

LEARN Minutes for January 16, 2008 at Wheaton Library

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- IV. Marketing Plan
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I. Attendance

- A. Karen Neal (Downers Grove Library)
- B. Kate Mallon (Wheaton Library)
- C. Lisa Thackeray (Literacy Volunteers of DuPage)
- D. Kathy Strange (Clarendon Hills Library)
- E. Karen Luster (Glenside Library)
- F. Ann Weaver (Westchester Library)
- G. Joe Popowitch (Indian Prairie Library)
- H. RoseAnn Vonesh (Oak Park Library)
- I. Blaise Dierks (River Forest Library)
- J. Jean Demas (Lisle Library District)
- K. Tina Viglucci (Aurora Library)

II. New Members

- A. Blaise Dierks has taken over the ESL collection at River Forest Library from Rebecca Vnuk.
- B. Karen Luster has replaced Michael Moulds at Glenside Library.
- C. Tina Viglucci is in charge of the ESL collection as well as the Spanish language collection at Aurora Library.

III. Reviewed Minutes from August 14, 2007

- A. **Brochure** – For the August meeting, Ann Weaver had created a marketing brochure in *Microsoft Publisher* with some space left for each library to add its own information. We had hoped that each library would distribute the brochures throughout the community (to churches, apartment complexes, hospitals, train stations, park districts, schools, etc.) back in September, in time for International Literacy Day (Sept. 8). The brochures were not distributed, and we now feel that the brochure should be simplified, perhaps into a bookmark. It would include only essential information (Web site, contact information, brief description, a graphic, and maybe be in more than one language). Ann will revise the brochure and coordinate its distribution with our new Marketing Committee, which Jean Demas has volunteered to head (see below).
- B. **MLS Workshop**: “Help! I’m in Charge of the Literacy Collection” -

We re-addressed the idea of hosting a workshop at MLS which would include:

1. Core list of resources.
2. Demonstration of useful Web sites.
3. How to deal with ESL patrons.
4. Discuss Illinois State Library's literacy resources.

IV. **Marketing Plan**

- A. **Marketing Committee** – Jean Demas volunteered to coordinate a smaller Marketing Committee, which includes Joe Popowitch, Kate Mallon, Lisa Thackeray and Ann Weaver. The Committee will meet a once or twice before the next LEARN meeting to coordinate our marketing efforts.
- B. **Marketing Strategies**
 1. County Contacts – We will contact DuPage County (and gradually other counties) to identify events or locations to promote ESL and LEARN. For instance, an Employment Fair might draw ESL learners, and we could have a presence there.
 2. Chambers of Commerce might offer similar ideas for exposure.
 3. Teacher conferences at schools to let teachers know of the local ESL resources.
 4. Press releases to newspapers.
 5. Brochure distribution (to churches, apartment complexes, hospitals, train stations, park districts, schools, etc.).
 6. Library newsletters.
- C. **Recruiting LEARN Member Libraries** – Please contact one library adjacent to your library district to discuss ESL and possible LEARN membership. Even if these libraries are not interested in joining LEARN, we can share information about ESL resources which might help our patrons.

- V. **Supporting Tutoring Organizations** – Clear and simple, the tutoring organizations need more tutors. Perhaps the marketing committee can create a list of recommended ways for each library to try to meet this objective.

VI. **Resource Sharing**

- A. *Rosetta Stone English* (levels 1-3) can be checked out from Indian Prairie Library and is available through interlibrary loan.
- B. Ann Weaver suggested the following Web sites:
 1. <http://www.lacnyc.org/> - Ann liked the literacy links from the Literacy Assistance Center in New York.
 2. <http://www.hellofriend.org/> - This is the Ennis William Cosby Foundation's site. Ann particularly likes the section on "Learning Differences" which includes tips for parents with students struggling with class work.
 3. <http://www.keynews.org/> - An online, simplified newspaper put out by the *Milwaukee Journal Sentinel* which is similar to *News for You*. I'll call the *Chicago Tribune* and suggest that they put one out, too. :)
- C. *Stand Out: Standards-Based English* by Heinle & Heinle was recommended by Jean Demas. There are five books in the series with accompanying

CDs/Cassettes and workbooks.

