

FACT SHEET

- History** Los Angeles now has the highest rate of undereducated adults of any major metropolitan area in the U.S., and 53% of working-age adults in L.A.—3.8 million people—can't read well enough to use a bus schedule, follow the instructions on a medicine bottle, or complete a job application. Launched in June 2003 to address the problem of low-literacy in L.A., Literacy@Work: The L.A. Workforce Literacy Project is the nation's first regional, public-private partnership dedicated to the advancement of workforce literacy.
- Vision** A future where every worker in Los Angeles is literate, competitive in the workforce and a contributing member of the global economy.
- Mission** To develop literate, skillful and competitive workers by providing employers and service providers with effective coordination, training/ technical assistance, resource development and capacity building.
- Leadership** Initiated by the Mayor's Office and City Council, the project is managed by a team of community leaders from:
- Literacy Network of Greater Los Angeles
 - Los Angeles Area Chamber of Commerce
 - Los Angeles Community College District
 - Los Angeles Community Development Department
 - Los Angeles Unified School District
 - Los Angeles Workforce Investment Board
 - United Way of Greater Los Angeles
 - University of Southern California
- Over 80 local education, literacy and vocational providers are participating. Major financial supporters include City of Los Angeles, L.A. Workforce Investment Board, Haynes Foundation and Verizon Foundation.
- Strategic Planning** The Project's yearlong strategic planning phase will culminate with the production of three major deliverables:
- First-ever Report on the State of Adult Literacy in Los Angeles
 - Five-year Action Plan for Workforce Literacy
 - Public Awareness Campaign
- Report Launch** The launch of the *Report on the State of Adult Literacy in L.A.* on April 29, 2004 will be a major public awareness and media event. The Report will reveal in-depth statistics on literacy levels in the nation's demographic bellwether, Los Angeles, and will preview the five-year Action Plan.
- Sponsorship Opportunities** Sponsorship benefits range from cover recognition on report; speaking role at launch event; reception with Mayor Hahn; logo and name on signage, collateral materials, and website; commendation letter from Mayor Hahn.
- Meeting L.A.'s Literacy Needs** The five-year Action Plan will be a blueprint for a regional, coordinated service plan to increase literacy rates in Los Angeles. Components will include: a standardized intake/assessment system, a collaborative grant-making system, provider quality standards, model workforce literacy demonstration projects, targeted outreach to low-literacy populations, and capacity building of participating adult education, literacy and vocational providers.