

# Literacy Council of Benton County 2012 State of the Council



**Bob Schroeder, PRESIDENT  
BOARD OF DIRECTORS**

**JUNE 28, 2012**

**Literacy Changes Lives!**

# What is the Mission & Vision of LCBC?



- **Mission**

- To increase Adult English literacy by developing volunteer tutors to teach students because Literacy Changes Lives!

- **Vision**

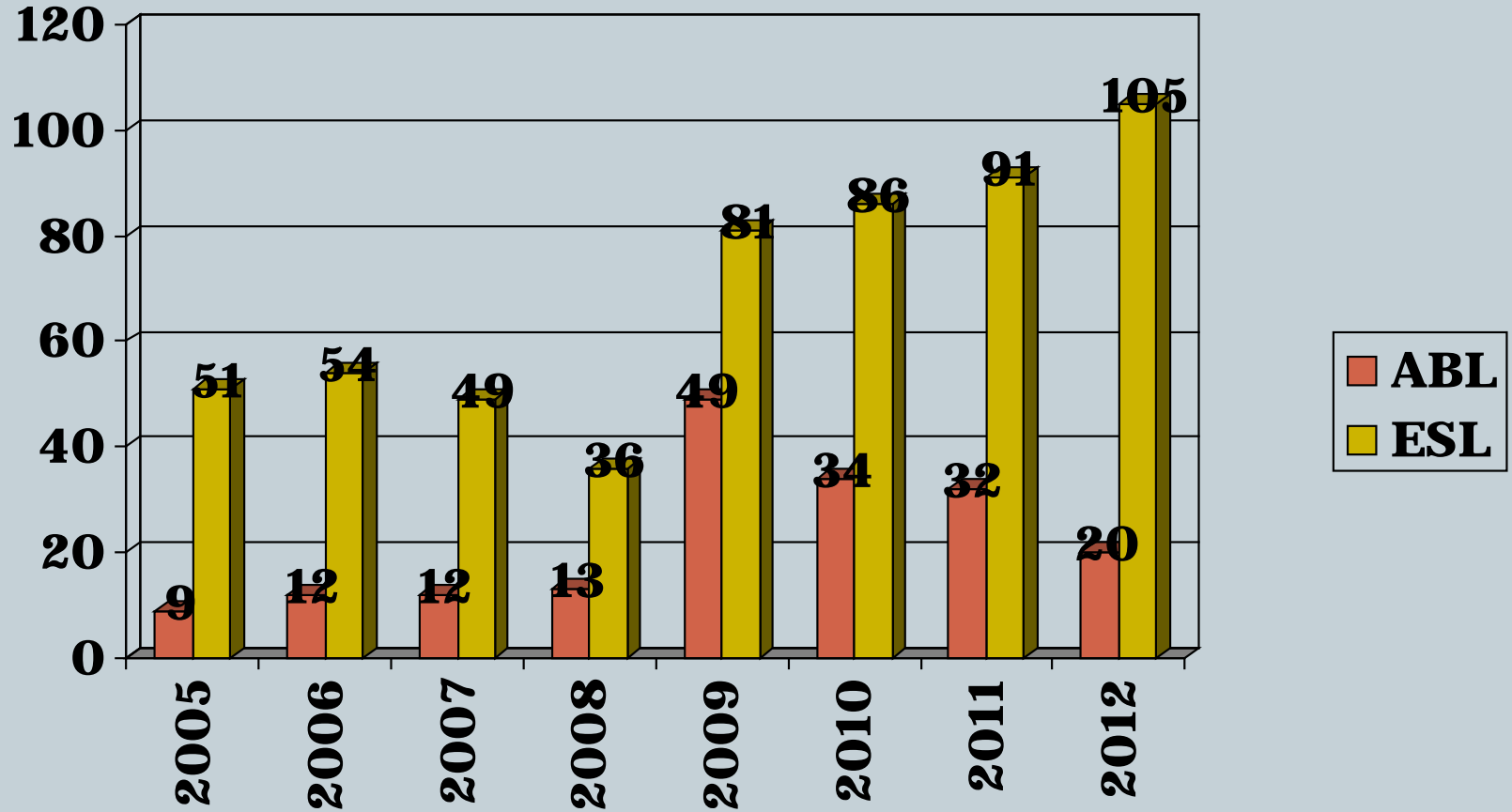
- To **dramatically** increase adult English literacy in Benton County.

