



# Travis County Commissioners Court Agenda Request

**Meeting Date:** September 11, 2012

**Prepared By/Phone Number:** David A. Salazar 854-4107

**Elected/Appointed Official/Dept. Head:** Sherri E. Fleming,  
County Executive for Health and Human Services and Veterans Service

**Commissioners Court Sponsor:** Judge Samuel T. Biscoe

**AGENDA LANGUAGE:**

Consider and Take Appropriate Action Regarding Travis County's Participation in the Literacy Illuminates Campaign Led by the Literacy Coalition of Central Texas (LCCT).

**BACKGROUND/SUMMARY OF REQUEST AND ATTACHMENTS:**

Among the issues addressed by the Travis County, City of Austin and AISD Joint Subcommittees is literacy in Central Texas. Together they adopted a three-pronged plan brought forward by the Literacy Coalition of Central Texas. This plan includes the following:

- Goal 1: Increase general community awareness and strategic engagement;
- Goal 2: Connect adults in need of literacy services with free instruction programs in Austin, and bolster the programs to receive additional clients;
- Goal 3: Increase parents' ability to help improve their children's literacy and success in school.

During FY 2012, Travis County invested in the LCCT to develop community awareness materials, recruit and train volunteers, and help connect residents to needed services. In addition, Travis County has contributed printing as an in-kind contribution.

As part of a community wide effort to raise literacy levels, Staff recommends that the Court approve the following:

**AGENDA REQUEST DEADLINE:** All agenda requests and supporting materials must be submitted as a pdf to Cheryl Aker in the County Judge's office, [Cheryl.Aker@co.travis.tx.us](mailto:Cheryl.Aker@co.travis.tx.us) by Tuesdays at 5:00 p.m. for the next week's meeting.

1. Approve utilization of elements of the attached media packet as a means to promote awareness of literacy and the cost of illiteracy; this may include, but is not limited to:
  - a. Send out the short blurb regarding literacy needs via the Travis County intranet;
  - b. Choose one of the web banners to place on the main page of the Travis County web site for two months, including a statement of Travis County's support for the campaign;
  - c. Allow various County departments to select an image that is particularly relevant to their work and send it to that department's employees in a regular electronic communication.
  
2. Identify appropriate point(s) of contact for the Literacy Coalition to work with to facilitate county-wide utilization of Literacy Illuminates campaign materials to promote awareness of literacy and the cost of illiteracy among the county workforce.

HHS&VS supports the proposed activities and recommends that the Commissioners Court adopt these for the County.

**STAFF RECOMMENDATIONS:**

Staff recommends that the Court provide direction and approve the recommendations above.

**ISSUES AND OPPORTUNITIES:**

Travis County, the City of Austin and Austin ISD all support a board public awareness campaign to galvanize the community to improve literacy rates. The first phase of the Literacy Illuminates campaign aims to increase awareness about literacy needs in Travis County and encourage all families in the community to do something simple to help this challenging issue. The campaign is facilitated by the Literacy Coalition of Central Texas. The Literacy Coalition has worked with a team of advisors and a marketing expert to create an electronic media kit for large employers to use to spread the word about literacy issues to their employees, clients and partners.

The Literacy Coalition requests that Travis County utilize whatever portions of the media kit suitable, compelling and relevant for the County's employees. The media kit contains JPEG's and wording to be used on web sites, included in electronic mail or other communications, or disseminated in electronic or print newsletters. The County can chose which images to use, and through what communication medium it wishes to send them out.

**AGENDA REQUEST DEADLINE:** All agenda requests and supporting materials must be submitted as a pdf to Cheryl Aker in the County Judge's office, [Cheryl.Aker@co.travis.tx.us](mailto:Cheryl.Aker@co.travis.tx.us) by Tuesdays at 5:00 p.m. for the next week's meeting.

The Literacy Coalition will also be working with Travis County HHS&VS to disseminate outreach and informational materials to clients of Travis County direct service programs via the Community Centers and other programs that interface with families who may need information or instructional programs to improve their literacy skills.

The State Comptroller's Office is authorized to allocate a portion of unclaimed capital credits received from electric cooperatives back to counties in cooperatives' service areas. These funds may only be used for an appropriate program under section 381.004 of the Local Government Code. Travis County's allocation will be \$35,595.61. A comprehensive literacy program to benefit county residents is permitted in this statute (Section 381.004(b)6)).

