30-5:30 p.m. to see the new facility.

Marketing ideas included using the web, weekly newsletters, and other events to promote the Kick Off.

The new PBS character next fall will be The Cat in the Hat. Mark Buzzitta will send out a list of storybook characters before the May meeting. We will make some decisions at that meeting about which characters to book. We will consider having a children's author as the live performer. Deb Dison (sp.), "Pop Pop" was one suggested. Janet Sink, "Grandma Gone Fishing" was another. We will also look at the One Book, One Read for children's literature. Mary Jo Gallagher will find out what the book will be in 2011. This could drive the characters we use during Literacy weeks.

The Ingham Intermediate School District will not be able to provide \$500 in printing as they have done in previous years due to budget cuts. We will look at sending the brochure electronically to all agencies and letting them print the number they need. We will also explore a grant from Target for possible funding. Other sources for funding suggested were Rotary and Kiwanis clubs, Jr. League, and the Dart Foundation.

Other Literacy Activities

Spirited discussion followed on where and how the Coalition as a group should participate in other ongoing events to raise awareness of the importance of emergent literacy skills whatever parents are doing.

Some felt that members should become part of the planning group for other events. Others thought that members are already involved in events in their own communities. Ronda Rucker pointed out that it is important to look at what kind of activity we are providing. In Eaton County they attend many

events and set up a sensory table, bean bag toss, and sand & rice tables. These activities are appropriate for the age level targeted and are rich in literacy and motor skills development. A very general version of Literacy Lotto could be made to be used at a variety of events in various counties.

There was consensus that members are already involved in many events in their own areas and they should continue to participate and provide intentional activities to help parents and families be aware of the “Everyday Moments Are Learning Moments”. experiences that are being provided.

Members further discussed that since the Coalition membership covers all three counties in our area, we should be represented at the Great Start Collaborative Groups in each county. Members who live and work in the geographic area will be invited to be part of the Collaboratives or appropriate workgroups in each county as we already are in Ingham County.

The meeting was adjourned at 10:30 a.m.

NEXT MEETING: Tuesday, May 18, 2010, 8:45 am at East Lansing Library.

Early Childhood Literacy Coalition
AGENDA Tuesday, February 16, 2010
East Lansing Public Library

- I. Welcome and Introductions Announcements
- II Review of January 2010 Minutes
Report on Carryover funds from Foundations
- III Planning for 2011 Literacy Weeks Events
 - Dates
 - Places
 - Characters

IV. Other Literacy Activities

Schedule for other community events

Our Criteria for participation ○ That the event be family friendly; That the event have an educational value not just draw a large crowd; That it be centrally located so all members feel it appropriate for their agency

V Other

VI Regular meeting date – third Tuesday of the month

Should we continue with monthly meetings or switch to bi-monthly?

Next meeting –March 16, 2010?

Adjournment

Early Childhood Literacy Coalition

Minutes –January 19, 2010 (revised)

Present: Mark Buzzitta, CADL; Deb Hill, Karen Woodman, CACS Head Start; Karen Black, Clinton County Great Start; Ronda Rucker, Early Childhood Connections; Mary Jo Gallagher, East Lansing Library; Emily Baker, Great Parent Great Start; Nora Thompson, IISD; Jan Kimble, Teen Parenting Network; Beany Tomber, WKAR

Guests: Tammy Heilman and Nancy Sherd, OYC/Great Start Regional Child Care Resource Centers

The minutes from the November meeting were reviewed

Tammy Heilman and Nancy Shred presented information to the group about the new Great Start Connect Childcare System online. They gave an online demonstration about how the site works and distributed packets of information. They will also send information electronically to be distributed to all members of ECLC. The system will provide information about available childcare resources previously provided by local 4-C offices. They are working to promote the new online service with libraries and WorkFirst sites.

Preliminary Planning for March 2011 Literacy Events

Central Michigan Association for the Education of the Young Child (CMAEYC) normally does a family literacy event in March and their members showed some interest in collaborating with the Coalition. They asked if our meetings could be held after 5:30 p.m. so they could attend. Coalition members were interested in working with CMAEYC but felt the meeting time needed to stay as is to accommodate the schedules of current members. We will invite CMAEYC to try to send a representative to our meetings at this time.

