



COUNTY ADMINISTRATOR
220 NORTH MAIN STREET, P.O. BOX 8645
ANN ARBOR, MICHIGAN 48107-8645
(734) 222-6850
FAX (734) 222-6715

TO: Barbara Levin Bergman, Chair
Ways & Means Committee

THROUGH: Robert E. Guenzel
County Administrator

FROM: Kerry Sheldon
Administrator's Office

DATE: July 2, 2008

SUBJECT: AT&T Foundation Grant Application for the Literacy Coalition

BOARD ACTION REQUESTED:

It is requested that the Board of Commissioners ratify the signature of the County Administrator on the grant application to the AT&T Foundation in the amount of \$50,000 for the period of July 1, 2008 through June 30, 2009. It is further requested that the Board of Commissioners authorize the Administrator to sign the notice of grant award, amend the budget, and authorize the Administrator to sign delegate contracts.

BACKGROUND:

Despite its reputation for academic excellence, Washtenaw County faces an illiteracy crisis. Over 27,000 adults lack the most basic literacy skills. High school non-completion rates exceed 12% on average, and the fourth-best school district suffers from a dropout rate of 18%, according to locally derived data. These alarming statistics are amplified among minority populations, and young children are particularly at risk: nation-wide statistics show that a full 50% of children with illiterate parents grow up to be illiterate themselves. Illiteracy clearly has an intergenerational impact; the role of literacy as a root cause contributor both to individual life success as well as to the overall health and vibrancy of the entire community is well known.

The Board of Commissioners established the Literacy Coalition in July 2007 (Resolution #07-138). The Coalition was convened in recognition of the urgent need to address illiteracy across stakeholder groups – including academia, government, private and non-profit service providers, and the business sector. Since its inception, the Coalition has developed a Blueprint to End Illiteracy in Washtenaw County. This plan includes strategies to create a comprehensive system of services to break the cycle of illiteracy in the County. This goal will be achieved through a multi-tiered approach that addresses not only basic acquisition of literacy skills (from birth through adulthood) but also application of specialized literacy skills (health, workforce/computer, and financial literacy). The Ann Arbor Area Community Foundation and the James A. and Faith Knight Foundations recently approved grants to support the planning phase of this project. The

Literacy Coalition is now approaching other funders, including AT&T and other community leaders, to begin implementation of the plan.

DISCUSSION:

With funding from AT&T, the Coalition will enhance public awareness of illiteracy in Washtenaw County and develop a cohesive, robust, integrated network of literacy services.

The Coalition will pursue these outcomes by:

- **Creating a Washtenaw County Literacy Directory:** An asset inventory will be conducted, with the goal of identifying all existing resources that address literacy in Washtenaw County, determining each resource's capacity, and cultivating a strong, integrated "network" of literacy services. Results will be compiled and published in an online and printed directory for use by providers and consumers.
- **Establishing a Literacy Coalition Web Portal:** The website will provide a central access point for community members, service providers, volunteers, service-seekers, and Literacy Coalition member organizations to information that supports all of the goals of the Literacy Coalition.
- **Launching a Public Awareness Campaign:** The Coalition will hire a Public Relations Consultant to design a no-cost/low-cost campaign and media kit to support the Literacy Coalition in raising public awareness of literacy issues and recruit consumers, volunteers and donors. The Coalition will implement the first stages of the campaign which will include a kick-off event, public service announcements, press releases, inexpensive local advertising, a traveling Literacy Coalition display, and a special event at the 2009 Ann Arbor Book Festival.

All 340,000 citizens of Washtenaw County will benefit from the work of the Coalition. The expected results of each outcome are as follows:

- The Literacy Directory will be a critical resource for use by service providers for mutual referrals, collaborative endeavors, and planning future services. The Directory will also provide easy access to the broader community, acting as a resource for potential learners and volunteers.
- The website will enable rapid revision of the Literacy Directory as information evolves, and will also provide a portal for: online services (yet to be developed); news and announcements; events and publicity; networking for learners, volunteers, and providers; online donations and donor resources.
- The public awareness campaign will draw attention to literacy as a critical community issue, which is essential in mobilizing additional resources.

IMPACT ON HUMAN RESOURCES:

None

IMPACT ON BUDGET:

This grant application request in the amount of \$50,000 will fund approximately 18% of the direct costs for this project, which total \$283,250. The grant does not have a match requirement. The Washtenaw County Literacy Coalition is pursuing other potential funding opportunities in addition to this grant to offset 100% of the cost for this initiative. Also, various members of the coalition including Washtenaw County have pledged in-kind contributions valued at \$143,445 in support of the project.

