UF Lastinger Center and Children's Trust of Alachua County Comprehensive Literacy Needs Assessment

August 19, 2024

Project Goals

Identify what the community *has done*, *is doing*, and *can do* to improve literacy

Identify

Map community *assets*

Map

Describe *existing needs* and *possible improvements* to meet those needs

Describe

Create recommendations and an *action plan*

Create

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Activity Update: Organization Interviews

→ Purpose: **Map**

→ Processes: Identify and interview organizations and programs in Alachua County that are providing literacy-focused opportunities for families, children, youth, and adults

→ Completed to date: 16

→ Still scheduling: 12+

Activity Update: Surveys

→ Purpose: **Identify, Describe, Map, Create**

→ Processes:

- ◆ Developed Mini Survey (used at in-person events), Website Survey (used on website and in email and social media outreach), Focus Group Survey (used on website and in email and social media outreach recruitment), and Educator Surveys (still programming)

→ Completed to date: ~200

Activity Update: Events

→ Purpose: **Identify, Describe, Map, Create**

→ Processes: Attend in-person events where we can recruit survey respondents

→ Number attended: 3

Activity Update: Alachua County Public Schools

→ Purpose: **Identify, Describe, Map, Create**

→ Processes: Secured UF Institutional Review Board (IRB) exempt status, created two requests

- ◆ Request 1: De-identified data to add to report
- ◆ Request 2: Family, staff, and student recruitment for surveys, focus groups, and school visits

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Activity Update: Focus Groups

→ Purpose: **Identify, Describe, Map, Create**

→ Processes: Will hold focus groups across county in Fall 2024 to inform project

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Activity Update: Outreach/Recruitment

Email Stats	Audience Size	Open Rate	Click Rate
Community Organizations	60	58%	29%
Alachua County Families	2,120	51%	4%

Platform Stats	Impressions	Engagements	Link Clicks
Facebook	1,028	295	15
LinkedIn	437	31	17
X	192	8	3

Activity Update: Outreach/Recruitment

→ Data Insights
  - ◆ Community Organizations are more likely to engage (click on) the content in an email than families
  - ◆ Families are likely to open the email but not take action
→ Supplemental materials | [Engagement Toolkit](#)
  - ◆ Shared with Committee Members
  - ◆ To be shared with Alachua County Public Schools
→ Next Steps | Email
  - ◆ Leverage community organization relationships to engage families
  - ◆ Families may be more likely to engage with content that is shared from a community organization that they trust
  - ◆ The Lastinger Center for Learning is known within the community and among educators, but not as strongly among families
→ Next Steps | Social Media
  - ◆ Focus on building Facebook and LinkedIn community while expecting lower impressions and engagements as we continue to push the survey
  - ◆ Determine survey end date and supplement email campaign with social media pushes
    - ■ Survey reminder
    - ■ One week CTA
    - ■ One day CTA

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Activity Update: Outreach/Recruitment

Engagement Toolkit Graphics and Postcards

We want to hear from you!

Help Alachua County children become lifelong readers!

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Take our survey!

With your help, we can:

→ Develop a plan to improve reading and writing skills in Alachua County.

→ Learn about literacy resources and programs that are available in Alachua County - or that you wish were available!

→ Support everyone in Alachua County to be lifelong readers!

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Preliminary Survey Results

Survey Respondents To Date (as of 8/5/2024)

