

2011

Annual Report



SCALE: The Student Coalition for Action  
in Literacy Education

The University of North Carolina at  
Chapel Hill

12/31/2011

### *Why Literacy...*

**Because it is the foundation for every social justice effort we can and should engage in.**

- 65% of 4th-graders continue to score below proficiency in reading
- 33% of all children – and more than 50% of low-income and minority youth – fail to graduate high school on time
- Only 33% of high school graduates have the skills needed to succeed in college and the workforce
- Only 10% of minority students who enroll in college will graduate
- 759 million adults – 16% of the world's population – have only basic or below basic literacy levels
- 66% of the world's lowest literacy adults are women\*

All people need some form of literacy in order to be engaged in the fight for social justice, whether the cause be education, immigration, LGBT issues, women's rights, economic justice or racial justice.

By supporting the literacy needs of our country, SCALE works to provide the tools necessary to vote, to speak out about issues that matter to us, to protect us against discrimination and help our children succeed in school.

**SCALE is helping to empower individuals to make change and to build better lives within our communities.**

\* <https://cms.americaspromise.org/>  
<http://www.proliteracy.org/>

## Major accomplishments

**37 college campuses reached**

**95.5 hours of training provided**  
by SCALE staff to program participants.

**10,627 learners engaged**  
in SCALE programs.

**41,101 hours of service delivered**  
by college students and AmeriCorps volunteers  
participating in SCALE programs

## Financial Support

*SCALE acknowledges the generous financial support of the following organizations and institutions:*



**The School of Education at UNC Chapel Hill**



**CNCS and the North Carolina Commission on Volunteerism and Service**

**Thomas S. Kenan Foundation**

**The Four Feathers Fund**

**Youth Service America**

### *About SCALE*

The Student Coalition for Action in Literacy Education (SCALE) was founded in 1989 when two Carolina undergraduates, Lisa Madry and Clay Thorp, joined together with the mission to mobilize and support college students who wanted to address the literacy needs of this country. They were inspired by the great tradition of student activism and saw literacy as a social justice issue. Fueled by the belief that young people could have an impact on literacy, become leaders on their campuses, and raise awareness of literacy as a social justice issue, Clay and Lisa founded SCALE.

From its inception SCALE has been at the core of a robust network of campus-based literacy programs that fully involves students and learners. We promote a participatory, learner-centered approach to literacy in which power in the program and in the classroom is shared with learners, volunteers, and community members. Shared decision making - about lesson content, choice of reading materials, or program evaluation - makes our outreach more relevant to individual and community literacy needs.

### Table of Contents:

- I. America Reads and Counts
- II. AmeriCorps: NC LiteracyCorps
- III. Read. Write. Act. Virtual Conference
- IV. National Literacy Action Week
- V. North Carolina Day of Reading on Global Youth Service Day
- VI. CLaP
- VII. MANO
- VIII. SCALE Membership

## America Reads & Counts

### Program Design

Using federal work-study funds, SCALE's America Reads & Counts program hires UNC-CH undergraduate students as tutors to provide classroom support and individual instruction to struggling and at-risk students, with a focus on those who do not qualify for or receive specialized support services and interventions. Our tutors

work with teachers, after-school coordinators and administrators to provide age and school-appropriate lessons, guided by a research-based curriculum developed by literacy experts in the UNC School of Education. The tutors work with their learners at least twice a week in 40-minute sessions for 23 weeks. To ensure quality and consistency of tutoring, all tutors are directly supervised by SCALE graduate students from UNC Chapel Hill.

*"...I was impressed by the professionalism of the tutors and their willingness to help out in the classroom. I think it is a great program and [I] am excited to work with them again next year!" – math teacher at Culbreth Middle School, 2011*

### 2010-2011 Program Year

SCALE's America Reads & Counts program currently partners with six local elementary schools, one day-care and one middle school. In 2010-2011, America Reads employed fifty-five undergraduate UNC work-study students, as well as six graduate student supervisors. Approximately 100 students were tutored through the America Reads & Counts program.

