

Annual Report 2008-2009
Building community



*Canada's Literacy and
Essential Skills Network*

*Réseau canadien en alphabétisation
et en compétences essentielles*

National Adult Literacy
Database Inc.

Base de données en
alphabétisation des adultes inc.

Foreword

NALD's mission is to contribute to the development of the literacy and essential skills community in Canada by providing information and resources that enhance the quality of literacy and essential skills programs and by making access to these resources available to anyone, anywhere, any time, at no cost to the recipient – through the use of the Internet.

NALD's fiscal year began in April 2008 with its participation in and support of the Pan-Canadian Interactive Literacy Forum hosted in several major cities by the Council of Ministers of Education, Canada (CMEC).

The year concluded in March 2009 with NALD lending its interest and support to cross-Canada consultations for a National Strategy for Early Literacy, an initiative of the Canadian Language and Literacy Research Network (CLLRNet).

Both national undertakings called for commitment. Both called for strategies – and strategies cannot be successful without the involvement of key stakeholders and a spirit of community and oneness. NALD participated in these groundbreaking events because building community has always been one of its most important guiding principles.

NALD listens. NALD offers support and gets involved in helping to advance the dialogue on literacy and essential skills issues that are important to us all as Canadians.

NALD's legacy: Promoting literacy, building community

The National Adult Literacy Database supports the literacy community across Canada by providing an information network, in both official languages, to adult learners, practitioners, researchers, organizations and governments. NALD has helped shape a sense of community over the years and has broadened its scope to include stakeholders associated with the field of workplace literacy and essential skills.

This type of leadership and this type of commitment have helped our country on the road to achieving one of its most important goals – to assist those Canadians who, due to their low literacy and essential skills levels, are not able to fully participate in a knowledge-based economy.

This annual report is dedicated to them.





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Maison Sterling House
767 rue Brunswick Street

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Message from NALD's Honorary Chair



I have always been extremely proud of my association with the National Adult Literacy Database. It is an organization whose influence goes far beyond its own backyard geographically. NALD offers its resources and services in the two official languages to the literacy and essential skills community across Canada and beyond. NALD fulfils its mandate by fostering key partnerships and a community spirit that knows no linguistic or cultural divide.

It has been a busy year for the literacy community in Canada and NALD has helped to set the pace by participating in major events happening both on the national stage and at the grassroots level. While 2008 was the year NALD changed headquarters, staff members forged ahead, building on their accomplishments and expanding NALD's resource base.

As Canadians, it is crucial that we follow NALD's example and reach out to segments of the population that need our help to improve their literacy and essential skill levels. Being an individual for whom studying and writing have always been a major focus, I was also inspired this year by the actions of Jacques Ménard and BMO Financial Group who are spreading the word about the importance of staying in school and reducing the drop-out rate in Quebec. This initiative is an example of a business leader and a large corporation setting aside business for a time and concentrating on the welfare of others.

We need to work together to build a country in which all persons have both the ability to read and write and the levels of workplace functionality that lead to self-confidence and self-worth.

On behalf of NALD, I take this opportunity to acknowledge the financial support of the Office of Literacy and Essential Skills at Human Resources and Skills Development Canada. It is that generosity and an understanding of NALD's mission that make this important work possible. We are also grateful to the Government of New Brunswick for their generous contributions to our organization.

With great expectations,

Roch Carrier
Honorary Chair, NALD Board of Directors

Message from the Chair

What a year 2008-2009 has been!

NALD has been active across the country, not only in maintaining its services to our community of literacy stakeholders, but also participating in events such as the Pan-Canadian Interactive Literacy Forum and the Canadian Language and Literacy Research Network's early literacy consultations.

As the depth and breadth of its workplace literacy information grows, NALD continues to help connect employers and employees to relevant essential skills resources. We also continue to see demand from literacy practitioners for services including the design and hosting of websites for many community literacy providers.

Working closely with other national literacy organizations has also enabled NALD to further expand its support services and networks to literacy advocates and researchers.

As all areas of our country struggle with the challenges of the current economic environment, it is more important than ever to look to improving the educational attainment of citizens, especially those who have been chronically under-represented, and to build the capacity of our workforce at every level. NALD has a key role to play in supporting these objectives by providing ready access to relevant literacy resources and information.

I would like to take this opportunity to thank the Board members of NALD for their strong support of the organization and for their guidance and stewardship of the organization. I would also like to recognize and thank the staff of NALD for their hard work, commitment to those we serve, and passion for our mandate.

Through its ever-expanding network, NALD plays an important role in building and supporting a vibrant literacy community in Canada.

Sincerely,

Anna Kae McIvor-Todd
Chair, NALD Board of Directors



Message from the CEO



Perhaps it is not until the end of a year that one has the opportunity to reflect on all that has happened over the previous 12 months. As I began to take stock of the events of this past year, only then did I realize just how many milestones and significant achievements we have experienced at NALD during this period. It has truly been an exciting year!

Many of the year's highlights are more fully described in the pages that follow, such as:

- Our long anticipated office move to our beautiful new location – Sterling House
- Signing a core funding contribution agreement with our primary funders, the Office of Literacy and Essential Skills, Human Resources and Skills Development Canada
- An innovative partnership established with the New Brunswick Department of Post-Secondary Education, Training and Labour resulting in the creation of a workplace literacy and essential skills specialist position at NALD
- Creation of the National Literacy Table – a partnership with counterparts from the other five national literacy organizations
- Significant improvements to NALD's technology infrastructure
- Business process improvements to several key NALD services
- Significant improvements to human resources practices and systems
- A new look for NALD and new promotional materials

NALD continues to enjoy the very collaborative environment that exists with and among our many partners including the various literacy and essential skills organizations across Canada. NALD is recognized across the country and beyond as Canada's Literacy and Essential Skills Network, a tagline that is now featured prominently with our new logo.

By continuing to work closely with all our stakeholders, we are uniquely situated as the national, bilingual provider of Literacy and Essential Skills information and educational resources via the Internet.

