



- *2012 accomplishments and 2013 goals*
- *Northstar Digital Literacy Assessment use expands*
- *Marketing Campaign begins*
- *Alice Neve retires*

2012 Accomplishments indicate diversity in service delivery and client achievements

During program year 2012, SPCLC members served 12,717 students, delivering 1,318,325 service hours. Over 64% of those served - 8,199- completed 12 or more hours of instruction, qualifying as Participants under federal definitions. Of these, 71% studied English as a Second Language, 24% Adult Basic Education, and 5% Adult Secondary Education.

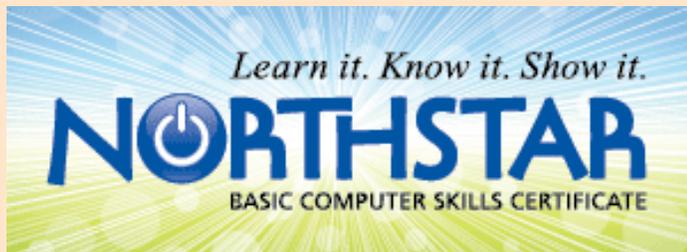
- ▶ **The number of participants who completed a federal NRS level totaled 49% - the 8th straight year of increases.**
- ▶ 1,345 adult learners (a 38% increase from the previous year) completed 36,130 hours of distance learning (a 26% increase from the previous year)
- ▶ 144 adults participated in Family Literacy programming.



- ▶ 57 adult learners obtained their GED or secondary school diploma.
- ▶ 101 individuals entered post-secondary education or training.
- ▶ 43 adult students obtained their citizenship.

SPCLC plans for 2013 include:

- ▶ **Development/implementation of a community-wide SPCLC Marketing Plan** (see below)
- ▶ **NRS training and support, and Development of NRS improvement plans:** Continued focus on meeting increases in federally mandated NRS achievement outcomes.
- ▶ **Development of managed enrollment:** Further exploration of existing models, and discussion of how to best serve learners.
- ▶ **Continued Development of Distance Learning as a means to increase access to and intensity of services:** Several member agencies are participating in Project IDEAL training this year, and DL hours continue to increase over last year.
- ▶ **Development of Career Pathways:** SPCLC is involved in four FastTRAC programs, and utilizes Transitions funding each year to develop various curricula through member agencies.



Digital Literacy Assessment modules piloted

The **Northstar Digital Literacy Assessment**, co-sponsored by SPCLC, has gone “live” and is growing rapidly. All six modules (Basic Computer Use, Internet, Windows Operating System, Mac OS, Email, and Word Processing (Word) are operational in English and Spanish.



As of November 26, there were 57 sponsoring agencies in 16 cities around the state. These sites administered 2,312 assessments, and awarded 371 certificates during this time period to people who successfully completed the assessments with scores of 85% or higher. In addition, the assessments have been accessed over 12,000 times on the public site.



“Students are very excited about Northstar,” said Kara Schommer, Director of Programs at Neighborhood House. “They are spreading the word and encouraging one another to work hard to get the certificate. They love the feedback they receive from them assessments as well as a beautiful certificate that acknowledges their achievement.”



Each time a student completes a module, s/he receives a customized printout listing the skills they have mastered and areas that still need work. Some sites are using the assessments as pre- and post-tests for computer classes, others as a way to assess student readiness to access distance learning, and others as a way to assess the quality of their own digital literacy instruction.



SPCLC Marketing Campaign Initiated

SPCLC is beginning a comprehensive two-year marketing campaign this winter, utilizing consultant Cynthia Hill. “Our goals are to increase enrollment and interest in ABE classes, recruit volunteers, and raise awareness of ABE community-wide,” said facilitator Tom Cytron-Hysom. The campaign will focus on three main levels:

- ▶ **SPCLC members** – Develop tools that member agencies can customize and use in their own marketing efforts with stakeholder groups. Provide guidance in their use.
- ▶ **SPCLC** — Develop marketing tools and implement their use on behalf of all the member agencies on a community-wide basis.
- ▶ **Community** — Develop a visibility campaign to raise awareness of ABE and promote its use and support by the wider community.

Alice Neve retires after long career

Alice R. Neve, long-time SPCLC member, was honored at a recent SPCLC Governance Committee meeting on the occasion of her retirement. Alice contributed a great deal to the consortium, including serving three years as Chair. She is retiring from her position as Rondo Area Librarian and Supervisor of Outreach for the St. Paul Public Library.



“Learn” Image courtesy of Stuart Miles/FreeDigitalPhotos.net
Alice Neve photo courtesy of Heather Kamia