

# Strategic Framework – At a Glance

We will:



**Why (Mission)**

Advocate for and establish literacy as a value in every home

**Who**

36 million adults in America have no or low literacy skills

**What (Impact)**

Provide increased leadership, model and disseminate evidence-based practices, and promote stronger outcomes for all stakeholders in the fields of adult and family literacy

Foster innovation and incubate technological advances in adult literacy to accelerate the implementation of effective literacy strategies and resources

**How**

Innovate and incubate technology-based adult literacy tools and resources that adult learners can access independently

Scale evidence-based practices and resources in adult and family literacy

Create resources that supplement existing initiatives and tools

Replicate and scale high quality initiatives in adult and family literacy

Promote awareness and engage the public to participate in efforts to solve our nation’s literacy crisis

Increase public awareness of the literacy crisis in the United States

Increase public awareness of the Barbara Bush Foundation and its efforts to improve literacy rates

Identify evidence-based practices, through research and evaluation, to achieve better outcomes for low literate adults and parents

Identify, model, and disseminate effective adult literacy practices

Create and support a Barbara Bush Fellows program

Engage thought leadership