



**BOONE COUNTY**  
UPWARD MOBILITY

## Early Grade Literacy Workgroup Agenda

August 13, 2025, 2:30PM – 4:00PM

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

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

**Attendees:** Al Plummer (Facilitator, Minority Men’s Network), Aaron Fox (Aaron Fox Writes), Catherine Miller (Boone County Early Childhood Coalition (BCECC)), Cindy Reese (BCECC), Kelly Scheuerman (City of Columbia/Boone County Public Health and Human Services), Mindy Hulett (Central Missouri Community Action (CMCA)), Onni Flint (CMCA), Sarah Howard (Daniel Boone Regional Library), Enola-Riann White (Boone County Community Services Department (BCCSD)), Joanne Nelson (BCCSD), Gina Jenkins (BCCSD)

### 1. Welcome and Introductions

- Include a new or exciting thing your organization is doing to support early grade literacy
- Partner updates
  - i. Onni updated potential return of Foster Grandparents program. The group discussed how to incorporate the Foster Grandparents into “Raising Readers.”
  - ii. Sarah provided an update on Unbound Book Festival planning, they are planning to collaborate with youth authors.
  - iii. Al Plummer announced this will be his last meeting due to health reasons. He shared his appreciation for staff and confidence in the workgroup for the work to continue.

### 2. Following up from last meeting

- Kelly emailed August 21, 2025, Harrisburg School District does not use the Kindergarten Observation Form.
- Cindy emailed August 27, 2025, added info from MU Social Media guidelines, they are the same for campus and MU Health.
- Additional follow-up with Katie, Mindy’s daughter who has designed the logo

### 3. Team work session and report out

- Prior to the breakout sessions, Enola provided a summary of the work completed in the August meeting. The two teams met separately then reported to the group.
- Communications Team:
  - The Communications team discussed expanding the launch beyond April 11-17, 2026 (National Association for the Education of Young Children’s Week of the Young Child®). Events would start in late March 2026 or early April 2026 and be smaller to include other communities. Potential ideas included creation of a calendar of events for families to complete over Spring Break, collaboration with Family Fun Festival, and development of a scavenger hunt for families to do in home or at childcare facilities. Further discussion collaboration with organizations such as Missouri River Relief or Department of Conservation to encourage reading about the Missouri

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River Otter (the otter in the logo). The team also discussed working with a student group, such as AdZou, to assist in the creation of a press release and explore other methods of sharing information about “Raising Readers.”

- Logistics Team:
  - The Logistics Team discussed the onboarding process to “Raising Readers.” The team reviewed the social media guidelines, Cindy and Kelly will use the MU Social Media guidelines as a template and edit them for “Raising Readers.” A copy of the guidelines will be shared with Boone County IT and/or Legal prior to use. The team outlined an onboarding packet for organizations and individuals who are outside of the Early Grade Literacy Workgroup. The packet will include a welcome letter, overview of the project, commitment statement, and logo use rules. A new shared document will be created to include social media templates. Organizations will be asked “How will you raise readers?” as part of the process. Their logos will be shared on social media and listed on a future website.

#### 4. Group Discussion

- After the teams reported, discussion included potential swag to be shared during events. Ideas for swag included stickers, bookmarks, pins, and ‘Otterbucks’ for redemption at local restaurants (similar to the BOOK IT<sup>®</sup> Program). Additionally, the workgroup discussed hosting a ‘name the mascot’ contest, which could be a prize of completion of the scavenger hunt OR a standalone event.
- Al thanked both teams for their work. He said the key to a successful campaign is to narrow down the ideas to something more solid – just as the workgroup has done to get to this point of “Raising Readers.”

#### 5. Next Steps

- Cindy and Kelly will use the MU Social Media guidelines as a template for the creation of guidelines for “Raising Readers.”
- Enola and Mindy will touch base regarding proposed changes for Katie to make to the “Raising Readers” logo.

#### 6. Closing

- Onni shared her experience attending the Sturgeon Chamber of Commerce Meeting and encouraged others to attend meetings in other municipalities within the county.
- Al closed the meeting thanking the workgroup and reiterated his appreciation for the amount of work the Early Grade Literacy workgroup has accomplished thus far.

**Next Workgroup Meeting:** October 8, 2025 – at CMCA (807 N. Providence Rd) or via [Zoom](#)

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