It is a pleasure to work with such a dedicated Board of Directors and staff. Both groups are committed to providing the best possible service to those working in the field of literacy and essential skills in Canada in support of improved literacy outcomes for all Canadians.

Sincerely,

Katherine d'Entremont
Chief Executive Officer, NALD

NALD Board of Directors

Roch Carrier

Honorary Chair
National Adult Literacy Database Inc.

Anna Kae McIvor-Todd *

Vice-President, Learning
Bow Valley College, Calgary, AB
NALD Chairperson

Katherine d'Entremont *

Chief Executive Officer
National Adult Literacy Database Inc.
Fredericton, NB

Michelle Brown

Team Leader
Random North Development Association
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Roger Doiron

Chair
Fédération d'alphabétisation du Nouveau-Brunswick
Richibouctou, NB

Sue Emson

Librarian
Saskatoon Public Library
Saskatoon, SK

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Deputy Minister
Clerk of the Executive Council and Secretary
to the Cabinet
Executive Council Office
Government of New Brunswick
Fredericton, NB
NALD Vice-Chair

Byron James

Deputy Minister
Department of Post-Secondary Education, Training
and Labour
Government of New Brunswick
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Margaret Lipp

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Linda Shohet

Director
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Sylvia Sioufi

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Canadian Union of Public Employees
Ottawa, ON

Bill Stirling *

Vice-President
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Yvette Barriault

Secretary to the Board
National Adult Literacy Database Inc.
Fredericton, NB

* Member of NALD Board Executive Committee





Sterling House – Local papers called it “an ornament for the east end of Fredericton” upon its completion in 1890.

NALD gets a new home

With a moving van in front of their new workplace and movers doing what they do best, NALD staff members walked a short distance eastward on Brunswick Street in beautiful downtown Fredericton on August 28, 2008. They were bound for their new facility – Sterling House – just a few buildings away from their smaller but beloved Scovil House.

767 Brunswick Street, Fredericton, N.B.

“Built for sheriff and businessman A.A. Sterling, this gracious house designed by Saint John architect H.H. Mott is the domestic version of the Second Empire style of the imposing Provincial Legislature building. In this house’s case, the stylistic source also incorporates elements of the Italianate, an architectural style kindred to the Second Empire, which predates it slightly. The use of a narrower two-bay facade as opposed to a symmetrical three-bay facade is more characteristic of urban buildings where narrower lots required a more compact plan. Local papers called it “an ornament for the east end of Fredericton” upon its completion in 1890.”

– Information from Fredericton Heritage Trust

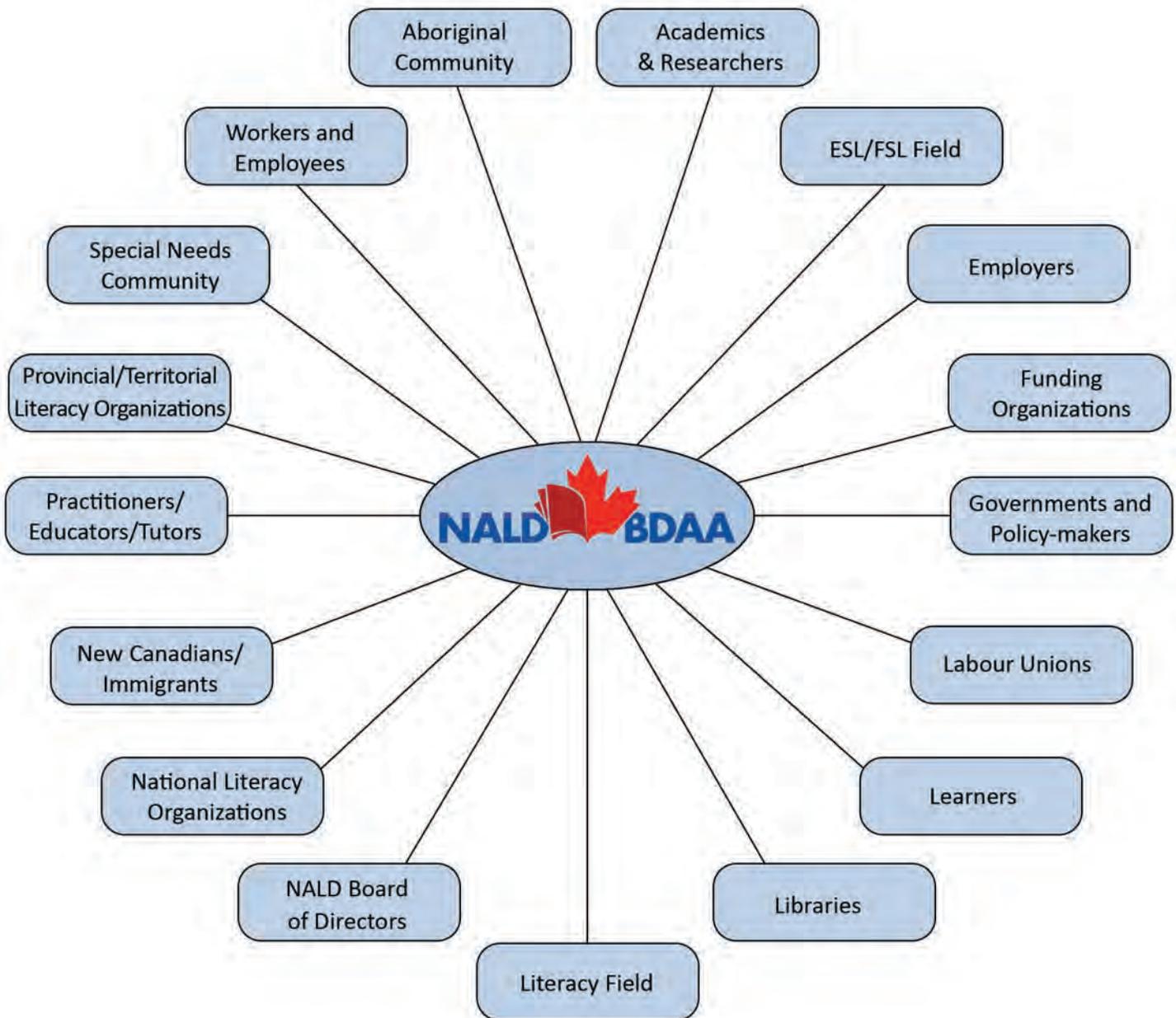
Sterling House is a three-storey heritage building just a block away from the Provincial Legislature, the Beaverbrook Art Gallery and the St. John River. Also in the neighbourhood is Fredericton’s most stately landmark, Christ Church Cathedral.

