



LITERACY COUNCIL OF READING-BERKS

2022 – 2024 Long-Range Strategic Intent

Over the next three years, the Literacy Council of Reading-Berks intends to become more aggressive and “what if” in our thinking by defining literacy on a broader plane and becoming better known as a cause-worthy investment with greater financial freedom while looking towards a more modern, functional facility. This will help the Council continue to provide exceptional services to its clients on a larger scale.

Objective/action steps	Accountable person	Implementation Year
1. Define membership-style fundraising.		
A. Purchase donor management software	Ryan and Lily	1
B. Establish membership/sponsorship levels for individual donors	Ryan	1
C. Establish membership/sponsorship levels for corporate donors	Ryan	1
D. Create a chart of current and lapsed donors (up to three years)	Lily	2
E. Send a special appeal to lapsed donors	Ryan, Lily, Jim W.	2

Results:

2. Expand working partnerships.		
A. Expand partnership with RACC to offer additional classes	Ryan	1
B. Form partnership with Berks County Latino Workforce Development Corporation to provide ESL classes	Ryan	1
C. Form partnership with Berks Connections/Pretrial Services to provide GED and ESL classes	Ryan	1
D. Increase fee-for-service opportunities to six	Ryan	3

Results:

3. Become better known as a cause-worthy investment with greater financial freedom.		
A. Establish a 55 th Anniversary Breakfast	Exec. Comm.	1
B. Determine Sponsorship Opportunities	Exec. Comm.	1
C. Solicit event sponsors	Board	2
D. Plan event featuring former students	Ryan	2

Results:

Objective/action steps	Accountable person	Implementation Year
4. Emerge as tech savvy.		
A. Introduce cybersecurity training to all staff	Ryan	1
B. Update existing network	Ryan	1
C. Install interactive screens in two classrooms	Ryan	1
D. Perform an evaluation of the Literacy Council website	Ryan, staff, Board	2
E. Redesign/modify website as determined	Ryan, staff, Board	2

Results:**5. Become culturally relevant to all our communities.**

A. Provide diversity, equity and inclusion training to staff and board	Ryan	3
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Results:**6. Develop a family literacy program.**

A. Investigate other regional Family Literacy plans to gather lessons learned	Ryan and Roula	
B. Develop a pilot “Read to Your Children” family literacy program		
C. Gather input from libraries, family support programs, churches, and others that would be interested in participating		
D. Present a draft pilot program to the Board		
E. Launch pilot program		
F. Expand “Cops N Kids” program to support food banks and “Read to Your Children” program		
G. Expand WOW! program into a family literacy program		
H. Create an ongoing feedback mechanism to measure impact and make changes each year		

Results: