



## Literacy Goes Mobile

By: Holly McCoy, Executive Director

I am a HUGE fan of collaboration. I appreciate the value in finding creative ways to unite organizations that truly complement the mission of LSW. Our partnerships help us provide better connections for our students. In the 21st century, the need to connect our students to digital resources only increases with each passing year. We must find more opportunities to provide access to academic services for students who may not be able to attend their tutoring sessions or classes because of work schedules, lack of quality and affordable childcare, or transportation limitations. We must also create avenues for students to extend their learning outside of our walls. As we know, learning does not happen in a vacuum. We have to continue to find additional ways to put academic activities and content into the hands of our students no matter where they are. Collaboration and 21st century learning principles for adult literacy come together with some exciting news to share... **Literacy Services and the YWCA teamed up to form the Milwaukee Knowledge Exchange (MKE) that is now a top-24 finalist in the Adult Literacy XPRIZE Communities Competition!**

### Team MKE is a Milestone Award winner in the Adult Literacy XPRIZE Communities Competition!



### What is the Adult Literacy XPRIZE Communities Competition?

The \$1 million Adult Literacy XPRIZE Communities Competition challenges communities and organizations across the country to empower adults with low literacy skills to download and use free, effective, convenient, and private mobile learning tools. XPRIZE will provide the educational apps – LSW and YWCA just have to get them into the hands of learners.

### How can you help and participate?

Start right now by scanning the QR code on the left with your Android smartphone camera to download one of the free apps. (Sorry, iPhones won't work with this QR Code). Then, help our team keep score by entering code **2255** when prompted. Want more apps? Visit [literacyservices.org/xprize](http://literacyservices.org/xprize) with your mobile device to try more options.

Almost everyone has a smartphone. A phone can now become a resource in the pockets of our students. Furthermore, this competition has LSW on track to actively seek out additional digital learning opportunities. While we recognize that there is no substitution for in-person interaction when it comes to learning, there is much to be said for the growing number of online educational materials now available. Although we remain committed to providing direct instruction at all of our Milwaukee locations, we are excited to get creative with our approach to meeting the needs of our students and developing a more equitable playing field for learning across the region.

The press release and a more extended explanation of this information can be found at [literacyservices.org/xprize](http://literacyservices.org/xprize).



Now your smartphone can make you smarter!

**Scan to get free app!**

**USE CODE:  
2255**



eliminating racism  
empowering women  
**ywca**  
Southeast Wisconsin

# The Sylla·bus

Literacy Services of Wisconsin Newsletter

The Syllabus is the quarterly newsletter of the 501(c)(3) nonprofit organization, Literacy Services of Wisconsin.

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## Volunteer Photographer

Sara Risley

Founded in 1965, Literacy Services serves adult learners with quality education programs - Adult Basic Education (ABE), General Education Development (GED) test preparation, 5.09 High School Equivalent Diploma (HSED), English Language Learning (ELL), Workforce Training and Career Pathway Bridges, and integrated and personalized Functional Literacy instruction.

Literacy Services of Wisconsin is grateful for the broad support of our community, including over 500 volunteers and financial support from 1000 individuals; 196 foundations, corporations and organizations; The United Way of Greater Milwaukee & Waukesha County; and Adult Education and Family Literacy Act. We are grateful for our partnerships with ResCare and Milwaukee Public Schools.

555 N. Plankinton Avenue  
Milwaukee, WI 53203  
(414) 344-5878

[www.literacyservices.org](http://www.literacyservices.org)  
[info@literacyservices.org](mailto:info@literacyservices.org)



## Spring Into Literacy

By: Corrie Kennedy, Volunteer Coordinator

On the Friday morning of Volunteer Appreciation Week, LSW staff and other literacy professionals came together for Spring into Literacy, a training workshop for our inspiring volunteer corps committed to growing and becoming even better tutors.

The keynote speaker, Dr. Wilma Robinson, gave a talk and led an activity on intentionally managing biases. Dr. Robinson emphasized that tutors and educators are on the frontlines, and she provided us with tools to become more aware of our own biases and understand critical consciousness to become more effective tutors and leaders.

Following the keynote were three informational breakout sessions: using plain language to communicate more effectively, presented by Beth Gaytan from Wisconsin Literacy; Literacy Services' DOJ accreditation and recognition by Adriana Vazquez, Program Director - South MPS Learning Lab; and our High School Equivalency Diploma program by Steve



*Dr. Wilma Robinson presenting on intentionally managing biases, inspiring tutors to critically analyze themselves and their own biases.*

Barron, Director of HSED Programs. We thank all of our amazing speakers for leading important discussions surrounding literacy; United Way, a community partner, for providing the beautiful Johnson Controls Volunteer Center for us to gather; and Wisconsin Literacy for generously sponsoring lunch. Most of all we thank all of our wonderful tutors and volunteers who continue to show up for our students and love learning as much as we do.



