

# DATA + STORY = IMPACT

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JEFF BURKHART, [JEFF@LITNETWORK.ORG](mailto:JEFF@LITNETWORK.ORG);  
608-244-3911

**LITERACY NETWORK, MADISON, WI**



**Literacy Network™**  
*Improving Lives Through Literacy*

# ABOUT LITERACY NETWORK

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- Began in 1974
- Now serving more than 1,000 adults annually.
- Data and stories have been key to growth



## LOOK AT THE NATIONAL DATA

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A stylized graphic of the number 72%. The digit '7' is blue, the digit '2' is green, and the percentage symbol '%' is blue. The digits are bold and sans-serif.

- **Children of parents with low literacy skills have a 72 percent chance of being at the lowest reading levels themselves.**

# NATIONAL DATA

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- These children are more likely to get poor grades, display behavioral problems, have high absentee rates, repeat school years, or drop out.

# POVERTY

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- **Of adults with the lowest literacy levels, 43 percent live in poverty, and 70% of adult welfare recipients have low literacy levels.**

A large, stylized graphic of the number 43% is positioned to the right of the text. The number '4' is blue, the '3' is green, and the percentage sign '%' is blue. The digits are thick and blocky, with a slight shadow effect.

# POVERTY

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- There is a clear correlation between more education and higher earnings, and between higher educational scores and higher earnings.

## SEE MORE STATS

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- The [ProLiteracy website](#) features many other relevant stats that you can tie in to your case statement.

# TELL YOUR STORY

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- **Before I found**  
\_\_\_\_\_, my life was  
\_\_\_\_\_.



# YOUR STORY

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- It was hard to \_\_\_\_\_.



# YOUR STORY

- **Now I'm able to**

\_\_\_\_\_

\_\_\_\_\_.



# YOUR STORY

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- **My life is better now because**
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# YOUR STORY

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- Thank you, \_\_\_\_\_  
for giving me hope and  
opportunity.



# WHICH DATA FIT YOUR STORY?

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- What are the social issues that are most prevalent in your community?
- Do you have learners who have worked through challenges related to these issues?
- Do you have local data that reflect national trends?
- How might they fit together?



# HOW AND WHERE CAN YOU USE YOUR STORY?

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- **How many people are affected by low literacy in your community?**
- How many people experience poverty?
- How many children are reading below recommended levels?
- How many experience trouble communicating with a health care provider?



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# YOUR STORY+DATA CASE

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- We're going to develop a brief case statement today.
- Keep it brief (less than 3 pages)
- Keep it conversational
- Keep it emotional
- Tie it to the bigger issues



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# I. “IMPACT QUOTE FROM LEARNER” - #1

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**“The doors have opened drastically for me.”**

- “I always thought I would work some dead-end job, but now the doors have opened drastically for me. I feel like I can do anything,” said Melisa, a single mother of three who earned her GED after studying with us for seven months. She is now enrolled in the radiology technician program at Madison College.

## 2. “IMPACT QUOTE FROM LEARNER” - #2

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- “Now I have a job as a baker. I take care of my children and in my free time I study English to be able to talk with people to help my children with homework. In the future, I would like to have a great bakery since it is what I like the most,” said Genoveva, who left school in the sixth grade to go to work to help her family. She continues working toward her goals in our individual tutoring program.

### 3. HOW QUOTES RELATE AND TELL A STORY.

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- The examples above are representative of the *tens of thousands of adults* supported by Literacy Network's individualized educational programs for the last 45 years. Adult learners and volunteer tutors form powerful bonds. We connect the dots with supportive student services and help adults plan their unique lifelong learning journey. We help adults identify and achieve life-changing goals.



## WHERE CAN YOU FIND THESE QUOTES?

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- **data reports**
- **updates from tutors**
- **staff updates**
- **interviews**
- **personal education plans**
- **Ask students to write about their lives and then publish.**



# GET PERMISSION TO USE THE STORY

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- explain how you use the story.
- students often ask if they can be featured
- get good images



# 4. WHAT ADULTS ACCOMPLISH WITH \_\_\_\_\_.

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**(What is the meaningful change, and how does it fit with the story at beginning of case statement?)**

We improve the personal and professional lives of our students, connect them to community and help them access a better life. With our support, learners experience educational success that has eluded them most of their lives.

