

BLFLI Monthly Meeting

Date: January 10, 2019

Time: 7:30am – 9:00am

Location: Beloit Public Library

GUESTS: Tara Tinder, Bill Flanagan, Rachelle Elliott, Courtney Schindler, Lori Luther, Michele Erikson, Monica Krysztopa, Ben Vogiarolo, Bill Lock, Rich Franklin, Melody Wirgau, Samantha Woods, Kristi Helmkamp, Anthony Bonds, Bradley Liggett, Sue Stein, Paula Schutt, Will Anderson, Kathy Pohl, Andrew Janke, Drew Pennington, Denise Peters-Kauihou, Anthony Bonds, Julie Sprecher, Clinton Anderson, Laura Anastasi

Tara Tinder - Welcome/Comments/Announcements

Tara started the meeting with introductions. She gave a recap about the foundation's small library at the Steline Community Foundation. Tara introduced that January 1, 2019 the Beloit Health System reinstated their Reach Out and Read program. Tara also mentioned that the discretionary grant cycle at the Steline Community Foundation has opened for the year.

Bill Flanagan - Progress Since Last Meeting

Bill started with an introduction and explained the goal and importance of literacy. BLFLI's goal is to reach the entire community in order for children to be successful in the future. Bill explained that the advisory committee's goal is to make sure there is structure in place for the BLFLI that includes a strong vision, corporate partners, and data analysis to test its success. Bill explained that we had our first organizational meeting for the advisory committee to get this future oriented goal moving forward in an organic, passionate way. The first official meeting will be taking place in February to continue to build the advisory committee.

Rachelle Elliott - School District of Beloit

Rachelle gave an update with the playdates. Through the playdates, they were able to get additional educational help for a child who needed it. The playdates are helping the children and parents become connected in the community and fulfilling their needs. Rachelle was able to get 100 BLFLI Thirty-One bags to give out to families through a generous donation. She explained that the Google form set up to inquire about who would like to be involved with a community workshop with corporate partners did not get as much buzz as she hoped. Rachelle passed out marketing flyers for the BLFLI. These flyers focused on tips for families reading to a baby and dialogic reading. The goals of reading focus on touch, feel, pictures, and questions to get the baby exposed to reading. For more flyers, go to www.readaloud.org/. Rachelle's future goals would be to incorporate Talking is Teaching (www.talkingisteaching.com) into the community laundromats. Laundromats tend to have families and the time granted to focus on reading (approximately 2.5 hours per trip). Rachelle is looking for individuals who would be interested to be included on this project.

Lori Luther – City of Beloit

Lori explained that the city is excited to be involved in this initiative. The city has included the BLFLI in their strategic plan. Drew Pennington has been involved in the library at City Hall which has given away over 430 books. The police and fire department have been partnering with Culver's to give away books with several hundred community members in attendance. Lori is a member of the United Way board of directors and they are interested in piloting learning trails that include reading and play (Beloit and Janesville). This allows the child to take reading on as their own responsibility without needing their parents to guide them. They are focused on building a maintenance plan so that the learning trails are being maintained. The city is focusing on becoming mindful on how to get books involved in all different types of events. Lori and her team are constantly questioning how they can do their part for the BLFLI and get more involved.

Anthony Bonds – School District of Beloit

Anthony introduced a recap of early literacy. Anthony also introduced the all-day 4K plan for children and making sure the plan is structured and well thought out. Each school now has goals and action plans related to early literacy. All schools and most students are provided with interventions so that each student is screened and have the needed resources to increase their reading capabilities. The

teachers in the schools also have been given the resources they need and the professional development needed in order to support literacy. The district is also working towards increasing author visits in the schools so that the children can be exposed to authors and be able take a book home with them. The high school has also been working to increase reading in all content areas. With writing comes reading which is also supporting literacy. The goal of the district is to inspire the students to continue their reading and reach their educational goals.

Courtney Schindler – Rising Professionals

Courtney gave a background on the Rising Professionals which is a program through the Beloit Chamber of Commerce that attracts, retains and engages young professionals in the Beloit region. They are in the business of making friends, building relationships and leading successful careers. Most importantly, they connect our members to their community in creative and impactful ways. The Rising Professionals participate in an event called YP Week (April 22-27, 2019) which is a weeklong platform for discovery, adventure and meaningful conversations about the issues that matter among young professionals. YP Week requires a philanthropic activity that takes place throughout the week and the YP Week Committee has decided on a children's book drive with the recipient being the BLFLI. Courtney explained that this is an opportunity to increase awareness through a younger network, test marketing material, and gain volunteers for reading programs through partner agencies and the school district. Courtney would appreciate any and all recommendations on how to make this book drive a success and if anyone wants to get involved.