*Volunteers engaged in solving a mystery through active listening, ensuring all voices are heard and collaborating to make an informed decision in solving the crime!*



# DECODING LITERACY MAY 14TH

## DISCOVERY WORLD

### Join us!

- Enjoy drinks, dinner, dessert, and discovery
- Explore interactive puzzles and cryptic surprises
- Unveil lucky prizes at our gift-card tree and wine pull
- Celebrate our Inspiration Award Winners

**Tuesday  
May 14, 2019**

- 5:00 pm
- **Cocktails, Silent Auction, & Wine Pull**
- 6:30 pm
- **Dinner**
- 7:15-8:00 pm
- **Inspiration Awards Program**

**Purchase your  
ticket today!**

Visit  
[literacyservices.org/awards](http://literacyservices.org/awards)  
and secure your seat by  
Friday, May 3rd!



## Meet Our Theory of Change

*By: David Pritchard, Board Member, Independent Evaluation Specialist*

Measuring the effectiveness and efficiency of a non-profit is notoriously difficult. While the private sector uses profitability to measure both, there is no equivalent in the non-profit world. However, in recent years, leading philanthropists and non-profits have turned to "Theory of Change" as a method to help them better measure their performance and to plan and communicate what they do. As an advocate of this methodology as well as a member of LSW's Board, I have been delighted to work with staff to develop our own Theory of Change.

With our Theory of Change, we are able to describe what we do and why our work matters: In response to the needs of our community, we develop adult educational programming incorporating evidence-based curricula and experiential learning, and we combine resources including passionate staff and skilled volunteers to deliver these services. As a direct result motivated adults build their skills, increase their confidence, and improve their economic opportunities. These positive impacts expand beyond the students, often improving their lives, families, and communities in ways that we can describe, research, and support with both qualitative and quantitative evidence.

Our Theory of Change can help us harness the enthusiasm, commitment, skills, and experience of our staff and volunteers, as well as funding from our

loyal donors, to maximize benefit for our students, their families, and our community. It will help keep us focused on our mission - specifically, to help our learners improve their lives, track our progress toward that goal, and identify opportunities for improvement along the way.

The development of our Theory of Change was a collaborative effort among our staff and stakeholders, including participants from our Board, volunteer tutors, partner organizations, and students. We are grateful to everyone who participated in this endeavor! From the inception of the idea at our strategic planning meeting back in November 2016 through many brainstorming sessions and revisions, this process has been characterized by teamwork, cooperation, and passion for our mission.

We are pleased to present to you, our loyal supporters, LSW's Theory of Change. By following the graphic (on the next page) you will begin to visualize the connections between adult literacy education and improved confidence, credential attainment, parental involvement, and many more outcomes that lead to a stronger community.

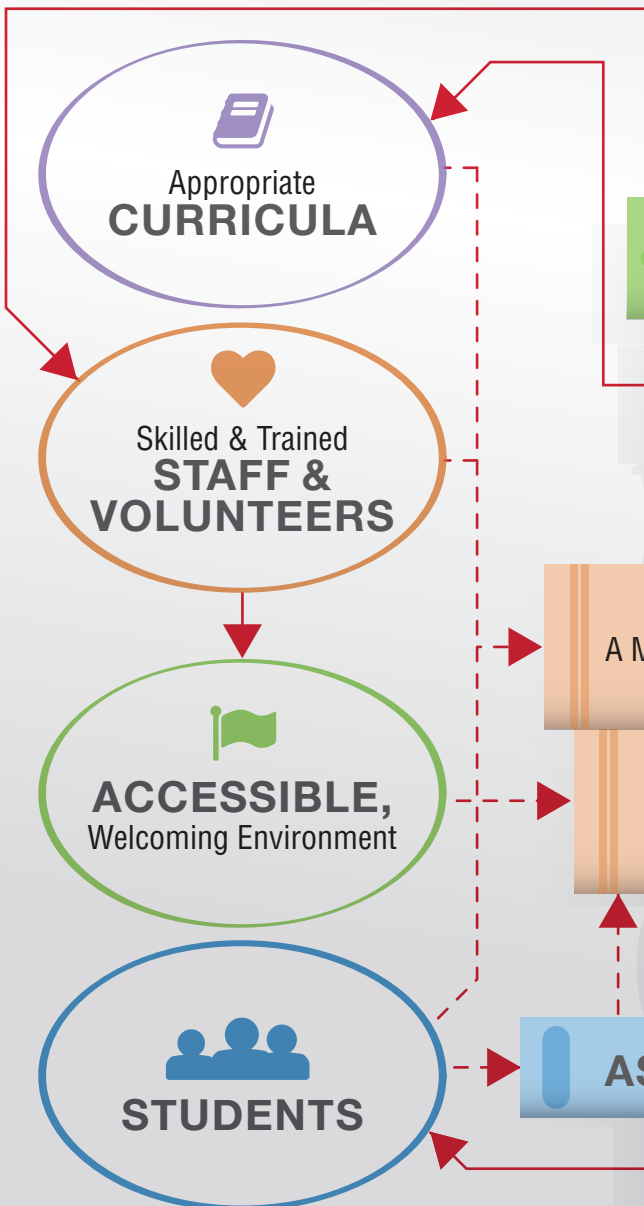
We hope you will share in our excitement as you review it. If you have questions or wish to provide us with feedback, please contact Kelly Fox at: [kelly@literacyservices.org](mailto:kelly@literacyservices.org)



