



BOONE COUNTY
UPWARD MOBILITY

Early Grade Literacy Workgroup Minutes

June 11, 2025, 2:30PM – 4:00PM

Central Missouri Community Action (807 N. Providence Rd, Columbia, MO 65203) and virtually

Meeting Objective: Make progress on community reading campaign planning

Attendees: Al Plummer (Facilitator, Minority Men's Network), Sarah Howard (Daniel Boone Regional Library), Cindy Reese (Boone County Early Childhood Coalition), Kelly Scheuerman (Columbia/Boone County Public Health and Human Services - Brighter Beginnings), Kristine Smith (Columbia Public Schools – Parents as Teachers), Aaron Fox (Aaron Fox Writes), Onni Flint (Central Missouri Community Action (CMCA)), Mindy Hulett (CMCA), Talia Jackson (Heart of Missouri United Way), Verna Laboy (Boone County Community Services Department (BCCSD)), Gina Jenkins (BCCSD), Joanne Nelson (BCCSD)

1. Welcome and Introductions

- Include a new or exciting thing your organization is doing to support early grade literacy

Al Plummer opened the meeting, with all in attendance providing introductions. When asked if anyone wanted to highlight any current organizational efforts related to early grade literacy, Sarah said the [kickoff event for the Summer Reading program](#) at Daniel Boone Regional Library had over six hundred individuals in attendance.

2. Follow up from last meeting

Al encouraged the workgroup to consider how to proceed following the workgroup interest in proceeding with a fall start to the literacy campaign. To address items needing follow up at the May workgroup meeting, Sarah updated the workgroup that she saw no concerns with using the **"Raising Readers"** slogan the workgroup found to be the top choice. Gina shared that she updated the shared Google document the workgroup is using for planning with narrative responses from the literacy campaign planning survey.

3. 2025 Literacy Campaign Planning

- Literacy Campaign Slogan

The workgroup finalized **"Raising Readers"** as the campaign slogan, with the option to follow it with "Boone County" when using a hashtag on social media to help distinguish this initiative from others using the same slogan.

- Capacity and preparation for fall 2025 launch

The workgroup discussed some potential outreach efforts that could be useful in launching the community wide literacy campaign, noting partners already involved in different aspects of early childhood support.

Using the three literacy campaign goals as a basis for an action plan was discussed as a worthwhile approach to further planning effort. The workgroup discussed interest in identifying available data to measure progress on these goals. The statewide tracking of children participating in [Dolly Parton's Imagination Library](#) by county was recognized as a measure the workgroup intends to follow over time. Additional discussion of approaches that could support further enrollment and retention in the Dolly Parton Imagination Library program were discussed, with potential to coordinate further plans. Other potential data which could be tracked across Boone County were also suggested, with interest in utilizing a measure of kindergarten readiness.



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The workgroup decided a logo to be used with the **“Raising Readers”** literacy campaign would be helpful in creating recognition of this effort. Following discussion of various approaches to developing the logo, the workgroup decided any workgroup member can create and add logo suggestions prior to the next workgroup meeting so others can view the options before a choice is made during the July meeting.

In determining how to start communicating about the **“Raising Readers”** literacy campaign, methods to develop and share messaging outside of the workgroup were discussed. While the workgroup would like to begin the campaign by the fall, the potential to start sooner was recognized if additional planning to clarify the plan and approach could be completed sooner. Workgroup participants were encouraged to visit the shared planning document periodically before the next workgroup meeting to share thoughts while also reviewing new suggestions from other contributors. A variety of ideas were shared, both related to communication methods and types of messaging that could be communicated.

4. Next Steps

- Anyone interested in creating a potential logo for the **“Raising Readers”** literacy campaign should add the image to the shared Google document prior to the July workgroup meeting.
 - The workgroup will review these options and finalize the logo at the July workgroup meeting.
- Sarah will check on the potential for Daniel Boone Regional Library to host a shared email address where anyone that has opted in would receive emails sent to that single email address.
- Kristine will connect with public school districts in Ashland, Centralia, and Hallsville to ask if they utilize the Kindergarten Observation Form which is currently used in Columbia Public Schools.
 - The workgroup is interested in gathering this information from homeschooled individuals, private schools across Boone County, and public schools in Sturgeon and Harrisburg in the future.
- Sarah will connect with the Centralia library to gauge their interest in collaborating on the **“Raising Readers”** literacy campaign.

5. Closing

- Partner updates
No partner updates were shared.
- Comments and questions
AI closed the meeting with a reminder of the next workgroup meeting date.

Next Workgroup Meeting: July 9, 2025, at 2:30 PM at CMCA (807 N. Providence Rd) or via [Zoom](#)