



Shifting gears ...

2011-2012
ANNUAL REPORT

2011-2012



Message from NALD's honorary chair

Each year at this time I take the opportunity, as honorary chairperson of NALD, to express with great pride my thoughts on an organization that has stood the test of time and offers so much in the way of services and resources to the adult literacy and essential skills community of Canada.

This year, in our Annual Report, we have changes to talk about and an outline of new directions that will be part of NALD's strategic plan going forward.

In times of economic uncertainty and ever-changing information technology, organizations – whether in the public domain or private sector – are often obligated to sit back, reflect and re-evaluate their activities and priorities. With this in mind, NALD is adapting some of its services and setting a new course for the future.

We welcomed our new CEO Bill Stirling last July and support his efforts to forge a new path for NALD as a more self-sufficient social enterprise. With membership from across Canada, the NALD Board of Directors will be involved in redefining NALD and charting new directions in this changing environment.

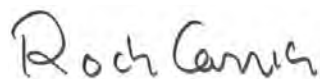
To relate this critical juncture in NALD's history to my own personal experience, my children's book 'The Hockey Sweater' was recently adapted for the Toronto Symphony Orchestra. The transition – book to musical piece – reminds me that good things are often borne out of change. I apply this thinking to NALD.

New leadership, new ideas and a firm foundation will carry our organization successfully into a new digital age where connectivity, connections and collaboration are easier than ever and take on new faces.

Since its founding in 1989, NALD has been gathering, archiving and preserving information and resources for the literacy and essential skills community in Canada and beyond. NALD's hard-working staff and a dedicated Board of Directors deserve high praise.

Join us all as we build on NALD's distinguished legacy. It's an investment in the future of Canada and in our knowledge economy.

With best wishes,



Roch Carrier
Honorary Chair, NALD Board of Directors



Message from the Board Chair and CEO

To improve is to change; to be perfect is to change often.

– Sir Winston Churchill

The year 2011-12 was one of change and new directions for NALD.

Since its inception in 1989, our organization has relied heavily on the Government of Canada to provide funding for virtually everything we do. As all Canadians are aware, the federal government is facing challenging fiscal times. NALD has not been immune to the effects of government restraint.

Our relationship with the Office of Literacy and Essential Skills (OLES) at Human Resources and Skills Development Canada is still quite strong, despite the challenges that accompany reduced funding. OLES still sees tremendous value in the services we provide to the literacy and essential skills (LES) field however providing funding to NALD at the level we previously enjoyed is no longer sustainable.

So this was a year of reflection, retooling and rethinking the services we offer in addition to how we can put NALD on a stable long-term path that is not reliant on a single funder. Tough decisions had to be made along the way. Unfortunately we had to say goodbye to some staff members this year, and we no longer design and develop websites for organizations in the field at no cost to them.

In November NALD's Board of Directors undertook to set some new strategic directions for the organization. While continuing to serve and support literacy and essential skills in the community and the workplace primarily through our library resources, services and networks, we want to become a more commercially driven operation – seizing opportunities to grow NALD by focusing on more fee-for-service opportunities. We want to grow our network of partnerships and projects. We want to add value to the vast database of information and knowledge that is housed in our library. We also want to take a more proactive approach to marketing NALD and its services.

Change can bring exciting new challenges and opportunities. We are being energized by changes all around us – new technologies, evolving needs in the field, and a new business model to help grow our organization.

We want to thank the staff at NALD for their support, their contributions and the “can-do” attitude they have shown throughout this year of transition. They are the individuals who bring NALD to life everyday. All of the new plans, new directions, and new services would mean nothing without the people at NALD who are willing and able to make it happen. We would also like to thank the Government of New Brunswick for its ongoing support of NALD and its new directions.

As an organization that has stood the test of time, we at NALD look forward to the future with great anticipation. We've changed gears but not our intent – to deliver valuable products and services in a timely fashion for the betterment of Canadians.

Sincerely,



Anna Kae McIvor-Todd
Chair, NALD Board of Directors



Bill Stirling
Chief Executive Officer, NALD

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NALD – Who we are

The National Adult Literacy Database (NALD) is the only bilingual, Web-based repository of information and resources for the literacy and essential skills field in Canada.

