



**NORTH CAROLINA COMMUNITY COLLEGE SYSTEM**  
*H. Martin Lancaster, President*

**MEMORANDUM**

**TO:** Basic Skills Directors

**FROM:** Bob Allen  
Coordinator, NCCCS Literacy Resource Center

**DATE:** March 2, 2004

**SUBJECT:** Race 4 Literacy “College Program Highlights”

The enclosed attachment is sent to share Race 4 Literacy campaign highlights received from college programs. A special thanks to the “contact” person who supported this effort and shared their activities with us.

We look forward to adding the many spring Race 4 Literacy activities to this listing and celebrating our success at the Basic Skills conference on July 21-23, 2004. Please submit your spring update to us before May 30, 2004.

cc: Presidents  
Senior Continuing Education Administrators

CC04-044  
E-mail

RACE 4 LITERACY  
COMMUNITY COLLEGES  
INFORMAL E-MAIL ACTIVITY UPDATE

BY BOB ALLEN

**The following update is sent to share Race 4 Literacy campaign tid-bits from college programs. Readers are encouraged to call the contact person for more details and clarification. A special thanks to the persons who supported this effort and shared their activities with us:**

**Asheville-Buncombe TCC**

- In December, an SGA Christmas party was held for kids with the Race 4 Literacy theme.

Contact is Marie Smaridge.

**Beaufort County CC**

- The major theme for September's graduation was Race 4 Literacy. On December 19, students were invited to a "tailgate" luncheon with races, contests, and entertainment. The college has ongoing radio announcements regarding the GED and Race 4 Literacy. The college was spotlighted in the newspaper on four occasions. On Race 4 Literacy day, the college was spotlighted on the morning and evening news. Over 70 local businesses donated door prizes for the Race 4 Literacy event. Delta Kappa Gamma Society donated books to students as graduation gifts.

Contact is Penelope Radcliffe.

**Bladen CC**

- The college will have a Race 4 Literacy Open

House on March 8 - 12, 2004.

Contact is Leslie Tukes.

**Blue Ridge CC**

- In April 2004, the staff will attend the Western NC Literacy Conference. The staff is working with Blue Ridge Literacy Council to host a major Race 4 Literacy event.

Contact is Rick Marshall.

**Brunswick CC**

- On October 18, 2003, staff distributed flyers and participated at the Oyster Festival using the Race 4 Literacy theme.

Contact is Tami Easter.

**Carteret CC**

- In September, staff set up distribution tables at the local Wal-Mart and various grocery stores using the Race 4 Literacy theme.

Contact is Pam Brechersen.

**Central Carolina CC**

- In November, a Continuing Education Expo was held at Siler City Campus. The Race for the Future event involved about 100 people

who visited 20 display booths for fun and information, food, and music. It was a great Race 4 Literacy event.

- On September 4, 2003 at the Jonesboro Center, all instructors for English Literacy, Adult Basic Skills, Adult High School and GED participated in brainstorming, hands on projects and project overview with statistics and social marketing concepts.
- On October 30, 2003, all students at the Jonesboro Center participated in a kickoff Race 4 Literacy event. Approximately 125 students played games and invited friends and families to a special ice cream party and costume party. The students sang, recited poems and collected door prizes.
- On November 11, 2003, each class participated in a Culture Day/Pre-Thanksgiving Celebration and Race 4 Literacy event. Students prepared their favorite foods from their native countries and wore native costumes. Over 200

students and families attended.

Contact is Laura Coffee or Judy Herndon.

### **Coastal Carolina CC**

- In October, Judy Byrd presented a campus-wide program about Race 4 Literacy. An event for the Onslow County Literacy Coalition is scheduled for the spring.

Contact is Curtis Hildt.

### **College of the Albemarle**

- The staff reworked the "Race 4 Literacy" place mat and are distributing it to several restaurants in the area.

Contact is Ryane Whitehurst.

### **Craven CC**

- In October, a literacy booth was featured in the County Fair, with a Race 4 Literacy focus.
- The staff submitted a public service announcement to market the fall semester with the Race 4 Literacy Campaign. Staff appeared on two local cable access channel shows to promote distance education with the Race 4 Literacy theme.
- The college participated in the New Bern Christmas Parade with a black truck decorated with the Race 4 Literacy theme. The college also participated in the Holiday of Lights show by decorating front shrubs and trees with Race 4 Literacy.

Contact is Suzanne Taylor.

### **Edgecombe CC**

- Staff participated in Downeys festival, provided a booth at Bassett Center, put up bulletin boards at Tarboro and Rocky Mount campuses, and supported a Race 4 Literacy activity at a local shelter.

Contact is Ronald Summers.

