



Lubbock Area United Way

The Education Matters Initiative

Advancing the Common Good

United Way

SUCCESS **B**Y **6**[™]

United Way

SUCCESS 
in school



United Way

SUCCESS *for life*

Table of Contents



Lubbock Area United Way

Introduction

Everything is Connected

i.

Chapter 1

Success By 6

1.

Chapter 2

Success In School

6.

Chapter 3

Success For Life

9.

For more information about Lubbock Area United Way's

Education Matters Initiative contact:

Janis Putteet, Community Impact Director

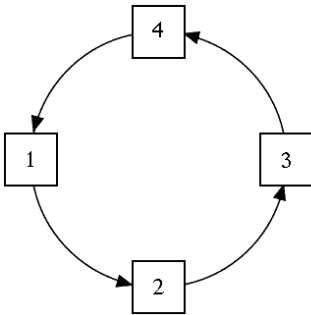
806.747.2711

jputteet@unitedway-lubbock.org

Since 1946, Lubbock Area United Way has raised over 125 million dollars to change lives and advance the common good.

Yet, simpler times meant simpler solutions. While Lubbock has become a hub of activity in such areas as education, arts, and health, the community is faced with a widening gap in income and quality of life. High rates of poverty, child abuse, illiteracy, teen pregnancy and low birth weight babies indicate that all is not well.

United Way is working alongside its community partners to make sure that all citizens have opportunities to take charge of the quality of their lives.



On the surface, the number one obstacle that stands in the way of achieving these goals is poverty, however the real culprit is lack of education. The single strongest correlation of an individual's income level is his or her level of education. Everything is connected; a better education leads to a better job, which leads to increased earnings and access to health care, then ultimately independence.

United Way and its partner agencies will continue to help those in crisis. However, it is understood that no single entity can solve the community's complex problems. Together, with the community, United Way is developing and implementing targeted strategies, including the Education Matters Initiative, that require cooperation and collaboration.

There are three components of the Education Matters Initiative: Success By 6, Success In School, Success For Life. Each addresses needs and issues at specific age level groups. At every chapter of life, Lubbock Area United Way is seeking ways to be proactive and empower others to attain success.

Chapter 1

It's Elementary . . .

A a

B b

C c

KEY IDEA

Success By 6 is committed to ensuring a foundation of success for young children.

United Way



Success By 6 (birth to 6)

Healthy Start, Ready for School

Early childhood education is recognized by social scientists as critical to economic independence. Quality child care is vital for parents to be able to work, and quality early childhood education is key to success in school and life. Helping the next generation break the cycle of poverty begins by giving children a better start in life.

Here are some of the issues that affect children and their early educational success:

- Lubbock ranks 220 out of 254 Texas counties in the rate of low birth weight babies at 10.5%. A baby born weighing 5.5 pounds or less often will require special medical services and additional educational and therapeutic services estimated to cost \$436,000 over the lifetime of the individual.
- Lubbock County continues to experience an increase in the number of confirmed victims of child abuse since 2003. There were over 1,400 confirmed cases in 2007.
- Typically, a child from a disadvantaged home begins school with a vocabulary of 5,000 words. A child from a more advantaged home begins school with a vocabulary of 20,000 words.

The three action plans that guide the efforts of United Way’s Success By 6 program:

Community Impact Action Plans

PRENATAL CARE AND EARLY BRAIN DEVELOPMENT

Vision:

All families/caregivers will understand the importance of prenatal care and early brain development and their role in that development.

Outcomes include:

Reduce number of babies born below 5.5 pounds, and increase the awareness and knowledge of early learning activities.

Key strategy:

Organize networking group of prenatal providers to identify services, barriers and gaps.

EARLY LITERACY AND KINDERGARTEN READINESS

Vision:

All children will enter kindergarten with the skills necessary for success.

Outcomes include:

Increase early literacy programs and Families Read programs in child care centers and preschools.

Key strategy:

Create community collaborations to establish awareness of the importance of early literacy as a step in academic success.

QUALITY EARLY CARE & EDUCATION

Vision:

All early care and education workers will have the training required for state or national accreditation.

Outcomes include:

Increase the educational level of early care workers and increase the number of accredited child care centers.

Key strategy:

Expand opportunities to increase educational levels attained by early childhood professionals.



TOOLS YOU CAN USE

Born Learning

The *Born Learning* Campaign is an ongoing program that is aligned with the Success By 6 program, and is another tool for use in giving children a better start in life.

