*Georgia Adult Literacy Advocates*

*Board Retreat*

*August 16, 2011*

On Tuesday, August 16, 2011 members of the Board of Directors for the Georgia Adult Literacy Advocates met in Macon, Georgia at Central Georgia Technical College for their Board Retreat. Niki Knox, Sr. Community Economic Development Consultant, Georgia EMC, facilitated the meeting on behalf of Georgia’s EMC’s.

**Participants:**

[List in Alphabetical Order]

Brenda Brown

Daphne Greenberg

Ryan Hall

Laura Hauser

Billie Izard

Debbie McIntyre

Sherry Perry

Paige Pushkin

Kevin Spearman

Judith Veneable

**Expectations for the Retreat**

* How to educate/communicate with legislators to gain $$$
* Clarify Action Steps/Responsibility
* Plan to make GALA more dynamic/fundraise/responsibility
* Discussion re: Future of GALA with Expectations/Growth

**Action Steps:** Prior to the retreat the discussion topics for the day were determined to cover Regional Representation, Technology, Strategic Alliances,

**Regional Representation**

* Board meetings will be held quarterly with Regional Quarterly meeting to be held in other months. Board members are encouraged to attend their own regional meetings plus one other regions and interact with regional members.
* Reach out to stakeholders of tech schools and CLCP’s to get started
* Use regional education coordinators to assist with locations, connections, etc.
* Regional groups/leaders need a template for
	+ Who
	+ How
	+ Message.
* 4 Regions-North, Metro, Southwest and Southeast
	+ Judy is willing to be the contact for the Metro region
	+ Debbie is willing to coordinate the Southwest region in conjunction with the State CLCP Meeting in Thomasville in December – Debbie, Laura attending

**Technology**

* Social media-each platform will have an assigned responsible person
* Website
	+ Cost – Where will money come from?
	+ Domain name- have Homepage set up by October meeting.
* Facebook
* Twitter (Paige)
	+ Adopt Literacy Action’s social media plan
* Linked In
	+ Discussion Boards
* You Tube Channel
* Skype Board Meetings to engage everyone
* Utilize a Georgia State University grad student for a video presentation project (3-4 minute documentary)

**Strategic Alliances**

* Existing Alliances
* Georgia 2020
* LAMA
* Others?
* Possible Alliances:
* Chambers
* Economic Development Authorities
* Technical Colleges (Admins/Teachers & Students)
* Department of Labor (Brooke Lucas)
* Organize a student group
* Libraries – State system? Better at regional and local levels.
* Government offices
* Mayor’s office

New perspective: Local is Legislative

* RDCs Regional Development Commissions
* Health-based and civic groups also have clout child care, justice, housing, etc. and post incarceration.
* We need help:
* Awareness
* Contact legislators
* Funding for programs (not GALA) no state/federal funding

Bottom line - Become more regional

Find more alliances

* Department of Labor
* Georgia Chamber of Commerce (Chris Clark)
* Lobby Team (take message points)

Point People - Brenda – Beverly Smith, Dahlia Allen

Program Admin

**Legislative**

* Legislator Point of Contacts
	+ Contact Information
	+ Phone Numbers
* Continue Legislative
* Honor roll
* Letter writing
* Tracking tool to legislative schedules
* Legislator meets regularly at Chamber of Commerce
* Who has a “relationship” with any legislator
* Committees
	+ Appropriation
	+ Education
	+ Economic Development
* Regular meetings with legislators
* Meet/Greet
* Big event vs. small event
* Legislative event
* Specific person/people to interact with legislator
* Everything “couched” in Economic Development
* Change Perception
	+ Adult education is part of economic development
	+ Not losers

Point People-Sherri, Brenda, Kevin and Billie

**Presentation**

* Interactive Format
* Get suggestions/ideas
* Who are we missing?
* 2-Hour Presentation
* Discuss accomplishments/overview
* Keep telling the story
* Invite some organizations who’ve done the writing campaign to tell what they encountered.
* Get an update on the letter writing
* Videotape
* Include examples of how do you fit the letter writing curriculum into the GED program?
* Use social media more to tie different regions/members together.
* How Do We Grow?
* Gala advertisement
* Calendar
* Resource info in the community
* Get a contact person

Point People - Judy – Follow up, Billie, Ryan and Kevin

**Organizational Development**

* Enforce by-laws
* Recommitment form from members or Commitment letter signed
* Pursue new Board Members
	+ Determine how we will pursue new board members
* Revisit committees and restructure
* Update strategic plan
* Do we want to raise money for GALA
* Set next meeting date
* Where should board meet?
* Change board meeting schedule
* When should board meet quarterly? Month before, quarterly, regional?

#### WRAP-UP & ADJOURN

Facilitator Niki Knox closed by telling the group she enjoyed working with them on behalf of Georgia’s EMC and looks forward to working with them in the future. There being no further business, the meeting was adjourned.