

AWARENESS TEAM

(Bylaw) Article VIII, Section 2: Awareness Team—This team is responsible for the development and execution of a public information program which will further the public understanding of the objectives of the Oklahoma Literacy Coalition Inc., and enhance the general public image of the Coalition.

This team will obtain and disseminate information regarding legislative action at the state and national levels that may impact literacy and develop strategies to influence legislation favorable to literacy.

This team will provide information to prospective members and encourage their active participation.

The Awareness Team of the Coalition must:

- Maintain and increase membership in the Coalition by obtaining the names of potential organizational and individual members and developing a distribution plan for membership recruitment letters and brochures;
- Work with the ED to ensure distribution of membership recruitment letters and brochures to potential Coalition members;
- Develop and execute a quality public information program that will further the public understanding of the objectives of the Coalition and enhance the general public image of the Coalition. This public information program includes, but is not limited to:
 - Exhibits
 - Media campaign
 - Brochures, posters, and other paper documents
 - Press releases
 - Coordinate awards program and present awards;
- Prepare and present a Team budget;
- Perform other duties as assigned by the President.

Strategy	Timeframe/ Deadline		Team/ Persons Responsible	Budget	Funding Source	Phase
	Start	End				
Contact Oklahoma literacy councils, libraries, teachers, retired teachers organizations, newspapers, radio stations, to get contact information for where we might send PSOs and press releases. Can be achieved by online searches and telephone calls.						
	Dec. 2019	March 2020	Kelly Riha, Melissa Struttmann (share media list), Dana Kelso (share Tyler Media contact list)	\$100.00 (cushion if needed)	Kelly Riha	◐
Create 3 to 5 press releases annually. One for the annual conference. One for the state of literacy in Oklahoma. (Focus on individual adult students, ESL students, Citizenship students - success stories.)						
	Spring 2020	Summer 2020	Kelly Riha, Dana Kelso	\$0.00		◐
Update brochure for use in outreach - available as PDF and print piece						
	As soon as logo is updated		Laura Taylor	TBD	TBD	○

Blue is from [Bylaws](#); Pink is from [Policies & Procedures](#)

Key to Phases:

- Not started
- ◐ In-Process
- Complete

EDUCATION TEAM

(Bylaw) Article VII, Section 3: Education Team—This team will be responsible for the planning, coordination, and execution of various projects designed to advance or continue the education of Coalition members.

The Education Team of the Coalition must:

- Execute annual Board member self evaluation;
- Prepare and present a Team budget;
- Present a conference plan at the first regularly scheduled Board meeting of the year;
- Develop a budget for the event for approval at the first regularly scheduled Board meeting of the year;
- Ensure each Board member is assigned conference duties and responsibilities;
- Develop and implement the agenda for each conference;
- Ensure all conference expenses are reviewed and approved for payment within two weeks of the event;
- Oversee and review annual conference evaluations;
- Perform other duties as assigned by the President.

Strategy	Timeframe/ Deadline		Team/ Persons Responsible	Budget	Funding Source	Phase
	Start	End				
Seek partnerships with other organizations for conference to defray costs and increase attendance (Promotional materials available by March)						
		Feb-20	Laura, DesJean, and Susan	\$0.00		●
Offer 3 regional symposiums for providers and adult learners, \$25 per person/investigate partnerships and potential virtual learning opportunities						
	Jan-20	Oct-20	Education	\$4,000.00	GF	○
*Develop a promotional plan for educational events		Feb-20	Education	\$500.00	GF	○
*HSE Reimbursement		2020	Education	\$1,000.00		●
*Surveys		End of conference	Education			●
Conference		2020	Education	\$40,000.00		●
*Board evaluation Survey		2020	Education	\$0.00		●
Tech training 15 minutes each board meeting		2020	Education	\$0.00		●

Blue is from Bylaws; Pink is from Policies & Procedures

Key to Phases:

- Not started
- In-Process
- Complete

RESOURCES TEAM

(Bylaw) Article VII, Section 5—This team will have the responsibility of researching and recommending projects, activities, and products that may generate revenue for the Coalition. The Board of Directors must approve each recommendation.

After Board approval, the team will have the further responsibility of implementation, including coordination with other teams and/or organizations and/or individuals to maximize revenue generation.

The Resources Team of the Coalition must:

- Research, recommend and implement project activities and products that generate revenue for the Coalition. The Board must approve recommendations. All materials purchased for fundraising activities become the property of the Coalition;
- Work with the ED to order goods and materials for approved fundraising activities and maintain inventory list;
- Secure Board donations, both monetary and in-kind;
- Develop, review, and promote the Board giving policy;
- Coordinate annual Board giving campaign;
- Prepare and present a Team budget;
- Perform other duties as assigned by the President.

Strategy	Timeframe/		Team/ Persons Responsible	Budget	Funding Source	Phase
	Start	End				
Annual Board Campaign						
<ul style="list-style-type: none"> •Thermometer graph of contributions. •Pledge amounts today (11/14/19). •Establish a goal: total amount pledged, 100% participation. Goal: \$1000 •Email reminders 1/27/19 and 1/31/19 •Personal (handwritten) letter to anyone who hasn't contributed, attach pledged amount (cost: \$25) -Edel Godwin 						
	11/14/2019	Due: 2/5/19 Finish: 5/6/19	Resources	\$25.00 (Part of \$100 in Fundraising)	Board Members	●
Vendors						
<ul style="list-style-type: none"> •Laura's Responsibility •We will pass on suggestions of possible vendors •Personal experiences and connections •TSET, PayCom, 2-1-1, Inasmuch, OK Arts Council, OK Center for Nonprofit, Roadrunner Press, OU Press - Taylor Meriwether •Military Branches? -Ashley (ASVAB, HSE) •College/VoTech programs/recruitment -Ashley •Goal: \$1000 						
	11/14/2019	2/5/2019	<ul style="list-style-type: none"> •Resources •All Board Members 	\$0.00	Vendors	●

RESOURCES TEAM

Fundraising Opportunities

- Digital Giving (GoFundMe, donorschoose, Amazon Smile, Amazon Wish List) -Robbie McCarty? (Goal: \$1000)
- Grants (Sarkeys and Believe in Reading -Edel Godwin, Goal: \$20,000) (Kiwanis/rotary/service clubs) (Dollar General -Rebecca Barker, Goal: \$15,000) Laura Taylor?-(Exec Board or Finance)
- Sponsorship (Hierarchy of Giving- Ad space in program for Conference) Tinker, BancFirst, Health Literacy, Book Stores, Insurance, Service Clubs (Goal: \$5,000)
- Not interested in small fundraisers (silent auction, gift baskets)

	11/14/2019	<ul style="list-style-type: none"> •Grant Due Dates •Letter Out Date: 5/6/19 	Resources	\$100.00	<ul style="list-style-type: none"> •Digital Giving •Grants •Sponsorship 	○
--	------------	--	-----------	----------	--	---

Goal Budget Contribution: \$43,000

Blue is from Bylaws; Pink is from Policies & Procedures

Key to Phases:

- Not started
- ◐ In-Process
- Complete