

## **ALW 2010 General Information:**

During the 5<sup>th</sup> annual New York Ag Literacy Week (formerly Ag Literacy Day) - March 15th-19th, 2010 - volunteers will read the book *The Tree Farmer* written by Chuck Leavell and Nicholas Cravotta to 2nd graders throughout the state. Students will also benefit from hands-on activities and teachers receive follow up lessons. The book is given to the school library with a bookplate recognizing the donor and NY Ag Literacy Week. More than 1,500 books were donated last year while thousands of second graders participated in fun and educational activities.

## **County Coordinator Responsibilities:**

County Coordinators are the backbone of the Ag Literacy Week program, there is no question that without their hard work this program would be nowhere near as successful as it has been. If you are interested in serving as a county coordinator there are several major responsibilities that you will have. Please read through the following list, there is also a calendar of important dates attached to this document. If you would like to serve as a county coordinator (you may also work in teams) please contact Heather Davis.

Each county coordinator:

- Serves as primary contact for NYAITC, Readers & Teachers in their county.
- Recruits volunteer readers (from FFA, Farm Bureau, Grange, Dairy Princesses, 4-H, PTA's) and teachers for ALW.
- Schedules dates and times for volunteer readers to visit local classrooms.
- Publicizes Ag Literacy Day in his/her county (posters and press release provided by NYAITC).
- Collects money for any locally sponsored books and forwards it to NYAITC.
- Invite local legislators and celebrities to read and participate.
- Submits their book order to NYAITC by **January 29<sup>th</sup>, 2010.**
- Receives & arranges for distribution of - books, activity materials (Books & Activity materials will be sent out together in early February).
- Fill out Coordinator Tracking Form *Completely* and collects Reader and Teacher surveys (will not be online this year) and return all documents to NYAITC by **April 30<sup>th</sup>, 2010.**

**NEW TO 2010 – Prizes will be given to counties that 1) cover the highest percentage of their books 2) Get their completed book orders in by the due date 3) Submit COMPLETED tracking forms on time.**

## **AWL 2010 Resources:**

This year NYAITC will be providing each coordinator with a copy of *The Tree Farmer* and 10 large posters and a special gift. All other forms including generic press releases, additional posters, photo releases, surveys, letters for schools and fact sheets will be available on the website starting Wednesday, September 16th. ([www.nyaged.org/aitc/educators/literacy.htm](http://www.nyaged.org/aitc/educators/literacy.htm)).

I hope that this has helped to answer some of your questions regarding ALW. I would again like to thank you all for your participation; it is because of your hard work that this program is able to reach so many students throughout the state.

If you have any questions or comments please do not hesitate to contact me by phone or by email, I am here to help in any way possible and I look forward to speaking and working with you all.

Sincerely,

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