



# THE FAMILY LITERACY CONNECTION

## Winter Issue 2007

### Table of Contents

New Workshop: Food Activities .....	1
Recruiting Volunteers .....	2-5
Activities with One Children's Book.....	6
TLC Training Calendar.....	7
Summer Reading PACT.....	8

### Board of Directors 2006-07

Lee Stork.....(724) 773-7810	<i>Chair</i>
Ed O'Donnell.....(610) 876-4811	<i>1<sup>st</sup> Vice Chair</i>
Deb McAllister .. . . . .(724) 287-8711	<i>2<sup>nd</sup> Vice Chair</i>
Peggy Stroupe.....(814) 677-7707	<i>Treasurer</i>
Greta Boffemmyer .. . . . .(412) 373-5727	<i>Secretary</i>
Janice Komisor .. . . . .(610) 258-4361	<i>Member-at-large</i>
Sara Ward .. . . . .(814) 839-4480	<i>Member-at-large</i>
Sue Snider.....(412) 661-0811	<i>Past Chair</i>

### TLC Staff

Kim Roush.....kim@tlcliteracy.org  
Colleen Serencsits.colleen@tlcliteracy.org  
Jill Blonski . . . . .jill@tlcliteracy.org

### Volunteer Tutors

According to the Pennsylvania Department of Education, ABLE, last year approximately 7,000 volunteer tutors worked in Pennsylvania's Adult Literacy Education Programs.

### Tutors of Literacy in the Commonwealth

925 West College Avenue  
State College, PA 16801  
Email: literacy@tlcliteracy.org  
Phone: 814-867-0203

## New Workshop Report: Food Activities for Parents as Volunteers

The goal of this new workshop is to incorporate food activities into many different academic domains, including language arts, math, science and nature, social studies, and art. Some nutrition information is provided, as well as hints for fussy eaters, but the primary focus is on parents and children working with and becoming familiar with a variety of foods and food preparation, and learning and practicing new skills.



Activities practiced, demonstrated or suggested include:

**Language Arts:** Recite, draw or write the directions for a peanut butter and jelly sandwich. Arrange spices alphabetically, or find the spice that begins with c. Describe an apple with as many adjectives as you can.

**Math:** Review your receipt; what was the most expensive item you purchased? Cut one slice of cheese into halves, another into quarters. Count out three crackers. Give your child a calculator to tally the bill as you shop.

**Science:** Make slime from cornstarch and water. Cause an eruption from baking soda and vinegar. Identify foods by smell. Change starch into sugar in your mouth.

**Social Studies:** At the grocery store encourage your child to pick an unfamiliar fruit or vegetable to try, then research its origin.

**Art:** Decorate an apron. Make finger puppets out of peanut shells. Cut a sandwich diagonally, then arrange it as a butterfly with a pickle or a carrot stick body.

**Physical Activity:** Put away groceries. Tear the lettuce for a salad and shake the dressing bottle. Play charades of preparing a favorite food.

As with all TLC family literacy workshops, each participant will be provided with a folder of handouts with directions for activities demonstrated, and a children's book. Give-away books might include The Doorbell Rang by Pat Hutchins, Blueberries for Sal by Robert McCloskey, Come and Eat with Us by Annie Kubler, or Chicken Soup with Rice by Maurice Sendak.

Contact TLC for more information or to schedule this or any other workshop for your site.



# Recruiting Volunteers

The previous issue of the TLC Family Literacy Newsletter featured an article related to volunteers that focused on finding ways and preparing to incorporate volunteers into your program. This is a follow-up to that article, suggesting ways to enhance recruitment.

## What is recruitment?

Recruitment is asking people to be part of and participate in your program, and marketing your volunteer opportunities over those of another program.

## There are Three Components of Recruitment:

- Promotion:
  - Get the information out.
  - Let people know that your program exists and that you are interested in using volunteers.
- Persuasion:
  - Convince the target audience to join.
  - Why is your volunteer position better than someone else's?
  - Why should they donate their time and energy?
  - What's in it for them?
- Participation:
  - Physically get the people to participate in your program.
  - Someone may be interested in volunteering and say that they'll come, but they're not actually helping you until they come through the door, after receiving the necessary training for their first day of volunteering.
  - You may need to offer some kind of incentive to get them to follow through on their commitment.



## How Do I Promote My Program?

What can you use to inform people of your volunteer needs?

Many times the public is unaware of what your program does, or even that it exists. Volunteer recruitment would be easier if everyone in your community already knew what you do and where you're located. Literacy programs are wonderful organizations for which people would be willing to volunteer if they understood the benefits of your services and how you help families.