Born Learning - A National Learning Campaign

Born Learning is a national public engagement campaign, focused on creating early learning opportunities for young children. Public service advertising, a web site, and educational materials give parents and informal caregivers easy, "doable" action steps to help young children learn.

The fact is, it's the simple things that make a difference in building a young child's foundation for future success. It's not flash cards or expensive educational toys--it's making your grocery trip into a treasure hunt for colors and shapes, or turning laundry sorting into a silly song about body parts. On your next walk, narrate your child's actions as if you were a sports announcer. Even dinner can become a learning opportunity, as your toddler builds skills by counting eggs.

The *Born Learning* Campaign shows how to turn everyday activities into opportunities to encourage learning. It's built on the idea that while children are born learning, parents, grandparents, and caregivers can encourage that learning in everyday moments.

The Born Learning Campaign on the local level

Born Learning materials include easy to read suggestions for parents to use to engage in everyday learning with children. These materials include "Parent Sheets" that help parents with increasing a child's language skills, managing the sometimes difficult meal times, assisting in choosing child care, involving Dad in activities and learning songs and games for "on the go" parents.

"Your Child @" is a set of highlights of what's happening with children at the various stages of development. The pages cover birth through 5 years of age. Each page lists important health information, ways to nurture the child and good ideas for child safety.

Other materials assist parents with tips, tricks and answers on caring for young children. They are filled with fun and easy activities to do at home with babies and young children.

The *Born Learning* Campaign on the local level *continued*

We want to move parents, caregivers, teachers, community advocates, service providers, and decision makers across the South Plains to act in their community - and to ensure quality early learning for young children. Our focus is long-term systemic change through awareness, education and action.

Since 2008, more than 12,500 pieces of *Born Learning* materials and early literacy DVDs have been distributed. Approximately 70% of the materials were distributed directly to parents through child care centers and non-profits. 20% of the materials were distributed to parents and teachers through conferences and trainings. The remaining 10% were distributed in small amounts to schools, health programs, and workforce programs.

Born Learning on the web

The *Born Learning* web site (<http://www.bornlearning.org>) offers access to these materials. Information on the web site is based on the latest research on early childhood development, and offers lots of educational tools for parents, grandparents and caregivers. There is also a Spanish web site, and much of the material is available in Spanish.

The logo for bornlearning.org is displayed on a light blue rectangular background. The text "bornlearning.org" is in a sans-serif font, with "born" in white, "learning" in orange, and ".org" in white. A trademark symbol (TM) is located to the upper right of the ".org".

Born Learning Campaign Key Messages

- Children are born learning
- Parents and caregivers need help providing early learning opportunities
- The *Born Learning* campaign is comprehensive
- *Born Learning* advertising focuses on “everyday moments”
- *Born Learning* campaign material translates early learning research into easy-to-do activities that parents and caregivers can use on the go
- Community Impact is critical to *Born Learning*’s success



OBJECTIVES IN ACTION



Texas School Ready!™ Certification (TSR)

The **Texas School Ready!™ Certification (TSR)** evaluates the effectiveness of prekindergarten, Head Start and Early Head Start, and community-based child care programs in preparing children for kindergarten.

It is the only early childhood quality rating system in the county linking pre-kindergarten activities in public school, Head Start, and community-based child care programs to kindergarten outcomes at the student level.

Certification based on linking:

- Quality instructional practices that prepare students for kindergarten
- Student-level data collected at the prekindergarten and kindergarten level

In 2008:

- 30 ESC- Region 17 classrooms received Texas School Ready!™ Certification.
- A Lubbock Area United Way Community Partner, Early Learning Centers, had three sites that were certified Texas School Ready!™. These were Erskine ELC, Guadalupe ELC and Vanda ELC.

..... FIND OUT MORE

For more information on Success By 6, contact:
 Carolyn Simpson
 Lubbock Area United Way
 806.747.2711
 csimpson@unitedway-lubbock.org

Chapter 2

It All Adds Up

EXAMPLE PROBLEM

High school drop-outs typically earn 34% less than those with a high school diploma. Statistically, 1 in 3 students drop out of high school. When these variables are taken into consideration, how does that add up?

$$x + y =$$

OBJECTIVE

The objective of Success In School is to remove barriers and create opportunities that help young people embrace a successful future, beginning with high school graduation.



Success In School (7 to 17) Stay on Track, Finish on Track

The education system is increasingly overwhelmed by students who lack positive role models and opportunities to develop skills and build social competency to be successful at school. They are more likely to get side-tracked by drugs and alcohol, gangs, and pregnancy, putting them at more risk of not graduating.

