

The Literacy Project 2024-2025 Research Project

TLP Staff:

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स्वागत हे Hoş geldiniz မင်္ဂလာတိုး Bienvenue
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 ਜੀ ਆਇਆ ਠੂੰ Aloha கல்வாரம் மீட்டைவரவு
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 Bienvenidos ಸುಸ್ವಾಗತಂ Bine ati venit
 ยินดีด้วย Xush kelibsiz Բարեկամություն BENVENUTO
 Willkommen Բարեկամություն Sannu da zuwa
 സ്വാഗതം benvenuti Добро пожаловать! ಸತ್ವಾಗತ

1. Your preferred name
2. The pronouns you use (ex: he/him, she/her, they/them, etc.)
3. The Literacy Project site you are joining us from
4. Favorite part of the summer

Agenda



Introductions

Project Recap

Reviewing Interview Responses

Brainstorm recommendations
based on survey and interview
responses

Work on presentation

Our Progress So Far



Determined a research question:

How can The Literacy Project raise awareness of ABE resources, specifically The Literacy Project, in our communities?

Students met in Ware and Northampton to review potential data collection tools

We decided on a survey/questionnaire followed up by a smaller pool of interviews for more information.

Students worked together to design a survey to gather information from current students/recent graduates

We deployed that survey and have collected dozens of responses from students across all TLP sites.

Students met remotely to come up with interview questions

Students conducted nearly a dozen interviews to collect more information

Interview Responses

[Link to Interview Questions](#)

Pick one of the interviews below and listen to/watch some of it. Be sure to pick an interview that you were not involved in.

Take notes as you watch and listen. Your notes should focus on answers that stood out to you or surprised you.

Be prepared to share your thoughts.

[Amherst Interview 1](#)

[Amherst Interview 2](#)

[Northampton Interview 1](#)

[Northampton Interview 2](#)

[Amherst Group Interview Part 1](#)

[Amherst Group Interview Part 2](#)

Drafting Recommendations

Additional Questions:

How will we know these recommendations were successful? How should TLP measure any potential gains?

- Increased Enrollment
 - Increased social media interactions
- In the Fall Survey, ask students to say what services the Literacy Project provides, ask the question again in the Spring to see what changes.

When should we reflect on these recommendations?

How often should we measure for gains?

- Every 2-3 Months (start, middle, end of year).
- Check-in with site instructors and advisors during staff meetings, and site visits.
- Take additional measures to increase student satisfaction to ensure that students continue to work with TLP. Give increased opportunities for student feedback and implement feedback.

Recommendation 1: Maintain and Strengthen relationships with partner organizations (MassHire, Center for New Americans, etc.), Forge new relationships with other potential partners, such as Pioneer Valley Workers Center, (Including influential community members - faith leaders, public school officials for example). Improve communication with partners to ensure that organizations are aware of TLP services and opportunities.

Recommendation 2: Increase opportunities to strengthen student knowledge of TLP services so that they may serve as Ambassadors to potential students (friends and family members). Create opportunities for students/TLP staff to share this information.

Recommendation 3: Create new advertisements that are engaging for adult learners, deploy these advertisements in relevant community areas (grocery stores, libraries, etc.), and on popular social media websites/platforms. Include students in these advertisements. Include QR codes to send interested persons to The Literacy Project website. Explore the potential to expand The Literacy Project's social media presence to platforms that are used by TLP students (WhatsApp, WeChat, Youtube, TikTok, Instagram)

Presentation on Monday 5/19

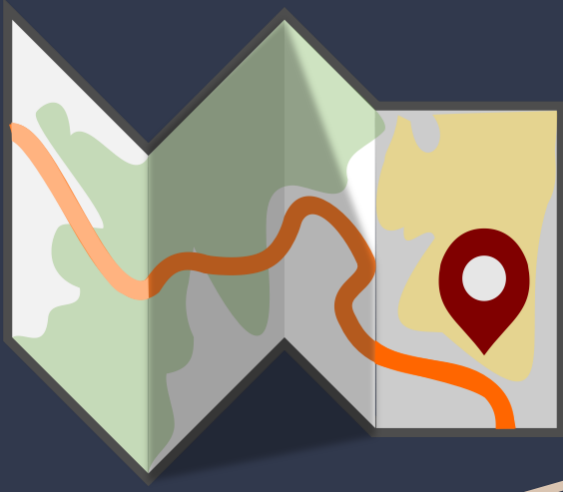
Now we will need to share our findings with relevant stakeholders. In this case, The Literacy Project Administration and Board of Directors, as well as our project funder - First Literacy.

Our presentation should be about 30 minutes long and we should each have a chance to speak and share some information.

Let's work together to create that presentation now.

[Link to blank slides](#)

Next Steps



We will meet at Monday at 5pm on Zoom to give our presentation, including recommendations and reflections, to The Literacy Project Board of Directors and First Literacy.

I am picking up the gift cards tomorrow and will be delivering them next week.

Thank you for your contribution to this project and your commitment to helping The Literacy Project.