



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

**MEMORANDUM**

**TO:** Basic Skills Directors/Community Based Organization Directors

**FROM:** Bob Allen

**DATE:** February 16, 2005

**SUBJECT: RACE 4 LITERACY**

The attached newsletter is the February update of our statewide Race 4 Literacy Campaign. Please review and reflect on your program's role in this campaign for spring 2005.

Every Basic Skills program is requested to provide/present a Race 4 Literacy activity during spring 2005. Your participation in providing a Race 4 Literacy local activity is critical so we can identify our partners and publicize our programs' successes. Please document your activity. In order to increase our program's support, we need your students' successes documented in our Race 4 Literacy campaign.

Thank you for your follow-up and continued efforts to showcase Basic Skills in North Carolina.

Attachment

C: Presidents  
Randy Whitfield

CC05-042  
Email



## Race 4 Literacy Community Colleges & Community Based Organizations Update



### ***Race 4 Literacy ~ Helping Adults Learn!!***

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## **JANUARY**

- ?? Alamance has multiple bulletin boards around campus which tracks successfully completed GED students' tests and exams. The bulletin boards are titled "Race 2 Graduation."
- ?? Blue Ridge has met with Adult High School and GED Students to create a "Service Project." Students have been tasked with creating and conceptualizing a promotional and marketing strategy for the Race 4 Literacy at their school.
- ?? Caldwell has created new "tent" cards with the Race 4 Literacy logo. These cards will be placed on tables at local restaurants. They held a "Job Fair" at Lenoir Mall on January 20<sup>th</sup> and handed out information with the Race 4 Literacy logo.
- ?? Central Carolina held a Race 4 Literacy Job Fair (Jan 10<sup>th</sup> & 11<sup>th</sup>) at the Family Resource Center.
- ?? Craven students were given flyers/brochures regarding programs available during registration with the Race 4 Literacy logo. They had a table display and held "Q & A/Orientation" in front of the Learning Lab.
- ?? Davidson recently held "Spirit Week." They displayed signs, information and decorated with the Race 4 Literacy theme.
- ?? Gaston Race 4 Literacy and Basic Skills program "slides" are being shown in movie theatres. They created commercials for "Fast Track GED Program." The television commercials are shown on three different local channels targeting different age groups.
- ?? Guilford is working with the Marketing Department in updating brochures. Race 4 Literacy packets are being mailed to local churches and organizations about GED programs and class schedules.
- ?? Isothermal had a banner made with Race 4 Literacy logo at the school print shop.
- ?? Johnston is continuing its work on the "promotional bus" which advertises Race 4 Literacy and will offer Basic Skills classes.
- ?? Mayland held an event at Hardee's Restaurant offering free GED pre-testing and handed out information.
- ?? Pitt held a Race 4 Literacy poster contest and provided a pizza party to the winning class.

- ?? Robeson's Basic Skills department has recently relocated to a new building. They updated the Academic Student Information Handbook which now includes the Race 4 Literacy logo.
- ?? Rowan-Cabarrus has been conducting presentations about Basic Skills and the Race 4 Literacy at local churches and at retired educators meetings.
- ?? Sampson has the Race 4 Literacy logo on all correspondence and information brochures. Their bulletin boards are decorated with the Race 4 Literacy theme and logo.
- ?? Southeastern has created flyers and information handouts for city and county schools. These handouts contain information regarding the Race 4 Literacy and Basic Skills programs. They are also working with Wal-Mart to have a space inside of the store to set up a booth.
- ?? Stanly is updating and creating flyers and brochures with the Race 4 Literacy logo.
- ?? Tri-County held its GED Graduation event on January 28<sup>th</sup>. A Race 4 Literacy award was handed out to a GED graduate who will be continuing her education. Tri-County has been working with a vendor for balloons with the Race 4 Literacy logo and the schools' telephone number.
- ?? Wilson will have Race 4 Literacy placemats used at a local Chick-Fil-A restaurant.

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## ***FEBRUARY***

- ?? On February 7<sup>th</sup>, 9<sup>th</sup>, and 14<sup>th</sup>, Laura Coffee of Alamance will conduct a presentation on "Race 4 Literacy" and will be recruiting at the Burlington Housing Authority.
- ?? Martin will be at the local Wal-Mart in Williamston, handing out Race 4 Literacy promotional items and information on February 5<sup>th</sup>, from 11 a.m. to 4 p.m.
- ?? Mayland will participate in "Reading Sessions" at the Blue Moon Bookstore and promoting Race 4 Literacy.
- ?? Piedmont will be presenting their "Race 4 Literacy, Race 4 the Future" to five representatives from the Singapore Workforce Development Agency. The representatives will observe the community colleges and how they address Basic Skill needs.
- ?? Tri-County will have Race 4 Literacy placemats used at local restaurants.

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## ***WHAT TO WATCH FOR***

- ?? Central Carolina will host a "Race 4 Literacy Day" at their Siler City campus. Will have outside agencies that deal with literacy present, i.e., Child Care Networks, Hispanic Task Force.

- ?? Isothermal is hosting a “Job Fair” on April 20<sup>th</sup> and will be featuring Rutherford Job Link.
- ?? Martin is participating in a Job Fair on March 30<sup>th</sup> from 9 a.m. to 4 p.m. This event will take place at the Vernon James Center in Roper, NC.
- ?? Mayland’s “MAYread” is scheduled for May 18<sup>th</sup>. This event is open to all. There will be workshops and seminars featuring “different ways people learn.” The Race 4 Literacy logo will be on information that is handed out. Contact 800-462-9526 extension 207 or 308 for more information.
- ?? Southeastern will have a booth at the Columbus County Job Fair on April 8<sup>th</sup>. Will also participate in the Columbus County Cancer Walk. There will be a Race 4 Literacy banner on the transportation van.
- ?? Stanly is working on a presentation regarding the Race 4 Literacy and Basic Skills Programs. This presentation will be given to the regional Work Force Development Board, which meets in April.
- ?? Wilkes will host a Soap Box Derby in April and will feature the Race 4 Literacy logo on banners and decals.

## Partnerships



***We are in the second year of our campaign. Our focus is “Building Partnerships.” We would like to identify all of the groups and organizations that have helped us in raising the awareness of literacy across North Carolina. At the July 2005 Basic Skills/Family Literacy Conference, we would like to showcase the partners names in the Conference Program.***

***We are asking each of the community colleges and CBO’s to submit names of businesses and organizations that have assisted with the Race 4 Literacy. Names should be electronically sent to Marg Young at [youngm@ncccs.cc.nc.us](mailto:youngm@ncccs.cc.nc.us) by April 31, 2005. At the Conference Awards Banquet the names of partners will be recognized.***

If your program has developed/worked with a significant Race 4 Literacy partnership, we would like to “showcase” it at the July conference. Your showcase event may win a category for the 2<sup>nd</sup> Annual Race 4 Literacy Award Program. Information will be forthcoming regarding awards categories and submission of application.