



2013 Literacy Funders Network Symposium AGENDA

Website portal for presentations
<http://www.familit.org/lfn2013/>

April 29, Monday

9:00 – 10:30 am
 Taylor Room
[LFN members and interested parties](#)

What We’re Doing; Where We’re Going

Welcome and Introductions	Sharon Bush, LFN President
LFN History, Background & Initiatives	Frank Ridzi, LFN President-elect
Overview of Events & Discussion	
<ul style="list-style-type: none"> ● Where We’re Going – National Initiative ● Going There Together – Membership Guidelines 	

10:45 - noon
 Taylor Room

Conversation with Liza McFadden on Data Supporting America’s Perceptions of Literacy

Liza McFadden, Executive Director of the Barbara Bush Foundation for Family Literacy will share the results of their 2012 Penn Schoen Berland survey on the nation’s perceptions of literacy. What type of American views it as a civil right; the country’s split over who is responsible and the education system’s role; the likelihood someone will donate to it; and how do we all use this data for next steps?

12 noon – 1:00 pm

Networking Lunch

1:00 – 2:45 pm
 Taylor Room
[Special invite to coalition directors and their boards](#)

National Results and Equity Collaborative

For communities that are successful at achieving measurable improvements, a key driver of change, maintainer of momentum and fuel for helping partners is data. And a shared measurement system is a fundamental component of collective impact. Engage with partners from the National Results and Equity Collaborative whose current national partners include Promise Neighborhoods Institute, United Way Worldwide, the Campaign for Grade Level Reading, Results Leadership Group, Literacy Funders Network, Literacy Powerline, National League of Cities, Coalition of Community Schools, Choice Neighborhoods, and the Elev8 Network. This working session will share the National Data Platform framework and we will have a robust dialogue to begin development of common indicators.

Presented/facilitated by Michael McAfee and Erika Bernabei, Promise Neighborhoods Institute at PolicyLink; Adam Leucking, Results Leadership Group; Nina Sazer O’Donnell, National Results and Equity Collaborative

2:45 – 3:00 pm

Break

3:00 - 4:00 pm
Taylor Room
[Special invite to coalition directors and their boards. Open to other conference attendees.](#)

Engaging the Business Community

This session will detail the establishment and progress of Literacy 2030, a multi-collaborative effort to improve literacy attainment rate across the South Carolina Midlands. This presentation will highlight the strategies which have engaged the business community to participate in the initiative. It will focus on the results that resonate with business leaders and motivate their support. It will also include an interactive profile of how low-literacy attainment is impacting the educational, health, economic and correctional well-being of South Carolina.

Presented by David Laird, Central Carolina Community Foundation; Sarah Gough, Richland Public Library

4:00 – 6:00 pm

Break

6:00 - 9:00 pm
Grand Ballroom

Banquet

[EepyBird](#), creator of the Mentos and Diet Coke viral videos that have been viewed by more than 150 million people, shares the values of wonder and curiosity. The co-founders of EepyBird, who recently wrote *The Viral Video Manifesto*, frequently appear as guests on talk shows like “Late Show with David Letterman,” “The Ellen DeGeneres Show” and the “TODAY” show.

April 30, Tuesday

8:30 – 10:00 am
Taylor Room

Strategies for Seeking Successful Funder/Nonprofit Collaboration

This interactive session builds off the National Results and Equity Collaboration session. We will discuss success stories from funder/nonprofit collaborative across the country and reverse engineer the victories achieved over a 3-year period. We will also consider 4 lenses through which you can benchmark elusive success: (1) how to measure quantitative return-on-investment and leverage limited dollars, (2) how to evaluate qualitative storytelling, (3) how to nimbly respond to set-backs and then adapt without giving up on success, and (4) how to promote leadership and accountability when working collaboratively on a goal that connects multiple issue silos and communities.

Presented by Christine Reeves, National Center for Responsive Philanthropy

10:15 – noon
Grand Ballroom

Closing Session/ Brunch

[C.C. Chapman](#), national social media expert and bestselling author of *Amazing Things Will Happen* and *Content Rules*. Chapman has spent years helping people and brands convert passive consumers into passionate, invested advocates. He’s led successful campaigns for many high profile clients such as The Coca-Cola Company, Verizon FiOS, HBO, Warner Brothers and American Eagle Outfitters. Due to the popularity of his book, *Amazing Things Will Happen*, he was recently featured during a live chat with *The Washington Post* and interviewed by Martha Stewart Radio on SiriusXM. Books will be provided to attendees.