# What are the Core Values of LCBC?

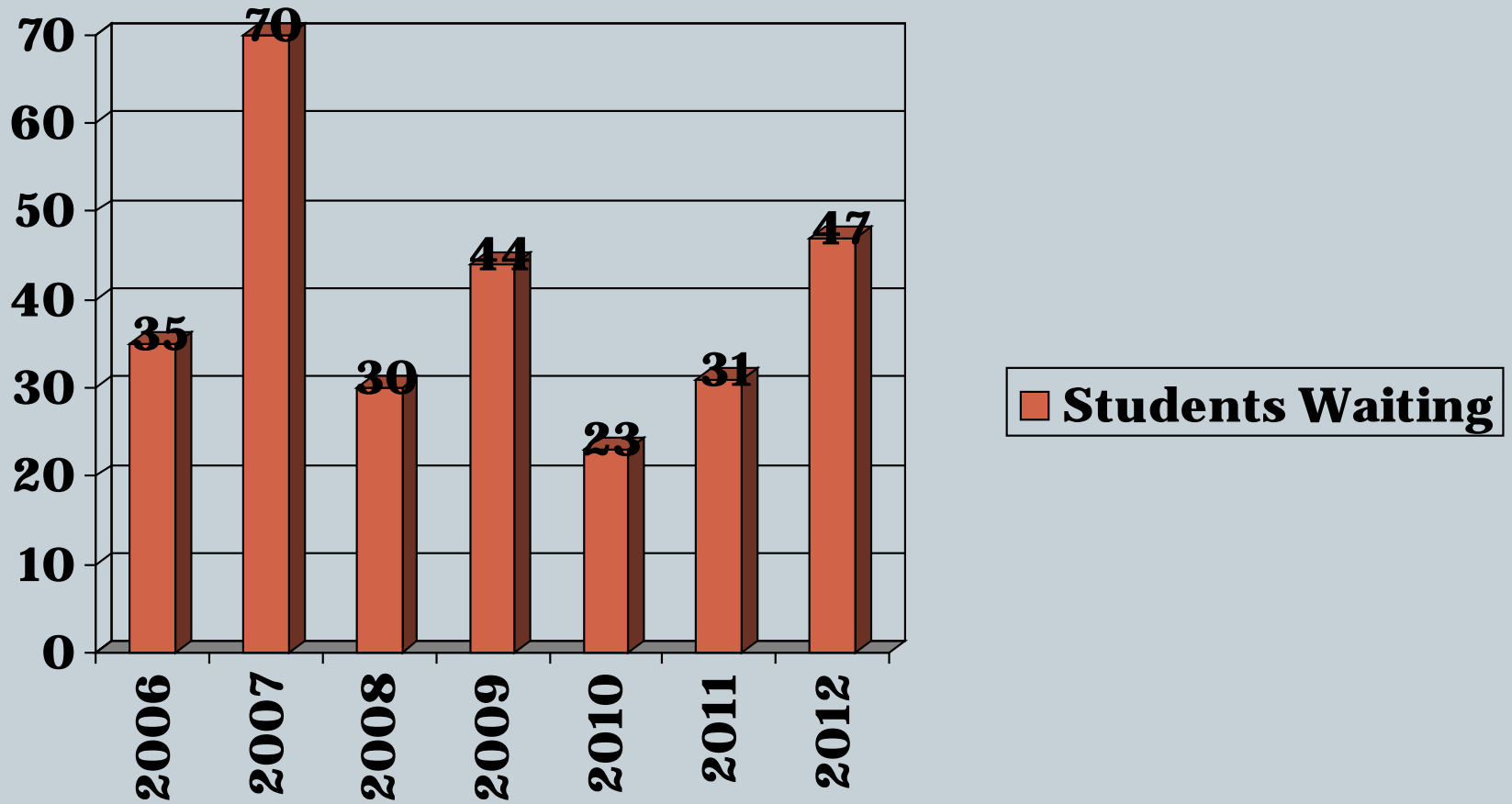


- **Literacy**
- **Trust & Respect**
- **Commitment**
- **Confidentiality**
- **Human Potential**