Discussion began on possible dates and places to hold the March 2011 Kick Off Event. Saturday, March 12 and Sunday, March 13 were the dates that seemed good for all agencies.

Suggested venues were the gym at the Hannah Community Center in East Lansing, Pattengill Middle School, Lansing, Letts Community Center, and MSU Federal Credit Union. If we can come up with a fairly central place for all sides of the area, there was strong consensus that we should hold only one event and that all member agencies should participate, regardless of their geographic location. We will do some exploring of suggested places. Members were encouraged to send in additional ideas.

It was also felt that Sunday might be the better day since families are not as heavily scheduled with lessons, sports, etc.

It was suggested that we begin now to look for grant money to fill the void left from grant money that will no longer be received in 2011.

It was also suggested that we book the characters as far ahead as possible so that when book discounts come along we can take advantage of them and buy books to match the characters we are bringing in. Mark Buzzitta asked if we would consider having one character for each county so that we could cut down on the transporting from site to site. This is something we will continue thinking about.

PBS Kids Go! Writers Contest

Beany Tomber asked the libraries present if they would be willing to be pick up and drop off sites for the contest entries. CADL and East Lansing agreed. Beany will do follow up calls to DeWitt and Delta Township. She also invited all agencies to distribute forms to the parents in their programs. The material will

be sent electronically to all and the libraries will receive posters and desk signs. Thanks to all for participating.

Other Activities

Beany Tomber announced that she is doing a literacy presentation at the Tower Garden Play and Learn Group for Mindy Smith on Feb. 17. Other Coalition members will participate in this activity at Play and Learn Groups as their schedules permit. We will also be looking at the schedule of community events that are already planned to see which ones might be appropriate for the Coalition to participate in.

Other

Karen Black asked what had happened to the \$5000 carryover Foundation Money that had originally be planned to use for books for play groups in the three counties. Beany thought it was part of money to start an endowment but asked Nora Thompson if she would check with Michelle Nicholson about this.

{Michelle Nicholson responded on 2/3/10: "Since I will not be able to be at the next meeting I wanted to respond to the question about the \$5000 for Emerging Literacy Activities. For Year 2 we had to collapse our budget items into the categories the funders gave us which were: Play & Learn Groups, Home Visiting, Imagination Library and Other Community Literacy Events, Scholarships, Coaching and Professional Development. The \$5000 was divided and \$3000 went to Play and Learn since previously ECLC has decided to ask Play and Learn and other playgroups to incorporate the activities and materials that Karen Woodman had developed. The remaining \$2000 went into IL and other community literacy events to support a presenter or materials that might be needed to incorporate literacy activities into community events.}

Members discussed meeting every other month but decided for now to hold the regular meeting in February. We will make a decision on whether to change meeting dates at a future time.

The meeting was adjourned at 10:30 a.m.

NEXT MEETING: Tuesday, February 16, 2010, 8:45 am at East Lansing Library.

Early Childhood Literacy Coalition

AGENDA – January 19, 2010

- I. Welcome and Introductions
Announcements
- II Review of November 2009 Minutes
- III Preliminary Planning for 2011 Literacy Weeks Events
 - Dates
 - Place
 - Funding
 - Other Consideration
 - Collaborate with CMAEYC Event
- IV. What Next?
 - Participation at other community events
 - Participation at Play and Learn Groups
 - Other activitie
- V PBS Kids Go!Writers Contest
- VI. Other
- VII Regular meeting date – third Tuesday of the month
 - Should we continue with monthly meetings or switch to bi-monthly?
 - Next meeting – February 16, 2010
 - Adjournment

Early Childhood Literacy Coalition

Minutes – November 17, 2009

Present: Mark Buzzitta, CADL; Deb Hill, Lucy McClintic, Karen Woodman, CACS Head Start; Ronda Rucker, Early Childhood Connections; Becky Fermanich, Delta Township District Library; Beth Revers, DeWitt Library; Mary Jo Gallagher, East Lansing Library; Emily Baker, Jamie Yeomans, Great Parent Great Start; Lisa Chambers, Ingham County Health Dept./Family Outreach Services; Nora Thompson, IISD; Jan Kimble, Teen Parenting Network; Beany Tomber, WKAR.

