

California Library Literacy Services
Regional Library Literacy Network Training

Call for Presenters

Presentation Title: Be the Catalyst: How to Get Students Referred To Your Program to Enroll and Begin Instruction

Presenter's Name: Kathy St. John

Title: ProLiteracy's Southwest Regional Representative and Regional Institute Coordinator

Library (if applicable): _____

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Experience in Adult Literacy and/or Adult Education:

Kathy taught English as a Second Language in Washington D.C., Chicago and Madison, WI from 1989-1993. Her first work in basic literacy was as the Adult Literacy Assistant Coordinator and then Coordinator at the Blue Gargoyle Youth Services Center in Chicago from 1993-1995. Kathy supervised Read Santa Clara, the literacy program at the Santa Clara Public Library in California, from 1995-2001.

From 2001-2002, Kathy researched grant funding opportunities and wrote grant proposals for Literacy Volunteers of America. She has been a freelance literacy and resource, program and board development consultant since 2002. Since 2003 she has been ProLiteracy America's Southwest Regional Representative working with state organizations and affiliates in six states. From

2004-2006, Kathy was the Project Manager for the Dollar General/ProLiteracy America Student Expansion Project and managed national research and dissemination projects on reducing student waiting lists and improving community student referral systems. She is ProLiteracy's Regional Institute Coordinator.

Experience as a Presenter:

Kathy's first experience as a presenter was as a tutor trainer in 1993. She presented during dozens of tutor training workshops from 1993-2001. She has developed and presented a variety of conference and in-service workshops for adult basic education and literacy administrators, instructors and learners since 1993. She has presented at the following local, state, regional and national conferences since 2002.

*California Literacy
California Library Association
Read San Diego Tutor Conference
Read Santa Clara Tutor/Learner Conference
New Mexico Adult Education Association
Colorado Adult Education Professional Association
Mountain Plains Adult Education Association
California Council on Adult Education
ProLiteracy*

Presentation Abstract: (Limit 50 words)

Learn how to become a catalyst for enrolling more prospective students by improving your program's referral process and your community's referral network and system. Discover field-tested strategies for making your program's referral process more efficient and effective and creating a more cohesive community of providers to connect students with services.

Presentation Objectives:

By the end of the workshop, participants will have:

1. Discussed and evaluated various sources of student referrals in their communities.

2. Identified positive and negative factors that affect student referrals becoming enrollments.
3. Learned about field-tested strategies for how to improve their own program's student referral process and their community's referral network and system.
4. Discussed ideas for how to implement one or more of the practices in their program.
5. Identified their next steps for increasing the number of student referrals who enroll in their program by improving their program's referral process and their community's referral network and system.

Presentation Content and Main Points: (Tell what you want participants to learn from your presentation. Explain how you will present the information. Will you use handouts? Limit to 300 words. You may attach an additional sheet to this form.)

During an interactive presentation and discussion, participants will learn about the best practices of nine model programs participating in a project funded by the Dollar General Literacy Foundation in collaboration with ProLiteracy, the American Library Association, the Commission on Adult Basic Education and Literacy USA. They will discuss and analyze their own challenges in enrolling students referred to their programs and referring students to other programs in their area. Participants will examine their connections to other service providers in their communities and brainstorm ideas for how to become a catalyst for informal coalition building or coalition strengthening that will result in improved referral networks, systems and practices and increased learner enrollments. They will take with them a list of successful best practices and other materials to help them create their own action plan with their colleagues at their own and neighboring programs.

References: (who has heard you present on this topic that we may contact?) Please provide contact name, phone #, e-mail and when they heard you present.

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