

# Memorandum



CITY OF DALLAS

DATE May 16, 2014

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 Literacy at Dallas Public Library: Past, Present and Future

The attached briefing will be presented to the Arts, Culture & Libraries Committee on Monday, May 19, 2014. The briefing will provide an overview of literacy enhancement efforts at the Dallas Public Library.

If you have questions or need additional information, please contact me.

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  
Judge Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Shawn Williams, Interim Public Information Officer  
Elsa Cantu, Assistant to the City Manager, Mayor and Council  
Jo Giudice, Director of Libraries

# Literacy at Dallas Public Library: Past, Present & Future



Presented to  
Arts, Culture & Libraries Committee  
May 19, 2014



 **dallaspubliclibrary**

# Library: Taking the Lead in Literacy

- Proactive literacy provider
- Vital community partner
- City-wide positioning
- Potential to expand



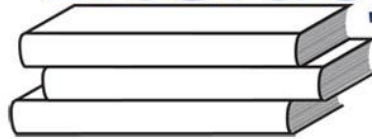
## Prior to 2012 – Partnering with Dallas ISD Adult Basic Education

- **ESL classes were held at**
  - Bachman Lake (Dist. 2)
  - Dallas West (Dist. 6)
  - Forest Green (Dist. 10)
  - Grauwyler Park (Dist. 2)
  - Hampton-Illinois (Dist. 3)
  - North Oak Cliff (Dist. 1)
  - Pleasant Grove (Dist. 5)
- **GED classes were held at**
  - Forest Green (Dist. 10)
  - Hampton-Illinois (Dist. 3)
  - Highland Hills (Dist. 8)
  - Martin Luther King, Jr. (Dist. 7)
  - North Oak Cliff (Dist. 1)
  - Pleasant Grove (Dist. 5)
  - Skyline (Dist. 7)



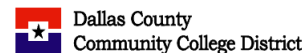
# Developing a Coalition

## Literacy Coalition of Greater Dallas



“3.8 million people in Texas need the services of an adult education program, but only 100,000 are being served.”

TWIC 2010, A Primer on Adult Education in Texas





# Literacy: The Big Picture



Portal to literacy programs and services

Financial Literacy  
Workforce Readiness Early Childhood  
English As A Second Language Information Literacy  
**Literacy** Computer Literacy  
Environmental Literacy  
Adult Education Family Literacy  
Emergent Readers

Home GED ESL ECRR Computers Get a Job Citizenship Volunteer Coalition

“The ability to read, write, speak English, compute and solve problems at the level necessary to accomplish goals, function at work, and develop to one’s potential.”

“Literacy” as defined by the National Literacy Act, 1991

 Get your GED

 Learn English / Aprende Inglés

 Raise a Reader

 Learn Computers

 Get a Job

 Become a U.S. Citizen

 Become a Literacy Volunteer

 Literacy Coalition of Greater Dallas

Literacy Coalition of Greater Dallas

# Library-led Literacy: Every Child Ready to Read @ Dallas

Every **CHILD**  
Ready to **READ**  
@dallas®

1,500 parents and  
0-8 year olds

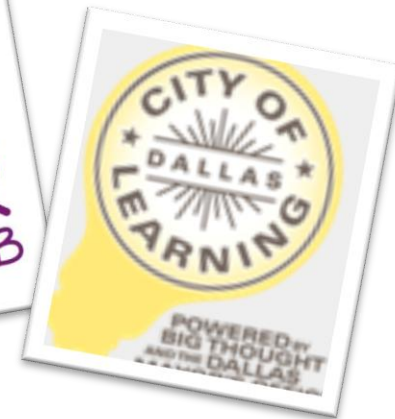
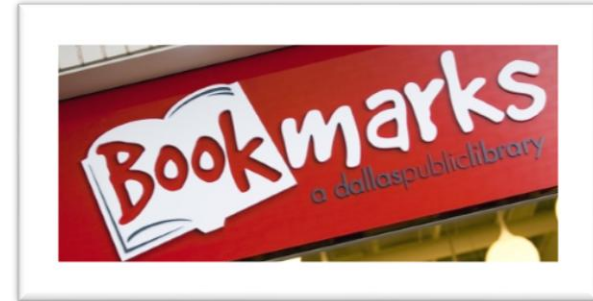