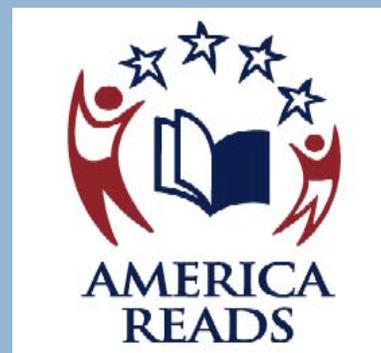
America Reads & Counts tutors have multiple opportunities to broaden their engagement with literacy and strengthen their ties to the community. Over the course of the academic year, tutors participated in several activities sponsored by SCALE, including:

- The 2010 Read.Write.Act Virtual Conference
- National Literacy Action Week 2011
- The 2011 Virtual Student Leadership Institute
- The Inaugural Orange County Literacy Fair on Global Youth Service Day, 2011

### About America Reads and Counts

America Reads began in 1997 when President Clinton signed the America Reads Challenge Act. The America Reads & Counts (ARAC) program at UNC-Chapel Hill is managed by the Student Coalition for Action in Literacy Education and is housed within the School of Education. It currently serves children from preK-8th grade. Now in its 14th year of operation, ARAC includes partnerships with eight local schools, including one charter school and one daycare.

The main goal of SCALE's America Reads & Counts program is to help Pre-K—8<sup>th</sup> Grade children in Orange County achieve their reading goals and to serve as a model for America Reads and Counts programs around the country by providing literacy tutors trained in research-based methods.





Tutors take an in-depth look at behavior management techniques at the America Reads & Counts Spring Training

**Training**

SCALE provides high-quality, research-based trainings to our America Reads and Counts tutors throughout the school year. During the 2010-2011 school year, each tutor received over 24 hours of training, including 4 hours of initial tutor training with 20 hours of professional development throughout the year. Tutors also had the opportunity to participate in up to 21 hours of additional professional development through other SCALE programs throughout the year. Trainings covered a wide range of topics, including behavior management, lesson planning and assessment, reading comprehension, independent reading, multiple intelligences, civic engagement, and working with diverse populations.

*"I feel that I have improved in my ability to communicate with the students and really help them understand the material." – Caitlyn*

**2010-2011 Results**

In order to continue to provide the best, most effective tutoring practices, the America Reads & Counts program evaluates learner progress through tutor-administered assessments and feedback solicited through teachers and parent/guardian surveys.

- 81% of students tutored showed improvement in reading levels via the Bader graded word list,
- 46% of students showed improvement of more than one grade level.
- 70% of parents/guardians reported that their students like to read for enjoyment more often than before they began participating in our program.
- 74% of parent/guardians reported that their children ask them to listen to them read aloud more often than before.
- 77% of teachers surveyed reported a positive change in their students' attitude towards reading.



America Reads students and tutors at Rashkis Elementary make bookmarks as part of National Literacy Action Week 2011

Bader Levels	Carrboro (n=8)	Ephesus (n=21)	Holmes (n=5)	New Hope (n=12)	Rashkis (n=19)	Scroggs (n=3)	Maureen Joy (n=9)	Total (n=77)
Average change	+1.25	+1	+.7	+.75	+1.53	+1.83	+2.22	+1.28
% of students whose levels increased	75%	91%	60%	58%	84%	67%	100%	81%
% of students with no change	0%	9%	20%	33%	16%	33%	0%	14%
% of students whose levels decreased	25%	0%	20%	8%	0%	0%	0%	5%

## The North Carolina LiteracyCorps AmeriCorps Program

### Methods

Funded through a grant from the North Carolina Commission on Volunteerism and Community Service, the North Carolina LiteracyCorps places Full-time, Part-time and Minimum-time AmeriCorps Members at campus and community organizations across the state, in order to serve as tutors, teachers, and volunteer managers.

AmeriCorps members provide direct-service tutoring and teaching to youth, adolescents, adults, and English-language learners to help them improve their literacy skills. Members also build their service sites' program capacity through helping recruit, train, and manage volunteers and volunteer tutors. Additionally, North Carolina LiteracyCorps members participate in service projects throughout the year to further give back to their communities and engage volunteers.

### Training

The North Carolina LiteracyCorps provides high-quality, research-based trainings to members throughout the program year. Members meet quarterly for face-to-face trainings and also attend additional, virtual trainings. During the 2010-2011 program year, each member received more than 40 hours of training in topics such as effective literacy practices, civic

engagement, volunteer recruitment and retention, successful communication, working with diverse populations, disability inclusion, program evaluation, CPR/First Aid, and conflict resolution.

*"[The NCLC member] helped improve our training, expanded our curriculum, and facilitated program administration. Her contributions, which are invaluable, have enhanced the quality and effectiveness of our program."*  
—NCLC Site supervisor

### About The North Carolina Literacy Corps

Since 1994, AmeriCorps has provided opportunities for Americans to make an intensive commitment to service. The AmeriCorps network of local, state, and national service programs engages more than 70,000 Americans in intensive service each year. AmeriCorps members serve through more than 3,000 nonprofits, public agencies, and faith-based and other community organizations, helping meet critical needs in education, public safety, health and the environment.

