



Early Grade Literacy Workgroup Minutes

October 8, 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: Aaron Fox (Aaron Fox Writes), Adielle Ehret (Family Access Center of Excellence (FACE)), Cindy Reese (MU-Boone County Early Childhood Coalition (BCECC)), Kelly Scheuerman (City of Columbia/Boone County Public Health and Human Services), Onni Flint (Central Missouri Community Action (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

- Enola opened the meeting by acknowledging Al Plummer’s passing on September 22, 2025. The members of the workgroup donated to United Community Builders in his honor.
- After Al stepped down during the September meeting, the workgroup did not discuss next steps for facilitation moving forward. The workgroup discussed and confirmed that the Boone County Community Services Department will accept the role of facilitation of the workgroup, but open to others to accept the role in the future.
- Enola shared the updated Raising Readers logo with the group. She proposed naming the otter “Al” in honor of Al Plummer and his service to the Upward Mobility initiative. The workgroup agreed.
- Partner updates
 - Sarah shared that Daniel Boone Regional Library (DBRL) has had over 5000 children sign up for 1000 Books Before Kindergarten over the four years it has been in place at DBRL.
 - Onni said that Foster Grandparents program will not return at Central Missouri Community Action (CMCA) due to instability in funding. She also shared information and a flyer for the CMCA housing development on Providence Road which will have 14 units for purchase.
 - Aaron Fox shared he is not only writing his own children’s books but marketing and selling other author’s books locally at the Shoppes at Sharp End. They will also be available at his popup book shop “Sly Bookshelf.” Aaron also wrote a short story about a river otter that can be used for “Raising Readers” which he added to the workgroup shared document.

2. Following up from last meeting

- Kelly and Cindy adapted the MU Social Media guidelines in the shared document. It is a starting point, and they are open to changes.
- The Raising Readers logo has been updated by the artist. There were issues converting it to a digital file during her updates so there is only a physical copy for now. Enola will reach out to Samantha Flowers at Moberly Area Community College to follow up on her offer to get more information about the MACCLab’s abilities to convert the image to a digital file.
- Adielle shared an update on PeachJar. Nonprofits can have a free account but there are limitations. She reviewed the process of submitting flyers to different school districts and the need for specific language indicating free services. Adielle also answered the question if the workgroup would be able to request data on previous submission related to early grade literacy. PeachJar is not able to provide

**Upward Mobility is an initiative of the Boone County Community Services Department
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the information, but the individual schools or school district may be able to. The workgroup also discussed how to send information to different school districts, including those not using PeachJar.

3. Group Discussion

- Prior to the group discussion, Enola shared that the agenda changed as compared to prior meetings to allow for the group to discuss topics before teams then break out and work on details. The workgroup recognized the interconnectedness of the details each team is working on at this phase of planning.
 - Outreach and Messaging
 - The workgroup discussed the creation of a welcome letter for new organizations joining Raising Readers. They discussed crafting a message describing the literacy campaign as something that prompts early reading habits among parents and caregivers, encourages community-wide partnerships, and highlights existing efforts rather than creating new programs. A key point included developing a flexible commitment statement that invites organizations to participate. The workgroup discussed potential phrasing of the statement to include a list of ways organizations can engage and will use collaborative language.
 - The workgroup also revisited the email address that Sarah created. It was decided to use this as a shared email list for communication with partners with plans to clarify messaging of how collaborators would use this email address.
 - The group discussed the timeline for finalizing the initial campaign materials. The aim is to have the workgroup continue to use the shared document to add ideas and comments so the packet and commitment statement can be finalized at the November meeting with plans to be ready to share a teaser in December.

4. Team work session and report out

- The workgroup decided it was best to remain as a whole group for the duration of the meeting.

5. Next Steps

- In November the workgroup will finalize the commitment statement and other initial campaign materials.
- Workgroup members will continue to contribute to the shared document, only adding new content without removing existing text. A new tab will be created to track December tasks.
- Enola will follow up to work towards digitizing the “Raising Readers” logo.

6. Closing

- Enola closed the meeting with a reminder to make any edits to the shared document by November 7, 2025, the Friday prior to the meeting and a reminder to complete the annual feedback survey by November 2, 2025.

Next Workgroup Meeting: November 12, 2025 – at CMCA (807 N. Providence Rd) or via [Zoom](#)