### **Fayetteville TCC**

- On August 20th, a wonderful Race 4 Literacy event was held at a Welcome Back picnic for students. Randy Whitfield and Bob Allen participated. Faculty competed to decorate their classroom doors with the Race 4 Literacy theme. Staff set up Race 4 Literacy displays and were featured on television and radio shows to promote Race 4 Literacy. A Welcome Back Race 4 Literacy student brunch was held in January. Each month there will be a Race 4 Literacy activity with students.

Contact is Carolyn Gardner.

### **Gaston College**

- The major theme for September's graduation was Race 4 Literacy. Radio spots concerning Race 4 Literacy are being heard. On December 19, staff invited students to a Race 4 Literacy celebration hosting a "tailgate" luncheon with races, contests and entertainment.

Contact is Teresa Poteat.

### **Halifax CC**

- Staff sponsored a student activity and an open house

in September with a Race 4 Literacy theme.

Contact is Chena' Bell.

### **Haywood CC**

- In September, staff worked with the Haywood Literacy Council and had newspaper articles published about their Race 4 Literacy campaign.

Contact is Deborah Gaddy.

### **Isothermal CC**

- In November, staff gave campus presentations to faculty to introduce the Race 4 Literacy campaign.

Contact is Judy Gordon.

### **Johnston CC**

- In October, information about the Race 4 Literacy campaign was presented to the Administrative Council and each person was presented with a Race 4 Literacy cap.
- In December, a program about Race 4 Literacy was presented to the Basic Skills faculty.
- The college has secured a bus that is being used as a mobile classroom for ESL and as a traveling promotional vehicle for Race 4 Literacy. Weekend recruitment efforts will be at Wal-Mart and other specific locations throughout the spring.

Contact is Pam Earp.

### **Lenoir CC**

- In October, staff coordinated a Walk for Literacy in Kinston, followed by a special Race 4 Literacy ceremony with a guest speaker.

Contact is John Paul Black.

### **Martin CC**

- Staff distributed 4,000 flyers in community, met with the Rotary Club, met with 366 Wrangler employees, gave out Race 4 Literacy visors, wrote an article for the local newspaper, designed a booth at the downtown festival, and set up a table at an antique car show.

Contact is Jeri Griffin.

### **Mayland CC**

- In September, staff went on local radio stations, put articles in three newspapers, held an open house, set up a race arena, had local author read to students, and had GED day at the local Wal-Mart.

Contact is Joyce Boone.

### **McDowell TCC**

- Staff designed a great recruiting brochure and information in Spanish for community outreach efforts.
- In October the Basic Skills staff and ESL students attended the Mountain Glory Festival and distributed balloons containing Race 4 Literacy bilingual information. The staff also designed a new banner.
- In November the Basic Skills students and staff rode a Race 4 Literacy Christmas Parade float. Twelve students sitting on the sides of a snowy ski ramp held books constructed with titles such as: Life Skills, Aprende

Ingles, GED, Learn 2 Read, etc., to coincide with the 12 Days of Christmas parade theme.

- The college held a "Bring a Friend" Race 4 Literacy open house supper in January.

Contact is Shelba Murray.

### **Mitchell CC**

- In December, a Race 4 Literacy door contest was judged at the college. A mini-model race car is on display.
- In the spring of 2004, a college awareness event will be held with a Race 4 Literacy theme and a 5K race.

Contact is Sherry Clark or Peggy Campbell.

### **Pamlico CC**

- In September, a Race 4 Literacy flyer was updated and distributed to local schools, businesses, and service agencies advertising ESL programs.

Contact is Clark Dimond.

### **Piedmont CC**

- In September, a Personality Festival was held in Person Co. The college had a booth with a race car driver to sign autographed photos. The Adult Basic Skills Director assisted with the booth coverage to promote literacy services at the college.
- The college's Adult Basic Skills entered a Race 4 Literacy float in the Roxboro Christmas Parade. The parade featured a local race car and driver. Adult Basic Skills staff and

faculty accompanied the float on the parade route and distributed candy labeled Race 4 Literacy with the college's telephone number.

Contact is Debra Harlow or Pat Tanksley.

### **Pitt CC**

- On November 25, 2003, a "Great Fun Nite" for Race 4 Literacy was held with 100 students. Bob Allen was the speaker, and the staff did a wonderful job in promoting Basic Skills with games, presentations and door prizes.

Contact is Carla Lee or Lou Ann Rasberry.

### **Randolph CC**

- Staff decorated their office doors and had contests for classrooms using the Race 4 Literacy theme.

Contact is Linda King.

### **Richmond CC**

- Staff completed a wonderful written plan marketing activities for Race 4 Literacy.