229

Indicated Alachua

86%

Answered at least one item

62%

Answered all items

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Respondent Demographics

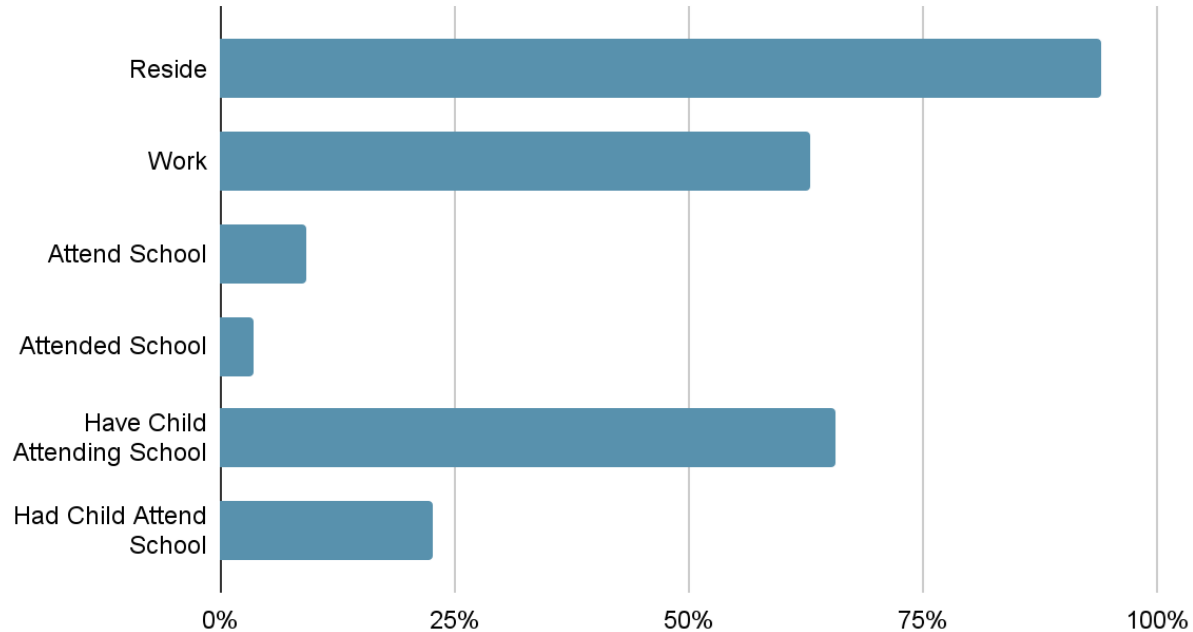|	Education	Language Spoken at Home	Age	Gender Identity	Race/ Ethnicity	Income
Survey	72% with BA, MA, or Advanced Degrees	93% English 11% Spanish	5% 18-24 13% 25-34 43% 35-44 25% 45-54 15% >55	91% Female	2% American Indian 4% Asian 29% Black 14% Latino/a/x 65% White	1% <$10K 7% $10-25K 14% $25-50K 15% $50-75K 13% $75-99K 26% $100-150K 24% >$150K
Alachua County	49% with BA, MA, or Advanced Degrees	86% English 7% Spanish	15% 20-24 15% 25-34 11% 35-44 10% 45-54 25% >55	51% Female	0.3% American Indian 7% Asian 19% Black 12% Latino/a/x 61% White	10% <$10K 8% $10-25K 20% $25-50K 15% $50-75K 12% $75-99K 14% $100-150K 15% >$150K

Zip Codes

Zip_Code	Percent
32207	0.67
32304	0.67
32506	0.67
32563	0.67
32601	4.7
32605	18.12
32606	15.44
32607	8.72
32608	12.75
32609	6.71
32615	7.38
32618	1.34
32622	0.67
32641	2.01
32643	2.68
32653	5.37
32667	2.01
32669	5.37
32694	1.34
32696	0.67
32741	0.67
34428	0.67
34470	0.67

Indication of Residing/Working/Schooling in Alachua County
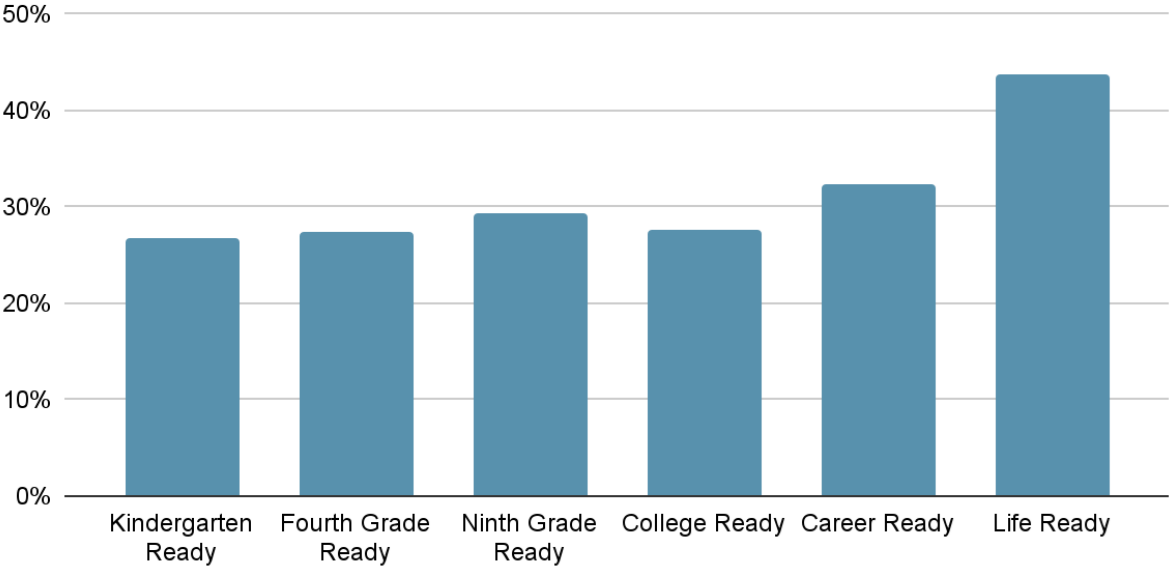
% of Alachua County Survey Respondents Who:

