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MHLS Early Literacy Cohort Program Introduction & Community Asset Analysis

April 22, 2024

WELCOME!

Please feel free to turn your **camera** on but don't feel obligated if you prefer to keep it off.



We want to hear from you so please unmute your **mic** to share with us!

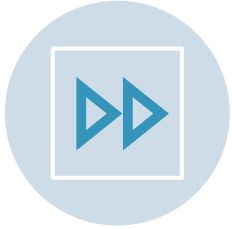


Please stay muted when not speaking to cut down on background noise.

Chatting is encouraged!
Use the **chat box** to talk to one another.



MHLS EARLY LITERACY COHORT



TODAY:



INTRODUCTIONS



**PROGRAM
OVERVIEW**



**COMMUNITY
ASSET ANALYSIS**



i n t r o



intro

What library are you working at?

What is your role there?

How do you support families with young children?

What's your favorite part of your job at the library?

What are you hoping to get out of this program?

Early Literacy Defined

Six Skills

- Vocabulary
- Print Motivation
- Print Awareness
- Narrative Skills
- Letter Knowledge
- Phonological Awareness



Five Practices

- Talking
- Singing
- Reading
- Writing
- Playing

Program Overview

What to expect

2024 SCHEDULE OF EVENTS

Session 2

May 15th Strategies for Partnerships/Outreach

Session 3

June 12th Creating Action Plans with Partners

Session 4

October 8th Assessing Partnerships - Next Steps

2024 RESOURCES

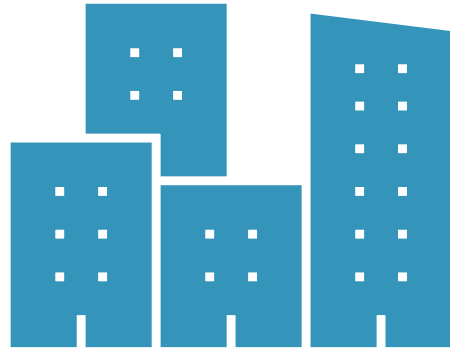


<https://midhudson.org/mhls-early-literacy-cohort/>



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Questions?



Community Asset Analysis

Community Asset Analysis

Who's in your community?

What services are available to young families?

What do young families need / want?

How can the library help meet those needs?

“

...local assets are the primary
building blocks of sustainable
community development

”

Building Communities from the Inside Out

Asset-Based Community Development (ABCD)

Five Types of Asset Inventories

- ▶ People
- ▶ Associations
- ▶ Institutions
- ▶ Physical assets
- ▶ Connections

Community Asset Analysis

Explore Data Sources

Identify & Connect with Key Groups & People

Talk to People in Your Community



Explore Data Sources

Data Sources - ACS Profiles & Facts

Narrative:

<https://bit.ly/38WuYDO>

Data:

<https://bit.ly/38YtgSH>

Quick Facts:

<https://bit.ly/35XxLuF>

The screenshot shows the Census Bureau website interface. At the top, there is a navigation bar with the Census Bureau logo and a search bar. Below the navigation bar, there are several menu items: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., FIND A CODE, and ABOUT US. A banner below the navigation bar states: "Documentation for the 2016-2020 American Community Survey 5-Year estimates is now available. Data will be released on March 17." The main content area is titled "Narrative Profiles" and includes a description: "Narrative Profiles are short, analytic reports derived from the ACS 5-year estimates. Each Narrative Profile covers 15 different topic areas and provides text and bar charts to display highlights of selected social, economic, housing and demographic estimates for a selected geographic area." Below the description, there is a year selector with options for 2019, 2018, 2017, 2016, 2015, and 2014. The year 2019 is selected. The page title is "2019" and the subtitle is "2015 - 2019 ACS 5-Year Narrative Profile". There is a section for "Select a Geography Type" with radio button options for Nation, State, County, County Subdivision, Place, Census Tract, ZIP Code Tabulation Area, Metropolitan/Micropolitan Statistical Area, and American Indian Area/Alaska Native Area/Hawaiian Home Land. The "Selected Geography" is set to "United States". A "GET NARRATIVE PROFILE" button is visible at the bottom.

United States
Census Bureau

Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

Documentation for the 2016-2020 American Community Survey 5-Year estimates is now available. Data will be released on March 17.

