



wisconsin  
**literacy**

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# WINTER CONFERENCE





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# Workplace Literacy Networking: Questions and Answers

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Director, Family Resource Center and  
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# Workplace Literacy Networking: Questions and Answers

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Literacy Council of Sheboygan

**Beth Gaytan** - SW/SC Regional Literacy Consultant  
Wisconsin Literacy



# Agenda

- Changes in the Workplace Literacy World
- Growth & Results
- Balancing Quality vs. Quantity
- Outcomes
- Problem Solving



# Introductions



# Changes in Workplace Literacy

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Employee pool  
changes -  
manufacturing

Increasing Diversity

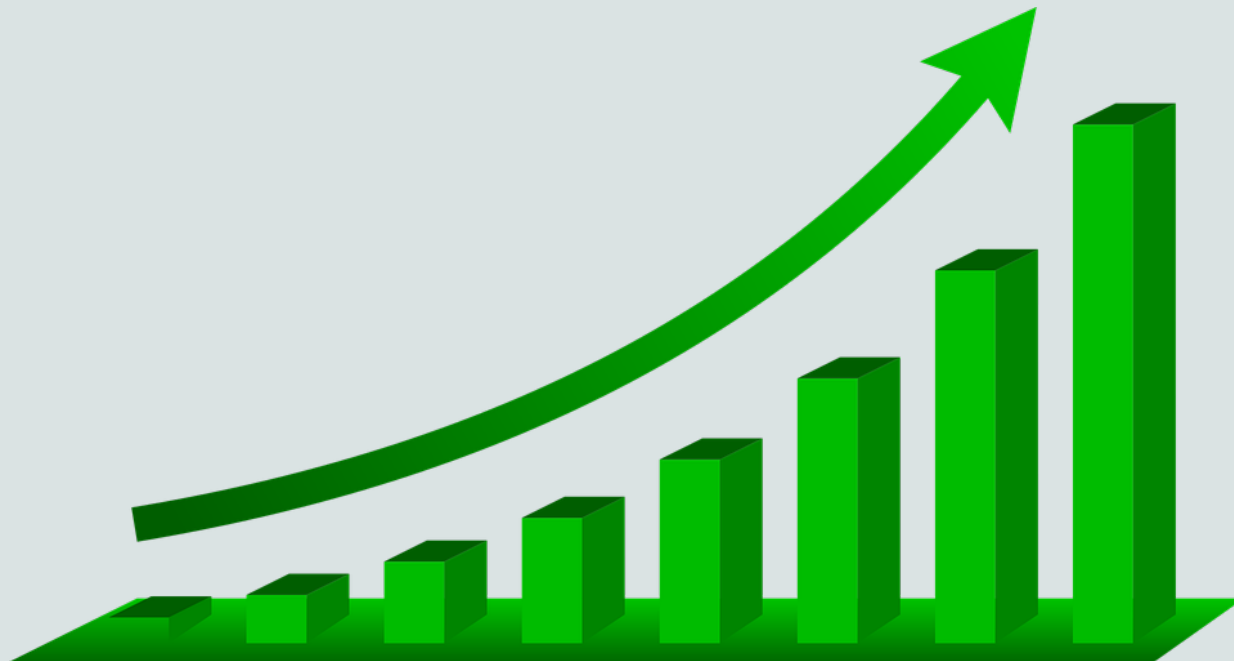
Investment in the new  
workforce



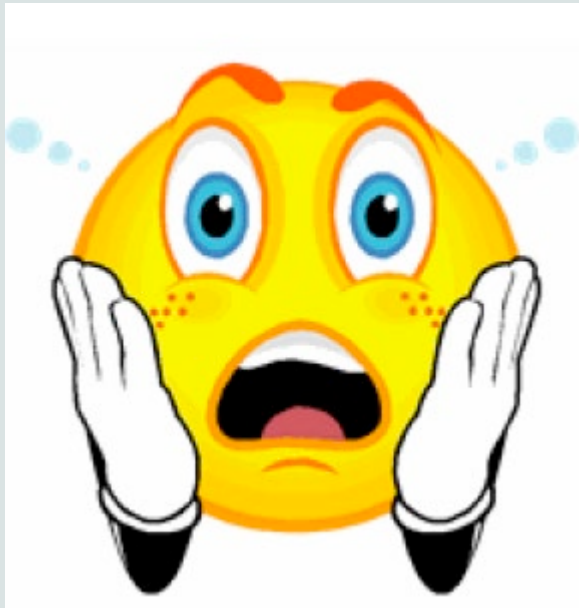
## Workplace Literacy Program

Literacy Council of  
Sheboygan  
Family Resource Center of  
Sheboygan County

- **2022 - 4 businesses, 6 instructors, 29 students...**
- **2024 - 13 businesses, 12 instructors, 156 students...**



# Managing Growth...



- \* Expansion means more time, more staff, more structure
- \* Growth WITHOUT advertising - prepare for "word of mouth"
- \* Prep for the future
- \* Consider waiting lists
- \* Structure: Fees, Student Number Caps, Resources, Curriculum, Technology needs
- BUT the results:





## Results from Workplace Literacy English Classes on site (one example)

- Turnover down by 25% in one year
  - Accidents at work down by 33%
  - 56 lost days of work for injury down to 8
  - EQUALS = PRODUCTION & PROFIT UP
- 
- Employees feel respected, grateful, happier and included in the company culture. They have “friends” and truly feel a part of their workplace.