NALD’s new headquarters, while in close proximity to shops, restaurants and office buildings, is located in a tranquil setting that is rich with other cherished historical homes, a walking bridge, walking trails and the riverside Green.

The charismatic structure with its imposing exterior has a warm and colourful interior. Special features include: spacious rooms with high ceilings, an elegant staircase, several fireplaces, a modernized staff kitchen, extra meeting rooms and a large verandah on the east side of the building.

Sterling House is owned by the Government of New Brunswick who graciously has provided this unique space for NALD’s offices. As NALD chair Anna Kae McIvor-Todd has stated so eloquently in the past, “It is a privilege to have our headquarters in a province that so strongly recognizes the economic and social benefit of supporting literacy and essential skills across the lifespan.”

Key stakeholders of NALD



NALD's mandate is to facilitate the continued delivery of literacy and essential skills programs in Canada by providing an information network for adult literacy information and by serving and supporting individuals, organizations, government policy-setters, and decision-makers in the field in both of Canada's official languages.



“At the Delview Adult Learning Centre, we have a lot of immigrant learners. They are often struggling with their own identities in a new country. Many feel devalued because they struggle with settlement and language, and are not able to do the jobs they did previously. They were so proud when their stories were put online in NALD’s Story of the Week – proud that their writing in a second language was valued, proud that their work was being put on a national website. A lot of other students in our centre were impressed to read, and, in some cases, hear the stories – those that featured an audio component. As instructors, we are pleased that we can revisit stories recorded years ago, and show them to current students.”

Yvonne Chard,
 Coordinator and educational adviser
 English Language Services for Adults
 (ELSA)
 Delta, B.C

Story of the Week celebrates learners

To celebrate the accomplishments of learners and to make more resources available for use in the classroom setting, NALD adds a new [Story of the Week/Histoire de la semaine](#) every Monday. It has proven to be a very popular feature of the NALD/ BDAA website.

This year, a total of 79 stories were posted in English and 57 were posted in French. Over 23,000 visitors to the NALD site accessed Story of the Week and 5,436 visitors viewed Histoire de la semaine.

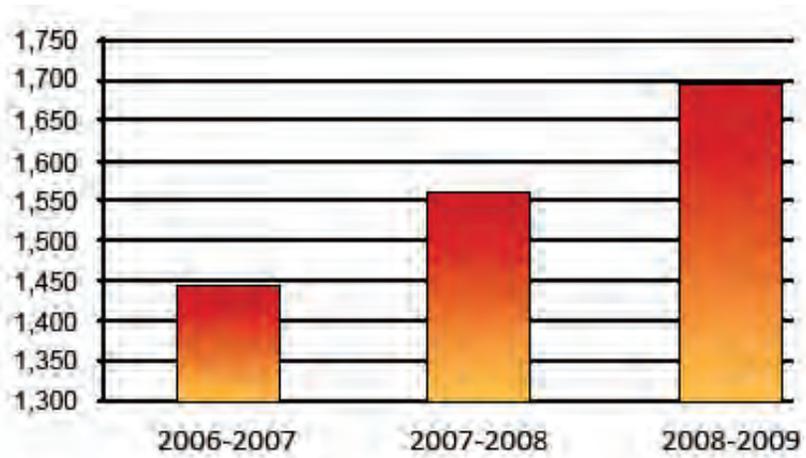
Through NALD’s Story of the Week/ Histoire de la semaine, adult learners have the opportunity and the venue in which to share personal stories of how they were able to overcome obstacles and learn to read and write.

Occasionally an organization with a class of learners will have a launch of several stories at one time. On December 1, 2008, for example, NALD posted 19 learner stories from the Halifax Community Learning Network, each with text, a photograph and an audio component.

To enhance the presentation of certain stories, NALD offers an audio feature. NALD stories are searchable by province/territory, date of publication and author’s name.

Total number of stories

2006-2007: 1,442 2007-2008: 1,560 2008-2009: 1,696



Strategic partnerships

NALD works with five other national literacy organizations to form National Literacy Table

During the fiscal year 2008-2009, the Chief Executive Officer of NALD worked very closely with counterparts from the other five national literacy organizations.

The nationals agreed to form the National Literacy Table (NLT) where representatives of the six national literacy organizations in Canada work together to achieve the common goal of improved literacy and essential skills levels in Canada.

The NLT allows the parties to exchange information, agree on objectives to be achieved, and build consensus and partnerships with a view to collaborating on initiatives that will benefit all literacy and essential skills stakeholders in Canada.

The NLT works with communities, governments, researchers and others, and has identified key areas of collaboration and opportunities to work together including:

- Co-ordinated research
- Sharing and dissemination of information, best practices
- Communications
- National objectives
- Sharing of plans to ensure complementary, cost-effective partnerships



National Organization	Represents/Serves	Primary Function	Headquarters Location
ABC CANADA	Represents private sector (business and labour)	Communications	Toronto
FCAF	Represents francophone coalitions, literacy organizations, learners and practitioners	Support to the field: Professional development, program support, research	Ottawa
MCL	Represents anglophone coalitions, literacy organizations, learners and practitioners	Support to the field: PD, program support, research	Ottawa
NILA	Represents Aboriginal literacy organizations, learners and practitioners	Support to the field: PD, program support, research	Winnipeg
Frontier College	Serves anglophone, francophone, aboriginal and community literacy volunteers, learners, community organizations and practitioners	Direct service delivery to learners	Toronto
NALD	Serves anglophone, francophone and aboriginal literacy organizations and all literacy and essential skills stakeholders	Resource network and technology	Fredericton

“For the work I do in adult literacy education, the National Adult Literacy Database (NALD) in Canada provides access to more full text documents than any other site I have found on the World Wide Web. It is an indispensable resource for policymakers, researchers, and most of all, practitioners in the field of adult language, literacy and numeracy education.”