**FISCAL IMPACT AND SOURCE OF FUNDING:**

In accordance with section 381.004(b)(6) of the Texas Local Government Code, the State Comptroller can allocate funds up to \$35,595.61 for the support of comprehensive literacy programs benefitting Travis County residents. The Literacy Coalition of Central Texas is poised to provide materials should the Court exercise its discretion and approve such use.

**REQUIRED AUTHORIZATIONS:**

Leslie Browder, County Executive, Planning and Budget Office  
Mary Etta Gerhardt, Assistant County Attorney

**AGENDA REQUEST DEADLINE:** All agenda requests and supporting materials must be submitted as a pdf to Cheryl Aker in the County Judge's office, [Cheryl.Aker@co.travis.tx.us](mailto:Cheryl.Aker@co.travis.tx.us) by Tuesdays at 5:00 p.m. for the next week's meeting.



**TRAVIS COUNTY HEALTH and HUMAN SERVICES  
and VETERANS SERVICE**  
502 E. Highland Mall Blvd.  
P. O. Box 1748  
Austin, Texas 78767

**Sherri E. Fleming**  
County Executive for HHS/VS  
(512) 854-4100  
Fax (512) 279-1608

**DATE:** September 5, 2012

**TO:** MEMBERS OF THE COMMISSIONERS COURT

**FROM:** *Sherri E. Fleming*  
Sherri E. Fleming, County Executive for  
Health and Human Services and Veterans Service

**SUBJECT:** Literacy Campaign

**Proposed Motion:**

Consider and Take Appropriate Action Regarding Travis County's Participation in the Literacy Illuminates Campaign Led by the Literacy Coalition of Central Texas (LCCT).

**Summary and Staff Recommendations:**

As part of a community wide effort to raise literacy levels, we recommend that the Court approve the following:

1. Approve utilization of elements of the attached media packet as a means to promote awareness of literacy and the cost of illiteracy; this may include, but is not limited to:
  - a. Send out the short blurb regarding literacy needs via the Travis County intranet
  - b. Choose one of the web banners to place on the main page of the Travis County web site for two months, including a statement of Travis County's support for the campaign.
  - c. Allow various County departments to select an image that is particularly relevant to their work and send it to that department's employees in a regular electronic communication.



2. Identify appropriate point(s) of contact for the Literacy Coalition to work with to facilitate county-wide utilization of Literacy Illuminates campaign materials to promote awareness of literacy and the cost of illiteracy among the county workforce.

HHS&VS supports the proposed activities and recommends that the Commissioners Court adopt these for the County.

**Budgetary and Fiscal Impact:**

The Literacy Coalition of Central Texas will provide materials for our use. It will be up to County discretion how and when to utilize them.

Up to \$35,595.61 in funds received from the State Comptroller could be allocated to this purpose. State statute identifies a limited set of uses for which these funds are allowable, one of which is

*To support comprehensive literacy programs for the benefit of county residents (Texas Local Government Code, 381.004(b)(6))*

**Issues and Opportunities:**

Travis County, the City of Austin and Austin ISD are all supporting a board public awareness campaign to galvanize the community to improve literacy rates. The first phase of the Literacy Illuminates campaign aims to increase awareness about literacy needs in Travis County and encourage all families in the community to do something simple to help this challenging issue. The campaign is facilitated by the Literacy Coalition of Central Texas. The Literacy Coalition has worked with a team of advisors and a marketing expert to create an electronic media kit for large employers to use to spread the word about literacy issues to their employees, clients and partners.

The Literacy Coalition is requesting that Travis County utilize whatever portions of the media kit are suitable, compelling and relevant for the County's employees. The media kit contains JPEG's and wording to be used on web sites, included in electronic mail or other communications, or disseminated in electronic or print newsletters. The County can chose which images to use, and through what communication medium it wishes to send them out.

The Literacy Coalition will also be working with Travis County HHS/VS to disseminate outreach and informational materials to clients of Travis County direct service programs via the Community Centers and other programs that interface with families who may need information or instructional programs to improve their literacy skills.

The State Comptroller's Office is authorized to allocate a portion of unclaimed capital credits received from electric cooperatives back to counties in cooperatives' service areas. These funds may only be used for an appropriate program under section 381.004 of the Local Government Code. Travis County's allocation will be \$35,595.61. A comprehensive literacy program to benefit county residents is permitted in this statute (Section 381.004(b)6)).