Vision

To be a world-class provider of information and education, literacy and essential skills resources in Canada through the Internet.

Mandate

Contribute to the development of literacy and essential skills by providing Internet-based literacy and essential skills information and resources, in both official languages.

Values

- Access – Gather and disseminate information to learners, practitioners, researchers, tutors, educators, and workplace education providers.
- Innovation – Continuously improve products and services for users.
- Collaboration – Meet our mandate through strategic and collaborative partnerships with stakeholders.



NALD's home at Sterling House, Fredericton, New Brunswick

“Where would we be without NALD? How would literacy organizations across Canada connect? NALD is the CBC of the national literacy and essential skills scene.”

– Jean Rasmussen, Executive Director,
Canucks Family Education Centre,
Vancouver, BC

“We review the NALD Weekly Updates for items to include in our newsletter. Please share our thanks with the other folks at NALD. It is a lifeline for those of us in rural areas.”

– Marilee DeLombard, Executive Director,
Western Quebec Literacy Council,
Shawville, QC

NALD Board of Directors 2011-2012



Roch Carrier

Honorary Chair
National Adult Literacy Database (NALD) Inc.

Anna Kae McIvor-Todd *

Vice-President, Learning
Bow Valley College
Calgary, AB
Chair, NALD Board of Directors

Bill Stirling *

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

Helen Balanoff

Executive Director
Northwest Territories Literacy Council
Yellowknife, NT

Sue Emson

Librarian
Saskatoon Public Library
Saskatoon, SK

W. David Ferguson *

Expert Adviser
Fredericton, NB
Vice-chair, NALD Board of Directors

Byron James

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

Yvon Laberge

Executive Director
Collège Éducacentre
Vancouver, BC

Margaret Lipp

Expert Adviser
Regina, SK

Scott Murray

President
DataAngel Policy Research Inc.
Kanata, ON

Sylvia Sioufi *

Education Officer
Canadian Union of Public Employees (CUPE)
Ottawa, ON

Yvette Barriault

Secretary to the Board
National Adult Literacy Database
Fredericton, NB

* Member of NALD Board Executive Committee

Staff members 2011-2012

Bill Stirling

Chief Executive Officer

Yvette Barriault

Office Manager

Brian Cassidy

Web Applications Manager

Christy English

Editor/Stakeholder Liaison

Richard Hatch

Systems Administrator

Rick Hutchins

Workplace Essential Skills Consultant

Earl Letts

Web Development Manager

Jeremy McDermott

Web Designer/Developer

Andrew McNamara

Document Conversion Specialist

Lorette Melanson

Acquisitions Manager

Marie-Claire Pître

Research and Communications Officer

Sandra Ward

Web Designer/Developer

NALD's reach –



Our cross-Canada connections

- ABC des Portages
- ABC Life Literacy Canada/ABC alpha pour la vie Canada
- Action for Family Literacy Ontario
- Action Read Community Literacy Centre
- Adult Basic Education Association of British Columbia
- Adult Learning Association of Cape Breton County
- Alberta Correctional Education Association
- Alberta Workforce Essential Skills Society
- The Alliance of Sector Councils/Alliance des conseils sectoriels
- Alphabétisation familiale au Nouveau-Brunswick
- Alpha Nicolet
- AlphaPlus
- Alpha-Toronto : Centre de formation pour adultes
- Association of Canadian Community Colleges (ACCC)/ Association des collèges communautaires du Canada
- Association of Teachers of English of Quebec (ATEQ)
- Association of Workplace Educators of Nova Scotia (AWENS)
- Barrie Literacy Council
- Bayshore Adult Literacy Council
- La Boîte à Lettres
- Born to Read New Brunswick/ Le goût de lire N.-B.
- Bow Valley College
- Canadian Apprenticeship Forum/Forum Canadien sur l'apprentissage
- Canadian Gaming Centre of Excellence
- Canadian Library Association/ Association canadienne des bibliothèques
- Canadian Literacy and Learning Network (CLLN)
- Canadian Manufacturers and Exporters (CME)/ Manufacturiers et Exportateurs du Canada
- Canadian Union of Public Employees (CUPE)/ Syndicat canadien de la fonction publique (SCFP)
- Canucks Family Education Centre
- Centre Alpha Papineau
- Centre d'alphabétisation Huronie
- Centre de documentation sur l'éducation des adultes et la condition féminine (CDEACF)
- Centre de formation Huntingdon Learning Centre
- Centre de formation pour adultes francophones (CFAF)
- Centre de Lecture et d'Écriture, CLÉ-Montréal
- Centre for Canadian Language Benchmarks/Centre des niveaux de compétence linguistique canadiens
- Centre for Education and Work
- The Centre for Literacy
- Centre for Workplace Skills/ Centre pour les compétences en milieu du travail
- Centre Moi, j'apprends
- La Clé des Mots
- Clear Language and Design (CLAD)
- Colchester Adult Learning Association (CALA)
- Collège Éducentre
- Collège Frontière/Frontier College
- Collège Frontière au Québec – Bulletin provincial
- Collège Frontière - Bénévoles Seniors
- Collège Frontière de l'Université de Montréal
- Collège Frontière de l'Université de Sherbrooke
- Collège Frontière de l'Université du Québec à Montréal (UQAM)
- Collège Frontière de l'Université Laval
- College Sector Committee for Adult Upgrading (CSC)
- Community Learning Association North of Smokey (CLANS)
- Community Legal Education Ontario (CLEO)/Éducation juridique communautaire Ontario
- Community Literacy of Ontario
- Comox Valley Adult Learning Centre
- The Conference Board of Canada/ Conference Board du Canada

