

Memorandum



CITY OF DALLAS

DATE April 17, 2015

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Adult Education in Dallas: A Presentation by the Literacy Coalition of Greater Dallas

On Monday, April 20, 2015 the Arts, Culture & Libraries committee will receive a briefing from the Literacy Coalition of Greater Dallas on Adult Education in Dallas. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

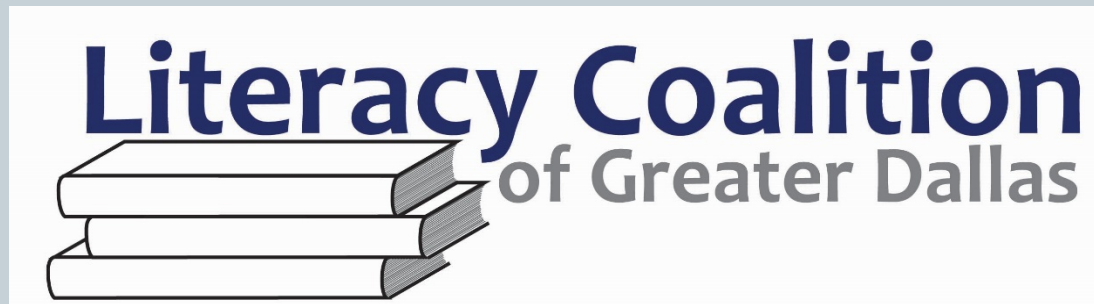
A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Adult Education in Dallas: A Presentation by the **Literacy Coalition of Greater Dallas**



**JASMINE AFRICAWALA, DALLAS PUBLIC LIBRARY
SHANA HARRISON, ABERG CENTER FOR LITERACY
SARAH PAPERT, VMLC**

**ARTS, CULTURE & LIBRARIES COMMITTEE
APRIL 20, 2015**

Presentation Overview

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- **About the Literacy Coalition of Greater Dallas (LCGD)**
- **The Adult Education Crisis in Dallas County**
- **Goals of LCGD for Dallas**
- **Best Practices in other U.S. Cities**
- **LCGD Accomplishments and Next Steps**
- **Dallas Needs Literacy Champions**

About LCGD

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501 (C)(3) ESTABLISHED IN 2013

MISSION:

UNIFY LITERACY STAKEHOLDERS TO COORDINATE RESOURCES, BUILD AWARENESS, AND PROMOTE LITERACY IN ORDER FOR RESIDENTS OF DALLAS TO COMPETE IN THE 21ST CENTURY.

FOCUS ON ADULT EDUCATION AND FAMILY LITERACY

Founding Members



Sustaining Members



87% of local literacy program providers are dependent upon private funding.

General Members



Past & Present City Support

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- Dallas Public Library provided space only to DISD for adult education prior to 2012
- Dallas Public Library became a direct service provider of Adult Education classes in 2012 through volunteers and private funding
- City of Dallas support for literacy programs started in October 2014 through funding of Literacy Enhancement bid
- Additional City of Dallas support for literacy programs is proposed in the FY15-16 Library budget

The Adult Education Crisis in Dallas County

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Source	Number in Dallas County	Statistic
U.S. Census	367,925	Do not have a high school diploma or equivalency ¹
U.S. Department of Education	374,591	Lack basic literacy skills ²
Texas Workforce Commission	482,217	Are eligible for Adult Education ³

¹U.S. Census, 2010, based on adults 25+

²National Assessment of Adult Literacy, U.S. Dept of Ed, 2003, based on adults 16+

³TWC, Texas Interagency Literacy Council Report, 2012, based on adults 16+

How Dallas County Compares

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Statistic	Dallas County	Texas	U.S.
% of population lacking basic literacy (16+) ¹	21%	19%	14%
% of population without high school diploma or GED (25+) ²	24.9%	21.7%	15.4%

¹ National Assessment of Adult Literacy, U.S. Dept of Ed, 2003, based on adults 16+

²U.S. Census, 2010, based on adults 25+

Impact of Adult Education

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- More than **60%** of all state and federal corrections inmates are considered "functionally illiterate"¹
- Adults with a HS diploma or equivalency **earn 41%** more money annually than adults without one.²
- A mother's reading skill is the **greatest determinant of her children's future academic success**, outweighing other factors, such as neighborhood and family income.³

¹Literacy Texas Facts & Statistics, Proliteracy.com

²Texas Interagency Literacy Council, U.S. Department of Labor. 2012

³National Institute of Health, 2010

Unmet Need in Dallas County

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482,217

adults are eligible for Adult Education¹

20,142 are currently being served²

4.1% of need currently being met

¹TWC, Texas Interagency Literacy Council Report, 2012, based on adults 16+

²TCALL provider listing and average students served between community-based and federally-funded programs

What LCGD Aims to Achieve

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Collaborate to build capacity

Advocate to build awareness

Support literacy providers

Best Practices in Literacy Coalitions

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- 1. PHILADELPHIA ADULT LITERACY ALLIANCE**
- 2. CENTRAL TEXAS LITERACY COALITION**
- 3. HOUSTON CENTER FOR LITERACY**

Founded through the Mayor's Commission on Literacy in 1983 and re-commissioned in 2011.

Instrumental in assuring adult literacy is a high priority for the City's workforce development system.

Attracted major local, state and national funding and partnerships with Verizon, United Way, and IBM.



www.philaliteracy.org

Founded in 2001.

Implemented services to underserved areas.

Doubled number of adults being served in region.

Coordinate and support programs in neighboring counties.



www.willread.org

In 1984, Mayor Kathy Whitmire and the City Council established Houston Center for Literacy (HCL) with one goal in mind: to raise the adult literacy rates in Houston.

Support - Mayor's Challenge Grant

Engage – raise awareness and advocate for policy change

Connect – Expand 2-1-1 HELPLINE directory



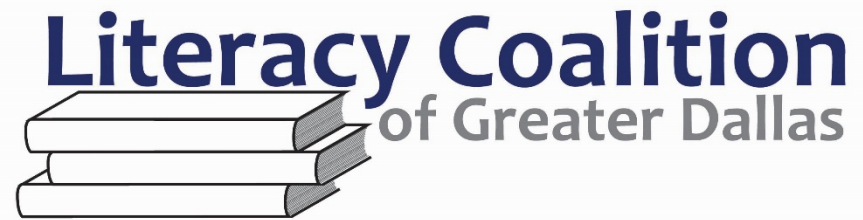
HOUSTON CENTER *for* LITERACY
at the center of progress

www.houread.org

LCGD Accomplishments & Next Steps

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- Community agencies connected
- Continue to seek Champions to establish a diverse Board of Directors
- Pursue funding opportunities to support the goals of LCGD
- Hire an Executive Director
- Develop Strategic Plan



Dallas Needs Literacy Champions

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In order to ensure all Dallas residents have the skills to compete in the 21st century...

Dallas Needs Your Help!