

W^oRDSW^orth

A Newsletter for Literacy Volunteers of Roanoke Valley

May/June 2005 | 5002 Williamson Rd., Roanoke, Virginia 24012 | (540) 265-9339 | FAX 265-4814 | www.lvarv.org

Training Schedule

Volunteer Tutor Orientation
Thursday, May 12th
6-7 pm

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**TUTOR TRAINING BEGINS ON
MAY 26th AT 6:00 p.m.**

LVRV Learning Center

Training Dates:

**May 26, June 2, 9, 16, and 23
6-9 p.m.**

Basic Literacy and ESOL Brown
Bag Tutor Lunch
First Friday of the month
May 6th and June 3rd
11:45 am

**Please come and share. Bring a
friend!**

*All tutors are encouraged to come and share
their tutoring experiences. Bring your own
lunch.*

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**The Learning Center
will close at 2:00
p.m. on Wednesday,
April 27th. (Staff
conference)**

LVRV Gains National Attention Literacy Looks Different in Roanoke Now

By Rochelle Cassella

Corporate Communications Director, ProLiteracy America

Promoting the cause of adult literacy has taken on a new look for Literacy Volunteers of Roanoke Valley. This Virginia affiliate of ProLiteracy America has new materials to help tell its story and attract volunteers and donors, all at no cost to LVRV. "It all came about," said Executive Director Annette Loschert, "thanks to a board of directors member, Todd Burns." The corporate communications manager for the local power company, Burns also is a member of the Blue Ridge chapter of the Public Relations Society of America (PRSA), which recommended that the chapter's outreach committee provide its services free of charge to LVRV as its public service project for 2004.

"We were able to get professional communicators engaged in promoting a cause that was near and dear to them," said Loschert, "and committee members swung into action." They developed designs for a poster, a bookmark, a slide show, and a brochure (see illustration). They also produced several public service announcements.

Loschert was awed by the creativity she witnessed during one brainstorming meeting of the public relations professionals. "They can get things done in an hour that would take us weeks to do," she said.

The new promotional items have allowed the Roanoke affiliate to increase its exposure throughout the community. For example, the posters are being placed at libraries, where prospective tutors may be found. The slide show is being used to solicit contributions from corporations. There are plans to use the new design in other ways in the future, and a PRSA member has volunteered to help the affiliate make changes to its Web site.

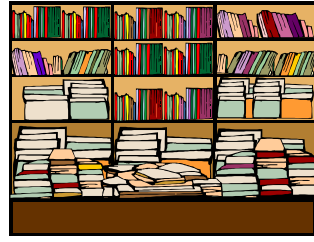
"It really is a new image campaign for us," said Loschert. "It's been a great collaboration and an exhilarating experience. To have this type of expertise donated is a tremendous asset to a non-profit organization."

While Loschert admits the relationship between LVRV and Blue Ridge PRSA came about in a serendipitous manner, she thinks that this is an idea that could be expanded. "There's nothing to prevent other ProLiteracy affiliates from teaming up with other PRSA chapters.

Thank you
for your
donations

Mr. and Mrs. Floyd Addison, Jr.
Anonymous (4)
Anne Armistead
James Atkinson
Cdr. and Mrs. William B. Bagley
Barnes & Noble
Mr. and Mrs. C. Homer Bast
Molly Bell
Nancy A. Bourne
Blanche and Alfred Dowe
Morris A. Elam
Mrs. Wanda F. Elliott
Jane Field
Helen C. Fitzpatrick
Horace G. Fralin Charitable Trust
Ruth H. Frazier
Glen Cove Elementary School
Students
Lucian Y. Grove
Norma V. Lugar
Mary A. McMichael
Mr. and Mrs. T. Dalton Miller
Wanda and Sidney Miller
General Federation of Women's
Clubs
Heidi F. Krisch
Mr. and Mrs. William L. Neal
Alice and Lewis Nelson
Marjorie S. Smithey
North Cross Students
Alyce B. Sydenstricker
Mr. and Mrs. Charles H. Stebbins
Mr. and Mrs. Paul Stellato
Joel and Judith Tenzer
A. V. Thomas
Verizon Foundation
Vinton Women's Club
Virginia Department of Education
Wal-Mart
Wasena Elementary School Students
Woods Rogers PLC