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Connections

- Connecting the Dots
- Conseil consultatif de l'alphabétisation du Grand Moncton/Greater Moncton Literacy Advisory Board
- Conseil régional d'alphabétisation « Une deuxième chance »
- Dalhousie University
- Dartmouth Learning Network (DLN)
- Decoda Literacy Solutions
- Department of Post-Secondary Education Training and Labour, Government of New Brunswick/ Éducation postsecondaire, Formation et Travail, Gouvernement du Nouveau-Brunswick
- Directory of Canadian Adult Literacy Research in English
- East Hants Adult Learning Association
- East Parry Sound Literacy Council
- L'Écrit Tôt de Saint-Hubert
- Enhancing Pathways
- Équipe d'alphabétisation – Nouvelle Écosse
- ESL Literacy Network/Bow Valley College
- Fédération d'alphabétisation du Nouveau-Brunswick (FANB)
- Festival of Literacies
- Financial Consumer Agency of Canada/Agence de la consommation en matière financière du Canada
- Fondation des bibliothèques publiques du Nouveau-Brunswick/New Brunswick Public Libraries Foundation
- Frontier College - Concordia University
- Further Education Society of Alberta
- Get Set Learn
- Guysborough County Adult Learning Association
- Halifax Community Learning Network (HCLN)
- Hants Learning Network Association
- Health Literacy in Rural Nova Scotia Research Project
- jennyhorsman.com
- Kitikmeot Heritage Society
- Kneehill Adult Learning Society
- Laubach Literacy Fredericton
- Laubach Literacy New Brunswick
- Learning and Violence
- The Learning Circles Project
- Learning Disabilities Association of New Brunswick/Troubles d'apprentissage - Association du N.-B.
- Learning Disabilities Association of Prince Edward Island
- The Learning Exchange
- The Learning Factor
- Lifelong Learning for Literacy Practitioners (LLLPr)
- Literacy Alberta
- Literacy Basics
- Literacy Central Vancouver Island
- Literacy Coalition of New Brunswick Ltd.
- Literacy Council of South Temiskaming
- Literacy for Life Foundation
- Literacy in Action
- Literacy Link South Central
- Literacy Network of Durham Region (LiNDR)
- Literacy Newfoundland & Labrador
- Literacy North Halton
- Literacy Nova Scotia
- Literacy Nova Scotia eCampus
- Literacy Partners of Manitoba
- Literacy Partners of Manitoba - Plain Language Service
- Literacy Plus-Renfrew County
- Literacy Volunteers: Value Added
- Metro Toronto Movement for Literacy
- Midland Area Reading Council
- Mi'kmaq/Maliseet Bachelor of Social Work Program
- Miramichi Literacy Council
- Moncton Regional Learning Council
- The Moose Jaw Literacy Network
- New Brunswick Home Support Association/Association de soutien à domicile N.-B.
- New Brunswick Social Policy Research Network (NBSPRN)/ Réseau de recherche sur les politiques sociales du Nouveau-Brunswick (RRPSNB)
- Newfoundland and Labrador Laubach Literacy Council
- Next Step: Literacy Council of South Simcoe
- Northern Workplace/Workforce Literacy Partnership
- Northwest Territories Literacy Council
- Nunavut Library Association
- Nunavut Literacy Council
- Office of Literacy and Essential Skills (OLES) - Human Resources and Skills Development Canada/Bureau de l'alphabétisation et des compétences essentielles (BACE) - Ressources humaines et Développement des compétences Canada
- Ontario Literacy Coalition
- Orillia and District Literacy Council
- Ottawa Community Coalition for Literacy