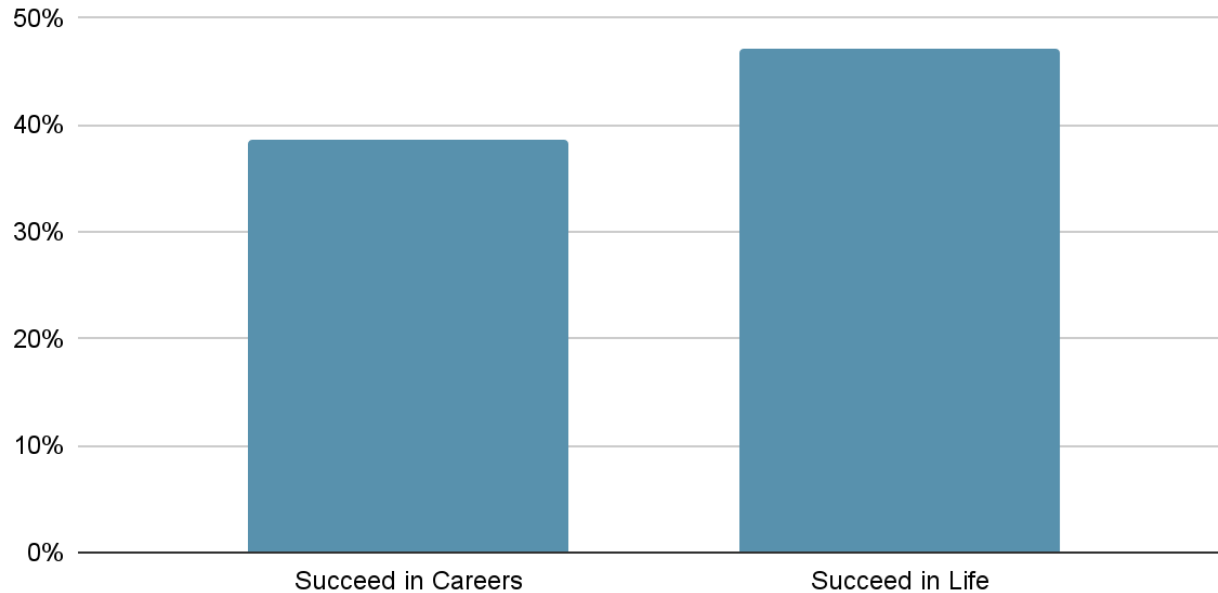# Perceptions of Student Readiness

% Agreed/Strongly Agreed that Students in Alachua County Have Literacy Skills to Be...

