



FUTURE MILWAUKEE LEADERSHIP PROGRAM

Monday, December 14, 2009

“GREEN” Group:

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SECOND GROUP PROJECT ASSIGNMENT (For presentation on Monday, April 26, 2010)

Sponsoring Organization: **Literacy Services of Wisconsin** (www.literacyservices.org)

Project Contact: **Ms. India McCanse**, Executive Director, india@literacyservices.org (414) 344-5878.

Organization Background: Because more than 100,000 adults in Milwaukee cannot read above a third grade level, Literacy Services of Wisconsin (LSW) helps adults gain basic literacy skills through the efforts of volunteer tutors. LSW operates three core programs: Adult Basic Education (reading and spelling), English as a Second Language, and G.E.D. preparation. LSW has been in this community for 45 years and has built a strong reputation for excellence in adult education and advocacy for those in need of education.

Project Proposal: *LSW depends on a volunteer work force to achieve its mission. Given that: 1) the competition for volunteers in Milwaukee is high; 2) many volunteers are looking for a “one shot deal” (Habitat for Humanity, once a year activities, etc.); 3) tutoring requires training which takes time; and, 4) the requirement is a weekly commitment of one and a half hours. The organization needs to better understand the needs of potential volunteers and the best ways to attract and retain them. Additionally, we’d like to examine the issue of literacy and test its importance as a community issue.*

Proposal: *The project team will conduct focus groups with targeted populations to determine the best recruitment methods for volunteers and the urgency of literacy as an issue.*

Targeted Populations: *1) Individuals over 55 and between 16 and 30; 2) People of color in the community, and 3) Employees of the corporate community*

Deliverables: *1) Recruitment strategies to recruit volunteers; 2) Recommendations for retention of volunteers at least for a period of six months, and 3) A summary of how literacy compares to other urgent issues and recommendations of how to make it a higher priority.*

Method: *1) Develop a set of standardized questions and an interview script for focus groups; 2) Recruit 5-8 members of each targeted constituency and hold a session; and 3) Create a comprehensive report to be presented to LSW.*