

## Scope of Work & Budget

### Literacy Pros Jacksonville #YRead Scope of Work & Budget

#### Scope of Services:

Literacy Pros Jacksonville, Inc., will provide oversight and coordination of the #YRead campaign. This campaign seeks to engage and achieve the following:

1. Prominent marketing, outreach and engagement material featuring local Jacksonville youth promoting reading, literacy and positive educational choices and behaviors.
2. Specifically, Literacy Pros Jacksonville, Inc. will leverage the provided funds to develop and launch:
  - a. Two Billboards in high crime areas of Jacksonville (Golfair & Haines) for the period of August 2021 to January 2022.
  - b. 50 posters in area:
    - i. Middle & High Schools
    - ii. City libraries
    - iii. City offices
    - iv. Community based organizations
    - v. Juvenile diversion and corrections programs
  - c. Teen Youth Literacy Ambassador representatives at area high schools, with a focus on specific high crime zip codes (Raines, Ribault, Jackson, Ed White, Terry Parker, and other designated schools).

Activity	Cost	Funded By
22 weeks of 2 large billboards featuring selected and recommended youth ages 13 to 18	\$20,000	COJ Social Justice Committee awarded funds
40 hours of professional photography and editing	(\$5000)	(In-Kind, Provided by Literacy Pros, Jacksonville)
50 poster sized versions of each print	(\$1000)	(In-Kind, Provided by Literacy Pros, Jacksonville)

50 young adult books	(\$750)	(In-Kind, Provided by Literacy Pros, Jacksonville & InJenuity Solutions)
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Deliverables:

- Two completed billboards
- 50 posters: Will be hung in schools and community centers, areas where youth frequent
- 50 youth participants (13-18) to be photographed
- 50 youth books: The youth “ambassadors” will each select one book to be photographed with and will receive a personal copy of that book to keep.

Measure of Impact:

- Number of youth arrests six months prior to the billboards and six months after the billboards
- Youth survey asking 5 questions prior to the billboards and 60 days after the billboards. Examples of “yes or no” questions that may be asked are as follows:
  1. I have seen the #YRead billboard in my community.
  2. Seeing my peers and classmates on a billboard inspires me.
  3. I feel encouraged to read books.
  4. I believe my community supports my success.
  5. I have access to books I want to read.