// Census.gov / Our Surveys & Programs / American Community Survey (ACS) / Data / Data Tables / Narrative Profiles / 2019 Narrative Profiles

AMERICAN COMMUNITY SURVEY (ACS)

WITHIN DATA TABLES

Data Profiles

Geographic Comparison Tables

Narrative Profiles

Ranking Tables

Subject Tables

Supplemental Tables

Table IDs Explained

Narrative Profiles

Narrative Profiles are short, analytic reports derived from the ACS 5-year estimates. Each Narrative Profile covers 15 different topic areas and provides text and bar charts to display highlights of selected social, economic, housing and demographic estimates for a selected geographic area.

2019 2018 2017 2016 2015 2014

2019

2015 - 2019 ACS 5-Year Narrative Profile

Select a Geography Type

Nation County ZIP Code Tabulation Area

State County Subdivision Metropolitan/Micropolitan Statistical Area

Place American Indian Area/Alaska Native Area/Hawaiian Home Land

Census Tract

Selected Geography: **United States**

GET NARRATIVE PROFILE

Data Sources - KWIC

nyskwic.org

The screenshot displays the nyskwic.org website. At the top left is the New York State logo. Navigation links for Services, News, Government, and Local are in the top right. A search bar and links for SEARCH | SUBSCRIBE | CONTACT US are also present. A central navigation bar includes HOME, ABOUT KWIC, GET DATA, DATA TOOLS, RESOURCES, and LEARN MORE. The DATA TOOLS dropdown menu is open, showing options for Map Builder, Graph Builder, Custom Query, and MyKWIC. The main content area features a 'Map Builder' heading with the subtext 'Design an interactive map with KWIC's M...'. Below this is a description: 'This map tool provides the ability to map the full range of KWIC data, as well as school and demographic data at many geographic levels. Map points of interest for an in-depth view of counties and communities across the state.' A 'View Map Builder Help Document' link is provided. To the right is a preview of the 'KWIC Maps' interface, which includes a map of New York State, a legend, and various data layers. Below the preview, the text 'Features of the Map Builder are:' is followed by a bulleted list: 'Map KWIC indicators and compare maps across years' and 'Map demographic and census data for a range of geographic boundaries'. On the left side of the page, there is a vertical menu with buttons for Map Builder, Graph Builder, Custom Query, and MyKWIC.



Identify Key Groups and People

Identify Key Groups and People

Preschool (storytimes, SRP)

Schools

Headstart

Food Pantries

Religious Groups

Home school groups

Facebook group pages

Doctors/Pediatricians Office

Community Center- YMCA

Daycare Center

Shelters / Domestic Violence

Early Intervention programs

Health care organizations

WIC

Free Clinics

Hospitals

Literacy organizations

Cultural, language-based
groups

Colleges with education
programs

Identify Key Groups & People

Community Map

24. Johnstown Public Library Community Map

Youth Agencies

Dept. of Social Services
Child Advocacy Center
Mental Health Association
YMCA
Fulton County Youth
Bureau
4H
Northeast Parent and Child

Literacy Programs

Adult Literacy – HFM BOCES
Gloversville/Amsterdam Literacy
Zones

Hospitals and Healthcare Clinics

Allergy and Asthma Center
Community Health Center
Fulmont Community Action
Agency: WIC
Lexington Center
Johnstown Pediatric Health
St. Mary's Healthcare

Johnstown Public Library

Business Community Leaders

James Moore, executive
director of the County
Industrial Development
Agency

Mike Morris, president and
CEO of the County Center
for Regional Growth

Chamber of Commerce
Board of Directors

Early Childhood Programs

Capital District Childcare
Coordinating Council
Connors Friends Daycare
Curiosity Corner Daycare
Fond Memories Day Care
FMPlaymates Child Care Center
(Community College)
Ladybug Day Care
Many Happy Adventures Day Care
Universal PreK Program/Pleasant
Avenue School (year one: 9/2014)
YMCA Playmate Day Care Center

Teen Parent Programs

Catholic Charities
Community Maternity Services
Families United Now program

Elementary Schools

Glebe Street Elementary
School
Pleasant Avenue School
Warren Street School

Faith Communities

Saint Anthony's Church
First Reformed Church
Church of the Nazarene
First Baptist Church
Church of the Immaculate
Conception
Faith Tabernacle
Christ Lutheran Church
Saint Patrick's Roman Catholic
Church
First Presbyterian Church



Talk to People in Your Community

Talking to People in Your Community

What it's like living in [your community]?