Tom Sticht,
International consultant in
adult education

New to NALD/NALD@Work library: Conference Board of Canada case studies

In the fall of 2008, NALD formed a partnership with The Conference Board of Canada that resulted in close to 40 new Conference Board research documents, including reports and best practice case studies, being posted to the NALD/NALD@Work library.

Among the documents, The Conference Board of Canada’s organizational effectiveness and learning case study series examines outstanding programs and initiatives in specific Canadian workplaces. The case studies look at various aspects of successful workplace learning and essential skills programs, including program development, challenges, keys to success and benefits for both employees and employers.

In the first month after the posting, these documents were downloaded over 600 times from the two NALD sites. These numbers are expected to increase over time due to: NALD’s announcing library postings in its Headline News section each week, the weekly NALD Update sent out to listserv subscribers that contains this information, and word-of-mouth advertising of the case studies’ availability. The Conference Board and NALD hope to post all future Conference Board case studies relating to literacy and essential skills on the NALD sites.

The Conference Board of Canada collection can be viewed in the [NALD/NALD@Work library](#).

Reaching out to Canada’s francophone sector

In 2008-2009, NALD established a good relationship with Emploi et solidarité sociale du Québec and the Commission des partenaires du marché du travail du Québec. A new partnership was also created with the New Brunswick branch of Réseau de développement économique et d’employabilité de la francophonie canadienne (RDÉE). As a result of these partnerships, NALD was able to obtain new documents for the [BDAA/BDAA@uTravail library](#).

NALD was invited in 2008 to take part in two conferences dealing with francophone literacy research. Held in Montreal, the conferences were organized jointly by Fédération canadienne pour l’alphabétisation en français (FCAF) and Centre de documentation sur l’éducation des adultes et la condition féminine (CDÉACF). Following these meetings, a Pan-Canadian network was formed with NALD as one of its members.

Also this year, two francophone learners from opposite ends of the country published books which NALD posted in its library. Victorin Boudreau from New Brunswick had his book published by Fédération d’alphabétisation du Nouveau-Brunswick (FANB). Collège Éducentre published the book by Richard Mourez of British Columbia.

Contacts were also established with some Quebec school boards that are involved in workplace literacy and essential skills.

NALD hires workplace literacy and essential skills specialist

During the 2008-2009 fiscal year, NALD, in cooperation with the New Brunswick Department of Post-Secondary Education, Training and Labour (PETL), was successful in obtaining funding through the Canada-New Brunswick Labour Market Agreement to create a position for a workplace literacy and essential skills specialist.

Taking advantage of the extensive national network of literacy and essential skills partners, resources and contacts developed by NALD over the years, the specialist will help PETL link New Brunswick employers with other employers, labour unions, employees and workplace educators and instructors who have developed and implemented successful workplace education programs in various employment sectors in Canada.

The specialist will support the plan of the Province of New Brunswick for Self-Sufficiency and Post-Secondary Education, Training and Labour (PETL) workplace learning initiatives to raise the literacy and essential skills levels of employed workers in New Brunswick. The specialist will also support PETL's research and development activities related to workplace essential skills (WES) training and will work with workplace learning partners such as field officers, service delivery agents, participating employers and labour unions.

Key roles of the specialist will be to:

- Identify best practices;
- Develop and deliver presentations;
- Assist with development of marketing and promotional materials;
- Provide advice and guidance;
- Help PETL connect stakeholders with successful interventions and resources created in the field all across Canada.





Website promotion and changes

NALD started off the fiscal year with a new logo. Using bold block letters and the organization's traditional red and blue colour scheme, the new design reflects both the promotion of literacy and essential skills as well as NALD's national mandate.

NALD's various teams put their heads together early on in the year to determine what look would best suit new promotional materials. Incorporating the new logo and tying the design to the NALD@Work website, its inaugural brochure and the accompanying calendar/bookmark, the focus of the materials was placed on learning, essential skills and community.

New promotional materials

NALD's new promotional materials – banner stands, business cards, letterhead, information kit folders, the mission statement, fact sheets, the NALD@Work brochure and calendar – all have a fresh design and a bright appearance designed to appeal to stakeholders and spread the word about NALD and its many services. NALD worked with Fredericton graphic designer Pierre Allain of BLACKink Design to produce the new materials.

Changes to NALD@Work

During the year, changes to NALD@Work saw key information for setting up workplace education programs moved to a hot button on the right of the home page under the title *What is NALD@Work? – Interested in starting a workplace education program?* To simplify navigation on the website, the focus of the page shifted to news highlights with the dates of postings serving as graphic elements. Also with the redesign, events and library postings are now more prominently displayed.

The front page of NALD@Work was modified to present the user with a dynamically populated list of news, events and library items that are related to workplace literacy and essential skills. This page was created using the classification system available through Drupal and an ATOM feed parser (similar to RSS) that can retrieve the information from the library and events management application.

Weekly Update gets facelift

NALD's automated Weekly Update was redesigned in 2008. The email messages, one in English and one in French, are sent to members of the NALD community who subscribe to the service to learn about changes and additions to the NALD and NALD@Work websites. With an improved presentation and sporting NALD's new logo, the Update went from a plain text format to HTML. Subscribers are now able to view, through their Web browser, graphic images if they choose that option.



NALD@Work's Feature of the Month

NALD@Work is an online repository containing everything you would need to support a workplace education program. Its resources include program models, learning and research materials, news about what is happening in the field, event listings, contact information and helpful websites.

