



## Early Grade Literacy Workgroup Minutes

May 14, 2025, 2:30PM – 4:00PM

Virtual Only

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**Meeting Objective:** Make progress on community literacy campaign planning

**Attendees:** Al Plummer (Facilitator, Minority Men’s Network), Adielle Ehret (Face of Boone County), Sarah Howard (Daniel Boone Regional Library), Gay Litteken (First Chance for Children), Kristine Smith (Columbia Public Schools – Parents as Teachers), Aaron Fox (Aaron Fox Writes), Onni Flint (Central Missouri Community Action (CMCA)), Mindy Hulett (CMCA), Verna Laboy (Boone County Community Services Department (BCCSD)), Kerby Webb (BCCSD)

### 1. Welcome and Introductions

Al Plummer opened the meeting, reminding the workgroup to briefly share a new or exciting thing your organization is doing to support early grade literacy as part of introductions. Those in attendance provided an introduction and highlighted some current organizational efforts.

### 2. Follow up from last meeting

- Distribution of survey

Al reviewed workgroup assignments to share the survey, and all advised that they completed their distribution goals to Columbia Public Schools, Parents as Teachers, and social media.

- Engage with workgroup document

Verna shared the Literacy Campaign Google document for workgroup review, although no changes were made to the document during the meeting.

### 3. 2025 Literacy Campaign Planning

- Review survey responses

- The workgroup reviewed the Literacy Campaign Planning Survey results and discussed alignment with existing campaign materials. Based on survey feedback, the following slogans were considered, showing preferential order: (1) Raising Readers (preferred choice), (2) Start Early, Read Often, and (3) Read, Share, Grow. Sarah Howard will research potential copyright conflicts for the selected slogans via the Library of Congress and related government sources.
- The group set a target to launch the literacy campaign by fall 2025, in conjunction with the new school year. It was agreed that the ideas from the survey results and the Literacy Campaign Google Document should be merged, grouped, and aligned with defined campaign goals. No volunteers accepted the assignment to complete this task.
- The group also initiated a discussion on campaign success metrics. Proposed data points included 3<sup>rd</sup> grade I-Ready and MAP Test scores, QR-code-based pre/post literacy engagement surveys, back-to-school entry assessments, and kindergarten readiness assessment results.

### 4. Next Steps

- Identify relevant data points



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- Assign responsibility for merging and organizing campaign materials
- Finalize key success metrics for evaluation of campaign impact.

### 5. Closing

- Partner updates

No partner updates were provided during the workgroup meeting.

- Comments and questions

The meeting concluded with AI thanking all that attended the virtual only meeting at the last minute after finding out we did not have access to our regular meeting room at CMCA and reminding us of when the next workgroup meeting date and time. We will inform the workgroup in advance of the next meeting if we will be able to meet in person or virtually only.

**Next Workgroup Meeting:** June 11, 2025 – at CMCA (807 N. Providence Rd) or via [Zoom](#)