How long have you and your family lived here?

What it's like for families with young children?

Talking to People in Your Community

What community resources do you rely on?

Are there any businesses that are important to you and your family?

What kinds of community organizations or businesses are missing?

Talking to People in Your Community

How familiar are you with the kinds of services we provide to children from birth to Kindergarten?

Are there any other services you'd like to see in the library?

What could the library do in general to improve your and your children's lives in our Community?

Early Literacy Survey

project | **OUTCOME**
MEASURING THE TRUE
IMPACT OF LIBRARIES

<https://www.projectoutcome.org/>

Community Asset Analysis - Reporting



Demographics & Local Resources



Key Findings from Conversations



Recommendations

Community Asset Analysis - Reporting

Venice-Abbot Kinney Library Early Literacy Community Asset Analysis

Venice is a seaside community within the greater city limits of Los Angeles. It is served by its own post office and retains a sense of community identity.

Demographics:

The population of Venice has changed dramatically over the past ten years, experiencing rapid gentrification as younger, wealthier people have razed more modest homes in order to build larger, architect-designed residences. Julia Roberts has a home here, created by building on three adjoining lots on one of the "walk streets," in which homes front a sidewalk with an alley behind them. Many high tech start-ups have also attracted well-educated single people, creating a demand for high-priced rentals.

The current population is 40,885, of which 6% are under the age of 6. Venice once had a significant African American population. This has now shrunk to 5.4% of the total. Asians make up 4.1%. Latinos, mostly living in the few apartments that still cater to lower-income families, make up 21.7%. The white population, at 64.2%, is higher than much of Los Angeles County.

The \$67,646 median household income is high for the city.

49.3% of the residents 25 and older have a four-year degree, high for both the city and county of Los Angeles. However, 3,900 adults did not graduate from high school, and 3,315 have only a high school degree.

There are three public elementary schools and one parochial school. There are data available for the public schools. Coeur d'Alene is the most highly rated, with all grades testing at proficient or better in math and English. The Broadway school is smaller, enrolling only 329 students, all of which are either in a Mandarin or Spanish language immersion program. Its students are rated proficient, but not as highly proficient as those at Coeur d'Alene. Westminster School has the lowest test scores, but they have improved over the last five years.

There are ten preschools, of which one is a Pre-K program at Coeur d'Alene; two are Head Start Centers, and 7 are private.

Methodology:

The community assessment was carried out by the Branch Manager and Children's Librarian at the Venice Library. They focused on the Latino community because these families appeared to be less well-served by other preschool services in the community. They interviewed the principals of the four elementary schools in the community in order to determine their perspectives on the literacy levels of children starting kindergarten. They also talked with the heads of the two Head Start centers who confirmed that one center draws almost exclusively from the African American families living in the Oakwood community and that the other center was only meeting the needs of a few of the Latino families.

They also conducted focus groups with two groups of Latino families, one recruited by the priest at the Catholic Church and one by the social worker at the Venice Community Clinic.

Key findings

- 1. School principals agree that the Latino children are least likely to be "ready to learn" when they start kindergarten than any other population group.*
- 2. Latino parents want their children to do well in school.*
- 3. Latino parents do not believe that they are equipped to teach their young children the literacy skills that they need to acquire before they start school. They believe that only professional teachers can educate their children.*
- 4. Few Latino parents of young children are aware of the services available at the public library. Some have learned about the homework resources from their older children.*
- 5. Few Latino parents are aware that there are Spanish-speaking staff that can help them at the library.*
- 6. While many Latino mothers work outside the home, most of those with young children do not, and many rely on WIC and other social services.*

Key recommendations

- 1. Begin a public awareness campaign targeting Spanish speaking families about the array of services available for them at the library. Work with community leaders to spread the word.*
- 2. Partner with WIC, the local evangelical church, and the Catholic Church to present early literacy sessions to parents and children, based on Every Child Ready to Read.*
- 3. Start a Spanish language family storytime one night a week.*
- 4. Request prominent Spanish language signage for the exterior of the library.*



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Questions?

NEXT STEPS:

May 15th Strategies for Partnerships/Outreach

Community Asset Analysis

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REFERENCES:

[Overwhelmed By: Researching Your Community](#) (ALSC Blog)

[Community Asset Mapping for the Curious](#) (CT State Library Division of Library Development)

[Early Literacy Community Asset Analysis Presentation](#) (NY State Library Division of Library Development)