- Ottawa Community Loan Fund/Fonds d'emprunt communautaire d'Ottawa
- Parent-Child Mother Goose Program
- Partnerships in Learning
- PEI Literacy Alliance
- PEI Volunteers for Literacy
- PGI Nova Scotia Golf Tournament for Literacy
- PGIs for Literacy/Tournois PGI pour l'alphabétisation
- La Pirouette
- Port Hawkesbury Literacy Council
- Prince Albert Literacy Network
- Prints Family Literacy Network
- Program for Adult Learning (PAL)
- Project Literacy Kelowna Society
- Quebec English Literacy Alliance (QELA)
- Quebec Literacy Working Group
- Queens County Learning Network
- QUILL Learning Network
- Rabbittown Learners Program
- READ Saskatoon
- READ Society
- Read To Me!
- Le regroupement des Frères Unis
- Regroupement des groupes populaires en alphabétisation du Québec (RGPAQ)
- Réseau pour le développement de l'alphabétisme et des compétences (RESDAC)
- Richmond County Literacy Network
- Saskatchewan Literacy Network
- Saskatoon Literacy Coalition
- Simcoe Muskoka Literacy Network
- Sioux-Hudson Literacy Council
- SkillPlan
- Social and Enterprise Development Innovations/ Canadian Centre for Financial Literacy
- Stardale Women's Group Inc. Foundation
- Statistics Canada/Statistique Canada
- Teacher of Adults: Literacy Educator Certificate Program
- Teachers on Wheels
- Tools for Community Building
- Le Tour de lire
- Le Tremplin des lecteurs
- Le vent dans les lettres
- Widening Access for Adult Literacies
- Workplace Education Manitoba
- Workplace Essential Skills (WES) - New Brunswick/Compétences essentielles au travail - N.-B.
- Workplace Learning Prince Edward Island
- Writing Out Loud
- Yamaska Literacy Council
- The Yarmouth County Learning Network
- Youth Skills
- Yukon Department of Education/Advanced Education Branch
- Yukon Learn
- Yukon Literacy Coalition

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Key stakeholders of NALD



NALD is shifting gears, adapting to a changing environment

Evolution is a natural part of the life cycle of any organization and NALD is no exception. Change is all around us these days – change in technology, change in the needs of our users, and change in the priorities of our traditional funding partners. The challenge for NALD is to continue to be relevant to our existing customers while responding and adapting to the changes in our environment.

The adult literacy field across Canada is in transition as the priorities of the federal funders have shifted from “the church basement to the shop floor.” Labour market outcomes have become the key objective by which the field is measured. For many of the organizations that we have historically supported, the workplace environment is a whole new world. The tools and supports they are looking to us to provide are different from what they were in the past, as are the kinds of services that the Office of Literacy and Essential Skills (OLES) will fund us to provide.

Since its founding in 1989, NALD has used the latest technology to support and connect the literacy and essential skills (LES) field across Canada. The Internet has evolved from one of static websites to a much more interactive, two-way communication medium, particularly with the emergence of social media in the past few years. In many ways, the old services provided by NALD are no longer relevant in the world of blogs, Facebook, Twitter and WordPress.