Verizon Grant to Upgrade Tutor/Learner Library



A recent \$4,000 grant from **Verizon** will be used to upgrade the tutor/learner resource library in our learning center. Susie and Bill will be selecting the most up-to-date teaching materials for both the Basic Literacy and ESOL programs. New materials for ESOL learners will include beginner basic dictionaries, multiple copies of the *Ready to Go* series, and new citizenship curriculum. In addition, you'll see multiple copies of the *Voyager* and *Math Sense* Basic Literacy curriculum. New reading materials for levels 2.5 – 3 and 6 – 12 will also be ordered. The weekly newspaper, *News 4 You*, for reading level 2-3 will be available for tutors in both programs to use with their learners. This material should be available by the end of May. Stop in to see Susie or Bill in early June to check out these resources.

Annual Awards Ceremony June 26th 2004-05 Tutors and Learners to be Honored

This year's awards ceremony will be held at Raleigh Court Presbyterian Church on Grandin Road from 3:00 to 5:00 p.m. on Sunday, June 26th. Due to the popularity of last year's event, we will again combine our awards celebration with a pot luck dinner. All tutors, learners, their families, and friends are invited to attend this special time of celebration.



Learner and Tutor Awards this year will be based on achievement gains within the fiscal year 2004-05. Any tutor/learner pair that accomplishes an educational level gain after post-testing and any learner accomplishing an education level gain who is in a small group/computer lab situation will receive a special award. The learners making the greatest educational gain in the Basic Literacy Program and the ESOL Program will be named the *Sig Davidson Learners of the Year*. The learners' tutors will be named the *Dudley Woody Tutors of the Year*. Any tutor or learner who logs 100 hours or more within the year will receive a special award and become a member of the *100 Hour Club*.

A flyer about the awards ceremony and potluck, requesting everyone to RSVP and let us know if you'll bring a dish by June 17th, will come in the mail to all tutors and learners. Please invite your learners, families and friends to attend!

18th Annual Literacy Fair

The Literacy Fair of Virginia will be held on Thursday, May 19th from 8:00 a.m. until 3:30 p.m. at Southside Virginia Community College in Keysville. The fair offers workshops for ESOL and Basic Literacy tutors and learners. **Registration must be received by May 9.** Please see the enclosed flyer, and call **Susie or Karin** at 265-9339 if you plan to attend. We will try to arrange a carpool for attendees from LVRV.

Thank You

Last Call – Got Books? Pass Them On

Our annual book sale to be held at Tanglewood Mall on June 4th and 5th is rapidly approaching. Volunteers are busy sorting books in preparation for the sale. LVRV will gladly accept paperback, hardcover books, and children's books in good condition. In addition we will accept donations of videotapes, books on tape, language tapes, and CDs. We CANNOT accept encyclopedias, textbooks, magazines, Reader's Digest condensed books, harlequin-type romances, or books in poor condition. Look for collection boxes at participating Kroger stores, or call our office at 265-9339 for the collection box closest to you. We will accept books through May 15th.

We still need volunteers to help sort books prior to the sale. If you can help for an hour or two, please contact us. We will connect you with the book sale folks.

Venue Set for Giovanni Event

SAVE THE DATE... "An Evening with Nikki Giovanni" will take place on Friday evening, August 26th from 7:30 – 10:00 p.m. in Fitzpatrick Hall at the Jefferson Center. In August, Beth Macy and *The Roanoke Times* Book Club will be discussing *Quilting the Black-Eyed Pea* and *The Collected Poetry of Nikki Giovanni – 1968-1998*, and on August 26th, *The Roanoke Times*, the Roanoke City Public Libraries and Literacy Volunteers of Roanoke Valley will join together to present "An Evening with Nikki Giovanni." Proceeds will benefit LVRV. Ms. Giovanni's three most recent volumes of poetry, *Love Poems*, *Blues: For All the Changes* and *Quilting the Black-Eyed Pea*, were winners of the NAACP Image Award, in 1998, 2000, and 2003. Since 1987, Nikki Giovanni has taught writing and literature at Virginia Tech, where she is a University Distinguished Professor. Tickets will be available in mid-July. Watch for notices in *The Roanoke Times* or call our office at 265-9339.