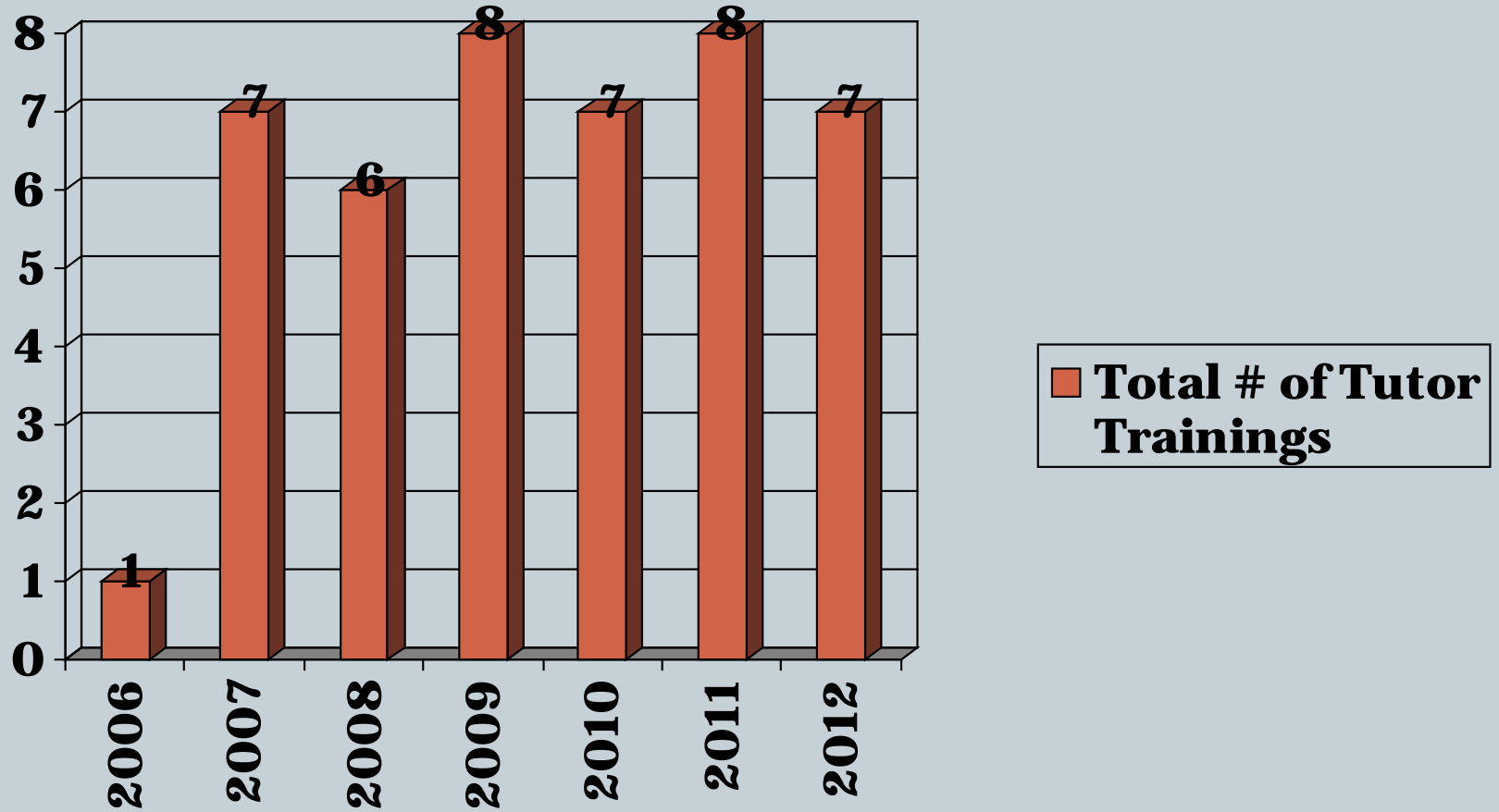
# Number of Students



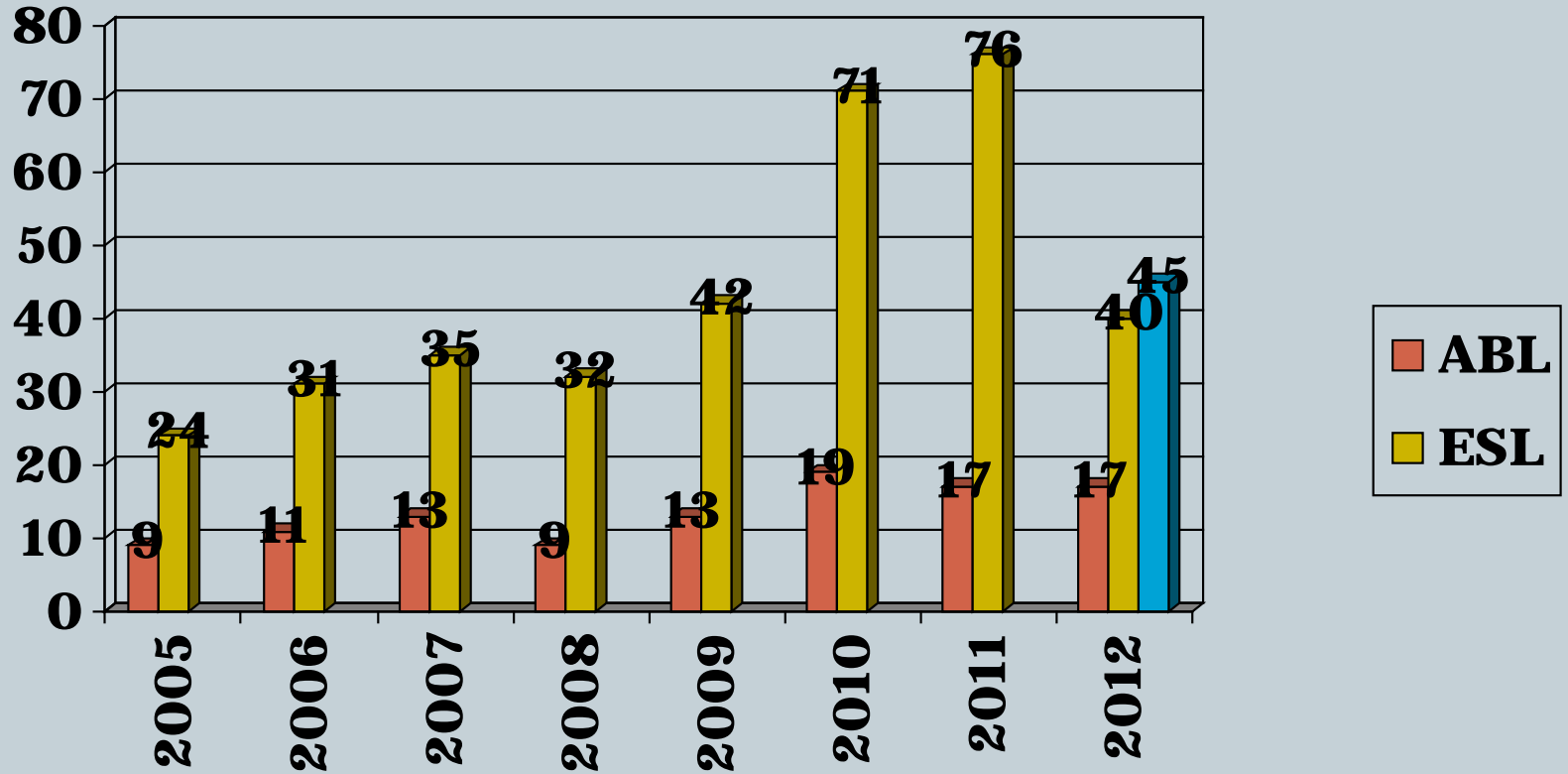
# Students Waiting



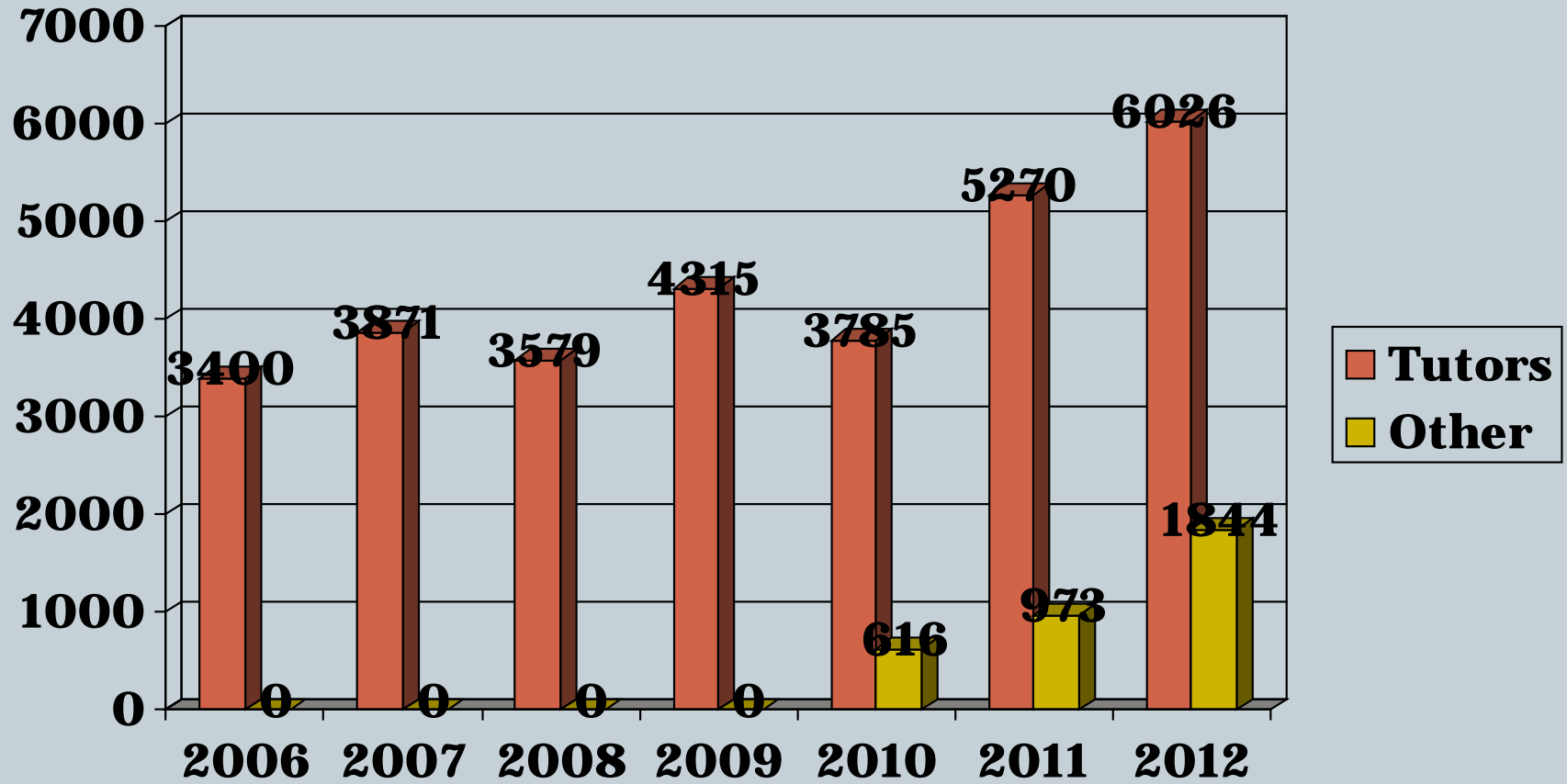
# Tutor Training Sessions



# Tutors