The NALD@Work **Feature of the Month** page was launched in September 2008, and is accessible from the home page. It puts the spotlight on a document, an organization, a program or a website. Similar to NALD's popular Story of the Week feature, it is a success story but in the field of workplace literacy and essential skills. NALD contacted individuals representing each of the items below and they were more than happy to be considered part of the NALD community and to have their work highlighted in such a prominent manner.



Features of the Month – September 2008 to March 2009

September 2008:

Learn@Work Week, an initiative of the Canadian Society for Training and Development (CSTD)

The Canadian Society for Training and Development (CSTD) is a not-for-profit membership association dedicated to the profession of training, workplace learning and human resources development. CSTD's Learn@Work Week, September 22 to 26, 2008, includes a number of activities and events designed to promote the importance of workplace learning and performance to key stakeholders and the public.

October 2008:

The Clarity Kit: Effective Communication for Municipalities (2006) by Ruth Baldwin and Sally McBeth

Clear language is a way of presenting information so that everyone can understand it easily. Beyond words, clear language includes how information is organized, the tone and the graphics that go along with the words. The Clarity Kit (Parts 1-3) was developed by the Canadian Association of Municipal Administrators (CAMA) and the Canadian Union of Public Employees (CUPE).

November 2008:

Applications of Working and Learning National Project (AWAL)

Educators, employers and learners can benefit from the Applications of Working and Learning (AWAL) National Project. Initially a professional development project for educators, the program saw participants placed in a variety of workplace environments to help them connect classroom curricula to workplace learning activities. The database, the AWAL Facilitator Guide and the program resources that remained on the web

after the project wrapped up in 2005 continue to be relevant to individuals establishing education programs in the workplace.

December 2008:

Second Career website

Ontario's Ministry of Training, Colleges and Universities launched the Second Career website in June 2008 to help laid-off workers in Ontario identify and train for new careers in growing sectors. Recent enhancements to the program allow more laid-off workers to participate and take advantage of the training opportunities available in the province.

January 2009:

Learning in Solidarity: A Union Approach to Worker-Centred Literacy (2002) by Tamara Levine of the Labour Education Department at the Canadian Labour Congress in Ottawa

The labour union movement in Canada has a long tradition of helping to raise the literacy levels of union members and their families. This document points out that over the years Canadian unions have developed a holistic and democratic practice of worker-centred literacy that has emerged as a significant presence within the adult education field. Released in 2002, Tamara Levine's article explores a subject that remains timely today – the critical role unions play in worker education.

February 2009:

TradesInfo.ca

TradesInfo.ca (InfoMetiers.ca) is a new website from UFCW Local 247's Twenty Four Seven Training Centre which has branches in New Westminster, Fort Saint John, Prince George and Kelowna, B.C. Available in both official languages, the site provides comprehensive information for workers who are interested in the trades. A clean and intuitive interface provides accessibility to a variety of users regardless of literacy level.

March 2009:

Le Pacte pour l'emploi – the Employment Pact

The government of Quebec marks a milestone in its history this month. March 18 is the first anniversary of the announcement of Pacte pour l'Emploi – the Employment Pact. During the launch of the program last year, Premier Jean Charest said Quebec does not lack work but it lacks skilled workers. The program will improve the training of workers, help to grow the workforce base and make employment opportunities more enticing to those who are either out of work or underemployed, he said.



Building community:

NALD develops, fosters partnerships by playing key roles at important events

April 2008:

- Canadian Network for Innovation in Education conference: Banff, Alberta
- Library and Archives Canada meeting: Ottawa
- Pan-Canadian Interactive Literacy Forum hosted by CMEC (Council of Ministers of Education, Canada): NALD in Edmonton; Saint John, N.B., and Winnipeg
- Literacy Alberta Provincial Conference: Edmonton
- Conference on francophone literacy research hosted by FCAF (Fédération canadienne pour l'alphabétisation en français) and CDÉACF (Centre de documentation sur l'éducation des adultes et la condition féminine): Montreal
- Annual conference of AQIFGA (Association québécoise des intervenants en formation générale des adultes): Sherbrooke, Quebec

May 2008:

- National symposium on accountability, Connecting the Dots, organized by The Centre for Literacy of Quebec: Montreal
- Work and Learning Knowledge Centre's 3rd annual symposium: Ottawa

June 2008:

- Annual general meeting and panel discussion on workplace literacy, organized by FCAF: Ottawa
- Adult Learning Knowledge Centre symposium, Toward a Culture of Adult Learning in Canada: St. John's, Newfoundland and Labrador

July 2008:

- Meeting with CDÉACF: Montreal

September 2008:

- Community forum on adult learning: Grande-Digue, New Brunswick
- First Atlantic forum on adult literacy in francophone areas: Dieppe, New Brunswick

October 2008:

- Ontario Literacy Coalition Spotlight on Learning conference: Toronto
- CMEC/Canadian Commission for UNESCO CONFINTEA VI consultation meeting: Ottawa



- Measuring Results meeting with OLES and national literacy organizations: Ottawa

November 2008:

- Literacy Coalition of New Brunswick's 20th anniversary celebration and literacy fair: Fredericton
- Second conference on francophone literacy research (FCAF-CDÉACF): Montreal

December 2008:

- Adult literacy and learning strategy stakeholder consultation organized by New Brunswick Department of Post-secondary Education, Training and Labour: Fredericton
- Meetings of working groups and consortium of Adult Learning Knowledge Centre: Halifax
- Consultation hosted by CCL (Canadian Council on Learning) at NALD prior to national launch of ECHO assessment tool: Fredericton

January 2009:

- Meeting with Premier's Council on the Status of Disabled Persons (online document accessibility): Fredericton
- Planning session for consultation on National Strategy for Early Literacy hosted by CLLRNet (Canadian Language & Literacy Research Network): Fredericton
- CUPE-FCAF forum on reading, writing, learning, working: Ottawa

February 2009:

- Canadian Manufacturers and Exporters' summit, The Skilled Workforce – Getting to Essentials: Toronto
- Ontario Literacy Coalition launch of Beyond the Book: Learning from Our History: Toronto
- ABC CANADA webinar with researcher Anthony Alfred

March 2009:

- Panel discussion for National Strategy for Early Literacy, hosted by CCLRNet: Fredericton
- Meeting with ABC CANADA representatives to discuss technology requirements for its website: Toronto
- Follow-up meeting to Forum Alpha in January with CUPE-FCAF: Bathurst, New Brunswick
- Meeting of TRÉAQFP (Table des responsables de l'éducation des adultes et de la formation professionnelle des commissions scolaires du Québec): Boucherville, Quebec
- National literacy organizations meet with OLES: Ottawa

NALD's vision is to be a world-class provider of access to information and educational resources, serving the literacy and essential skills community in Canada through the Internet.

