



BOONE COUNTY
UPWARD MOBILITY

Early Grade Literacy Workgroup Minutes

July 9, 2025, 2:30PM – 4:00PM

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

Meeting Objective: Make progress on “Raising Readers” community literacy campaign planning

Attendees: Al Plummer (Facilitator, Minority Men’s Network), Sarah Howard (Daniel Boone Regional Library (DBRL)), Cindy Reese (Boone County Early Childhood Coalition), Kelly Scheuerman (Columbia/Boone County Public Health and Human Services - Brighter Beginnings), Onni Flint (Central Missouri Community Action (CMCA)), Gay Litteken (First Chance for Children), Samantha Flowers (Moberly Area Community College - Quality Childcare Initiative at MACC), Verna Laboy (Boone County Community Services Department (BCCSD)), Enola-Riann White (BCCSD), Gina Jenkins (BCCSD)

1. Welcome and Introductions

Al opened the meeting, welcoming everyone present to provide introductions and share about anything new or exciting occurring in their organization to support early grade literacy.

- Cindy shared that the Center for Child Well-Being will have a QR code to connect families and enter them into a drawing for books on parenting and children at Family Fun Fests.
- Sarah shared DBRL is winding down summer reading program and on July 10 will have programming with live animals throughout the day.
- Gina shared that BCCSD will have a table at the Show-Me State Games and will be an opportunity to share about Dolly Parton Imagination Library along with other messaging.
- Onni shared that due to funding cuts, CMCA has discontinued the Foster Grandparent Program as of July 1 and will discontinue ShowMe Healthy Relationships in September.
- Samantha acknowledged attending her first meeting and provided an overview of the Quality Childcare Initiative at MACC.
- Kelly shared Brighter Beginnings has been able to provide free books to children at various outreach events.
- Al reminded group about changes to the BCCSD Program Manager position, introducing Enola-Riann White and thanking Verna Laboy for her work as she retires.

2. Follow up from last meeting

Al reviewed follow up assignments from the June 2025 meeting. Since she was unable to attend the meeting, an update was provided on behalf of Kristine Smith that Ashland, Centralia, and Hallsville school districts do use the Kindergarten Observation Form.

3. Raising Readers Literacy Campaign Planning

- Logo
Potential logos added to the shared workgroup document were reviewed. After discussion of the designs, it was decided that the submission by Mindy Hulett’s daughter would be the logo. During the meeting, Onni asked Mindy to have her daughter reformat the logo as discussed by the workgroup to include “Boone County” and her signature. She has agreed and is excited to make the updates. Discussion of the next steps with making the logo useful for different purposes were discussed.
- Messaging and communication
Gina reviewed discussion from previous meeting regarding hosting, ownership, and sharing of “Raising Readers.” Sarah said a group email and drive has been created like what is used by another community



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collaboration, NET, that DBRL can host. The workgroup discussed potential considerations for how the email and drive could be used, including a challenge is that content managers must have a Google Account. It was clarified that the group email and drive would be for the workgroup to share and host information for entities involved in the literacy campaign and not directly for the public. It was expected that the literacy campaign would be developed so each organization can tag “Raising Readers” to complement their own efforts.

- **Additional planning**

There were several ideas mentioned including hosting an event, tracking data, and general logistics which would need additional planning. Samantha shared a potential date for a campaign launch could be at their meeting with early childhood educators in late-Fall 2025 which has had good attendance in past years. A discussion of goals and ideas to guide using data and expectations for data sharing occurred. The group would like to have a Facebook page with group members as moderators. To spread workload at this time when more detailed planning is needed, a decision to have two teams working outside of the scheduled workgroup meeting. A *Communications Team* focused on social media, logo, messaging, and creation of templates and a *Logistics Team* focused on organization of the group email and drive, general organization of the campaign structure/guideline, and future events were planned with, individuals present at the meeting selecting which team to participate in.

4. Next Steps

- Mindy will add a new logo with the discussed revisions to the shared document.
- Samantha will work with MACC’s Makerspace to convert the logo to a high resolution format.
- Anyone interested in joining the Communication Team or Logistics Team should add their name to the shared Google document prior to the August workgroup meeting.
- The two teams will attempt to meet prior to the August meeting.
- The first portion of the August workgroup meeting will be dedicated to each team having an opportunity to work together before everyone comes together. Onni will check on reserving the other CMCA conference room for additional space.
- Kelly will ask someone with Harrisburg School District if they use the Kindergarten Observation Form. Gina will ask Sarah Owens for a contact at Sturgeon schools, if not Sarah Howard has a contact at the Sturgeon library.
- Gina will investigate if Boone County can host a Facebook page for “Raising Readers.”
- Enola and Gina will clean up the shared Google Document for ease of use.

5. Closing

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

Next Workgroup Meeting: August 13, 2025 – at CMCA (807 N. Providence Rd) or via [Zoom](#)