Promoting your program should be an on-going effort with the local media. Let the newspapers, TV, and radio stations know when you are planning an event, recognizing a student or volunteer, or doing anything else that may attract the attention of potential volunteers.

In order to recruit volunteers effectively through promotion, you need first to realize who your target audience is. This will save you a lot of time and effort, because instead of doing a mass mailing and hanging flyers everywhere, you are focusing on the areas where you think your ideal volunteers are going to be.

If you already have volunteers working within your program, ask them to help with the advertising.

Ask these questions before starting your recruitment:

What kind of person do I want to find as a volunteer?

How would I describe the ideal volunteer?

Where is this person going to go?

What is this person going to be reading?

What would attract this person's attention?

Take a few minutes to write a description of a prospective volunteer for your program. Your target audience will determine what and where you promote. What has and has not worked in the past? Why? To what do you think your target audience will be most likely to respond?

**Ways to Recruit Volunteers**

- Write letters to corporations, businesses and professional organizations in your community.
- Ask local companies if they have newsletters, and if they will include an ad for volunteers.
- Have your program included with pay stubs in local companies.
- Ask local radio and TV stations to broadcast your ad as a public service announcement.
- Place ads in your local papers, including any free papers and local foreign language papers. Many papers list volunteer possibilities in a specific section one day each week.
- Seek support from local service organizations such as Rotary, Lions, Junior League, fraternities, sororities.
- Ask to present your needs in local continuing education classes.
- Collaborate with your local Retired Senior Volunteer Program, Foster Grandparents, Americorps, or Peace Corps.



- Contact your local high schools and universities to get on their volunteer lists. Many schools have requirements for volunteer service. Ask if they have a fair at which you may present your organization.
- Contact churches and religious groups. Ask to be considered for service projects or mentioned in their bulletins and newsletters.

- Present your program in local clubs such as book clubs, 4H, scouts, craft guilds.
- Coordinate with your local United Way and place ads in their publications.
- Place ads on your local community web pages and in Chamber of Commerce information.
- Have your program included with local Welcome Wagon packets.
- Ask if you can place announcements at local blood drives.
- Many supermarkets have a wall near the entrance with announcements. Ask about placing your ad.
- Post flyers everywhere you can.



**Other groups to consider contacting:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Advocacy groups</li> <li>• Community service restitution programs</li> <li>• Conferences/special events</li> <li>• Employment assistance programs</li> <li>• Family members of staff or students</li> <li>• Job seekers</li> <li>• JTPA and other job training programs</li> <li>• Literacy Corps</li> <li>• Military units and retired military personnel</li> <li>• New residents of the community</li> </ul> | <ul style="list-style-type: none"> <li>• Parents groups</li> <li>• Public agencies and retired personnel</li> <li>• Rehabilitation agencies / programs</li> <li>• Retired executives, teachers</li> <li>• Students seeking internships and service opportunities</li> <li>• Student vocational training programs</li> <li>• Teachers and retired teachers (offer basic tutor training with Act 48 credits)</li> <li>• Unions and Trade Associations</li> <li>• VISTA volunteers</li> </ul> |
|--|--|

## Other Places to Distribute Recruitment Information:

- Community Centers
- Corporation and Utility Buildings
- Doctor's Offices
- Job Counseling Offices
- Libraries
- Listservs, Electronic Bulletin Boards and Web sites
- Personnel Directors
- Pre-retirement Seminars
- Public Transit Bus Cards
- Shopping malls
- Speakers' Bureaus
- Telephone Books
- Tourist Information Bureaus
- TV and Radio Stations
- University Job Offices
- Volunteer Centers
- Volunteer Recruitment Fairs



Where can you promote (where would you most likely find your ideal volunteers)?

## How Do I Persuade People to Volunteer?

You must “sell” people on your program.

Everything that a potential volunteer sees should be clear, concise, upbeat, positive, and make your program look appealing. Be sure to include the benefits that the volunteer will receive as a result of working for your program. People are volunteering because they want something out of the experience, not just because you want their services. There are costs to volunteering, including time commitment and transportation.

Reassure potential volunteers by mentioning training and support. Never use the words “need” or “desperate” when recruiting volunteers. It makes people think that you are anxious for volunteers because no one else wants to do the job. Answer all the potential volunteer’s questions, including:

- “What will I be doing?”
- “When will I volunteer?”
- “How often will I volunteer?”
- “How long will I volunteer?”
- “Where will I be working?”
- “Why should I volunteer?”
- “What’s in it for me?”