So we are moving in new directions, building on the knowledge and skills base we’ve acquired over the past two decades. We are transitioning away from the website design, development and updating services we’ve provided for years. We will still provide free website hosting, but our website support is shifting to help those in the field understand how to use the plethora of self-publishing web tools that are available online. We still offer a range of features that will benefit those organizations whose sites we host. (See also story on [Page 16](#))

We are reducing our reliance on OLES as our primary core funder by creating a more commercially driven social enterprise. This new arm of NALD will seek opportunities to leverage the skills and abilities of our dedicated team of employees and the depth of knowledge in our library. We are also seeking to improve the quality of the user experience by increasing interactivity, improving the search functions in our library and adding the ability to comment and rank tools and resources on our site.

While change is all around us, some things will never change:

- NALD’s solid commitment to supporting the LES field
- Access to our library services at no charge to users
- Our desire to continue to use technology to support the field across Canada

These are fundamental elements of NALD and will always be priorities as we move forward.



Evolution happens not in one big leap, but in a series of small incremental steps over a long period of time. The new directions at NALD are just that – adaptations to changes in our environment and that of our stakeholder networks. We are up to the challenge and are looking forward to working together to meet our new objectives.

Feedback from our network about NALD and its services

"I like that NALD is a one-stop shop for a lot of information on literacy across the country."

– User comment

To achieve a better understanding of NALD’s customer perspectives as we move through our transition, we conducted a user feedback survey in the fall of 2011.

Over 200 people from across the country responded to our survey and the results were quite informative. We clearly heard what our current users like about our services and where we need to focus our efforts at continuous improvement. It was clear from the research that those who know us know us very well. In particular, users like our Weekly Update, the comprehensiveness of our library, the timeliness of information we provide, and the ease of downloading information, resources, tools and other files from the site.

NALD is "a quick, comprehensive resource and the staff are always very helpful."

NALD is "an effective and intelligent tool for people across Canada working in the literacy field, as well as for people like me involved in clear communication."

– User comments

Areas we need to improve in response to users’ suggestions involve refining the search functionality of the library, taking a more selective approach to what resources go into the library, and enhancing users’ ability to get (and give) feedback on the usability and quality of materials and tools. These areas dealing with quality improvement have become a key direction in NALD’s new strategic plan. In addition, new products that we are developing will include giving users the ability to rank and comment on the resources they find on our site.

Overall, the survey feedback was quite positive, and provides NALD with a very strong sense of what our strengths are. We would like to thank those who participated in our research for their time and thoughtful responses to our questions.

Understanding customers’ needs and their opinions is critical to the success of any organization, whether a private-sector firm or a not-for-profit. Focusing on customer value and understanding what is important to them are important considerations for any kind of business planning, new product development and service offering changes.

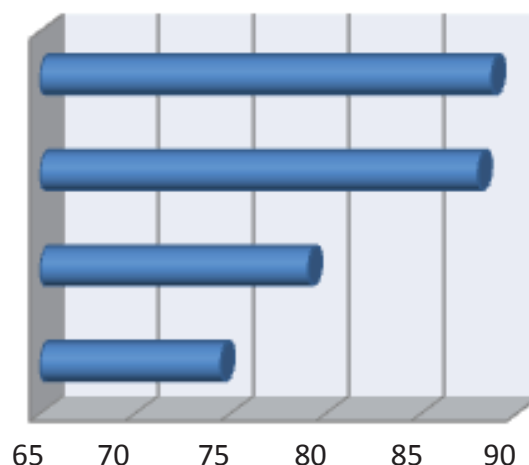
Percentage of respondents who:

Are moderately or extremely satisfied with NALD’s services

Think it is very or extremely easy to download files

Think NALD is very or extremely up to date

Use NALD at least once a week



NALD award winner supports professional development, opens doors for learners

The [ESL Literacy Network](#) at Bow Valley College won the 2011 NALD Innovative Technology Award for its unique online resources that inform classroom instruction and support ongoing professional development.

The content provided on the website is based on years of classroom experience at the college combined with research and feedback from ESL literacy practitioners in the Calgary area as well as provincially, nationally and internationally.

“The ESL Literacy Network responds to the professional development needs of practitioners by providing a forum for ongoing professional growth and development,” said the NALD Board of Directors members who comprised the selection committee for the award competition. “The innovative website has successfully leveraged technology and the Internet to provide more than an information hub – the website provides opportunities for extensive sharing of resources, in-depth discussion, and reflection on classroom practice and research.”

