



California Library Literacy  
Services

## Literacy Public Awareness -- and Action!

Joan Frye Williams, Consultant  
November 11, 2006

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### Market Research



- December 2005 – January 2006
- Learners and Tutors
- Motivations
- Their Own Words

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### Trigger for Learners: Personal Recommendation

- Friend
- Family
- Co-worker
- Agency Referral



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Your Product =  
Relationship-Based Learning



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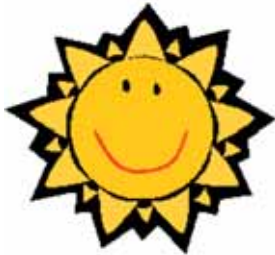
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Biggest Surprise:  
You're Friendly!



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“Literacy” Doesn’t Work  
for Recruiting

Key Words: “Get Help With  
My/Your Reading...”



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### What motivates tutors?

- “Rewarding”
- “Getting back as well as giving back”

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### Additional Trigger for Tutors: Life Change



- Retirement
- Move
- Graduation
- Bereavement
- Divorce

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### Key Words for Tutors



- Rewarding
- Give back – get back
- See progress
- Make a difference
- Meet people
- Share

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Highlight the Process,  
Not Just the End Result



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What do we do next?

- Recraft our message
- Retool our techniques
- Arm ambassadors

*No time to tutor?  
Then be a recruiter!*

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Coming Soon: Tool Kit

- Downloadable  
Templates
- Talking Points
- Sample Flyers
- Press Releases
- And More!



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**Get Help with Your Reading**



**FREE** at the Library  
 One-on-One Tutoring  
 Work at Your Own Pace - No Pressure  
 Flexible Hours  
 Did we mention that it's **FREE**?

Call us for more information  
 123-456-7890

Or drop by for a visit  
 1234 Main Street  
 Townville, CA 98765  
 Monday-Friday  
 10am to 6pm

Or check out our website  
<http://www.1-villereads.org>

You'll be glad you did!  
 Townville Literacy Project




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**Share the Rewards of Reading**



**Volunteer as a Tutor at the Library**  
 No Experience Necessary  
 Flexible Hours  
 We Prepare You and Supply All Materials  
 +  
 Be Part of Your Community

These Adults are Eager to Learn -  
 You Can Make a REAL Difference!

Call us for more information  
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*What's your product?*

**“Relationships!”**




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*What brings people in?*

“A personal invitation or recommendation!”



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*Audience question:*

“What’s the timeline for the downloadable materials?”

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*Audience question:*

“Where do we go to get the materials”

[www.libraryliteracy.org!](http://www.libraryliteracy.org!)

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*Audience question:*

“How do we obtain action, rather than just raise awareness?”

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*Audience question:*

“Why aren't we sharing the 'joy' of reading, instead of just the 'gift'?”

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*Audience question:*

“How do we get other library staff to buy into this new effort?”

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*Contact Joan?*

joan@jfwilliams.com



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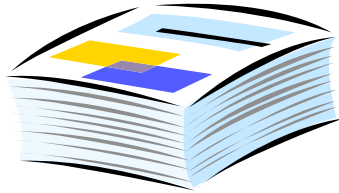
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*Where do I get the study data?*

www.libraryliteracy.org



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