Some NALD-generated news...

August 25, 2008 – NALD has a new home

The National Adult Literacy Database (NALD) has moved to a new location in Fredericton. Effective Thursday, August 28, NALD is located at Sterling House, 767 Brunswick Street, just down the street from and east of its former location.

All contact information for NALD will remain the same except for the street address.

To read about Sterling House you may visit: www.heritagefredericton.org/display.php?id=158.

For more information:

National Adult Literacy Database Inc.
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Fredericton, NB Canada E3B 1H8
Tel: 506-457-6900/ 1-800-720-6253 - Fax: 506-457-6910
E-mail: contactnald@nald.ca - Website: www.nald.ca

September 8, 2008 – NALD@Work has a new look

In time to mark International Literacy Day today, September 8, NALD has launched a redesign of the NALD@Work home page. Modifications were made to simplify navigation on the website and to highlight a popular feature on the page, the RSS-style feeds.

News, events and new library postings – these feeds are now more predominant and therefore more directly accessible from the main page of NALD@Work. In addition, visitors to the website are able to download the NALD@Work brochure by clicking on the box on the right.

The former front-page content, which contains an introduction to workplace literacy and essential skills in addition to important information about establishing workplace education programs, is still just a click away, also on the right, in the box titled *What is NALD@Work?*

We invite you to view the new look at www.naldatwork.ca and, as always, welcome your comments and suggestions.

September 24, 2008 – Roch Carrier to release his latest book with some profits being donated to NALD

Roch Carrier, novelist, playwright, storyteller and honorary chair of NALD, will open the 25th Montreal Antiquarian Book Fair at noon on Saturday, September 27, 2008, at Concordia University. During the event, which is being held at the McConnell Library Building, 1400 Maisonneuve Boulevard West, Mr. Carrier will also launch his latest book *Mes Oeuvres complètes, ou l'Art d'acheter un livre ancien*. He will also present the

The following core values are essential to the fulfilling of the NALD mandate and serve as a guide to the Board and staff as they realize the vision and perform the mission.

- *Quality and equality*
- *Empowerment*
- *Innovation*
- *Alliances*



translation by Sheila Fischman, a recipient of the National Order of Quebec 2008 Award.

A copy of *Mes Oeuvres complètes* will be given away to the first 100 visitors. One hundred copies of a deluxe limited edition will be sold for \$35 and Mr. Carrier will donate profits from this sale to NALD.

January 15, 2009 – NALD invites public to announce events for Family Literacy Day

Every year since 1999 on January 27, Family Literacy Day (FLD) is celebrated in communities throughout Canada, with activities related to reading, writing and math. Family literacy involves the actions or activities that happen in everyday life, in both the home and community, where literacy skills are used together by children, friends, parents and/or extended family members.

NALD invites you to let us know about activities you are planning or that you know about, surrounding Family Literacy Day. Examples of activities that have been announced on the NALD website in the past are: writing contests, open houses, story times and book drives. NALD would be very happy to receive your news about FLD and will post it on our website.

For more information or to send events, write to events@nald.ca or lorette.melanson@nald.ca.

January 21, 2009 – NALD gives books to five organizations in 2008

In 2008, NALD donated books to organizations from three Canadian provinces. A total of 43 boxes were distributed in New Brunswick, Ontario, and Newfoundland and Labrador.

Over the years, NALD has received books from many Canadian literacy organizations. Most of these publications were scanned and are now displayed in the NALD digital library, available to anyone at any time.

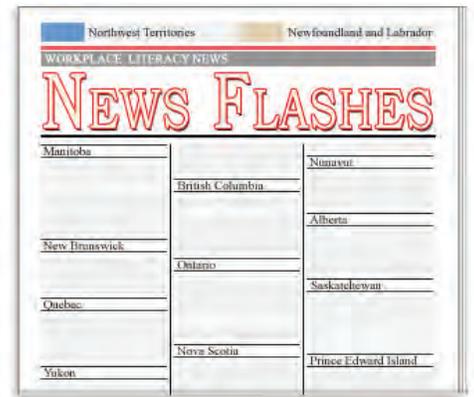
New Brunswick, where NALD's office is located, received the vast majority of the boxes. They were sent to the Department of Post-secondary Education, Training and Labour, to its South-East Literacy Coordinator and to the New Brunswick Public Libraries Service. In Ontario, two organizations welcomed boxes of books: the Newmarket Public Library and the Centre franco-ontarien de ressources en alphabétisation (FORA). In Newfoundland and Labrador, the Provincial Information & Library Resources Board benefited from the NALD donation.

February 13, 2009 – Plain language summaries of Statistics Canada reports now on NALD

The National Adult Literacy Database (NALD) has posted to its library a collection of plain/clear language summaries. These summaries are explanatory abstracts of major Statistics Canada research reports

currently available at <http://library.nald.ca/>. They are available on the NALD website at www.nald.ca/library/research/summaries/summaries.htm. The complete research reports are also available in the online library.

One must often read lengthy documents to gain an understanding of the nature and scope of the information. By taking the highlights of a paper and presenting them in a way that avoids much of the technical jargon, this initiative will essentially make research findings more relevant and available to those involved in the delivery of literacy and essential skills programs and in decision-making processes. The collection will enable practitioners, researchers and other literacy stakeholders to determine the usefulness and relevancy of a document quickly and efficiently.