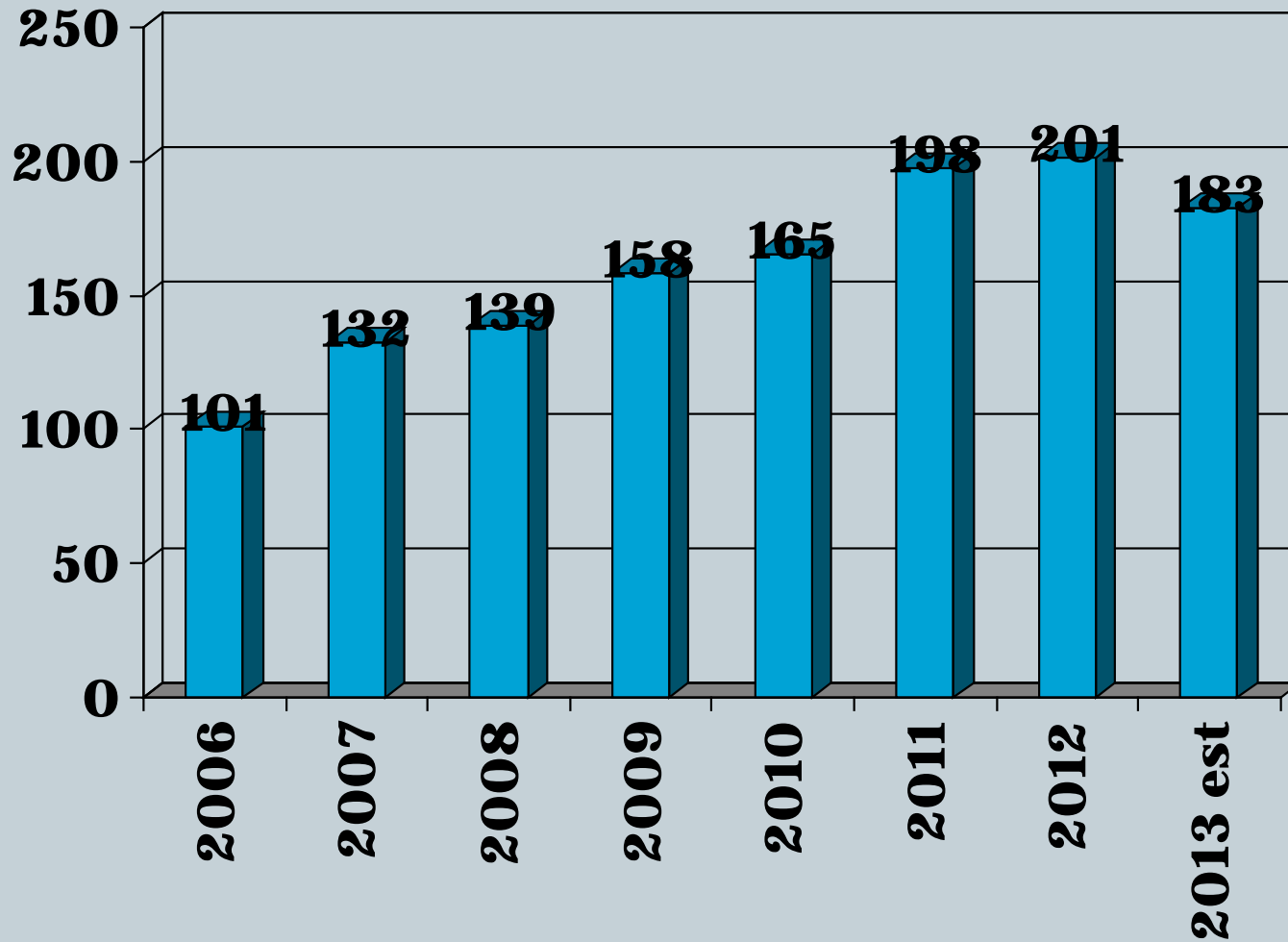


# Volunteer Hours





# LCBC Operating Budget (in ,000s)



# LCBC Efficiency Rating



- Basic fundamental standard of the state is that **every student** is learning to read and write!
- State requires 80% efficiency rating or higher on core indicators to continue funding support.
- LCBC has 133.81% efficiency rating!
  - This means that all active students enrolled are accomplishing or exceeding the necessary goals and achievements set forth in the program!
- If there is a bottom line in a NPO it is effectiveness in public service performance
- LCBC continues to rank among the highest councils in Arkansas