First Fridays @ Five

LVRV has been selected as a recipient of funds from this year's *First Fridays @ Five*. *First Fridays* holds nine outdoor events between April and October in downtown Roanoke with the proceeds benefiting local charities. We are scheduled to volunteer at the August 5th and October 7th events. We need 14 volunteers for August 5th and 4 volunteers for October 7th. Volunteers arrive no later than 4:30 p.m. at the base of the First Union Tower and stay until approximately 9:30 p.m. to help clean up. Many of you have participated with us in past years. Come out again this year – have some fun and support LVRV! Call Karin at 265-9339 to get your name on the list.

PROGRAM PERKS with Susie and Bill

JUNE 1ST is the deadline for **Reassessments**. Please help us get your learner reassessed before the rush. Call Susie or Bill at 265-9339.

The Two Month Report looks different!

We redesigned the Two Month Report with several things in mind. First, with you in mind we used a check-off system for fast, easy, achievement documentation. The achievements are arrayed the same as our data base entry system. This design also comes from the National Reporting System used by the State Dept of Education. The achievements noted are the ones the government tracks. The achievements can be broken down and defined on the back of the sheet where goals and achievement descriptions can be logged. This will be the focus of the Brown Bag Tutor lunch in May. I strongly encourage your participation and feed back.

First Friday Brown Bag Lunch agenda: The agenda for the May brown bag lunch will include a discussion of the Two-Month Report. June's luncheon discussion will focus on *Pre- Reading and Reading Strategies*.

May and June Tutor Anniversaries

Congratulations and thank you to the following tutors who are celebrating anniversaries: **Kathleen Lautiger**, 12 years; **Becky Bane** and **Claire Blake**, 9 years; **Al Brown**, 5 years; **Greg Ewing** and **Tricia Traubert**, 3 years; **Elly McConnel**, **Donna Conner** and **Lynn Williamson**, 2 years; and **Misty Sweet**, **Karen Sarvey**, **Rose Dulaney**, **Laura Demorais**, **Jane Price** and **Matt Prescott**, one year.

Welcome to new tutors **Al Hurt**, **Tim Kroha**, **Laura Igo** and **Melvia Neely**.



Literacy Volunteers of Roanoke Valley
5002 Williamson Rd., 2A
Roanoke, VA 24012

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From the Director, Annette Loschert

This is being written during National Volunteer Week, so it's an appropriate time to remind you all once again that you truly are the backbone of our organization (our stars), for without your dedicated service, we simply would not be able to make a difference in the lives of the people we serve in our Valley. From all of us here at LVRV – thank you for the passion you share for the work that you do! It shows! And, remember, share your enthusiasm with your friends and neighbors. A quick call to our office can provide a prospective tutor with more information about tutoring. Our next information session is Thursday evening, May 12th from 6-7 p.m. here in our office. With your help, we can train our largest class ever!

From the Program Manager, Susie Boxley

There are many opportunities coming up to sharpen your tutoring tools and tighten your objectives. **Literacy Fair** near Keysville in May is a good all day workshop; let me know and we'll all go together. The **VAIL** conference in Radford on July 11-13 will have great workshops and networking possibilities. VAIL is also offering "**Train the trainer**" workshops, teaching you how to put together a workshop and present your materials. **Downtown's First Fridays** is a blast and I will need **15 volunteers** to take tickets, pour beer, and have a good time. Call us and sign up with a friend. The more the merrier.

From the Adult Education Programs Coordinator, Bill Van Velzer

Ah, spring. Time for new beginnings and a renewed sense of commitment to old routines. As I caught up on some gardening this past weekend, I was struck by the similarities between gardening and the work we all do at Literacy Volunteers. I guess what I'm trying to say is that there are many different ways to plant and cultivate. Whether administering programs or teaching, all of us are planting gardens. The only real difference is that we are fortunate enough to see the results of our labors right away—that, and there's no danger in getting sunburned. May the joys of spring be with you all.