News and events-gathering process for NALD and NALD@Work

Between April 1, 2008, and March 31, 2009, 1,340 news items were posted to NALD's four websites – 673 in English and 667 in French. During the same period, 1,523 events were posted – 1,118 in English and 405 in French.

Members of NALD's research and communications team took a close look this year at the processes they use to obtain these news items and event listings for NALD and NALD@Work. In light of the scope of the work that is done by the team, consideration was given as to whether the work could be streamlined for maximum efficiency.

It was determined that there was very little overlap in tasks and searches and that the process could be mapped and documented in order to assist the team members in their efforts.

Process mapping

Process mapping refers to activities involved in defining exactly what an organization does, who is responsible, to what standard a process should be completed and how the success of an organizational process can be determined.

NALD researchers have lists of sources they refer to in order to locate news items. Those sources include national, provincial and territorial government websites; electronic newsletters; various media outlets; national literacy and workplace-related organizations; and their provincial and territorial counterparts. Information is also obtained through inbound stakeholder email, RSS feeds and keyword searches for news alerts.

Technology update

NALD builds, hosts and maintains websites for non-profit literacy and literacy-related organizations in Canada at the national, provincial and local levels. NALD currently hosts 200 websites 148 of which it designed.

With increased visibility on the Internet made possible through NALD's services, members of the literacy community are better able to collaborate, form partnerships and build community.

NALD harnesses the expertise developed over the years to support the literacy community. With NALD providing the technology for many projects, literacy and essential skills practitioners are freed up to focus more on their core business.

Within the past year, NALD has increased the speed of its Internet connection from 10 mb/s to 100 mb/s, greatly speeding up access to its services. NALD has also added new rack-based servers to add enhanced capability and capacity for its services and clients. New hardware and software have also been added to enhance NALD's security and backup infrastructure.

Many stakeholders have consulted with NALD on the various facets of web applications technology for their own websites and projects. NALD has created online library catalogues for several provincial organizations including Literacy BC, Literacy Partners of Manitoba and The Centre for Literacy of Quebec.

Several applications developed at NALD have been integrated as essential components of clients' websites. Of note is NALD's partnership with ABC CANADA. NALD created an application allowing ABC to manage all Family Literacy Day (FLD) events happening in Canada. NALD also developed a tracking application to help ABC CANADA project and tally on FLD the number of children reading with an adult in multiple locations. This was an attempt by ABC to beat a Guinness World Record.

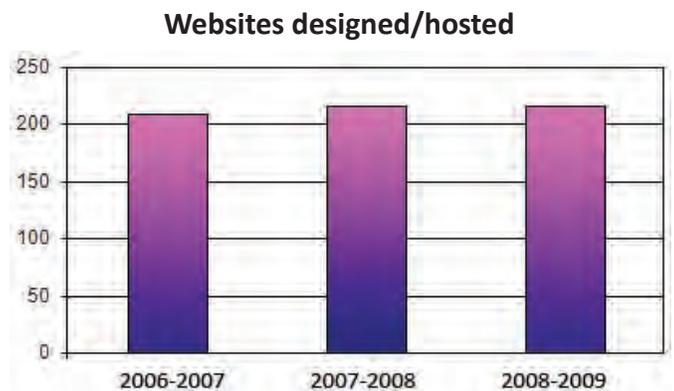
Other NALD projects include developing an auction site for a joint fundraising event involving Laubach Literacy New Brunswick and the Greater Moncton Literacy Advisory Board. NALD also developed a best practices database for practitioners at the Nova Scotia School of Adult Learning that currently houses more than 250 entries.

NALD monitors the number of library documents that are viewed and downloaded by its users and over time more and more users of the NALD website download documents. The growth in the number of full-text document downloads is a function of both increased usage and increases in the number of NALD's full-text document holdings. This growth also indicates a high and growing demand for relevant full-text documents by the literacy and essential skills community.

From April 1, 2008, to March 31, 2009, NALD's website services were accessed by approximately 5.2 million users who viewed more than 17 million pages of information and downloaded more than 5.7 million full-text documents (PDF files).

NALD provides support and hosts listserv email discussions for individual organizations. It also provides numerous clients with interactive forums, extra email accounts for those who already have an Internet provider, and Web analysis software to analyze user statistics on clients' websites.

NALD offers training to its staff. In December 2008, in-house training on Catalyst Web Framework was provided for web applications staff members.



Additional project activities

Aboriginal Learners Living, Working and Learning at a Distance: Strengthening Essential Skills – Sioux Hudson Literacy Council – NALD, as a partner for the project, provides the hosting, technical advice and dissemination and promotion of the project. Sioux Hudson and Musselwhite Mine work together in the development of online assessment and a distance delivery model for literacy and essential skills for remote workplaces with a focus on Aboriginal-sensitive curricula to address the specific concerns identified.

Connecting the Dots: Improving Accountability in the Adult Literacy Field in Canada – NALD has provided technical assistance and consultation services for this project. The project, by The Centre for Literacy, Movement for Canadian Literacy (MCL) and Research in Practice for Literacy BC (RiPAL-BC), has developed a common language among literacy practitioners and funders to support dialogue and decisions about accountability. NALD will continue to host the project website.

Consulting Services for the Advancing Learning Technology Project – NALD, a member of the Literacy Nova Scotia Advancing Learning Technology Advisory Committee, provides consulting services related to the development and maintenance of all project communication tools which were launched on the NALD website for this Literacy Nova Scotia project. The project provides electronic connectivity for all literacy coordinators, practitioners and learners in community-based programs in Nova Scotia. In addition to providing discussion, Literacy Nova Scotia is now able to further develop its technology use for sharing information online for available courses, support materials for technology integration and project newsletters.

Getting Online – Distance Education: Promising Practices for Canadian Literacy Practitioners – NALD is working on the development of the “GO” website which will feature the results of the Pan-Canadian research project and emerging trends in online learning. The “GO” project is hosted by Athabasca University (Alberta) and brings together various project partners including Capilano University (British Columbia), Community Literacy of Ontario, Literacy BC and Writing Out Loud (Alberta).