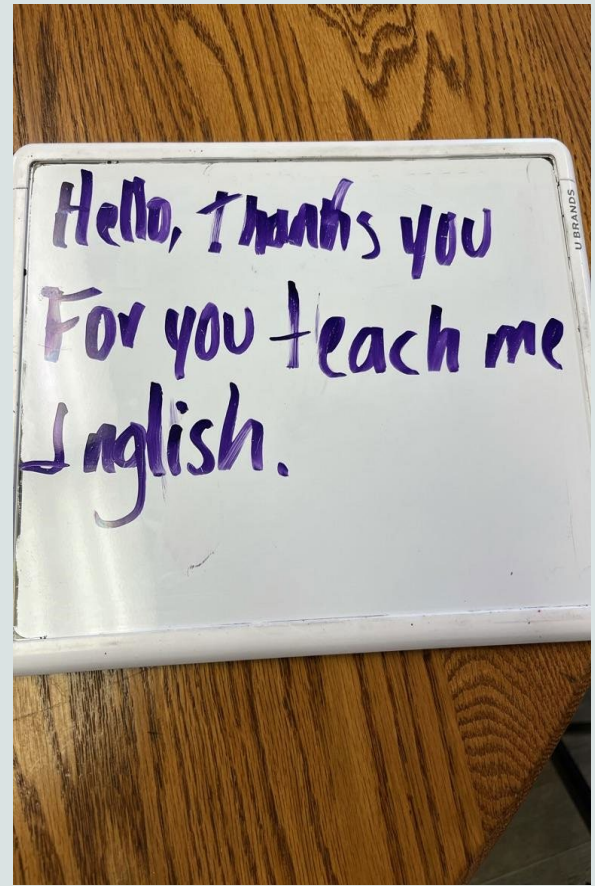
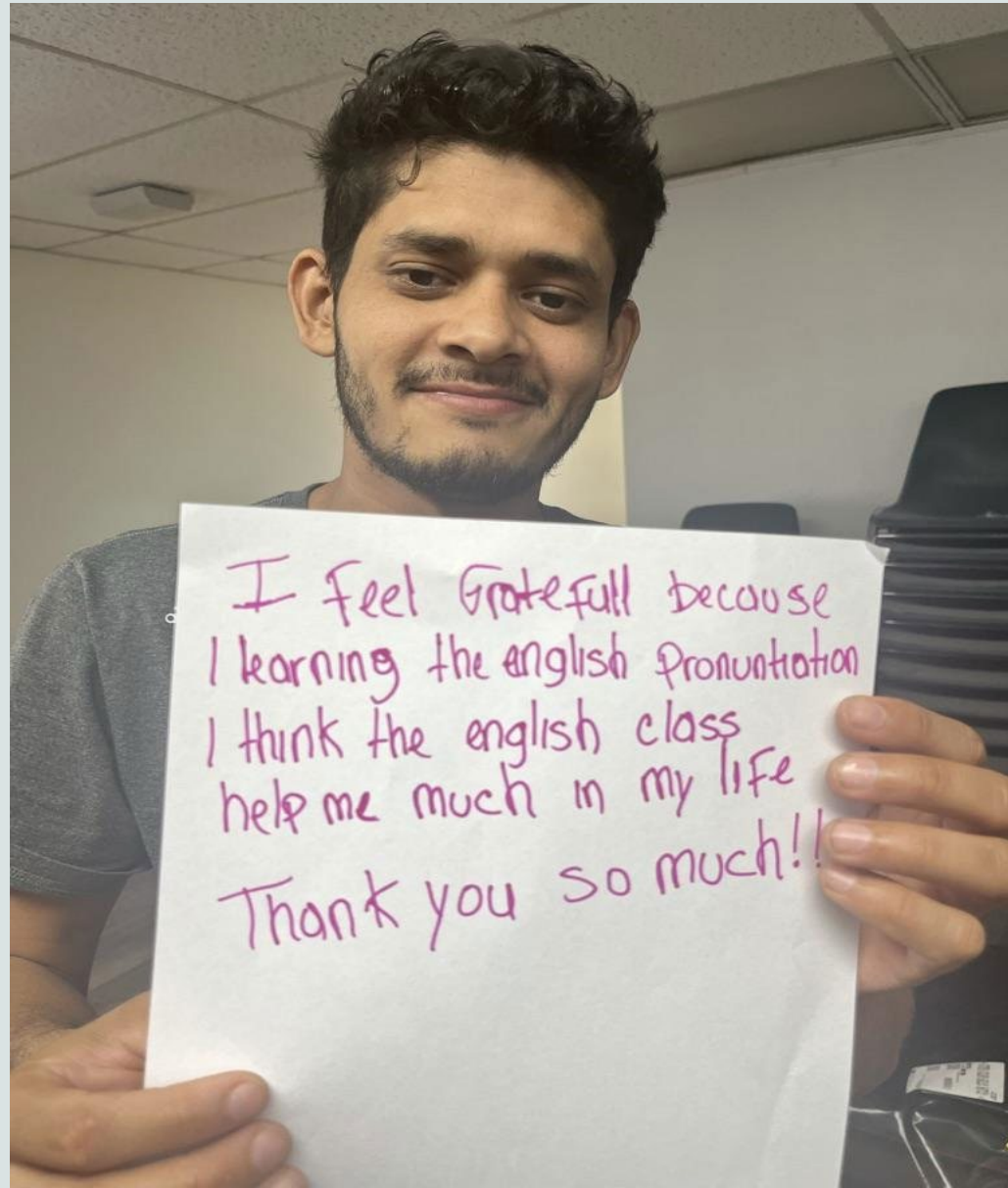


# Workplace Literacy In Action

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## Richco Workplace Literacy Program - WTMJ