New members Emily Baker, Jan Kimble, and Nora Thompson were welcomed. It was announced that Lynn Harper, CADL had a new baby, Rachel and Jan Kimble has a new granddaughter. Congratulations to both families. The minutes of the September meeting were reviewed.

Evaluation of 2009 Literacy Events

We talked about what went well and what didn't at the various events. Everyone was very satisfied with the quality and variety of the performers at the kick-offs and felt that they were right on target with highlighting literacy skills and involving the children. The total performance was longer this year and parents and children both seemed engaged. There was some comment that the stage area was too small at Meridian.

As usual, the characters were a huge draw. Several parents commented that they came especially to see them. Having the characters stay in one spot near the stage also worked well.

The literacy lotto game was enhanced this year with the tips for parents on the back on how to use it anywhere. There were positive comments from participants about this.

The survey was not as widely used as we had hoped but the comments on those returning it were very positive. We had 51 returned at the Lansing Mall and 27 at Meridian. The low return at Meridian may have been because we did not have a special table set up to distribute the lotto sheets and surveys and give out books. (There was some parent comment that they received the same book, Bob the Builder, last year. Nice that they remembered!) Also we did not have a display that showed what prizes they would be eligible for in the drawing if they returned the survey.

Promotion through materials distributed through agencies, newspaper articles, on WKAR, and by word of mouth were the ways people heard about the event. There were about 200 at the performances at the two malls. Traffic in the malls seemed lighter than last year. (This number was down from about 500 last year.)

Finding volunteers was difficult again this year. Karen Woodman enlisted the Maple Valley Honor Society for Lansing Mall and we had 12 volunteers. Jill

Lawler was able to bring 6 girl scouts for Meridian and they were very helpful playing the characters. The perfect age for character volunteers is high school. Girls seem to enjoy engaging with the children more than boys.

The two weeks of literacy events at the various agencies were very successful. The events at the agency sites are very important in helping us carry out our goals of promoting literacy in the home on a long term basis.

What Next?

Discussion then turned to the future of the current events and the participation of the Coalition in other ongoing events to promote literacy. The total money available next year for literacy events from the Foundations is \$2,000. The Coalition will be able to request some of these funds but just a small percentage for the current format. Four different options were laid out to guide the discussion as follows:

- Continue with kick off events and weeks as they are now using just in-kind and cash contributions from members;
- Continue as is with in-kind and cash contributions and request some funds from the foundation money;
- Continue as above and add participation at another existing venue;
- Continue Literacy weeks with no kick-off events with in-kind and cash contributions

Before we began to discuss the various options, Mark Buzzitta proposed that we consider moving any ECLC events to spring. He pointed out that this was the time of year we originally held the events to tie in with March is Reading month. We changed to fall to accommodate the Practical Parenting Conference which held its event a week later. (This event is no longer in existence.) He also thought it would make it easier to get volunteers when the schools were up and running and that families are looking for more to do at that time of year when the weather is not as good. We would also avoid MSU football days.

The above options and ideas were thoroughly discussed. Each member had an opportunity to give her/his opinion. Coalition members came to the following consensus:

- A majority of members wanted to continue to hold a kick-off event (s);
- The characters are very important, but national entertainment is not necessary;
- The two weeks of agency events are the most important;
- There was unanimous agreement that Coalition event(s) should be moved to March.
- A majority was interested in exploring participating in other community events with the following criteria to be considered:
 - That the event be family friendly
 - That the event have an educational value not just draw a large crowd
 - That it be centrally located so all members feel it appropriate for their agency
 - That we remain true to our mission of engaging children in literacy activities not just entertaining them and that we choose an event that helps us to do this..

Coalition members were also interested in going to play and learn groups as resource persons.

Beany Tomber announced that the Reading Rainbow Contest will continue but will now be called the PBS Go! Writers Contest since RR is no longer being broadcast. She asked Coalition members to help recruit entries and receive completed ones. More information will be coming in December. The contest will take place January and February 2010 with national winners announced in April 2010.

The meeting was adjourned at 10:45 a.m.

NEXT MEETING: Tuesday, January 19, 2010, 8:45 am at East Lansing Library.