Lifelong Learning for Literacy Practitioners – Community Literacy of Ontario (CLO) – The Lifelong Learning project will provide training and accreditation information, valuable to anyone who is considering becoming a literacy practitioner or who is currently a literacy practitioner. NALD will develop, host and maintain a website for the project featuring the following module titles: Core Skills, Required Education and Experience, Practitioners’ Tools, Training Opportunities and Resources.

Literacy and Essential Skills in Municipal Workplaces – Canadian Association of Municipal Administrators (CAMA) – Tools and resources including francophone curricula, success stories, case studies and publicity for workshops/conferences are published on the NALD and NALD@Work websites.

Online Resource Centre (CCL) – NALD continues to maintain and host the Online Resource Centre for the Canadian Council on Learning (CCL). The Online Resource Centre is accessible through the CCL website and the related websites of the five Knowledge Centres, enabling the user to access a one-stop collection of learning materials.

Resource Database – Council of Ministers of Education, Canada (CMEC) – The CMEC website has been provided with an instant collection of resources and the NALD Library application, which provides quick, accurate and highly functional access to the contents of the library. In addition, the CMEC resource manager will be developed to enable the council to build a CMEC-specific collection of resources.

Searchable, online, publicly accessible database of Best Practices in Work-related Learning – Under the direction of the Work and Learning Knowledge Centre (WLKC), NALD will develop the Web applications for a centralized database of effective, promising and innovative practices, programs and policies in work-related learning. The applications will also facilitate measurement, reporting and the use of indication.

Strengthening a Knowledge Web to Improve Literacy Learning Outcomes – NALD continues to provide technical design and support for yet another phase of the initial project, *Weaving a Knowledge Web*, by Dr. Jenny Horsman. The website serves to widen the audience and user-base, add several key international voices and include under-served learning communities. Also, the website will draw in marginalized voices to increase access and deepen understanding about learning and violence.

Support for the production and dissemination of materials relating to literacy and essential skills – Through this project, Centre FORA will produce clear language literacy and essential skills resources in support of available training opportunities and essential skills for francophone and minority-language learners. Evaluation information for the resources will also be developed. NALD will proceed in promoting the material on the NALD website.

Website for *Les Petits Crayons* – NALD has developed, maintains and hosts the model website for family literacy. The pilot project was offered at the Centre de ressources familiales de Kent and extended to five additional centres in the region under the collaboration of the Association francophone des parents du Nouveau-Brunswick. A study conducted in 2002 resulted in a need for such a project which emphasizes ways of preparing and involving parents in preschool learning for their children and also their involvement in the communities. The program has also been adapted in Manitoba and Saskatchewan.

Website for the New Brunswick Home Support Association (NBHSA) – NALD has developed and will continue to maintain and host the NBHSA website. The website will assist NBHSA in its objective to provide a clear flow of communication for all agency members, to share ideas and strategies and to act as a liaison with other home support associations in Canada.

Website Maintenance – *Coin de la famille* – Centre FORA supports the francophone family literacy organizations across Canada in providing clear language resources to assist parents with their reading and other essential skills. NALD will provide technical support to Centre FORA by posting the publication *Mon Journal* and other materials, such as *Parents, premiers éducateurs*, on their website.

Website Maintenance – Community Legal Education Ontario (CLEO) – NALD continues to provide maintenance support and monthly website activity reports to assist CLEO in its role of providing low-income and disadvantaged people in Ontario with the legal information they need to understand and exercise their legal rights.



Administration

In order for NALD to carry out its mandate in an administratively sound and accountable manner, it is essential to have the proper resources in place – both human and financial.

During the course of the fiscal year 2008-2009, and following many months of strategic negotiations, NALD was successful in finalizing a core funding contribution agreement with the Office of Literacy and Essential Skills, Human Resources and Skills Development Canada, for the two-year period beginning April 1, 2009. This is a significant accomplishment for NALD. Along with this new funding scheme comes a recognition by the federal government of the critical role NALD plays with its various literacy and essential skills stakeholders across Canada.

This new agreement will provide NALD with the stability and continuity to harness the resources to support organizations and workplaces across Canada by providing easy access to tools, knowledge and best practices to increase adult literacy and essential skills levels in Canada.

Along with this new stable funding comes more stringent accountability mechanisms, based on pre-determined and agreed-upon objectives, activities, outcomes and performance measures. NALD's reports to HRSDC will focus on a critical analysis of how well NALD is doing compared to what it set out to achieve.

In order for NALD to achieve the stated objectives, it is essential to have qualified, competent and dedicated staff. In preparation for the April 1, 2009, start-up, various improvements to human resources systems were developed over the course of the fiscal year.

All positions at NALD have been evaluated in the context of the objectives to be achieved. Pay scales have been adjusted to be better aligned with labour market realities, and inequities among certain positions have been addressed.

A workplan format was introduced and each staff person began to develop an annual work plan covering the period April 1, 2009, to March 31, 2010. NALD also developed an employee performance review system for introduction on April 1, 2009. This system includes an annual formal evaluation to be conducted at the end of each fiscal year for all staff (March 31) and summary evaluations to be conducted on a quarterly basis. Performance reviews will be based on the achievement of the activities set out in the individual workplans.

As NALD begins the first cycle of stable core funding, the organization is well positioned to support organizations and workplaces across Canada by providing easy access to tools, knowledge and best practices to increase adult literacy and essential skills levels in Canada.

An audited financial statement for the fiscal year ending March 31, 2009, is available upon request from the office of the National Adult Literacy Database (NALD) Inc.



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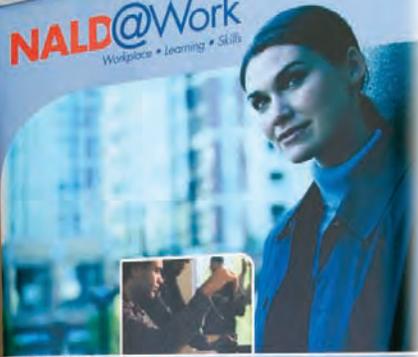
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