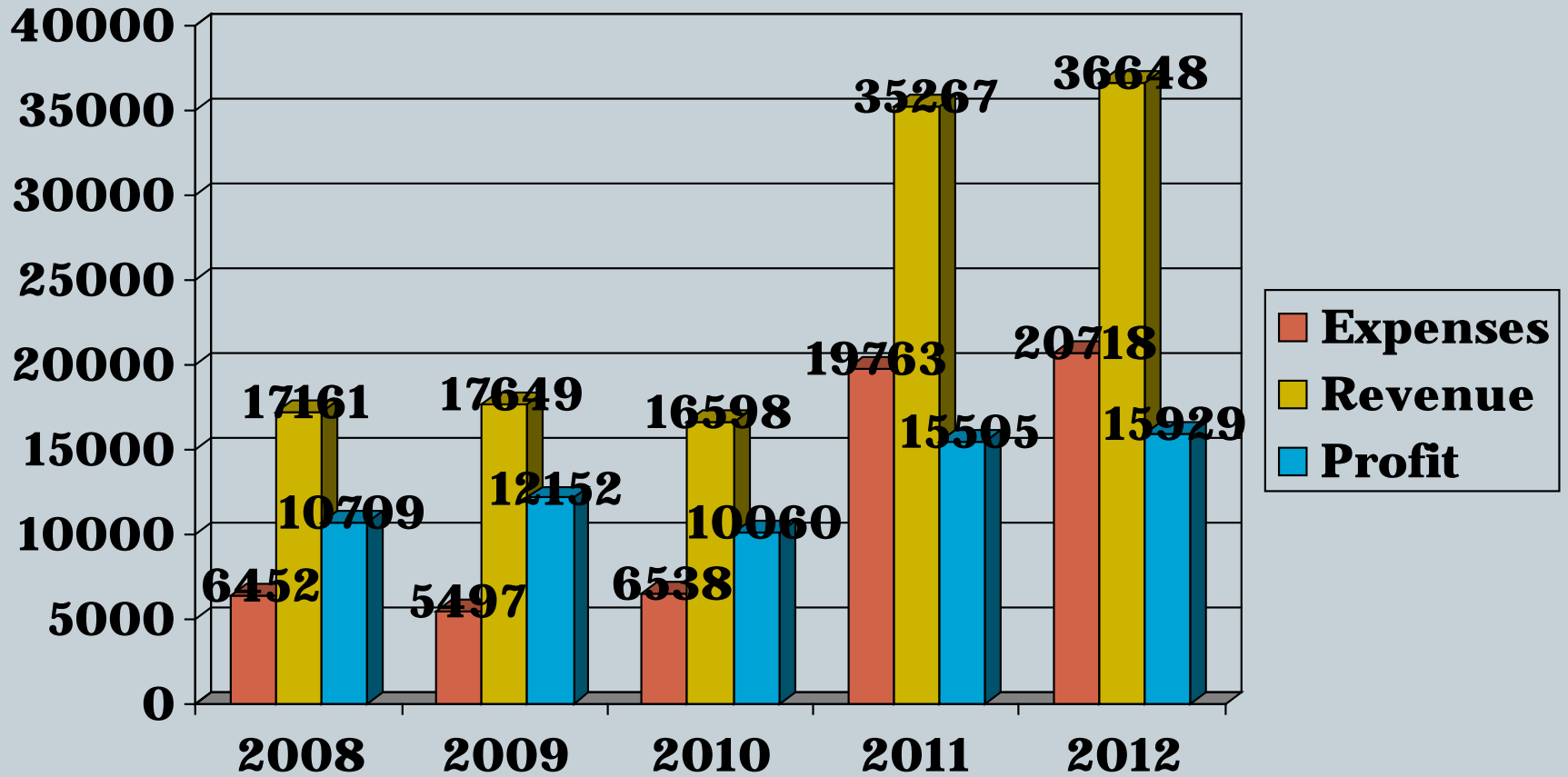
A testament to the hard work of our staff, volunteers and Board!

# LCBC Campuses



**Our location continues to exceed expectations with its location central to Downtown Bentonville.**

# Scrabble Wars!



# Funding Support



- **Foundations**

- Budgeted \$102,863; Acquired \$106,690 – over: \$3,827

# Board Participation

## Board of Director Participation FYE 2012

Description	Present	Absent	% Attending
July	8	3	73%
August	5	6	45%
September	9	2	82%
October	8	3	73%
November (No Meeting)	0	0	0
December	8	3	83%
January	11	1	92%
February	0	0	0%
March	9	3	75%
April	9	3	75%
May	8	4	75%
June (est.)	7	3	N/A
<b>Average Total Attendance</b>			<b>75%</b>

# Board Diversity



- **The greatest strength of a Board is the diversity of its members!**
  - Financial Management
  - HR
  - Risk Management
  - Legal Expertise
  - Information Systems
  - Organizational Development
  - Educational Development

# Board Goals



- **Standing Goals**

1. Maintain friendly attitude in meetings – Yes!
2. Annual Budget proposal ready for May meeting – Yes!
3. One Major fundraiser annually to meet/exceed funding goal – Yes!
4. Maintain liaisons w/Bentonville, Rogers, BV & Gravette libraries – Yes!
5. A quorum of members at 90% of meetings – Yes!
6. Planning retreat each Spring – Coming soon!
7. 100% participation in financial support of LCBC – Yes!
8. Maintain operational status for standing committees – Yes!