# How do we do it?

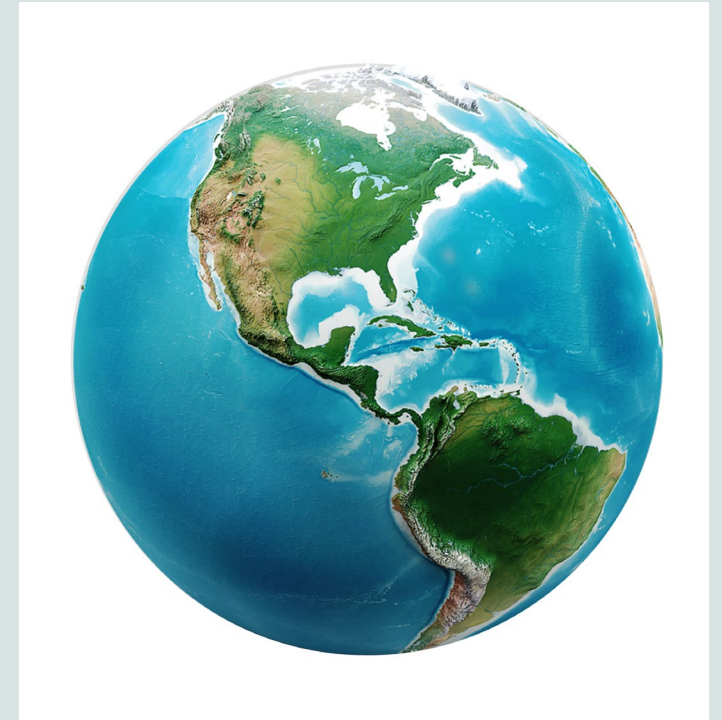


- \* Donor beginning
- \* Growth - fee structure and support (more financial support for smaller businesses)
- \* Fees (not as high as you think...)
- \* Training of Instructors
- Integrate yourself with the Literacy Council - important you are a team

# Quality vs. Quantity

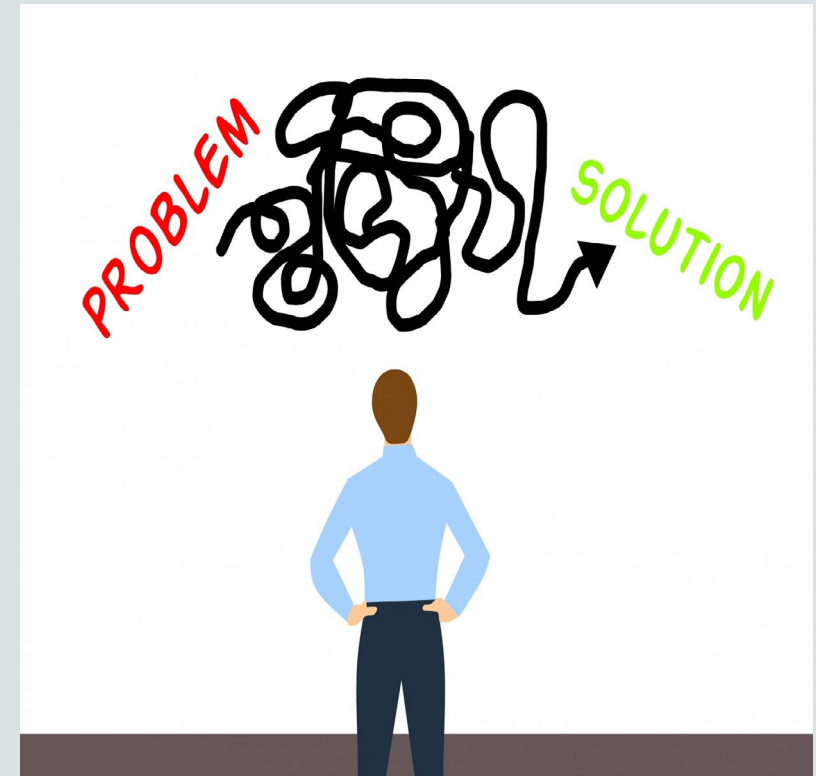
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- 🔗 Instructor Training and Background
- 🔗 Curriculum Planning ahead
- 🔗 Instructional Coaching
- 🔗 RELATIONSHIPS, RELATIONSHIPS, RELATIONSHIPS
- 🔗 Joining Training and Development Groups
- 🔗 See the BIG PICTURE - not just for business - for our communities...
- 🔗 **Classes held ON SHIFT, ON SITE & are PAID = SUCCESS!!**