Change the page!

# THEORY OF CHANGE

## RESOURCES



## ACTIONS

**RECRUITMENT,**  
Training, & Professional Development

**RESEARCH**  
& Development of Curricula

**TEACHING**  
A Mix of One-on-One, Group,  
& Computer Aided

Experiential/Contextualized  
**LEARNING**

**ASSESSMENT**

**OUTREACH**

## Key relationships:

- **Inputs:** Inputs into Activities or other Inputs
- **Direct causes:** Activities cause Direct outcomes & Inputs
- **Indirect cause:** Direct outcomes promote indirect outcomes

## DIRECT IMPACT

- ✓ **CONFIDENCE,**  
Independence, Sense of Agency
- ✓ **ACCESS TO FURTHER EDUCATION,**  
College/Vocational Training, Employment
- ✓ **EDUCATION CREDENTIALS**
- ✓ **LIFE & WORKPLACE SKILLS**
- ✓ **LITERACY SKILLS**  
• English Language Communication • Digital • Math

## EXTENDED IMPACT

### IMPROVED LIVES:

Better employment opportunities,  
greater earning potential

Greater feelings of self-esteem &  
self-worth; pride in accomplishment

Better health & nutrition

### ENRICHED FAMILIES:

Greater appreciation of and involvement  
in children's education

Increased reading leads to  
improved literacy across generations

### STRENGTHENED COMMUNITIES:

Higher skilled workforce

Greater self-reliance, self-agency

Less recidivism

Investment in neighborhoods

Increased civic participation

## THE NEED

Motivated adults lack access to the educational support services to achieve their goals in one or more of the following areas of literacy: (reading, writing, speaking, understanding, listening, viewing, representing, math, digital)

## Thank You!

The following donors made gifts or pledged support between December 1, 2018 and February 15, 2019. Thank you for empowering adult students to read and write their way to a better future. We promise to put your gifts to good work! It is our commitment to recognize every donor based on the donor's wishes. If your name does not appear as you would expect, please contact Chad Knezel at (414) 226-5357 or via email at [chad@literacyservices.org](mailto:chad@literacyservices.org).

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School Sisters of St. Francis  
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Tom Neubauer  
Audio & Braille Literacy Enhancement  
John & Pam Shefchik  
We Energies

### Individuals

Robert & Bobbi Abendroth  
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#### United Way 2018 Campaign Pledges

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 Barbara Fuldner  
 Ted & Mary Kellner  
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 - *Brian & Nola Brennan*  
 In memory of James P. Burns  
 - *David & Judith Beine*  
 In memory of Sara Hansen  
 - *Barbara Burgess*  
 - *Joan & Jeff Hansen*  
 In memory of Paul Henningsen  
 - *Louis, Sampson, Cornelius, & Priscilla Ann Boroniec*  
 In memory of Sr. Agnes Marie Henkel  
 - *Gerald & Karen Henkel*  
 In memory of Nancy Hindin  
 - *Jane Stark*  
 In memory of Virginia Lippert  
 - *Nancy Smetek*  
 In memory of Laura Pasnecker  
 - *Richard & Barbara Finley*  
 In memory of Norma Pokorny  
 - *George R. Pokorny*  
 In memory of Sky & Enid Robertson  
 - *Anne Aufderheide*  
 In memory of Susan Robertson  
 - *John Machulak*  
 In memory of the Roncke & Huncke families  
 - *Joydell V. Roncke*

