



**THE LITERACY COUNCIL
OF LANCASTER-LEBANON**

The LiteracyLine

Winter 2019

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The Literacy Council Welcomes 2019 with a Look Back and a Look Ahead

-Cheryl Hiester, Executive Director

It's hard to believe that The Literacy Council has been at 407 Lafayette for over 15 months. We have settled into our new home and continue to grow and expand. When we first moved in, we felt a bit lost in the large space; however, we quickly found ourselves filling every space with students, teachers, and tutors. In 2018, long time student advisor, Bobbi Hurst, retired. While we wish Bobbi the very best in her retirement, the staff and students miss her.

Our Lebanon office located at the Lebanon CareerLink also experienced changes. Our space was renovated, and the students, volunteers, and staff are enjoying the new classroom and workspace.

Not only have we expanded services in our centers, we have expanded services through collaborative partnerships. United Way of Lancaster powered hubs in Quarryville, Elizabethtown, and Paradise have welcomed The Literacy Council's services. Because of these partnerships, adults can now access services close to home. Libraries, churches, and community-based organizations throughout Lancaster County continue to welcome our students and tutors.

What is new in 2019?

The Literacy Council is partnering with Lancaster-Lebanon Intermediate Unit 13 (IU13) on a new project that provides career pathways opportunities for newcomers. This program, funded by the Office of Refugee Resettlement and the BB&T Economic Growth Fund through The Lancaster County Community Foundation, will give newcomers a chance to get education and training for high growth and family sustaining jobs in Lancaster County.

The Literacy Council has partnered with PROBE, IU13, and Support Connection of Lebanon County to collaborate on a new program called Pipelines and Pathways to Success. Together, we will support United Way of Lebanon County's goal of moving 7,000 adults to self-sufficiency by 2025.

We hope you enjoy reading about our former students and current business owners, Lucy and Guadalupe. We look forward to sharing more success stories with you in the future.

The Literacy Council of Lancaster-Lebanon

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Lancaster, PA 17603
717-295-5523

Lebanon CareerLink
243 Schneider Drive
Lebanon, PA 17046
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www.getliterate.org





A Literacy Tale -Cathy Roth, Student Services Coordinator, Lebanon

Once upon a time (in 2003) Guadalupe (Lupe) Barba, a young Mexican woman, followed her husband to America to fulfill his American dream. She left her special education teaching position, which she loved, to work in a humble poultry processing plant. Though she had learned some English, she was not fluent enough to teach in America. She and her husband wandered into a Saturday morning conversation class held at Saint Benedict's church in Lebanon. They both studied hard for two years and improved their skills. It wasn't long until they bought a small store where they could sell Mexican treats and ingredients and assist clients with money orders. As more Spanish speakers came to the store asking for help, Lupe reached out to the community to find resources. She worked with her tutor, Susan Hill, for several years to learn vocabulary and idioms specific to the needs of the people who were seeking her out. She volunteered as a translator at hospitals, at lawyers' offices, and at schools. She told students about the English classes available in the community. She connected to organizations such as United Way and HACC.

In the meantime, Lupe and her husband, Sergio, opened

a small restaurant, La Placita, on 9th Street in Lebanon city. This new pursuit did not hinder her desire to continue to find ways to help her community. Lupe earned a degree in International Immigration, and continued to work with community organizations as her restaurant thrived.



Left to Right: Cathy Roth, Student Services Coordinator, Cheryl Hiester, Executive Director, Guadalupe Barba, Jay Latham Award Recipient

Five years ago, La Placita moved into a large building at 922 Cumberland Street, Lebanon. The upper floor became a classroom for Lupe to teach Mexican dances, for Sergio to teach guitar, and for a beginning level English class. New arrivals from Mexico were thrilled to find an advocate in Lupe. She helped establish Juntos de Lebanon, an organization supported by the Mexican Consulate. This organization allows Spanish speakers to learn English while valuing their own cultural identity. It has held fund raisers at HACC to raise tuition money so that immigrants can attend post-secondary education.

For her dedication to education in the Lebanon community, Lupe was honored in September of 2018 by receiving the Jay Latham Award from The Literacy Council of Lancaster-Lebanon. The Literacy Council is happy to have Lupe as an ambassador for both our organization, and adult literacy.



Treat Someone Special to the 6th Annual An Evening of Matched Pairs Sunday, April 14, 2019

Give a unique gift that includes an evening of great food and wine/beer pairings, wonderful auction/raffle items, and support for the mission and vision of The Literacy Council of Lancaster-Lebanon!

