



Early Grade Literacy Workgroup Minutes

March 12, 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: Sarah Howard (Daniel Boone Regional Library), Adielle Ehret (Family Access Center of Excellence (FACE of Boone County)), Catherine Miller (Boone County Early Childhood Coalition (BCECC)), Cindy Reese (BCECC), Kelly Scheuerman (Columbia/Boone County Public Health and Human Services - Brighter Beginnings), Aaron Fox (Aaron Fox Writes), Onni Flint (Central Missouri Community Action (CMCA)), Mindy Hulett (CMCA), Phil Peters (Grade A Plus), Verna Laboy (Boone County Community Services Department (BCCSD)), Gina Jenkins (BCCSD), Joanne Nelson (BCCSD)

1. Welcome and Introductions

Gina started the meeting by recognizing Al Plummer was unable to be present to facilitate and reminded the workgroup to briefly share a new or exciting thing your organization is doing to support early grade literacy. Everyone in attendance provided an introduction and highlighted their organizational efforts.

2. Follow up from last meeting

- Share community reading campaign suggestions (name/marketing phrase and activities)
Individuals reviewed the document compiling the suggestions shared prior to the workgroup meeting. Verna noted that Aaron had emailed some additional suggestions which were added after the document was distributed by email in preparation for the meeting.

3. 2025 workgroup planning

Discussion from the workgroup revolved around plans to move forward with the Literacy Campaign. The suggested plan for the campaign presented by Gay Litteken was identified as an approach the workgroup would like to adopt as the primary outline for planning. Additional thoughts were added about areas where the outline could be expanded or adapted moving forward. The workgroup will begin by defining clear campaign goals and seeks to get feedback from others who focus on early childhood efforts.

A small group of workgroup members volunteered to meet outside of our regularly scheduled meeting to draft and review campaign plans and a sample survey format. This information will be discussed and finalized by the full workgroup at the next scheduled meeting and will include narrowing down the potential campaign names.

The workgroup provided suggestions for some approaches on how to launch such a campaign, discussing potential timeframes and ways to engage with existing reading efforts. There was interest in considering how to align with existing reading programs/campaigns/etc. and prioritize the messaging as something that could stay relevant without a specific start and end date. Engagement was discussed with outreach and further partnership noted as valuable aspects of this work moving forward.



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Since the workgroup had originally only scheduled meetings for the first three months of 2025, future meeting plans were discussed. The workgroup agreed to continue meeting at the same time and place for the remainder of the year.

4. Next Steps

The workgroup will continue with the planning of a community reading campaign geared to ages 0-5 with the recognition of reading is important for all ages.

- Before the next meeting
 - Individuals who chose to contribute in this step will create a draft of clear campaign goals and a survey to get feedback on the goals and campaign name
 - Individuals who chose to contribute in this step will review the draft campaign goals and survey and provide feedback
 - All workgroup members are invited to contribute to a shared document to:
 - continue to gather ideas for a catchy name or marketing phrase for the community reading campaign
 - share any/all known Boone County reading program and/or activities to better coordinate and avoid duplicating effort
- At the next meeting
 - Campaign goals will be reviewed and finalized
 - Campaign name suggestions will be narrowed down to about five choices to be included in the survey
 - Plans for distribution of the survey will be clarified, with recognition that the workgroup would like to have a focused distribution to individuals with ties to early childhood at this point in the planning process

5. Closing

- Partner updates
 - Mindy shared a flyer explaining her program at CMCA which helps families through connection to community resources and coaching.
- Comments and questions
 - No additional comments or questions were voiced by the workgroup.

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