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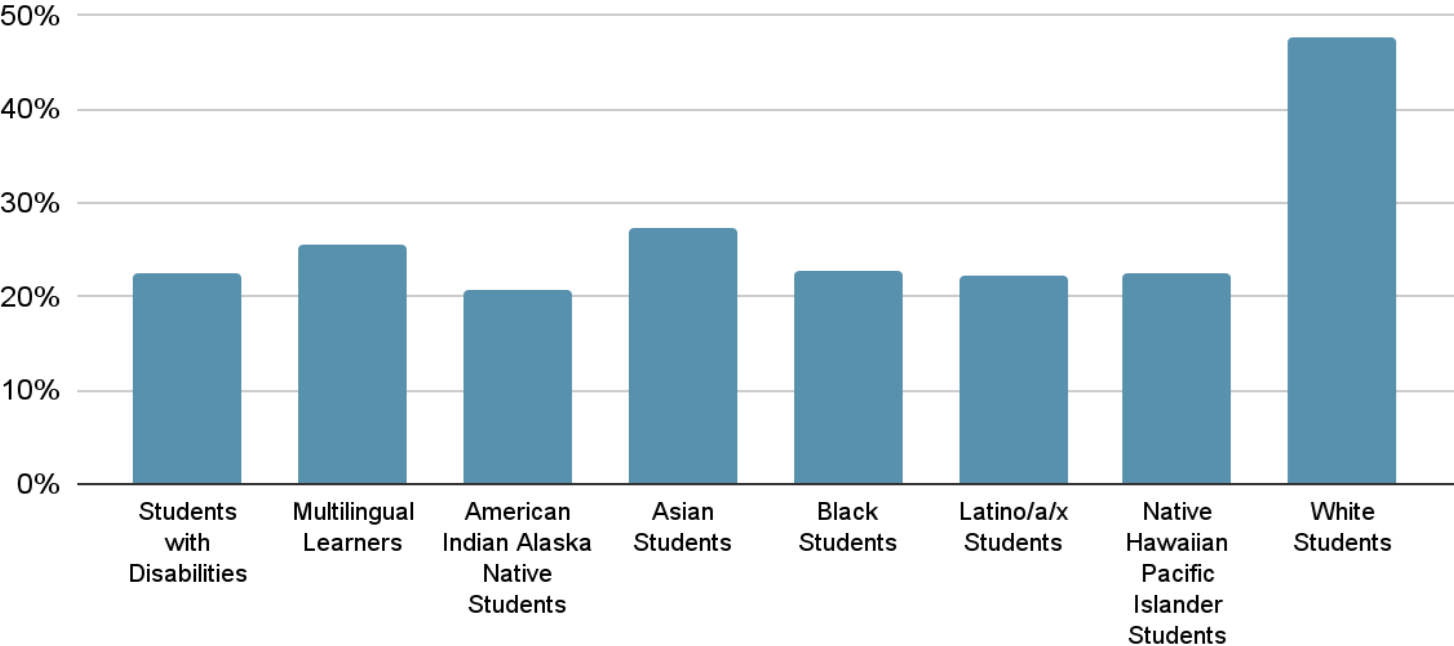UF | Lastinger Center for Learning
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Perceptions of Adult Readiness

% Agreed/Strongly Agreed that Adults in Alachua County Have Literacy Skills To...

Perceptions of Literacy Access by Student Subgroup

%Agreed/Strongly Agreed Student Subgroups Have Access to Literacy Education

Digging into the Open-Ended Survey Data

Open-Ended Question Items

1. How can schools, governments, organizations, and the community in Alachua County help children, youth, and adults achieve their full potential when it comes to language, reading, and writing?

2. What are the most important activities, if any, your family does to help your children with reading and writing?

3. What, if anything, prevents families such as yours from helping children with reading and writing?

4. What, if anything, prevents families such as yours from helping children with reading and writing?

Presentation of Data

Three primary themes emerged from the data

1. Activities that Support Skill Acquisition - 174 references

2. Barriers to Skill Acquisition - 109 references

3. Possible Improvements - 185 references

Activities that Support Skill Acquisition

→ Regular Opportunities for Reading

→ Reading Together

→ Reading Books

→ Writing Activities

→ Supplemental Materials

Activities that Support Skill Acquisition Quotes

→ *We try to read daily and ask questions after.*

→ *Read to them when they are young. Read with them as they get older.*

→ *...writing thank you notes, shopping lists, pen pals, any chance to write*

→ *Find free activities/worksheets online that go along with the books they read and what they're learning in school.*

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Barriers to Skill Acquisition

→ Time

→ Lack of access to resources

→ Limited knowledge of how to support learning

→ Work schedules

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Barriers to Skill Acquisition Quotes

→ *For us it's time. We both work full-time jobs and by the time we get home, make/have dinner, showers, it's time for bed. That doesn't leave us with as much time to support our kids learning as we would like.*

→ *...lack of resources/knowledge of resources*

→ *Lack of knowledge of how to "teach" these subjects/skills*

→ *In order to survive in this county, you have to work multiple jobs so it leaves little time for helping your kids.*

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Possible Improvements

→ Family engagement and education

→ Early modeling, involvement and practice

→ More support programs

→ More qualified/better trained teachers

→ Teacher and classroom support

→ Student engagement

Possible Improvements Quotes

→ *Find ways to educate parents about the importance of reading and talking to children.*

→ *Parents want to help, but need help accessing instruction on how to work with their kids in easy, low- stakes, approachable ways.*

→ *Hire more Parent Engagement leaders to be liaisons for families and schools.*

→ *Begin learning earlier than VPK. Many kids are not even ready for VPK. Affordable daycare which has established curriculum before VPK would be essential.*