**Background:**

Among the issues addressed by the Travis County, City of Austin and AISD Joint Subcommittees is literacy in Central Texas. Together they adopted a three-pronged plan brought forward by the Literacy Coalition of Central Texas. This plan includes the following:

- Goal 1: Increase general community awareness and strategic engagement
- Goal 2: Connect adults in need of literacy services with free instruction programs in Austin, and bolster the programs to receive additional clients
- Goal 3: Increase parents' ability to help improve their children's' literacy and success in school

During FY 2012, Travis County invested in the LCCT to develop community awareness materials, recruit and train volunteers, and help connect residents to needed services. In addition, Travis County has contributed printing as an in-kind contribution.



## LITERACY ILLUMINATES ELECTRONIC MEDIA KIT GUIDE

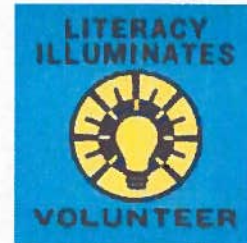
### WEB BANNERS

180 x 150 PIXELS



LINK TO: <http://www.literacyilluminates.org>

125 x 125 PIXELS



LINK TO:  
<http://www.literacyilluminates.org/get-involved/volunteer-2/>

180 x 150 PIXELS



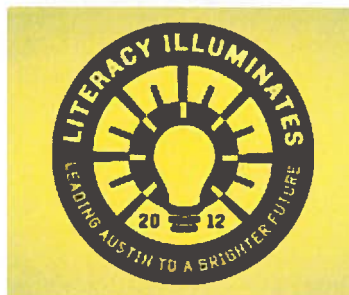
LINK TO: <http://www.literacyilluminates.org>

125 x 125 PIXELS



LINK TO:  
<http://www.literacyilluminates.org/get-involved/donate/>

180 x 150 PIXELS



LINK TO: <http://www.literacyilluminates.org>

120 x 90 PIXELS



LINK TO: <http://www.literacyilluminates.org>

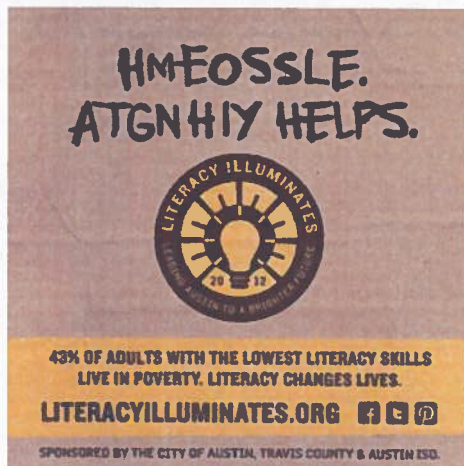




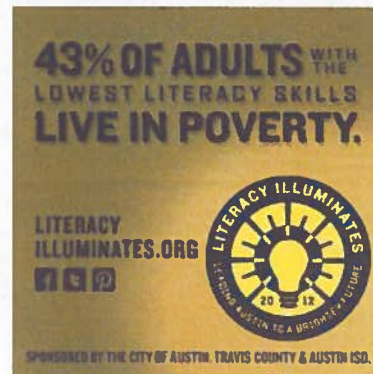
# LITERACY ILLUMINATES ELECTRONIC MEDIA KIT GUIDE

JPGS FOR NEWSLETTERS/ELECTRONIC TRANSMISSION

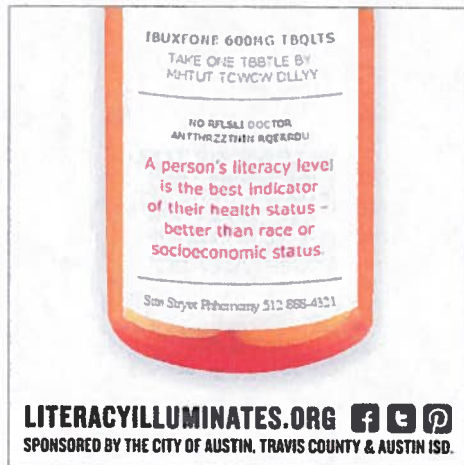
360 x 360 PIXELS



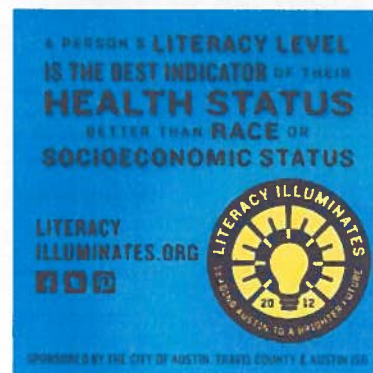
288 x 288 PIXELS



360 x 360 PIXELS



288 x 288 PIXELS



415 x 280 PIXELS



288 x 288 PIXELS