Enjoy fine food crafted by local restaurants and dance the night away to live music at
The Marriott on Penn Square, 25 S. Queen St., Lancaster

Tickets are \$85 per person / \$150 per couple
The fair market value of the ticket price is \$85/individual and \$150/couple. No amount of the ticket price is tax deductible.



The Perfect Gift
for the Person on
Your Wine List.

For tickets please call 717-295-5523 or visit www.getliterate.org/matchedpairs



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Lancaster, PA 17603





A Student Success Story: Lucy's Journey -Jane Myers, Volunteer Services Coordinator



Lucy Gomez left Mexico 30 years ago and moved to New York City in order to help her parents and nine siblings. She started working as a waitress and began sending money to her family. When her sister immigrated to Lancaster, she convinced Lucy to relocate.

In Lancaster, she began working as a waitress and in a factory. In her spare time, she took ESL classes at Trinity Lutheran Church with Tim Shenk, who is now IU13's Program Director of Community Education. Her next stop: The Literacy Council where she attended my ESL class and also worked one-on-one with a tutor. "I started my own restaurant business and I knew my English had

to improve quickly," she told me. During this time, not only did she learn English, but she studied for and passed the citizenship test. Cocina Mexicana, Lucy's restaurant, opened in December, 2002, and has been an integral party of our community ever since. At the beginning of the year, Cocina Mexicana will move to 112 N. Water Street, joining Zoetropolis and Columbia Kettle Works. "It is a larger space, I can serve more customers and expand my menu."

When I asked Lucy if she had a guilty pleasure, she laughingly replied "food, of course!"

How would you describe yourself? I asked. "As a hard worker, happy, and a woman of faith. I want to be a good human being." Lucy has given back to the community and especially to The Literacy Council. She has volunteered in an ESL class and participates annually in A Matched Pair, our fundraising event.

She is "very thankful to her customers who have supported her for many years." I, for one, will continue to do so. She is a great human being! Thank you, Lucy.

Definitions of Student Success

-Jenny Bair, Program Director

Student success can be defined in as many ways as there are adult learners in the program at The Literacy Council.

- For one, it might be passing the test for the GED within a year of starting classes. For another it is completing the GED after seven years of dedication and study.
- A student is successful when they improve their skills as measured on a standardized test, or when they get a new or better job.
- It is a foreign trained medical professional earning a certificate as a medical assistant so that she can once again work in a field in healthcare.
- We also define success as the woman receiving support services from a mental health community group, who was once dependent on a caseworker for transportation to and from tutoring sessions, but now has the skills she needs to use public transportation on her own.

- Success is also the confidence that students gain because they have gotten another chance at reaching their goals at The Literacy Council.

Recently a tutor shared a heart-felt letter that her student had written. In the letter, the student thanked her for helping her learn, but also for believing she could do it when she did not believe in herself. The tutor also shared that the student exclaimed during their session that day that she "wasn't stupid anymore". I can think of no bigger success than a student realizing her skills and potential.

So, what do our students' successes teach us? What may seem like a small success to one person, may be a milestone to another; all successes should be celebrated; with the right environment, encouragement, and confidence, those who have struggled can still find success. We consider ourselves lucky, as an organization, to be able to witness and help celebrate the successes of the adult learners who walk through our doors each day!



Community Partners Highlight: Lancaster County Community Foundation and Wellspan Health Provide Funding to Help Move LCLL Into the Future

-Ilsa Powell Diller, Outreach & Resource Coordinator

As we move into projects and programs in 2019, we would like to highlight two organizations that have helped LCLL address the needs of our organization, and most importantly, our students. In 2018, we received grant funding from WellSpan Health to develop a health literacy curriculum framework to be utilized with adult learners. Additionally, the Lancaster County Community Foundation (LCCF) gave LCLL a grant to go through a re-branding process. So, you may be wondering how we came up with these ideas. Here's a little background on each project.



Health Literacy

Health Literacy is not a new “need” in adult basic and literacy education. For years, adult educators have seen students struggle to navigate different aspects of their own health, including communicating with doctors, understanding prescriptions, and comprehending insurance policies. Health Literacy also includes influences on health such as regular checkups, nutrition, and social, emotional and spiritual well-being. A research study summary by Iris Feinberg, Daphne Greenberg, and Jan Frijters entitled, *Understanding Health Information Seeking Behaviors of Adults with Low Literacy, Numeracy, and Problem-Solving Skills* (2014) highlights the importance of patients and doctors working and communicating together to be able to figure out a plan to treat an illness, manage a disease, etc. Results of the study showed the following:

1. Health seeking behaviors are both complex and subtle, but people with low level literacy, numeracy, and problem-solving skills who seek health information report having better health status than those who do not seek health information.
2. People with low literacy, numeracy, and problem-solving skills rely heavily on oral communication to get the information they need regarding health-related issues.