Convince volunteers of the benefits of your program over other volunteer opportunities. Find out what’s special about your program from current volunteers if possible. Have current volunteers help write your recruitment ad.

It is very important to have clear, well-defined volunteer position descriptions so that both parties know exactly what their responsibilities are. Be honest about the workload and time commitment. The posting should include a description of the purpose and duties of the position, a designated supervisor and worksite, a timeframe for the performance of the job, a listing of job qualifications, and a description of jobs benefits.

Volunteers should be recruited through either an interest in specific functions or through a general interest in volunteering which will later be matched with a specific function. Screen and interview carefully. This gives you the opportunity to match qualifications and skills with your needs and the needs of the volunteers. Define availability and schedule activities that fit the organization and the volunteers. Recruiting interviews should determine the qualifications of the volunteer, their commitment to fulfill the requirements of the position, and should answer any questions that the volunteer might have about the position.



Volunteers in some assignments might need to submit a background criminal check. Volunteers who are minors should have the written consent of a parent or guardian.

## Once I Have Interested People, How Do I Get Them To Participate?

Be able to incorporate volunteers into the position quickly and easily.

Have everything ready to incorporate volunteers into your program before you start recruiting. If a potential volunteer has to wait for a couple of months while you get things in order, she will start to think that you don't need volunteers that badly and may go volunteer somewhere else. Have the volunteer position descriptions written, the procedures and policies decided, the training needs evaluated, and supervisors for the various positions assigned and informed about all the things a volunteer may ask.

Answer initial phone calls promptly. Make sure the person who answers the phone at the contact number listed has all the necessary information to answer questions, and takes information from callers accurately.

What are some reasons people would be interested, but not willing to participate?

Time constraints – they are not free in the time frame that they are needed

Transportation

Unanswered questions, unclear description

Unclear directions to location

Complicated application process

Unfriendly staff



Which factors can you control? How can you minimize / eliminate the ones you can control?

## Training

Provide initial orientation to both the nature and purpose of the agency, the specific program and the specific position.

Provide initial on-the-job training. The timing and duration of the training should be appropriate to the assignment. Staff who are responsible for the services provided by the volunteer should be involved in the design and delivery of orientation and training. Experienced volunteers should also be involved.



Providing orientation and training shows the volunteers that you value them enough to make an investment in them, makes them feel that they belong, and allows volunteers to adapt more easily to the organization.

Make training professional, thorough, friendly and non-threatening. Include a discussion of the program's mission and philosophy. Outline the organization's framework. Include any codes of conduct that are expected, such as confidentiality. Point out the volunteer's work area and restrooms or kitchen facilities.

Provide in-service training, especially in response to questions and suggestions. Keep volunteers informed of new developments, policies, issues, and techniques. Provide networking time for volunteers to share experiences.

Make materials available.

Tutors of Literacy in the Commonwealth has various trainings available for Family Literacy staff, volunteers and parents. Customized training is also available.

## Resources used in writing Recruiting Volunteers:

TxServe and the Texas Commission on Volunteerism and Community Service December 1998

[www.txserve.org/](http://www.txserve.org/)

Ready, Set, Go! Maximizing Success with Museum Volunteers by Jan Davison

<http://www.astc.org/pubs/dimensions/2001/jul-aug/volunteers.htm>

Volunteer Tool Kit by Lutheran Disaster Response

[www.katrinaaidtoday.org/images/File/volunteertoolkit.pdf](http://www.katrinaaidtoday.org/images/File/volunteertoolkit.pdf)

Aguilar, Noemi, Susan Lythgoe, et. Al. Planning for Volunteers in Literacy: A Guidebook. Louisville, KY: National Center for Family Literacy, 2006.



## Activities with One Children's Book



One children's book that lends itself to varied activities is Wynken, Blynken, and Nod by Eugene Field. We've included a few activities here to pique your interest, and encourage you to schedule Activities with Children's Books to learn more.

### Make Dew

Fill a glass or metal cup with icy water. Watch/feel the sides of the cup; moisture will start to appear and drip down the sides. This works especially well on a hot day.



### Dream

Talk about dreams you've had. Draw a picture to illustrate a dream. Was the dream colorful? Did it seem real, or was it very unusual? Listen to music, and draw your feelings as you listen and daydream to different types of music.