The North Carolina LiteracyCorps, housed at the Student Coalition for Action in Literacy Education (SCALE), a program in the UNC Chapel Hill School of Education, began in 2004 and has formed partnerships with campus- and community-based literacy organizations across North Carolina to help improve adult and youth literacy skills and increase direct-service capacity.



## 2010-2011 Results

- A total of 33 members (made up of Full-time, Part-time, and Minimum-Time members) were enrolled.
- 7,965 adult and 1,983 K-12 learners were served
- 65% of learners showed improved literacy skills.
- 77.5% of learners reported improved attitudes towards literacy.
- Member recruited 2,779 volunteers who contributed a total of 41,047 volunteer hours.
- The program achieved a 90% member recruitment rate and an 82% member retention rate.
- 100% of members reported that they planned to continue community service after completing their AmeriCorps service.



### Where We Are Now

For the 2011-2012 service year, the North Carolina LiteracyCorps is partnering with 15 sites across the state: Alamance Community College, AVID Program—Chapel Hill-Carrboro City Schools, Blue Ribbon Mentor-Advocate Program, Duke University, Durham Literacy Center, Literacy Connections of Wayne County, Literacy Council of Wake County, North Carolina Central University, Orange County Literacy Council, Reading Connections, Sandhills Community College, SCALE, YMCA Literacy Initiative, and the YWCA of Greensboro. In 2011-2012, the NC LiteracyCorps enrolled a total of 34 Full-, Part-, and Minimum-time AmeriCorps members.

## Read. Write. Act. Virtual Conference

SCALE hosted our fourth annual Read. Write. Act. Virtual Conference on November 8th-10th, 2011, focusing on the theme of “Weathering the Storm,” sustaining literacy organizations in today’s challenging economic climate. Over 100 participants registered to attend presentations by university faculty, literacy program directors, student leaders, and staff for both local and national service organizations.

### Presentations

Twelve presentations were chosen from proposals submitted to SCALE’s national call for presenters. The virtual conference format has been highly effective in recruiting high-quality presenters because of its flexibility in addressing both time and budget considerations. Prior to the conference, SCALE provided presenters with intensive training on planning and delivering their content through the virtual format. Presenters reported a high level of satisfaction with their virtual conference experience:

*“The participation and level of interest from the attendees was amazing! It really gave me energy as a presenter knowing people wanted to learn about my topic.” – Presenter*

*“I loved the Elluminate program and its interactive elements. What an amazing way to bring people from different locations together.” - Participant*

### Participants

People from over 50 organizations registered for this year’s conference representing 12 states. Attendees included college student tutors, faculty, community partners, and AmeriCorps members.

Attendees reported high levels of satisfaction with the 2011 Read. Write. Act. Virtual Conference, with 92% of respondents reporting that the conference met or exceeded their

expectations. Attendees were very pleased with the variety of presentations, the preparation of presenters, and responses to questions they posed in the conference.

### About Read.Write.Act

Each year, SCALE’s Read. Write. Act. Virtual Conference provides a forum in which students, researchers and practitioners from around the country and around the world come together to share knowledge that empowers young people to create a more just society through literacy education.

### Why Online...

- Online events are more cost-effective than face-to-face
- Participants can stay in their home communities to participate
- Online material can be reviewed and easily repeated
- People have the chance to network with colleagues from around the country
- Online learning gives participants the opportunity to practice 21<sup>st</sup> century learning skills

From Guide to Effective Technologies and Tools for Providing Online Staff Development and Training, Community Literacy of Ontario

*National Literacy  
Action Week  
2011 Participating  
Organizations:*

Organizations that participated in NLAW 2011 were: First Book at Rhodes College; St. Catherine's University America Reads; Blue Ribbon Mentor Advocate; Teen Career Academy, Durham Literacy Center; Duke University Office of Student Community Volunteer Programs; UMass Dartmouth Center for Civic Engagement; North Carolina Central University's Academic Community Service Learning Program; UNC Campus Y's Project Literacy; "I Am the Voice..." Global Literacy; North Carolina LiteracyCorps AmeriCorps program; UNC America Read & Counts; DC Reads at American University; and YWCA Greensboro Reading Connections.



## National Literacy Action Week

*"I feel more 'pumped up' about enacting changes and setting new goals. Thanks for all the great information and ideas!"  
-NLAW participant*

Throughout its history, SCALE has supported the activist initiatives of campus-based literacy programs across the country. National Literacy Action Week (NLAW) is a SCALE initiative aimed at strengthening literacy activism. Each year NLAW is scheduled to commemorate the civil rights sit-in on

February 1<sup>st</sup>, 1960 at Woolworth's in Greensboro, NC. With this event we honor the efforts of college students working to make a just society.

