



Beloit Early Literacy Initiative

November 15th Meeting

Beloit Public Library

7:30 a.m. to 9:00 a.m.

Attendance: Tara Tinder, Bill Flanagan, Rachelle Elliott, Courtney Schindler, Bradley Liggett, Kristi Helmkamp, Carol Mishler, Drew Pennington, Lucy Wynard, Shirley Williams, Brenda Plakans, Tracey Schulze, Monica Krysztopa, Stephen Cardwell, Katie Crist, John Kaminski, Bill Lock, Rich Franklin, John Pfeleiderer, Ben Vogiarolo, Jeff Gray, Jan Knutson, Kathy Pohl, Denise Peters-Kauihou, Laura Anastasi

Tara Tinder - Welcome/Comments/Announcements

Tara started the meeting with introductions. She gave a recap about the October 27th farmers market for the Halloween children's parade. Tara, Bill and Rachelle gave out over 400 books and it was a great turnout. Tara introduced the Stateline Community Foundation's small library that the community partners are able to get books from for their little libraries. Tara introduced Tracy from Scholastic Education and explained that she is available to purchase books from. Tara introduced the Stateline Community Foundations new logo.



Bill Flanagan - Progress since our last meeting

The three pillars are in place for the Initiative to be successful (Beloit Health System, City of Beloit, School Districts of Beloit and Turner). BLFLI's goal is to reach the entire community. We will need to develop an advisory committee to determine the structure of this project going forward and ensure that it stands tall in the future. The first meeting for the advisory committee will be in December; we will keep you all posted. Additionally, we will need to develop corporate and business partnerships. We need these partners to help support initiatives for the BLFLI (Example: Culver's). Bill will be reaching out to some corporations and requests for you all to go out and find a corporate match for the BLFLI. If there are any leads, please reach out to Bill, Tara, or Rachelle and they will follow through.

John Kaminski – Leadership Development Academy Proposal for Bookmobile

The Leadership Development Academy completes projects to help aid the community. Other surrounding cities have bookmobiles and we need to jump on this opportunity. John explained that by our district's low test scores and the need for better readers to get better employees is the reason for needing a bookmobile. John handed out an initial proposal for the bookmobile partnering with the Beloit Public Library. John and his team have been in contact with Janesville's bookmobile to get more information about their bookmobile. The following are projected costs. Gas and driver insurance will need to be included in proposal.

Projected Costs for the Bookmobile	
Ambulance	\$2,000.00
Maintenance/Insurance	\$3,000.00
Wrapping	\$2,500.00
Initial Book Purchase	\$1,000.00
Total	\$8,500.00

Ideas, Goals, Comments, Suggestions, More Information about the Bookmobile:

- Opening launch is estimated for spring 2019
- A schedule of events will need to be created, most popular time period will be in the summer
- To generate buzz, we can brainstorm different areas such as the Blender Café, Culver's, etc.
- There are local churches in the area that have feeding services that may be a good target to place the bookmobile.
- Goal is to target Merrill and Hackett neighborhoods
- Need to discuss the direction when it comes to books regarding different languages. The Hispanic population is growing, and we need to consider books in Spanish.
- The Beloit Public Library will be heavily involved with seeking volunteers, marketing on their website, storage, etc.
- A marketing sponsorship would be an interest to get more information out to the children and parents especially throughout the schools
 - It would be important to recruit a super reader family for marketing and outreach
- Fire Chief Bradley Liggett explained that they are retiring an ambulance next year and it is a possibility to transfer the title to the library for the bookmobile. Another option is to reach out to other cities and community municipalities for an ambulance donation/storage.
- Beloit High School automotive department would be responsible for the upkeep on the ambulance
- John and Tara discussed funding and the possibility for grants through the Stateline Community Foundation. A packet of information for sponsorships would be helpful for funding at different levels. For example, \$5,000 gets you this much, \$10,000 gets you this much, etc.
- An important piece to consider is the need for doing a background check for volunteers or drivers in the community. There would need to be 2 people in the bookmobile according to safe and harm policies throughout the city.
- John and Bill discussed how success will be measured. More information will need to be collected.

Rachelle Elliott - School District of Beloit

Rachelle explained that events that have more sponsorship tend to have more participation. Rachelle passed out marketing flyers for the BLFLI. These flyers focused on tips for babies and infants and information on STEM (science, technology, engineering, and math). Rachelle placed an emphasis on the fact that it is not always mandatory to finish reading the whole book; there is value in looking at pictures and taking time to explain and understand the content. In the next couple months Rachelle would like to gain more exposure for events that combine service providers and families. The library would be a good place to hold an event. As Rachelle explained in the beginning, the more sponsorships and providers present, the greater the attendance will be. Are there local events that are currently taking place that we could incorporate early childhood literacy? Please reach out to Rachelle for more information. Winterfest was mentioned as a possible option and maybe BIFF.