Partner announcements, plans and reports on progress to date

- Beloit Area Community Health Center – They were able to use Rachelle's materials to do events related to Talking is Teaching topics. Partnering with the Dolly Parton Imagination Library through United Way in signing children up for reading. Continuing to do the Reach Out and Read program. Gave out 400 books in 6 months. Working to acknowledge partners and sponsors on website and will be adding the BLFLI. Searching for grants to fund the purchase of Highlights to place in the health center. Events have been doubling and tripling in size (Cookies with Santa, Back to School Nights, Trunk or Treat). Determining ways to incorporating books and awareness.
- Beloit Public Library – Wednesday story time (for preschoolers) that will be focusing on STEM. There will be learning center events to get them involved in different learning topics. Rachelle will be coming out to the library to do some early literacy training for staff. The summer library club will be kicking off June 8th so that families can come in (children, teens, and adults) and get involved in reading.
- Nutrition and Health Associates – Working on collecting books and have given away over 1,000 books since the summer. The farmer's market has proven a big success in book giveaways and awareness. Working on creating picture boards and posters that focus on literacy and simple nutritional messages. One problem that is occurring is a lack of storage for books (wanting to switch them out more often to get a fresher feel and giving them away more easily due to the high amount of resources).
- City of Beloit Parks and Recreation – WinterFest is coming up and books will be given out.
- Wisconsin State Literacy – Introduced the Madison Reading Project. This project gave away 30,000 books in 2018. They are in the process of purchasing books for different communities including Beloit. They have a fashion show February 9th that show models wearing paper from books. The goal of the fashion show is to raise money for books that will be distributed to Rock and Dane County.
- St. Paul Lutheran Church – During December, they had an advent calendar with literacy activities. They received book donations through the Stateline Community Foundation and the Beloit Public Library to be able to give away on their soup lunch. Working on planning a February activity.
- Children's Hospital – Hosted Toys for Tots for the first time in December where every child in the family were able to receive a book. Able to have books that follow a curriculum for pregnancy and forward (importance of literacy before birth). They also have a library where parents can check out books and bring them back to get different ones. Working to put together programs to include Beloit for literacy event programs.
- RSVP – Introduction of new Executive Director, Will Anderson. Working on using volunteers to work with kids to encourage literacy. Rachelle has been training volunteers to be able to target the 4K population in order to expand their outreach.
- Chamber of Commerce – Largest need is for more volunteers for programs (1 hour of time). Using the quarter planning for upcoming events including financial literacy program in the fall. Doing a business education summit in late summer/early fall.

- Todd School – Many literacy initiatives are occurring at Todd. Partnering with the Snapper's and Culver's to aid in events. Working on reaching out to younger families in conferences to give out books/flyers to parents. Books are given out to families at family nights in the school. Working on trying to incorporate some of these resources into summer school.
- City of Beloit Planning – Working on gaining volunteers. Goal for next month is to get inspectors greater access to books to be able to give out to the community.
- Fire Department – Partnering with Culver's on events (see below). Working with Eagle Scouts to install little libraries throughout the stations. Literacy is incorporated into fire station tours to get them aware of the importance of literacy.
- United Way – Dolly Parton Imagination Library has a lot of interest and increased amount of partnerships. Held Scholastic book fairs that have been successful. Every child was able to get two free books from the book fair. The challenge was to get the children to pick a book for themselves (children typically chose books for their family members). United Way has committed to doing a Scholastic book fair for 3 years at each of the local schools (4K through 6th grade). Introduced that their community grant cycle is open (decisions occur in May, announcements in June).
- Culver's – Free library is setup and in action. A calendar of events will be created so that the community has options to come to different events throughout the year (monthly literacy events). Culver's has given away 2,240 books in 2018. Partnering with Snappy to come to events. See events below.
- Beloit Snappers – Reading program starts January 14th for Janesville schools and January 28th for Beloit schools. Prizes will be dropped off at the schools once they hit certain goals. Schools are signed up to participate in the Snappers reading program and can get prizes for reading more. Looking to have a BLFLI event at a Snapper's game (June 7th at 2:00pm game time). Event where children can stay after the game and bring blankets to go out in the outfield and read with the players and coaches. Looking to get a book involving Snappy sponsored.
- Beloit City Council – Introduction and appreciation of partners.

Upcoming Calendar of Events

- January 17th – Fries with a Firefighter at Culver's from 6:00pm-7:00pm
- January 24th – Cone with a Cop at Culver's from 5:30pm-6:30pm
- February 7th – Snappy at Culver's
- February 21st – Cone with a Cop at Culver's from 5:30pm-6:30pm
- February 28th – Fries with a Firefighter at Culver's from 6:00pm-7:00pm
- March 21st – Cone with a Cop at Culver's from 5:30pm-6:30pm
- March 28th – Fries with a Firefighter at Culver's from 6:00pm-7:00pm
- April 22nd through April 27th – Rising Professionals YP Week Book Drive

NEW BUSINESS:

Next Meeting: **Friday, February 8th beginning at 8:00 a.m. to 9:30 a.m.** at the Beloit Public Library.

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