NLAW 2011 took place from January 31<sup>st</sup>-February 6<sup>th</sup>, during which 5 community organizations and 8 campus organizations around the country planned, organized and participated in 43 events to raise awareness about literacy as a social justice issue, and to make change in their communities. This year's events included book drives, read-a-thons, writing competitions, community story-times, debates, plays, film screenings, open mic nights, literacy and social justice workshops, media campaigns, letter and phone campaigns to elected officials, and volunteer fairs.

### NLAW Virtual Conference

NLAW's culminating event was SCALE's 2<sup>nd</sup> NLAW Virtual Conference held on Saturday, February 4<sup>th</sup>. 43 students and literacy activists registered for the conference, which featured presentations by content experts and literacy practitioners on topics related to college student literacy activism. Presentation topics included literacy advocacy, literacy engagement and college preparedness, learner-centered work and a charity/change paradigm. SCALE also hosted a guided critical reflection session that encouraged participants to reflect on how they had raised awareness of literacy and made change in their communities during this week.

*"Everyone had a great time while learning more about the importance of literacy!" Jane Stewart on the Community Storytime event at the YWCA of Greensboro.*

## North Carolina Day of Reading



The North Carolina Day of Reading project combines GYSD's mission to promote and support youth service and SCALE's mission to develop leaders who are agents of change while promoting literacy as a social justice issue. SCALE's GYSD project aimed to:

- Engage youth in all stages of planning and implementation of NC Day of Reading Events.
- Give every child who participates in an activity a new book to take home and keep.
- Strengthen ties among literacy organizations, public institutions of education, and libraries across North Carolina.
- Inaugurate a sustainable and replicable statewide event.

### Activities

- Youth volunteers in **Orange County** organized and planned the Orange County Literacy Fair, where families learned about literacy resources and their children partook in fun activities promoting reading and literacy.
- AmeriCorps members and youth in **Durham and Wake Counties** came together for Family Reading Day at the Durham Public Library. Volunteers read "Where the Wild Things Are" to families, facilitated thematically-related crafts, and helped kids create a mural with environments from the story.
- Youth in the **Piedmont Triad** held a literacy scavenger hunt and a book give-away at Miller Park in Winston-Salem, NC.
- In Southern Pines, youth from the **Sandhills** region of NC collaborated with St. Joseph of the Pines nursing home and the Sandhills Community College Basic Skills Center to plan and carry out intergenerational literacy activities. Youth volunteers read to senior residents, held a group reading, and led bookmark-making activities.

**78** youth volunteers  
**382** people served  
**12** community organizations  
**4** higher education institutions  
**2500** books donated by First Book

### About Global Youth Service Day (GYSD)

GYSD is an annual campaign established in 1988 that celebrates and mobilizes millions of youth to improve their communities through service and service-learning. GYSD is the largest service event in the world, the only day of service specifically dedicated to engaging youth, and is celebrated each year in over 100 countries. In 2011, the Student Coalition for Action in Literacy Education (SCALE) was named one of 75 GYSD lead agencies and received a \$2,000 planning grant from **Youth Service America** to lead a coalition of statewide community partners to organize the first ever North Carolina Day of Reading.



## CLaP

The Carolina Language Partnership (CLaP) is a student volunteer organization that provides adult literacy tutoring to non-native English speakers employed at the university. Undergraduates at the University of North Carolina – Chapel Hill volunteer one hour per week to meet, usually one-on-one, with either a Spanish-speaking or Burmese-speaking employee who has requested assistance with language skills. Most of the employees work through Aramark, a student dining service that serves UNC. One hour per week is allotted to employees who request tutoring services. Dining hall service managers have applauded the efforts of CLaP tutors in helping their staff saying that they personally see a big difference in the tutees language skills and work performance as a result of the interactions shared with the tutors. SCALE supports CLaP as club advisor and provides tutor training to support learning.



- **Currently, there are 44 active tutors and 47 UNC employees being tutored.**

As a result of high student interest in literacy classes, CLaP has a waiting list of tutors and is looking into opportunities to recruit additional tutors for all of those who desire to be a part of the literacy effort.