In memory of Jean Root's parents  
 - *Jean Root*  
 In memory of Charlie Runge  
 - *Cheri Runge*  
 In memory of Irene Tierney  
 - *Jane Tanner*  
 In memory of Patricia West  
 - *Robert & Theresa Muselman*  
 In memory of Henry J. Wright  
 - *James & Judith Callan*

#### Tributes

In tribute to David J. Baldwin  
 - *David & Shauna Baldwin*  
 In tribute to Stacey Burkart  
 - *John Burkart*  
 In honor of Frank Clines  
 - *Anonymous*  
 In honor of Chris Colby  
 - *Nat Butler*  
 In honor of Ginger Duiven  
 - *Ethel Cahill*  
 In tribute to Barbara Fisher  
 - *Julie Fisher*  
 In honor of David Georgenson  
 - *Charles D. Hays*  
 In honor of James Greer  
 - *David & Sandy Brusin*  
 In honor of Kathy Herbst  
 - *Robin Schnake*  
 In honor of Betsy Kern's birthday  
 - *Jonathan Johns*  
 - *Heather Richards*  
 In honor of Jeremy Kimble  
 - *Lanny Curtis*  
 In honor of Katie Parent  
 - *Helen Bechthold*  
 In honor of Sue Purvis  
 - *Nick Purvis*  
 In honor of Sara Risley  
 - *Maria Garcia*  
 In tribute to Ann Spiller  
 - *Ramona Rogers-Windsor*  
 In honor of the SSND Sisters  
 - *Carol Ann Lulewicz*  
 In honor of Margaret (Peggy) Waterman  
 - *Donald Waterman*

## When you are ready to give:

There are many ways to support our students' hard work and transform lives:

- Gifts of cash
- Online one-time or recurring donations through our website
- In-kind gifts such as furniture, books, or office supplies (check out the wish list on our website for current needs)
- Gifts of stock, mutual funds, and other securities (may be additional benefits for supporters over 70 ½ years old)
- Deferred income gifts, including charitable gift annuities and charitable remainder trusts
- Bequests to Literacy Services as part of a will and last testament

Visit [literacyservices.org](http://literacyservices.org) to learn more

**Questions about giving?** Call Chad Knezel at (414) 226-5357





# The Syl·la·bus

Spring 2019

Literacy Services of Wisconsin Newsletter

In this issue:

- **Literacy Goes Mobile**
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- **And more!**

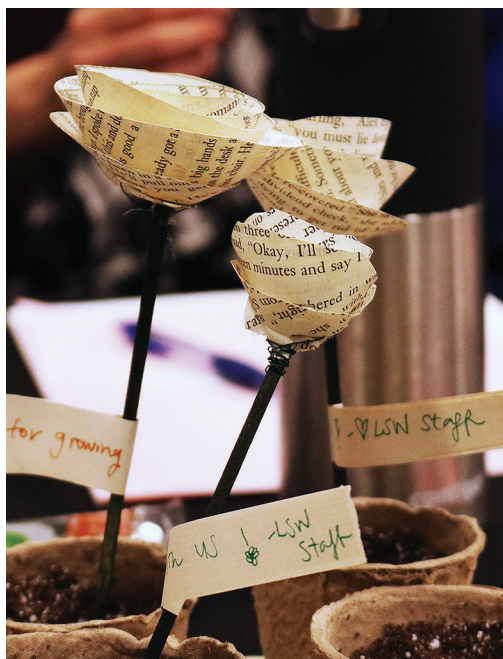


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## Student Enrollment

Accepting new students! Sign up for our Initial Assessment Sessions. Call **414-344-5878** for available dates and times.

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We hope you enjoy reading about our mission, but we understand if you would prefer not to receive our mailing. To be removed from our mailing list, simply send a message to [chad@literacyservices.org](mailto:chad@literacyservices.org) or call us at 414-344-5878.

## Event Calendar

## May

**1st - Volunteer Orientation 9:30-10:30am**

## 14th - Decoding Literacy

Inspiration Awards & Fundraising Dinner  
5:00pm - Discovery World

**All LSW locations close at 1pm**

**21st - Volunteer Orientation 5:30-6:30pm**

## 22nd - Spring GED/HSED Graduation

4:00pm - MATC's Cooley Auditorium

**27th - Memorial Day** Agency Closed

## June

**6th - Volunteer Orientation 9:30-10:30am**

**18th - Volunteer Orientation 5:30-6:30pm**

## July

**2nd - Volunteer Orientation 9:30-10:30am**

**3rd - Early Closure** No Classes after 1pm

#### 4th - Independence Day

Agency Closed - No Classes

### 5th - No Classes

## Independence Day Observation

## 10th - Summer Honors Celebration

11:45am - Downtown Center

**16th - Volunteer Orientation 5:30-6:30pm**