Strategies for Moving Vision to Action: Action Plan
National/State Literacy Awareness Campaign

1. Other Stakeholders: Name groups, organizations, sectors and individuals you may want to include, including other initiatives that may be like this one and champions that will support it.

   Dollar general, Kohl’s, Verizon, Ad council, WVIZ, web-cutting edge technology, media outlet, day care, graphic designer

2. Strategy summary: what are the aims or vision? Promising idea? Envisioned results?
   • Vision: people will know what literacy is
   • Define message, find a slogan and cartoon
   • Research existing campaigns
     o Learn from them, do not copy them
   • Technology:
     o Website
     o Facebook, twitter
     o YouTube

3. Timeline and action plan:

   Long-Term Goal:
   • Six month for message creation and stakeholders in a year execution of website creation and PSA’s

   Short-Term Actions (next 3 months)

<table>
<thead>
<tr>
<th>What</th>
<th>Help Needed From</th>
<th>Due Date</th>
<th>Who is Responsible</th>
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</thead>
<tbody>
<tr>
<td>LON</td>
<td></td>
<td>3 months</td>
<td>Maryanne</td>
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<tr>
<td>Literacy Powerline</td>
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<td>3 months</td>
<td>Meagen</td>
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<td>Local Educators</td>
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<td>WVIZ</td>
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<td>Christine</td>
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<td>Research existing messages and campaigns</td>
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<td>Bev</td>
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4. Factors that are key to the success of this strategy include:
   • Checking in with each other
   • Meet twice in 3 month period

5. Key contact person (s) and e-mail
   • Meagen Howe
   • Assisting: Christine