

Next Meeting, January 17, 2012

Early Childhood Literacy Coalition Minutes East Lansing Public Library November 15, 2011

Present: Lynn Harper, CADL; Deb Hill, Karen Woodman, CACS Head Start; Karen Black, Clinton County Great Start Collaborative; Becky Le Boeuf, Delta Township District Library; Mindy Schafer, DeWitt Library; Ronda Rucker, Eaton Great Start Collaborative; Mary Jo Gallagher, East Lansing Public Library; Emily Baker, Ingham Great Start Collaborative; Beany Tomber, WKAR

The minutes of the October meeting were reviewed and corrected to reflect the correct spelling of Karrie Korroch's name.

Plans for 2012 Literacy Events

Kick Off Event

Performer

Becky LeBoeuf has received the contract from Merry Music Maker. Everything was in order, including agreement to do 3 15-20 minutes performances, except it did not include the price of \$300. Le Boeuf will add this and sign and return the contract. The performer will be paid by Head Start and Eaton Great Start Collaborative. Becky will plan to give her two separate checks that day, one from each of these agencies.

Character Schedule

November 30 is the final day to request a character, Many requests have been received already. Beany Tomber will send an email reminder to all members of the deadline. When the schedule is ready, Ronda Rucker will send it to everyone for final proofing.

Storytellers

Jean Bolley, CADL and Karrie Korroch, East Lansing Public Library will be the storytellers. We will work out the details of times and location at the Hannah Center at our January meeting.

Promotion

The draft flyer was reviewed and many suggestions for changes were made including: red ink too hard to read; add other character pictures on the schedule page if possible; use a larger font for the Join us paragraph; try to get picture of Merry Music Maker closer to text; put in times of performances; spread two logos farther apart; add free books one per family while supplies last; put Coalition logo on both pages; put online at CADL on schedule page. Beany Tomber will send a draft with revisions to everyone before the final version.

Books

Head Start will contribute 85 Clifford books, 100 Flip and Flop, and 90 Corduroy for the book giveaway. In turn, the Coalition will purchase two titles for Head Start to trade for this contribution. Tomber will bill agencies who are not already paying for characters or performer, or venue for the \$200 spent to reimburse WKAR for this. (Does this make sense to everyone? It really is a good deal.)

Volunteers

We will have 12 volunteers from the Maple Valley Honor Society thanks to Karen Woodman.

Coalition Brochure

The current version was reviewed. The sentence that 85% of learning takes place before the age of five was changed to read 85% of brain development. A question was raised about the definition used for phonological awareness. Tomber will check with our various literacy experts and change it according to their feedback. All members present verified the name they wanted used for their agency on the brochure. It was agreed that since the Capital Area Literacy Coalition has not been participating their name would not be included. Tomber will ask Lori Noyer what name should be used for OYC.

It was announced that Mark Buzzitta will attend Coalition meetings for CADL starting in January while Lynn Harper is out on maternity leave. (Her due date is January 8. Stay tuned!)

Coalition members separated into three groups according to the character they will have during the Kick Off to plan activities for March 18. (Libraries, Great Start Collaboratives, and WKAR & Head Start.)

The meeting was adjourned at 10:30.