Here are some of the obstacles that the community and the community's youth faces:

- 20% of Lubbock County children live in poverty.
- People with a high school education have a 75% lower unemployment rate than those who do not have a high school education.
- Hispanics, which are the fastest growing population in Texas, along with Black students are at a higher risk of dropping out of school.

The action plan that guides the efforts of United Way’s Success In School program:

Community Impact Action Plan

Vision:

All students on the South Plains will graduate from high school and will have the social and emotional skills necessary for success in life.

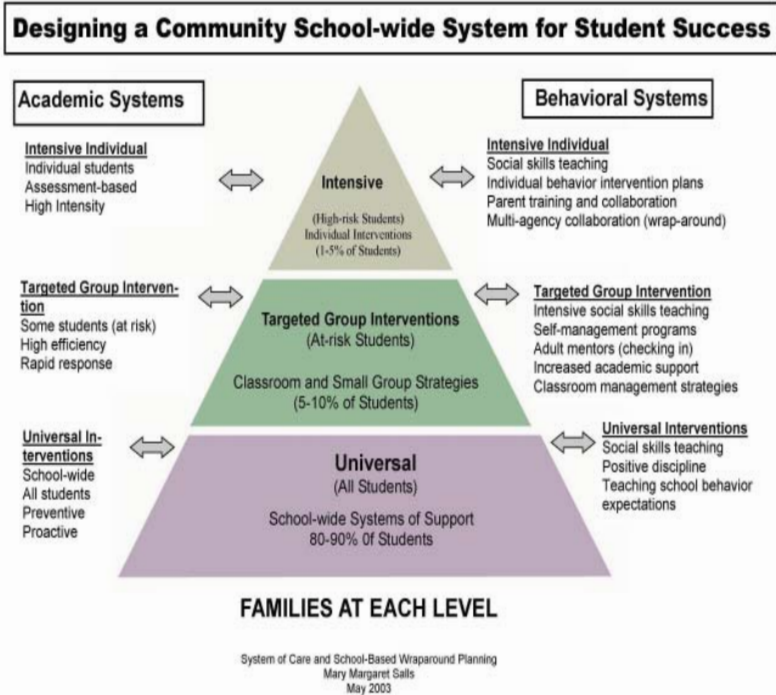
Outcomes include:

Increase utilization of community resources, reduce disruptive behavior in school and in the community, and improve academic outcomes and graduation rates.

Key strategy:

Engage the community in actively supporting students and in the adoption of the Positive Behavior Support (PBS) model in schools.

.....
What is PBS?



What is PBS? *continued*

Positive Behavior Support is a team approach to discipline that includes proactive strategies based on research-based practices. The purpose of PBS is to establish a climate in which appropriate behavior is the norm.

Why does the community need to get involved in the PBS project? It is widely acknowledged that student behavior has a direct correlation to academic success. To succeed academically, students need social and emotional support from parents, mentors, and agencies working together with the schools to overcome the obstacles many of them face. PBS enhances the capacity of schools, families and communities to design effective environments in which teaching and learning occur.

..... FIND OUT MORE

Region 17 Education Service Center
Anna Phillips
Education Specialist- Preschool/Baby PBS
806. 281.5891
aphillips@esc17.net

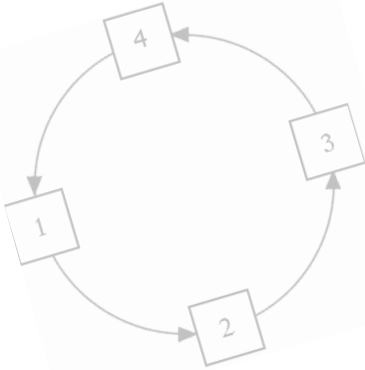
Lubbock Independent School District
Anna Jackson
Positive Behavior Support, Elementary
806. 766.1170
ajackson@lubbockisd.org

Lubbock Independent School District
James Harris
Positive Behavior Support, Secondary
806.766.0593
jamesharris@lubbockisd.org

Communities in Schools on the South Plains
Elizabeth Myrick
806.368.8090
liz.myrick@cissouthplains.org

Chapter 3

Life Cycles



WHAT GOES AROUND COMES AROUND

Newton's 3rd Law of Motion
To every action there is an equal and opposite reaction.

THE MAIN POINT

Success For Life is a program that works to empower adults and help them achieve their educational and life goals.

 **United Way**
SUCCESS for life **Success For Life (18 and over)**
Literacy, Job Skills, Independence

Today's workforce has changed. Various skills are necessary for success. Multiple opportunities are needed for adults to enter the work force and achieve financial independence for themselves and their families. This independence allows them to provide a safe and nurturing environment for their children and break the cycle of poverty.

