



Early Grade Literacy Workgroup Minutes

August 13, 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), Aaron Fox (Aaron Fox Writes), Adielle Ehret (FACE of Boone County), Aileen Garcia (University of Missouri Human Development and Family Sciences), Cindy Reese (Boone County Early Childhood Coalition), Sarah Howard (Daniel Boone Regional Library), Enola-Riann White (Boone County Community Services Department (BCCSD)), Gina Jenkins (BCCSD)

1. Welcome and Introductions

Al opened the meeting, welcoming everyone and providing an overview of the workgroup, noting the results statement and addressing all of Boone County. Gina added additional context of the Mobility Action Plan as a whole.

2. Follow up from last meeting

- Enola shared that the new logos had been uploaded to the shared document. The group liked the logos but will request slight changes for Mindy’s daughter to make which include removing “Of” from the text, returning to rainbow coloring, keeping the curved font, and ensuring enough space between the text and the image.
- Gina asked Sarah Owens for contacts at Sturgeon schools. Enola reached out to two contacts, Jamie Boyd and Christina Ridgeway. As of 8/13 there was no response, likely due to start of school year, will follow up ahead of September Early Grade Literacy (EGL) meeting.
- Enola reported on the progress of the two teams, Communications and Logistics. Communications met on July 29th and discussed the benefits of a shared drive, general messaging, potential outreach, and social media permissions and posting. Logistics met on July 30th and discussed information sharing, processes and procedures for vetting organizations and content, outreach to schools, and language to use for messaging.
- Gina investigated, Boone County can host a Facebook page for “Raising Readers.”

3. Team work session and report out

- The two teams met separately then reported out the group.
- Communication Team
 - Sarah, Aaron, and Gina discussed creating initial content for posting on social media. Initial content for posts will be sourced from Daniel Boone Regional Library’s (DBRL) *Read. Play. Shine* booklet, the text has been uploaded as a new tab to the shared document. The goal will be four tips per week with two in home and two out of home, the organization that shared the content will be tagged in the post. The team also discussed developing language for a press release and initial campaign post. They will reach out to others in the workgroup to ask for specific activities to post about including Central Missouri Community Action (CMCA) Head Start, Columbia Public Schools (CPS) Parents as Teachers and other districts.



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- Logistics Team
 - Cindy, Adielle, Aileen, and Enola discussed rules for posting on social media to ensure content is appropriate and mission specific. The group also discussed outreach via PeachJar eflyers including requiring all submission requests to list target age and community to ensure messaging reaching target audience. A question was raised to reach out to CPS to learn what was submitted in 2024 to PeachJar that may be relevant to “Raising Readers” to get an idea of the volume of submissions. For submissions the group discussed using the existing shared document for uploading flyers, a new tab will be added. The team suggested two individuals, one representative from the county, Enola volunteered, and a floating monthly representative from the logistics team.

4. Group Discussion

- After the teams reported out the logistics team will develop an onboarding process and initial agreement. Sarah confirmed that only Columbia Public Schools and Hallsville Schools use PeachJar. It was suggested the county will create a PeachJar account to submit content on behalf of “Raising Readers” merging it into one flyer/submission.
- To engage other organizations prior to launch it was discussed to ask people from the initial campaign survey. Al mentioned using word of mouth and to focus group.
- Potential timing for launching was discussed. April 11-17, 2026, is the National Association for the Education of Young Children’s Week of the Young Child®. Sarah mentioned that DBRL could give space, or the group could explore a collaboration with Parks and Recreation.
- Ideas for events leading up to the formal launch included events with local authors and children’s musicians

5. Next Steps

- Kelly will ask someone with Harrisburg School District if they use the Kindergarten Observation Form.
- To develop social media and PeachJar posting guidelines Cindy will review MU Health Care’s social media rules, Aileen will review MU Campus social media rules, and Adielle will reach out to Tara Jennings for more on PeachJar
- Enola will contact Mindy to request additional edits to logo
- The teams will attempt to touch base prior to the September 2025 meeting to continue discussions outside of the workgroup.

6. Closing

- Partner updates - there were no partner updates
- Al closed the meeting reminding the workgroup to continue to use the shared Google document to connect and share ideas. The September 2025 meeting will maintain the same format as the August meeting.

Next Workgroup Meeting: September 10, 2025 – at CMCA (807 N. Providence Rd) or via [Zoom](#)