- D. Karen Neal recommended the *Side by Side* series by Molinsky. There are 4 books in the series, with accompanying workbooks and teachers guides. In addition there is a Secondary School edition.
- E. *Ingles Sin Barreras (English without Barriers)* was recommended by Tina?
- F. *Health Stories* by Ann Gianola (New Readers Press) was recommended by RoseAnn. It has relevancy to student's life and offers a lot of interaction.
- G. The series is called *Éxito en el Norte Success in the U.S.* Pub. Info Red Oak, Iowa : Experience Education : In cooperation with Iowa State University Extension, c 2006. Wheaton purchased this though Midwest Tape. Titles include:
 - 1. *La ayuda pública* [videorecording] = *Public assistance*
 - 2. *El cuidado de salud* [videorecording] = *Healthcare*
 - 3. *La educación* [videorecording] = *Education*
 - 4. *Las finanzas* [videorecording] = *Finances*
 - 5. *Los impuestos* [videorecording] = *Taxes*
 - 6. *La inmigración* [videorecording]
 - 7. *El sistema legal* [videorecording]

VII. Miscellaneous

A. **Tutor Recruitment**

- 1. School on Wheels is coming off one of their worst years in terms of recruiting new tutors. They recently had 25 people signed up for a tutor training session, but only 12 people showed up.
- 2. Literacy Volunteers of DuPage has about 80-90 students on a waiting list to receive instruction.
- 3. Ann Weaver suggested AgeOptions <http://www.ageoptions.org/> as a possible source of tutors. They connect older adults with community based resources and options in suburban Cook County. They have several locations and are represented in LaGrange through the Southwest Suburban Center on Aging at 111 W. Harris Avenue, LaGrange, IL 60525. (708)354-1323.

B. **Publishers** – Jean Demas will prepare an updated list of ESL publishers for anyone interested. New Readers Press, Oxford University Press and Pearson Longman were a few that were mentioned.

C. **Calendar** – This is just a reminder to give me any ESL information which might be added to the LEARN calendar, especially regarding classes in your area.

D. **Notification of New Orders** – I mentioned that I want to create a list of local tutors so that I could email them every time we purchase new ESL materials. Lisa Thackeray said that she might be interested in receiving such emails.

E. **ESL Blog** – I am thinking of creating a blog for the Indian Prairie Web site for ESL. Among other things, tutors could discuss the best resources to use. I might even have a featured book/item of the month/week. If this works, would we want to add a blog to the LEARN Web site?

F. **Member Library Budgets/Collections** – Lisa Thackeray asked about the

ESL collections at each library, especially the budgets.

1. Indian Prairie library has a \$2400 annual budget.
2. Lisle has a \$10,000 annual budget plus about \$1500 to \$3000 more from the Friends of the Library. The literacy computer is in a separate room adjacent to the collection.
3. Downers Grove's ESL budget is part of the 400s budget, so it is slightly flexible.
4. Clarendon Hills Library's collection only takes up about half a shelf.
5. The core of River Forest's collection is a set of donated books.
6. Most of the rest of the libraries had a budget, I believe, around \$1000 \$1500.

G. **Math Books** – Please send Clarendon Hills a list of math titles geared toward ESL – strange@clarendonhillslibrary.org

H. **Aurora Area ESL Instruction** – Tina had mentioned during the meeting that the closest ESL instruction to Aurora was through Aurora Family Focus and World Relief DuPage. She said the Area Planning Council hosts a volunteer recognition event at Waubensee College (a good place to network with potential ESL volunteers). Tina also emailed me a list of classes (below) which I will add to the LEARN calendar.

1. **Conversation Classes at Aurora - Beyond Books: activities in Spanish Ha-bla-bla-ndo English**

Looking for a casual and friendly setting in which to improve and practice your English? Join this conversation group where a tutor will engage you and other learners in topical conversations, games and role playing to develop your English language skills and confidence, no matter your level. **Sessions are free so come as often as you need to reach your goal!** Registration is required. Saturdays, 10:30 a.m. – 12:00 p.m.

March 8 · Eleanor Plain Conference Room (2nd floor)

March 22 · Multipurpose Room (Lower Level)

April 5 · Multipurpose Room (Lower Level)

April 19 · Eleanor Plain Conference Room (2nd floor)

2. **ESL and GED Classes at Waubensee** – The list of classes is too long to include here. I will send as an attachment.

I. **Immigrants at Maywood Race Track** – Email from Blaise Dierks:

I did have an idea, I know a person who works at the racetrack in Maywood. Last spring he had expressed an interest in literacy programs for the track workers (who I think are often immigrants) and I had said that he should contact the public library in Maywood. I don't know if anyone from Maywood is a part of LEARN, but I could contact them if they are close, and I just wanted to let you know about this idea/group of people as it seems like it might be a good place to reach some folks who could use the LEARN services.

VIII. Tour of Wheaton Library

A. Programs on Wheaton Literacy Computer

1. English-Spanish Dictionary

2. *Mavis Beacon Teaches Typing*
3. *Oxford Picture Dictionary*
4. *Talk More English*
5. *Talk New English*
6. *World Talk English*

B. Wheaton Library has a listening station (cassette player) in the ESL area.

IX. Next Meeting – August, 2008 at Lisle Library. Exact date and time to be determined.