These are some of the issues that are affecting adults in the community:

- 22% of adults over the age of 25 in Lubbock do not have a high school diploma.
- 16.4% of Lubbock County adults live in poverty.
- More than 40% of the U.S. workforce and more than 50% of high school graduates do not have the basic skills to do their jobs.

Below is the action plan that guides the efforts of Lubbock Area United Way's Success For Life program:

Community Impact Action Plan

Vision:

All adults on the South Plains will attain the education they desire, and have the job skills necessary for success in life.

Outcomes include:

Increase education level of adults, volunteer mentoring and tutoring, donations of books and other literacy resources, and employers hosting literacy and life skills classes for employees.

Key strategy:

Work with businesses to connect employees with literacy and life skills classes.



AN IN-DEPTH LOOK

Workplace Education Programs

- Workplace education programs (WEPs) develop basic skills. They may target workplace basic skills exclusively or may incorporate technical and job-specific training within a broader training framework.
- Workplace basic skills include prose, document, and quantitative literacy; communicating effectively in English; learning, understanding, and applying information and analysis; thinking critically and acting logically to solve problems; using technology, tools, and information systems. To these are added a broader set of attitudes and behaviors, including working in teams, developing a positive attitude toward change, and a willingness and ability to learn for life.
- Evidence shows that increased profits can be generated in many kinds of workplaces either by solely providing workplace basic skills training or combining training that improves employees' skills with other strategies.
- WEPs lead to a host of direct economic benefits for the employer, including increased output of products and services, reduced time per task, reduced error rate, a better health and safety record, reduced waste in production of goods and services, increased customer retention, and increased employee retention (e.g., 77% of long-term employees who participated in WEPs remained at the company for at least a year vs. only 58% of nonparticipants; 70% of new hires who took WEP classes stayed with the company at least one year, compared with only 23% of those who did not).

..... FIND OUT MORE

Literacy Lubbock
806. 775-3636
literacylubbock@yahoo.com

Adult Education Lomax Center
Vernita Holmes-Woods
806.766.1545
vholmes@esc17.net

WorkSource Career and Business Centers
806.765.5038
spworksource.org

South Plains College, Byron Martin Advanced Technology Center
Rafael Aguilera
806. 747.0576 Ext. 4909
raguilera@southplainscollege.edu

Goodwill Industries
806.744.8419
abrave@lubbockgoodwill.org



MAKING THE CONNECTION

Continuing Education

Although there are literacy classes, and job skills training, many of the people and businesses who could benefit from them never connect with those resources. United Way is finding ways to increase utilization of workplace education programs and literacy programs.

The resources listed in the appendices are organizations and programs that connect people. The Volunteer Center information is for individuals looking for volunteer opportunities. 2-1-1 Texas information is for individuals who are seeking help with community resources and referrals.



The Volunteer Center of Lubbock

The Volunteer Center of Lubbock is a community organization that connects and empowers people for goodness. The Center promotes volunteerism through recruitment, referrals, and recognition.

Each year The Volunteer Center of Lubbock supports the efforts of 25,000+ volunteers and impacts the lives of more than 89,000 people through Volunteer Center services. Through these efforts, the Lubbock community is stronger and more cohesive. The Center helps empower and engage local leaders and participants in addressing serious community issues. Building volunteerism adds to the community resources through human capital.

The Volunteer Center Connects People to Community Needs

Explore Opportunities

Volunteers and prospective volunteers can search and sign up for volunteer opportunities, as well as track volunteer hours.

Volunteer Orientations

Spend an hour learning more about community needs, exploring where volunteers can serve, and discovering how to make an impact through volunteering. Volunteer Orientations are held several times each month at the Volunteer Center.

Education Matters

The Education Matters Initiative has targeted goals and strategies that create opportunities for people at every stage of life. **Success By 6** emphasizes providing a healthy start for children which offers a greater chance of being successful in school. **Success In School** connects young people with the resources they need to graduate from high school and move on to a brighter future. **Success For Life** helps adults gain the literacy and job skills needed to work and live independently.

National Days of Service

Participate in a community-wide volunteer project on an upcoming National Day of Service. These community-wide projects are a great way to get started volunteering.

Contact Brandi Willis-Schreiber, Community Impact Volunteer Director, at 747-0551 to find the right volunteer opportunity.