Contact is Sherrie Bird (Richmond County) or Melanie Hunt (Scotland County).

### **Robeson CC**

- Please visit the colleges website, [www.robeson.cc.nc.us](http://www.robeson.cc.nc.us). This Race 4 Literacy website icon has much going on. You've got to see this showcase and preview the eight activity laps they have completed.

Contact is Ethel Locklear.

### **Rockingham CC**

- The college featured an Open House event on International Literacy Day for Race 4 Literacy. Contact is Joy Chappell.

### **Sampson CC**

- Approximately 200 Basic Skills and Compensatory Education students participated in a Race 4 Literacy field day. After the competitions, instructors with guitars led students to a sing along followed by certificate presentations and lunch. The college also had a celebration breakfast.
- The SCC marquis on Hwy 24 during September and October flashed "Race 4 Literacy" for all motorists to see. A banner, two bulletin boards, and doors were decorated in the Basic Skills area with Race 4 Literacy theme.
- A Race 4 Literacy newspaper article and pictures were published in the local newspaper.
- The newspaper schedule for the upcoming Spring Registration 2004 featured the Race 4 Literacy logo.
- The Basic Skills and Compensatory Education instructors and staff presented a Race 4 Literacy fashion show for their advisory board and later presented it to the entire faculty and staff.

Contact is Beverly Bruch.

### **Sandhills CC**

- The college provided story telling at local schools and

libraries with parents and students.

- A local television program highlighted staff in Basic Skills.
- The Basic Skills doors and classrooms were decorated in Race 4 Literacy theme.

Contact is Rose Highland-Sharpe.

### **South Piedmont CC**

- On March 11, 2004, a Race 4 Literacy booth is planned for a college open house to dedicate the new LRC/Technology Center. Additional plans are underway for participation in local 10K races held in Union and Anson Counties. Contact is Denise Wilson.

### **Southwestern CC**

- Spring in the mountains is celebrated by three festivals and community activities. The college will promote a Race 4 Literacy booth for the Greening up the Mountain Festival, the Macon County Greenway Celebration, and the Strawberry Jam Festival.

Contact is Joan Moulton.

### **Stanly CC**

- The college provided a float in the Christmas parade with a Race 4 Literacy theme.
- At Christmas, the college gave Race 4 Literacy rulers to faculty and staff, t-shirts to all literacy instructors and staff, and caps or t-shirts to senior staff members to promote campus awareness. Staff provided Race 4 Literacy flyers to the Car Show and

Big Lick Antique Festival. All college literacy publications and bulletin boards have a Race 4 Literacy theme.

Contact is Kathy Gardner.

### **System Office**

- In Raleigh, at the NC State Fair, 12 volunteers spent 40 hours working the crowd with Race 4 Literacy promotional items in the Fox 50 and UNC-TV tents. Over 20,000 people heard about the Race 4 Literacy campaign.

Contact is Bob Allen.

### **Tri-County CC**

- Race 4 Literacy 40 was held at Tri-County Race Track for literacy awareness and publicity. The college has a good partnership with Wal-Mart for community support.

Contact is Susann West.

### **Wake Technical CC**

- Wake's activity was a combination of an Open House and the 10th Year Celebration of the Adult Education Center. GED, CED, AHS, ESL students gave testimonials of what they had learned. Classroom doors were decorated by students depicting in many creative ways what students were learning!

Contact is Lourdes Shelley.

### **Wayne CC**

- The college had a booth at the Wayne County fair with race themes, brochures, presentations, and newspaper articles.

- The Basic Skills Department participated in the Wayne County Reads kickoff in January. The department was excited to participate in this event. It was an excellent opportunity to promote our Race 4 Literacy campaign.
- The college had their students sell lemonade for two days this fall on

campus for the Race 4 Literacy campaign. It was very successful.  
Contact is Sonja Redmon.

**Wilkes CC**

- In September, staff had a committee meeting to discuss ideas and make tentative plans. In October, staff participated in the Apple Festival and distributed Race 4 Literacy

flyers. In December, staff participated in a Christmas Parade and distributed Race 4 Literacy flyers. The staff provided a talk show for local radio stations, distributed flyers to Wilkes supermarkets, and wrote a newsletter for faculty/staff awareness.  
Contact is Jason Pilkington.

★ A SPECIAL THANK YOU TO ASHEVILLE-BUNCOMBE CC, LENOIR CC, PITT CC, AND FAYETTEVILLE TCC FOR HOSTING OUR REGIONAL R4L TRAINING IN 2003. WE APPRECIATE YOUR EXTRA EFFORT TO HELP ALL OF US GROW AND DEVELOP A SUCCESSFUL CAMPAIGN.