# Considerations / Problem Solving...

- Better to have a quality instructor than a lot of unqualified (quality over quantity)
- Use LOCAL connections to start and recruit
- Consider the “feel” of your community
- Prepare for technology issues
- Impact of MILEAGE COSTS
- Shift hours in manufacturing and classes
- Classes in Manufacturing are NOT regular...
- Prepare for disruption and migration
- Be prepared to teach ANYWHERE and to face public scrutiny
- Prepare for bias and misinformation



## Get creative...

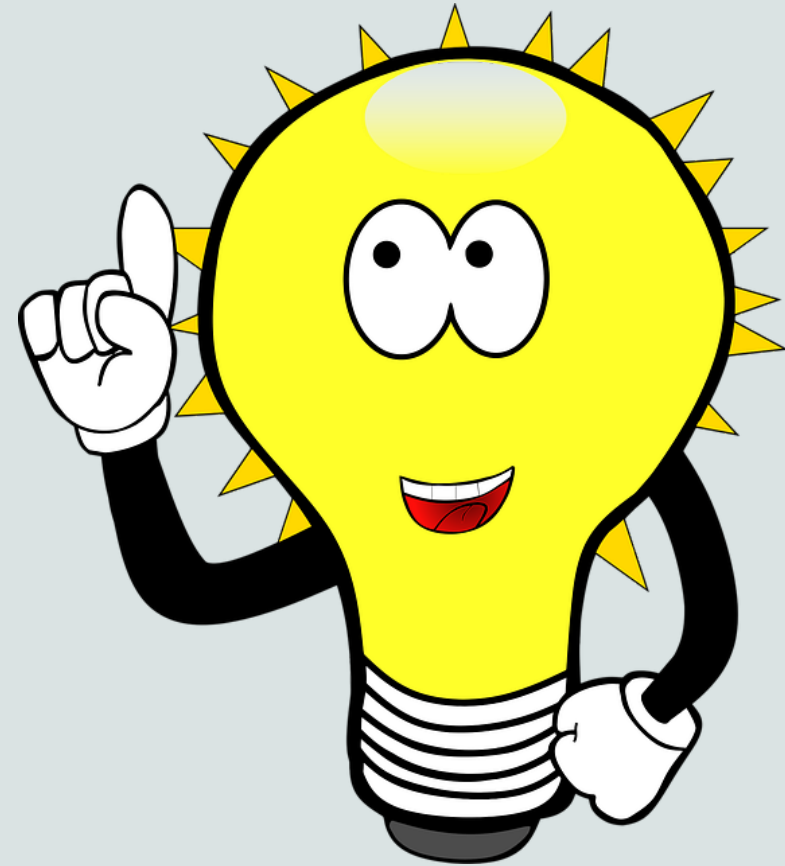
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- 🔗 Teaching Assistants
- 🔗 Grants
- 🔗 Short - term contracts = Success
- 🔗 Join community groups
- 🔗 ASK questions of students and **SHARE THEIR STORIES!!!**
- 🔗 Prepare for a lack of understanding of how teaching works...
- 🔗 Resource for businesses on Language Barriers in the Workplace, Survival Spanish, Using Visuals to help in the Workplace
- 🔗 Games are good for ALL ages and audiences...(Guess Who, Go Fish...)

# Questions and Discussion

- What are you seeing happening with the workforce in your communities?
- What solutions are currently in place?
- Who has a Workplace Literacy Program? Share...
- IDEAL for Workplace Literacy
- What do you see as the ideal combination of Literacy Council + Workplace Literacy







Thank you

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**BIG**  
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COMMUNITY SHARES OF WISCONSIN

10<sup>TH</sup> ANNIVERSARY

Tuesday, March 5th

[bit.ly/givetoWL](https://bit.ly/givetoWL)