FIND OUT MORE

Volunteer Center of Lubbock
1706 23rd Street, Ste. 101
Lubbock, TX 79411
Phone: 806.747.0551
Fax: 806.747.8640
www.volunteerlubbock.org

211 Texas



THE NUMBER TO CALL WHEN YOU DON'T KNOW WHO TO CALL

WHAT IS 2-1-1?

- * 2-1-1 is the abbreviated dialing code for FREE information and referrals about community organizations and resources 24 hours a day, 7 days a week.
- * 2-1-1 serves as the first number to call linking individuals and families to appropriate resources and information.
- * People calling 2-1-1 in Texas are connected directly to the 2-1-1 Area Information Center (AIC) for their community. The AIC maintains a comprehensive regional database of resources.
- * People needing help or information on any HHSC service such as Food Stamps, TANF, or Medicaid can dial 2-1-1, option #2.

WHEN SHOULD I CALL 2-1-1?

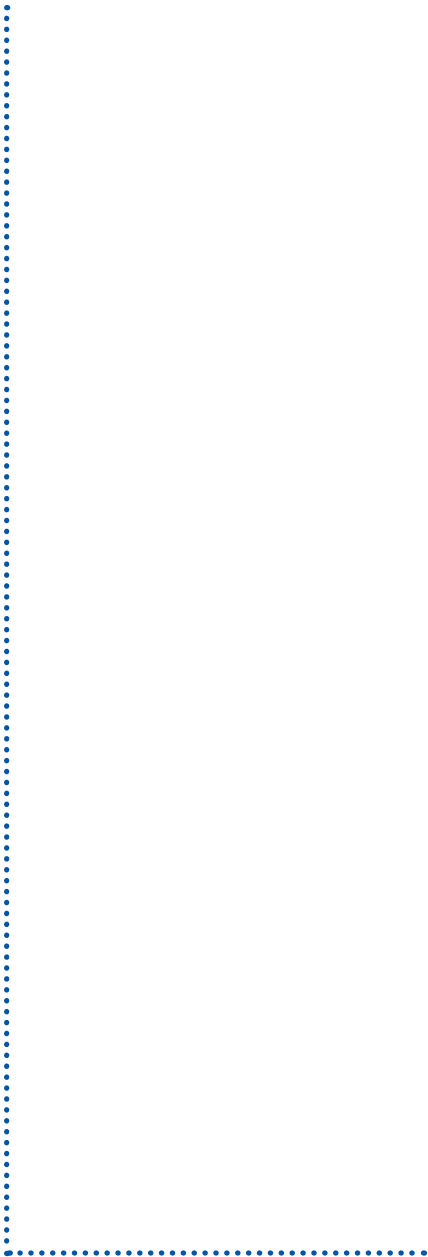
When you have questions about community resources such as . . .

- * Social Services (food vouchers, financial assistance, etc)
- * Counseling
- * Senior Services
- * Youth Services
- * State & Federal Agencies
- * Dental, Medical & Legal Services
- * Volunteer Opportunities
- * Other information needs

WHEN IS 2-1-1 NOT THE NUMBER TO CALL?

- * When you need directory assistance... that's 4-1-1.
- * When there is a medical emergency... that's 9-1-1.
- * When you need police services... that's 9-1-1.
- * When you need the fire department... that's 9-1-1.
- * When you need emergency services for other reasons... that's 9-1-1.
- * 2-1-1 is no longer the number responsible for pay phone issues.

**SO FOR HELP WITH COMMUNITY RESOURCES AND REFERRALS,
JUST DIAL 2-1-1, OPTION # 1.**



For more information about Lubbock Area United Way's
Education Matters Initiative contact:
Janis Putteet, Community Impact Director
806.747.2711
jputteet@unitedway-lubbock.org

Did You Know . . .

- The amount of different words children hear by age 3 is directly related to how well children read by age 9.
- People with a high school education have a 75% lower unemployment rate than those who do not have a high school education.
- 22% of adults in Lubbock over the age of 25 do not have a high school diploma.

Did You Know . . .

There is something being done about it. Find out more inside, and find out how you can help.

The Community Status Report

The Community Status Report looks at a wide range of indicators to paint a picture of the social and economic fabric of our community. This information is critical to United Way's progress in making sure all citizens have opportunities to take charge of the quality of their lives.

The Community Status Report helps identify needs and gaps, and the progress the community is making toward attaining community-wide goals. In addition to these indicators, the 2009 report consists of an executive summary introducing the 'scorecard' and a compilation of on-line data. The scorecard was developed to help measure six outcomes for The Education Matters Initiative.

The executive summary and database of information for the Community Status Report is available online at www.liveunitedlubbock.org.