IMPACT ON INDIRECT COSTS:

None

IMPACT ON OTHER COUNTY DEPARTMENTS OR OUTSIDE AGENCIES:

None

CONFORMITY TO COUNTY POLICIES:

The requested Board action conforms with County policies.

ATTACHMENTS/APPENDICES:

Resolution

AT&T Foundation grant application

A RESOLUTION RATIFYING THE SIGNATURE OF THE COUNTY ADMINISTRATOR ON THE GRANT APPLICATION TO THE AT&T FOUNDATION IN THE AMOUNT OF \$50,000 FOR THE LITERACY COALITION TO ENHANCE PUBLIC AWARENESS OF ILLITERACY IN WASHTENAW COUNTY AND DEVELOP A COHESIVE, ROBUST, INTEGRATED NETWORK OF LITERACY SERVICES; AUTHORIZING THE ADMINISTRATOR TO SIGN THE NOTICE OF GRANT AWARD; AMENDING THE BUDGET; AND AUTHORIZING THE ADMINISTRATOR TO SIGN DELEGATE CONTRACTS

WASHTENAW COUNTY BOARD OF COMMISSIONERS

July 2, 2008

WHEREAS, despite its reputation for academic excellence, Washtenaw County faces an illiteracy crisis with over 27,000 adults lacking the most basic literacy skills; and

WHEREAS, high school non-completion rates exceed 12% on average, and the fourth-best school district suffers from a dropout rate of 18%, according to locally derived data; and

WHEREAS, these alarming statistics are amplified among minority populations and young children are particularly at risk (nation-wide statistics show that a full 50% of children with illiterate parents grow up to be illiterate themselves); and

WHEREAS, one can clearly see the intergenerational impact of illiteracy, and the role of literacy as a root cause contributor both to individual life success as well as to the overall health and vibrancy of the entire community; and

WHEREAS, the Board of Commissioners established the Literacy Coalition in July 2007 (Resolution # 07-138) in recognition of the urgent need to address illiteracy across stakeholder groups – including academia, government, private and non-profit service providers, and the business sector; and

WHEREAS, since its inception, the Coalition has developed a Blueprint to End Illiteracy in Washtenaw County that includes strategies to create a comprehensive system of services to break the cycle of illiteracy in the County; and

WHEREAS, this mission will be achieved through a multi-tiered approach that addresses not only basic acquisition of literacy skills (from birth through adulthood) but also application of specialized literacy skills (health, workforce/computer, and financial literacy); and

WHEREAS, the Ann Arbor Area Community Foundation and the James A. & Faith Knight Foundation recently approved grants to support the planning phase of this project; and

WHEREAS, the Coalition is now approaching other funders, including AT&T and other community leaders, to begin implementation of the plan; and

WHEREAS, the Coalition was invited to apply to the AT&T Foundation for a grant that would enhance public awareness of illiteracy in Washtenaw County and develop a cohesive, robust, integrated network of literacy services; and

WHEREAS, this matter has been reviewed by Corporation Counsel, the Finance Department, Human Resources, the County Administrator's Office, and the Ways and Means Committee.

NOW THEREFORE BE IT RESOLVED that the Washtenaw County Board of Commissioners hereby ratifies the signature of the County Administrator on the grant application to the AT&T Foundation in the amount of \$50,000 for the period of July 1, 2008 through June 30, 2009.

BE IT FURTHER RESOLVED that the Washtenaw County Board of Commissioners takes the following actions contingent upon the receipt of the grant award in conformity with the grant application:

1. Authorizes the Administrator to sign the Notice of Grant Award
2. Amends the budget, as attached hereto and made a part hereof
3. Authorizes the Administrator to sign delegate contracts in conformity with the application/award upon review of Corporation Counsel, to be filed with the County Clerk.

Washtenaw County Literacy Coalition
AT&T Foundation Grant

	<u>Current</u>	<u>Revised</u>	<u>Variance</u>
<u>Revenues:</u>			
67000 Other Revenues & Reimbursements	<u>\$0</u>	<u>\$50,000</u>	<u>\$50,000</u>
Total Revenues	\$0	\$50,000	\$50,000
<u>Expenditures:</u>			
72600 Supplies/Other Services & Charges	\$0	\$5,500	\$5,500
80000 Other Services & Charges	<u>\$0</u>	<u>\$44,500</u>	<u>\$44,500</u>
Total Expenditures	\$0	\$50,000	\$50,000