3. Writing skills and whether or not a person has a high school diploma greatly influence whether a low literacy adult will seek information using the Internet or print media.

Recommendations from this study suggest that health-care providers (including medical professionals, pharmaceutical staff and medical insurance staff) should use more oral participatory communication with patients. The study also suggests that both health educators and adult education service providers should focus on curricula that provides health literacy information to low level learners through various modalities. For LCLL, this also means making the curriculum framework adaptable to be used with various levels of ESL learners.

The Health Literacy Curriculum Framework will be piloted with classroom instructors as well as tutors, and feedback will be collected from both instructors/tutors and students to find out what content was most useful and also identify areas that may need further adaptation.

Re-branding/Re-focus



Despite LCLL being in existence since 1985, we continue to hear the following: “I’ve never heard of the Literacy Council; what do you do?” “You teach people to read, right?” These are just a couple of the consistent questions we have received. Seeing the pattern and getting ready to enter into our 35th year of existence (2020), we decided that we needed to do something to help our community (in both Lancaster and Lebanon counties) recognize us, talk about what we have to offer, and view us as a community partner who provides programs, services, and resources to adults who are utilizing their services of other community organizations, and are also students or potential students of LCLL. The LCCF provided a grant so that we could work with Taylor Brand Group to re-focus our brand and better align our communication with our mission and vision. Our goal is to move into the future of adult basic and literacy education with our community understanding not only who we are and what we do, but also the value of our partnership in terms of addressing the needs of adults in Lancaster and Lebanon counties.

The Literacy Council of Lancaster-Lebanon

We serve the people and communities of Lancaster and Lebanon Counties; working in partnership with multiple stakeholders, including but not limited to nonprofit agencies, educational institutions, business and industry employers, governmental staff, and organizations. Key to our success is a network of highly qualified volunteers, professional staff, and a supportive community.

Mission

Promoting lifelong learning and learning for life.

Vision

Adults have skills to transform their lives, sustain their families, and strengthen their communities.

Values

- **Quality** – Our high-quality programs and services are rooted in evidence-based practices and offered in an encouraging and caring environment.
- **Goal-Driven** – Our programs and services demonstrate results that support the education students need to successfully transition to the next step of obtaining their life goals.
- **Respect and Integrity** – Our compassionate and caring approach and interactions are highly respectful of diverse backgrounds and differences. Our integrity rests in our word, all deeds and actions that ensure trustworthiness and confidentiality.
- **Leadership** – Our staff, board members, volunteers, and students are engaged and are actively advocating for adult education. Our responsibility to continually enhance our own leadership skills will keep us prominent in the field.
- **Innovative** – Our effective partnerships, strategic approaches, and being open to possibilities allow us to respond creatively to our work.
- **Collaborative** – Our willingness to build strong relationships and alliances with others that support our mission ensures commitment to serving our community and the betterment of society at large.



The Literacy Council of Lancaster-Lebanon is a partner agency of the United Way of Lancaster and Lebanon Counties.



The Literacy Council of Lancaster-Lebanon is accredited under the PANO Standards for Excellence®

Board

The Literacy Council is governed by a volunteer board of directors. 2018-2019 board members:

Richard Frerichs, President
 Ashley Garcia, Vice President
 Eric Luckenbaugh, Secretary
 Dave Diffendal, Treasurer

Erik Cianci	Cheryl Hiester*
Scott Cole	Mary Edith Leichliter
Rich Druby	Heather Sharpe
Willa Freer	Marlene Usdin
Martha Guaigua	*(Non Voting)

Staff

Jenny Bair, Program Director
 Linda Cullen, ESL Services Coordinator
 Cheryl Hiester, Executive Director
 Jonile Miller, Office Manager, Lebanon
 Jane Myers, Volunteer Services Coordinator
 Ilsa Powell Diller, Outreach & Resource Coordinator
 Cathy Roth, Student Services Coordinator, Lebanon
 Monica Shannon, Receptionist

Adjuncts

LynnMarie Blackman	Kerry Hurst
Barbara Dorozynsky	Sue Kurtz

Volunteers Needed

Do you want to make a difference in someone's life and in your community? Please consider tutoring an adult student. Tutors are needed to teach basic education skills including reading, writing, mathematics, English language, and GED preparation. We provide training, all materials, and technical support. For more information in the Lancaster area, please call 717-295-5523. For more information in the Lebanon area, please call 717-274-2554.