Partner announcements, plans and reports on progress to date

- Fire Department – Free libraries are installed at fire stations and waiting on house construction to be completed. Books have been accumulated for each station's library. The Fire Department have placed their marketing information and BLFLI information sheets by their books so they are available for firefighters to take out with them for PR events and for families coming into the

station. The Fire Department is placing BLFLI bookmarks and fire prevention information into each of the books before they are handed out.

- School District of Beloit – There has been an increase in thought provoking and interesting writing pieces within the district per Dr. Ramos. Some of the tracking has led to a demonstrated decrease in the amount of F's across the district.
- Culver's – Free library is setup and in action. Children and families are seen using the library frequently. Working now on outreach about the BLFLI. Posters will be put up near the library for events going on. Bigger partnership with the Rock County Sheriff's Department in Beloit. See events below.
- Family Services – Many libraries around the community are irregularly monitored and need to have maintenance and restocking of books. Maybe the bookmobile could be an asset to go around to the parks to refill books and attend to upkeep?
- Beloit Snappers – 10 schools are signed up to participate in the Snappers reading program and can get prizes for reading more. Snappers are trying to utilize their positive outreach to reach more early childhood readers in the community.
- United Way – Free library is set up and in two days it was empty already. Goal is to keep it stocked and keep gaining participants. In May, United Way's investment totaled over \$180,000 for the Dolly Parton Library for Beloit. United Way has about 450 openings for children so please spread the word to get them enrolled. United Way has partnered with Scholastic to host book fairs in South Beloit elementary schools for three reoccurring years. Every child in the school will be gifted two books to take home.
- City Hall – Free library is setup and successful. Books have been accumulated from the Stateline Community Foundations library and given out to children. One of the local child care centers is closing and it is maybe something to look at in the future and how it would affect the BLFLI.
- Welty Environmental Center – Focused on adding signs to different places in park. Working on getting proposals with community partnerships for more funding for signage.
- Headstart – Ramping up pilot project to encourage families to read and is interested in a corporate sponsorship to create and supply t-shirts for the children to wear home each week focusing on education and reading.
- RSVP – Received a grant to purchase more books to aid in the America Reads program. Volunteers are increasing to help aid the early childhood reading effort. Working on having the children up and reading by third grade to generate more lifelong success.
- St. Paul Lutheran Church – Beginning to integrate early childhood literacy into their efforts. They have a Hispanic congregation that shares their space which could be a focus. Hosting a book fair after Thanksgiving and into December using donated books to give away. Looking for more ways to incorporate literacy into their events. St. Paul has an Eagle scout working on a free library. Soup Lunch is every Wednesday and is free for all in the community. Looking to connect soup lunch families in literacy efforts. Book cart is rolled around to the families and they can choose a book. Looking for volunteers to read books during their lunch.
- NAACP – Working on how to interest young parents in literacy. Have a free library that is working well. Having some issues with the plexiglass. Church has a concern over adult learning. Adult Academic Assistance (Triple A) meets every Thursday from 5:00pm to 8:00pm at New Zion Baptist Church. Concept is to encourage adults continuing their education and to help their children become better learners.

- Scholastic Education – Focus is on book distribution. Discounts and free shipping are available. United Way is heavily involved with Scholastic. Reach out to Tracey at tschulze@scholastic.com for more information.
- Beloit Public Library – Self based program for young children to read more books to promote reading as a habit. Book Lenders Program started last month to focus on third graders for reading initiative and the students get to come to the library, build their personal libraries, and get a library card. Introducing a new wave of digital literacy for children interested in coding. New initiative for getting out books to the local health systems to read while in the waiting room with their families.

Monica Krystopa - App Development

How does our market want to get the information? Will the app be successful to reach our target market? Who is going to manage the events? The market that uses apps is proactive in nature and we need to be reaching out to gain interest. Idea is to table the app idea and create a marketing committee to go over our target market and decide what our marketing mission is and make sure it happens. Monica offered to recruit a few members to develop a marketing plan which was enthusiastically endorsed and appreciation expressed.

Additional Resources

- Experience Fellowship – collaboration between the Stateline Community Foundation and the Hendricks Family Foundation
 - Program encourages students to find something they would like to broaden their horizons with which can be tied into literacy
 - Visit the website <https://statelinecf.org/the-experience-fellowship/> for more information

Calendar of Events for September

- November 21st – Cone with a Cop at Culver’s from 5:30pm-6:30pm
- December 5th Cookies with Santa at Beloit Area Community Health Center to take pictures, hand out books, toothbrushes, etc.
- December 8th – Santa will be at Culver’s 11:00am-1:00pm to hand out books, take pictures, etc.
- December 8th – First Responders Christmas shopping 8:00am-10:00am
- December 13th – Fries with a Firefighter at Culver’s from 6:00pm-7:00pm
- December 27th – Cone with a Cop at Culver’s from 5:30pm-6:30pm

Next Meeting: Thursday, December 13th beginning at 7:30 a.m. to 9:00 a.m. at the Beloit Public Library

Focus will be on the BLFLI communication plan, development of advisory committee, and corporate sponsorships.

Please email all calendar events and partner announcements to courtney@statelinecf.com prior to the BLFLI meeting to ensure the meeting occurs in a timely fashion.