



Literacy  
Volunteers of  
Oswego County, Inc.

**LITERACY VOLUNTEERS of OSWEGO COUNTY, INC.**

**ANNUAL PLAN**

**2009-2010**

**Goal 1: Expand the visibility of LVOC in the delivery of literacy programs in Oswego County**

Board members will seek opportunities to represent and talk about LVOC with other groups.

The Board will encourage new, effective approaches in marketing and public relations.

CR will form Speaker's Bureau comprised of LVOC board, tutors, and learners to expand reach and create new opportunities.

CR will create new brochure featuring new program areas, local success stories, and program features and benefits.

PC will participate actively in LVOC awareness and support events.

**Goal 2: Develop strategies to serve increasing numbers of learners each year, including greater numbers of students from beyond the City of Oswego.**

The Board will review regular reports on the numbers and locations of learners served.

PC will continue to expand and evaluate sources of learner and tutor recruitment.

**Goal 3: Develop multiple funding streams—state and non-state—to ensure long term viability**

All Board members will make a financial contribution to LVOC.

Board members will participate actively in fund-raising events.

Board members will help increase the number of corporate sponsorships and individual memberships.

FD will solicit board members and volunteers for names of individuals who share a concern for literacy to further develop Annual Breakfast and Membership Campaigns.

FD will meet the budgeted amount of \$35,500 through community fundraisers.

**Goal 4: Develop new partnerships to advance our mission, revenues, and services**

The board will support the establishment of a Literacy Coalition.

CR will identify target audiences and outline potential partnerships to reach these audiences.

PC will assist as appropriate with the new county-wide Literacy Coalition.

FD will expand and develop stakeholder relationships to include a larger, county-wide effort.

**Goal 5: Increase the numbers of learners who meet NRS guidelines.**

PC will review and evaluate the current programs according to NRS guidelines to identify potential areas of improvement.

CR will identify key contacts in each community to assist with awareness and recruiting.

CR will develop new outreach materials to reach this target audience.

**Goal 6: Continuously improve services and financial management through assessment and modifications.**

*Services*

The Board will review the quality of the client services.

PC will continue to review and expand mechanisms to obtain learner and tutor input on program awareness, support and satisfaction.

PC will complete formalization of requirements for tutor trainer certification and re-certification in Basic Literacy and ELL.

PC will review tutor orientation and training to improve effectiveness of programming.

### ***Financial Management and Development***

The Board will monitor/ensure a well-managed budget.

PC will coordinate with Fund Development Committee on existing or future sources of support specific to student or tutor involvement.

FD will develop a reporting system within the fundraising database that will provide information to the Board and Committees to help recognize opportunities to present additional contribution levels to the donor base.

### ***Administration and Operations***

The Board and each committee will continue to review policies and procedures for improvements and preparation for accreditation visit by ProLiteracy in fall 2010.

Board Members will participate in an annual retreat devoted to planning and evaluation.