- Regular achievements among adult learners include:
- Promotions and better jobs
- Becoming U.S. Citizens
- Becoming High School Graduates
- Becoming College Students and successful completion of certificates and degrees



## 5. BRING IN THE DATA, BUT DON'T OVERWHELM ME!

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- Madison College is an especially enthusiastic **partner** after several years of successful **collaboration** with Literacy Network. Adults with support from Literacy Network are more likely to succeed at Madison College. Students in our academic tutoring program at Madison College demonstrated a 304% increase in test scores over those who did not receive tutoring. We have also seen a 76% increase in attendance, and students are 21% more likely to enroll in an additional semester.
- The progress we've made in serving adults is great, but the need is even greater. **One in seven adults in Dane County struggles with literacy skills – that's 55,000 people.** It is enough to fill more than three Kohl Centers.

## 6. WHAT MAKES YOU UNIQUE?

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- **Individual support.** Research shows that adult learners with basic skills need individualized support. Through a unique model in which interns plan individual lessons delivered one-on-one by volunteer tutors, we provide effective and efficient direct support.
- **Personal education plans.** Each learner has an individual plan that follows them throughout their time at Literacy Network.
- **Flexible curriculum.** Providing individual support for learners means meeting them where they are, and ensuring that our team collaborates to give adult learners what they need.
- **High-level support for success.** Our student services staff members coordinate individual interviews with each new adult learner, identifying their goals, skill level and charting a path for successful completion of these goals.



# WHAT MAKES YOU UNIQUE?

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- **Regular follow up.** Staff follow up regularly with calls to learners to ensure they are committed to coming to our programs. We help navigate any obstacles to their success.
- **High retention.** Because of the supports provided, we retain 85% of learners and tutors each semester.
- **Commitment to strong partnerships.** Each year, we have about 30 program locations around Dane County in schools, libraries, community centers and workplaces. We provide supports for great programming in each of these locations.
- **Building relationships.** Our learners, tutors, interns, staff and supporters form strong bonds, creating cross-cultural connections, a sense of community and better understanding of diverse life situations and challenges. This leads to greater compassion for all people.



# 7. WHY NOW IS THE TIME TO SUPPORT \_\_\_\_.

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- Bring the data and the dollars.
- Why are you a great investment?
- How do you leverage resources?  
(investment in volunteers?)
- Reference the need, your partnerships,  
awards, results, etc.

## 7. WHY NOW IS THE TIME TO SUPPORT \_\_\_\_.

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- Literacy Network leverages approximately 25,000 hours of volunteer time from hundreds of volunteers at a value of more than \$600,000 annually. Our team of 28 full and part time employees and 18 interns are well supported. We invest in high-quality training and support for team members. We were named one of the best places to work by Madison Magazine in 2017.

## 7. WHY NOW IS THE TIME TO SUPPORT \_\_\_\_.

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- Adults in poverty live on the edge of our society with few opportunities to change their situations. Our programs are available at no cost to the individual and open doors to a vastly improved life. Employers need well-trained and supported workers. Children need support from their parents. Adults with low basic skills need hope and connection to a better life. Tens of thousands in our community need to improve literacy skills to take advantage of the opportunity afforded by our strong economy. They need greater skills and confidence. **Literacy Network needs \$250,000 in 2019 to continue providing comprehensive support to more than 1,000 adults in our community.**



# 8. SHOW ME THE BUDGET

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# 9. WRAP IT UP!

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## **Quote that story again:**

- With your support, we will continue helping adult learners access opportunities. Many thanks for opening doors drastically for adult learners and their families!

WHAT QUESTIONS DO YOU HAVE?

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PLEASE GIVE ME FEEDBACK!

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Jeff Burkhardt, [jeff@litnetwork.org](mailto:jeff@litnetwork.org); 608-244-3911

**Literacy Network, Madison, WI**

Thank you for participating today!