# Library-led Literacy: Preschool Storytimes & Mayor's Summer Reading Club



**More than 1,800 storytimes  
and  
Nearly 84,000 attendees  
each year**



**37,681 adults and children  
registered in 2013**



# Library-led Literacy: General Education Development (GED) Classes

- Central Library (Dist. 2)
- Grauwlyer Park (Dist. 2)
- Lochwood (Dist. 9)
- Martin Luther King, Jr.  
(Dist. 7)
- North Oak Cliff (Dist. 1)
- Pleasant Grove (Dist. 5)
- Polk Wisdom (Dist. 8)



# Library-led Literacy: General Education Development (GED) Classes

- **GED Expansion**
  - Dunbar Lancaster-Kiest (Dist. 4)
  - Highland Hills (Dist. 8)
  - Polk Wisdom (Dist. 8)
- **GED Testing Center**
  - 1 of 4 in City of Dallas
  - Only Central Location



Dallas County  
Community College District



# Library-led Literacy: Saturday ESL & Family Literacy

**Serves 850 Adults & Children a year!**



Bachman Lake (Dist. 2)

Dallas West (Dist. 6)

Hampton-Illinois (Dist. 3)

\*North Oak Cliff (Dist. 1)

Pleasant Grove (Dist. 5)

Timberglen (Dist. 12)

White Rock Hills (Dist. 7)

# Library-led Literacy: Computer Classes



- **Job Seeker Computers and Resume Help**
- **Oasis Computer Classes**
  - Grauwlyer Park (Dist. 2)
  - Hampton-Illinois (Dist. 3)
  - Pleasant Grove (Dist. 5)
  - Timberglen (Dist. 12)
  - White Rock Hills (Dist. 7)



# Partnering for Literacy: Citizenship Classes



**Regular rotation every year**

Audelia Road (Dist. 10)

Dallas West (Dist. 6)

Bachman Lake (Dist. 2)

Pleasant Grove (Dist. 5)

# Partnering for Literacy: Financial Literacy

FDIC MoneySmart curriculum

\*Slated for Council consideration on May 28, Agenda item #15

Will reach **2,000 adults** in the next year in conjunction with ESL, GED and Citizenship classes

Audelia Road (Dist. 10)

Bachman Lake (Dist. 2)

Dallas West (Dist. 6)

Pleasant Grove (Dist. 5)



**DOLLARWISE**

**MAYORS FOR FINANCIAL LITERACY**

# Future of Literacy: Atmos Energy/TAMUC Literacy Center Dallas West Branch Library (Dist. 6)



**Classes began  
January 2013**

**Launched  
October 22, 2012**

- Weekday Adult ESL classes
  - Kids' Summer Reading Camp
  - Saturday Family Literacy
  - Evening Spanish GED
  - Partner for Citizenship classes
- 
- Reach **750** adults and children each year

# Future of Literacy: MoneyGram Literacy Center Bachman Lake Branch Library (Dist. 2)



**Classes begin  
June 2014**

## Launching May 22, 2014

- Weekday Adult ESL classes
- Kids' Summer Reading Camp
- Saturday Family Literacy
- Evening Spanish GED
- Partner for Citizenship classes
  
- Reach **1,000** adults and children each year



# Library: Taking the Lead in Literacy

## **FY11-12**

143 enrolled in 110 classes

6 locations

## **FY12-13**

949 enrolled in 495 classes

9 locations | Literacy Center

## **FY13-14**

1385 enrolled in 723 classes

(so far...)

13 locations, 2 Literacy Centers  
(starting summer 14)

- Potential to expand
  - Partnerships
  - Dallas City of Learning
  - Out of School Time Initiatives

