

STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
September 3, 2015

SUBJECT: Adult Literacy \$7 Million Global Competition

PROPOSED BOARD ACTION

For information

AUTHORITY FOR BOARD OF GOVERNORS ACTION

Article IX, Section 7, Florida Constitution

BACKGROUND INFORMATION

On June 8, 2015, the Barbara Bush Foundation for Family Literacy, the Dollar General Literacy Foundation, and XPRIZE launched a global competition challenging teams to develop mobile applications for adult learners that result in the greatest increase in literacy skills over a 12-month period. Each team will test its solution with 1,000 low-literate adults within two target demographics, native English speakers and non-native English speakers, ages 18-64.

Following a six-month registration period, competing teams will have 18 months to develop their solutions. A panel of third-party expert judges will then select the top five teams to move on to the 12-month field-testing phase of the competition. The five finalist solutions will be tested with a minimum of 1,000 adult learners each (5,000 total) who read at or below the equivalent of a third grade reading level.

The team with the best performance across two target demographics will be awarded a Grand Prize of \$4 million and Bonus Prizes of \$500,000 will be awarded to the two teams with the best performance in each of the two target demographics.

Following the award of the Grand Prize and the Bonus Prizes, cities across the United States will compete to encourage their adult learners to download and use the winning applications. A \$1 million purse will be split among all finalist teams that advance to the Cities Competition, and an additional \$1 million will be awarded to the city that is able to deploy the winning literacy applications to the greatest percentage of its low-literate residents over a six-month period.

Supporting Documentation Included: Press Release and Competition Overview

Facilitators/Presenters:

Ms. Liza McFadden, President & CEO
Barbara Bush Foundation for Family Literacy