# Board Goals



## 2012 Goals

Increase active tutors by 50% of those active as of July 1, 2012

No

Recruit 10 new tutors from Rogers - Yes

Recruit 10 new tutors from Gravette/Decatur (in conjunction w/  
Dogwood Literacy Council) - Yes

Cultivate and receive another major gift of \$25,000 or more - Yes

Hold 6 small promo/funding events - Yes

Place 12 press releases in local print media - Yes

Continue updating of LCBC web site - Yes

Finish Master Strategic Plan (Maxie, Vicki, Bob) - No

# Student Goals & Achievement Highlights



- **Goals and Achievements**
  - One student obtained U.S. citizenship.
  - Four obtained driver's licenses
  - Two students became employed!
  - Two students got a better job or promotion.
  - One student registered to vote.
  - Two students left LCBC and went on to higher education and two more graduated to Adult Education!
- **LITERACY CHANGES LIVES!**

# Volunteers



- **Advisory Council continues to grow and retain its enthusiasm and high degree of participation!**
  - Scrabble Wars/5K Run for Literacy
  - Recently added some new members

# The Board



**This year we welcomed new Board members Andy, Jene', Justin and Heather!**

# Activities & Events



- **Scrabble Wars!**
- **5K Run for Literacy**
- **Joint effort w/Dogwood for Community Literacy Program in Gravette**
- **On The Border nights, NPO fairs, car shows, rummage sale**
- **Began constant updating of Social Media - Facebook, Twitter, LinkedIn- went from approx 30 to 85 “likes” on Facebook**

# Board Goals



- **Standing Goals**

1. Maintain friendly attitude in meetings
2. Annual Budget proposal ready for May meeting
3. One Major fundraiser annually to meet/exceed funding goal
4. Maintain liaisons w/Bentonville, Rogers, BV & Gravette libraries
5. A quorum of members at 90% of meetings
6. Planning retreat each Spring
7. 100% participation in financial support of LCBC
8. Maintain operational status for standing committees
9. Finish Executive Director's eval by yearly meeting

# Board Goals



- **2013 Goals**

1. Increase active tutors by 50% of those active as of July 1, 2011
2. Recruit 10 new tutors from Rogers
3. Cultivate and receive another major gift of \$25,000 or more
4. Hold 6 small promo/funding events
5. Place 12 press releases in local print media
6. Continue updating of LCBC web site
7. Finish Master Strategic Plan

# Major Challenges



- **Fund Raising**
- **Tutor Recruitment**
- **Raising LCBC's visibility in the community**



# Major Challenges



## **FUND RAISING!**

**This is the bottom line, with the additional challenge that competition for the philanthropic dollar has never been more intense. The peak year for fundraising was 2007 - we may not hit that peak again for another 10 years!**

# Six Keys of Philanthropic Giving

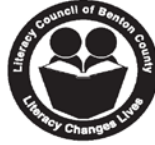


- People give money because they want to
- People don't give unless they're asked
  - Corollary: People do not make large donations unless they are asked to consider large donations
- People give money to PEOPLE
- People give money to opportunities, not to needs
- People give to success, not to distress
- People give money to make a change for the good

# Things you can do in lieu of “asking”



- **Advocate for government money.**
- **Provide intelligence on prospects.**
- **Set up a meeting with a prospective customer.**
- **E-mail, call or visit a donor just to say thanks.**
- **Explain to a prospect why you serve.**
- **Host a small gathering at your home.**
- **Recruit an in-kind service.**
- **Negotiate a lower price from a vendor.**



# Literacy Council of Benton County 2012 State of the Council

**“In large measure the NPO’s have been asked to take on some of the toughest challenges we face in sustaining both our global society and our individual communities. To be effective in their tasks they must rely on strong, dedicated, and courageous boards of directors. These boards must be informed and fearless in seeking financial help to carry out their work.”**

**Literacy Changes Lives!**