### Make a Moon Pocket Book

Get two paper plates. Color the bottoms yellow if you want. Cut one in a curve. Staple/tape the cut plate to the whole plate, with the curved sides (bottoms) facing out. Attach a string to make it a bag, or sit it on a counter to hold important papers. Use it to hold the pictures you've drawn to illustrate your dreams.

### Sail Boats

Would a wooden shoe really float? Find wooden blocks, sticks or other objects that won't be damaged by getting wet, and see if they float. A ball of clay will sink, but what happens if you shape the ball of clay into a boat shape. Try adding objects to the boat. How many marbles or small rocks will your boat hold before it sinks?



### Go Fishing

Make/use a net to catch plastic fish floating in a tub of water. The plastic net that holds a bag of oranges works well. Bend a metal hanger to make it rounder, and attach the net with thread or twist ties. Float toys in a small pool, or the tub, and catch them with the net. Do they tend to float away as you try to catch them?



### Read Books About the Moon and Stars

Branley, Franklyn M. What The Moon Is Like. NY: Crowell, 1963.

Nicolson, Cynthia Pratt. Discover the Stars. Toronto: Kids Can Press, 2006.

Asimov, Issac. A Stargazer's Guide. Milwaukee, WI: Gareth Stevens Publishing, 2005.

Mitton, Jacqueline and Cristina Balit. Once Upon a Starry Night. Washington, DC: National Geographic Society, 2003.



# TLC Training Calendar



## FEBRUARY:

Saturday, February 3, 10:00AM-12:00PM  
Health Literacy Tutor Training  
Mid State Literacy, Penn State Campus

Tuesday, February 6, 10:00AM-12:00PM  
Nature & Science Activities for Parents  
as Volunteers  
Central Susquehanna IU

Tuesday and Thursday, February 6 & 8  
5:30PM-8:30PM  
Basic Tutor Training  
Blair County Literacy Program

Tuesday, February 13, 5:00PM-7:00PM  
ESL Tutor Training  
Blair County Literacy Training

Tuesday, February 13, 3:30PM-5:30PM  
Activities with Children's Books  
Genesis II

Wednesday, February 21, 9:30AM-11:30AM  
Food Activities for Parents as Volunteers  
Mid-State Literacy-Family Learning Center

Wednesday, February 28, 9:30AM-11:30AM  
Food Activities for Parents as Volunteers  
Seneca Highlands IU9-Elk County

## MARCH:

Thursday, March 1, 10:00AM-12:00PM  
Food Activities for Parents as Volunteers  
Seneca Highlands IU9-McKean County

Saturday, March 10, 9:00AM-12:00PM  
Integrating Computer Technology in the  
ESL/ABE/GED Classroom  
Literacy Council of Reading Berks

Thursday, March 15, 3:30PM-5:30PM  
Math Activities for Parents as Volunteers  
Genesis II

## APRIL:

Saturday, April 14, 10:00AM-12:00PM  
Activities with Children's Books  
Chester County Even Start

Tuesday, April 17, 3:30PM-5:30PM  
Nature & Science Activities for Parents as Volunteers  
Genesis II

## MAY:

Thursday, May 10, 9:30AM-11:30AM  
Geography Activities for Parents as Volunteers  
Mid-State Literacy- Family Learning Center

Thursday, May 17, 3:30PM-5:30PM  
Geography Activities for Parents as Volunteers  
Genesis II

## JUNE:

Tuesday, June 12, 3:30PM-5:30PM  
Food Activities for Parents as Volunteers  
Genesis II

For the most up-to-date listing of activities check ecampus at  
<https://www.ecampus.ed.state.pa.us/> or call TLC at 814-867-0203.

To schedule or receive information about any of TLC's free trainings,  
either for tutor training or family literacy workshops,  
please contact Kim Roush or Colleen Serencsits  
by phone at (814) 867-0203

or by email at [literacy@tlcliteracy.org](mailto:literacy@tlcliteracy.org) , [kim@tlcliteracy.org](mailto:kim@tlcliteracy.org) , or [colleen@tlcliteracy.org](mailto:colleen@tlcliteracy.org) .

# Return of TLC's Summer PACT

TLC's workshop to complement this year's summer reading program of **Get a Clue** is still in the very early planning stages, but preparation is underway. A few popular activities will be recycled, and new ones will be added.

Some activities under consideration include:

What's that sound?

What does that strange message say?

What left those footprints?

How did they make that color?

Can you find the animal in the constellation?

Can you balance the mouse and the elephant on the seesaw?

What will happen when you pull the cat's tail?



Tutors of Literacy in the Commonwealth  
925 West College Avenue  
State College, PA 16801