## M.A.N.O

Mujeres Avanzando Hacia Nuevas Oportunidades (MANO) serves Spanish-speaking adults in the community by providing tutoring in English. While the club name specifies “women working towards new opportunities,” the organization has expanded to serve men as well. One-on-one pairings allows for the accommodation of tutees falling along a wide range of language abilities. Students and tutors are paired based on their language ability (beginner, intermediate, advanced) and availability. Tutoring takes place at Carrboro Elementary School twice per week. A nursery, offering free child care service and staffed by MANO volunteers, helps to attract adults with children. A team of 6 officers work to manage schedules, secure transportation, support communication, and ensure responsible child-care. SCALE supports MANO by providing tutor training support and one-on-one tutor mentorship. MANO is always looking for tutors, even when there are no students in need of one, in order to be prepared for when there are students whose needs must be filled.



- **50 students served**
- **1.5+ hours of training offered**
- **Learners receive between 27 and 54 hours of service per semester**
- **MANO classes are free to individuals of the Hispanic community in Carrboro, Chapel Hill, and surrounding areas.**

MANO is also currently looking to expand its tutoring services to individuals from other cultural backgrounds.

## SCALE Membership

### Overview:

A SCALE membership provides an individual or organization with resources to assist them in their literacy work and development as leaders. Members participate in online trainings and have access to SCALE's online resources, unlimited technical assistance, and the opportunity to earn a **Leaders in Literacy** certificate. Members also benefit from networking with other literacy workers, and have access to and learn about social media marketing techniques.

### Goals:

SCALE membership aims to:

- Train a new generation of literacy leaders.
- Encourage students to develop professional skills while addressing social justice issues
- Reward student leaders who go above and beyond to deliver high quality literacy education

### Leaders in Literacy Certificate:

- Provides college student literacy volunteers with specialized training and resources to support consistent, high-quality service
- For individuals who wish to demonstrate dedicated service to their volunteer program
- Ideal for experienced tutors who want professional development

## How to Get Involved

**You don't have to be a SCALE member to get involved...**

1. Attend the Read.Write.Act. conference or one of our free tutor training webinars
2. Plan events for National Literacy Action Week
3. Be a guest blogger at <http://readwriteact.wordpress.com>
4. Follow us to get regular updates about opportunities and to hear the latest news about SCALE and the impact college students are making in their communities every day!

[Facebook.com/UNC.SCALE](https://www.facebook.com/UNC.SCALE)

[Twitter.com/readwriteact](https://twitter.com/readwriteact)

### 2010-2011 Members:

- Communities In Schools of GA: *AmeriCorps Reading Tutorial Program*
- East Carolina University: *ALMAS- Alcancemos Las Metas/ Let's Reach for Our Goals*
- East Tennessee State University: *America Reads Tutoring Program*
- North Carolina Central University: *America Reads Tutoring Program*
- Rice University: *America Reads Tutoring Program*
- Rice University: *HISD Tutoring Program*
- St. Catherine University: *Center for Community Work and Learning, America Reads*
- University of Connecticut: *Office of Community Outreach – Language and Literacy Programs*
- University of North Carolina-Chapel Hill: *Project Literacy*
- University of North Carolina-Chapel Hill: *Carolina Language Partnership*

### 2011-2012 Members:

- Summer Puente, AmeriCorps Literacy Programs Specialist
- Roberta Hawthorne, AmeriCorps Member
- Anna McCreight, High School Tutorial Coordinator
- Kelly Sanders, AmeriCorps Member/ESOL Program Assistant
- Kathleen Griffin, Adult Education Program Assistant
- Ian Wolf, NC LiteracyCorps member
- Molly Plexico, Family Literacy Program Assistant
- Kate Weddington, ESL coordinator
- Matt Puzin, SCALE tutor
- Gabriel Odeh, AVID/AIG Intern
- Danielle Harris, Literacy Council of Wake County

**SCALE Staff**

Megan McCurley  
Executive Director

Lynne Walter  
AmeriCorps Program Director

Allison Reavis  
Literacy Programs Director

**2011-2012 SCALE Graduate Assistants**

Xavier King  
**NC LiteracyCorps**  
Amanda Keller  
**America Reads Coordinator**  
Caitlin Farren  
**Event Coordinator**  
Seung Yu  
**Local Literacy Programs Coordinator**  
Megan Astolfi  
**Web Master**

Shelby Dawkins-Law  
**America Reads Coach Mentor**  
Michael Dermott  
**America Reads Coach Mentor**  
Adrienne Villagomez  
**America Reads Coach Mentor**  
Sonya Harris  
**Office Manager**  
Emily Harkey  
**Membership Coordinator**

**Contact SCALE**

101 E. Weaver Street, Carr Mill Mall  
Suite 201  
Carrboro, NC 27510  
**PHONE:** 919.962.1542  
**EMAIL:** [scale@unc.edu](mailto:scale@unc.edu)  
**FAX:** 919. 962. 6020