The ESL Literacy Network responds to the diverse needs of learners with interrupted formal education. It also offers a wide range of services in addition to adhering to the broader mandate for ESL instruction – breaking down barriers, opening doors and creating opportunities.

Funded by the Government of Alberta, the ESL Literacy Network is located at www.esl-literacy.com.

About the award

NALD established the Innovative Technology Award in 2010 to recognize outstanding achievement and bring greater visibility to an exemplary or innovative technology product, project or service that benefits the field of adult literacy and essential skills.



NALD CEO Bill Stirling presents the 2011 NALD Innovative Technology Award to Isabel Gibbins, Dean of ESL and Languages at Bow Valley College.



NALD's Feature of the Month: One outstanding example

In November 2011, NALD shone the spotlight on an important new document from the [Ontario Literacy Coalition](#) (OLC).

[Menial No More: A Discussion Paper on Advancing our Workforce through Digital Skills](#)

This report focuses on the growing gap between the traditional understanding of the labour market and its relationship to technology. New technologies are filtering down into all sectors of the economy, the result being that jobs that were once considered menial now require a set of complex digital skills.

Menial No More paints a picture of a new blended workforce – one requiring essential literacy and digital skills for all.

“The fundamental shift in our labour market has created two challenges regarding job skills demand and job skills supply,” the authors say. “Skills-biased technological change has fundamentally altered our labour market to favour skilled workers over those who are perceived as unskilled. Coupled with the ever-increasing demand for productivity growth, we will require responsive and flexible skill-building initiatives to keep pace with the changing needs of the economy. Quite simply, we require higher digital and technical skills for almost every job. The direct result of companies keeping pace with technological advancements has meant that positions previously requiring low skills now demand solid digital skills: the ability to access, use and interpret digital information in the workplace.”

The report goes on to say that we in the field and government policy-makers may need to expand our vision of what constitutes literacy and essential skills. The authors call for more emphasis on essential skills and science, technology, engineering and math (STEM), in combination with vocational training. In addition, industry groups, they say, must find new approaches to defining skills – approaches that allow workers to demonstrate the skills they have learned through formal education or on the job.

Lesley Brown, executive director of OLC, says this paper focuses on a different demographic.

“Recent discussions about the problems facing our labour market have focused on the problem of university and college graduates finding themselves in ‘entry-level’ or ‘low-skilled’ employment,” she said. “This is an important discussion but we are only looking at part of the equation: perhaps the jobs we routinely classify as requiring low educational attainment now require a far greater range of skills and abilities.”

Menial No More is located in the NALD library at <http://library.nald.ca/item/9734>.

To view other Features of the Month from 2011-2012, go to <http://www.nald.ca/feature>.



From NALD's Story of the Week archives...

Workplace education: A reason to celebrate

Editor's Note: NALD's Story of the Week provides a venue in which adult learners can share their successes and their struggles. This is an excerpt from a story written by Earl Leslie of Halifax. Mr. Leslie won a Literacy Nova Scotia award in 2009 for his success in academic skills upgrading.

Reflection is a wonderful thing, a measuring tool, if you will. Measuring where we were, where we are, and where we can be, if we choose to embrace a positive attitude and a willingness to learn.

As I began my journey on the road of lifelong learning in 1999, workplace education gave me hope and a reason to believe that I can make a difference not only in my life, but also in the lives of others.

As a participant in Academic Upgrading, Computer Basics, and Communication Skills programming, I have acquired skills that have proven to be invaluable not only in the rapidly changing workplace of today, but have become essential on a daily basis in my personal life.

Since 1999 I have been a volunteer representative of the Halifax Boys' Honour Choir. The choir is comprised of boys between the ages of 9 and 12 years, selected from various elementary schools within the Halifax City school system, by a process of auditions.



As their representative, I look after organizing fundraising initiatives, arrange public performance opportunities, maintain and control an inventory of uniforms, as well as arrange support for the choir. Personally, I feel the choir is about so much more than developing great singing skills; it's about building character, self-confidence, professional behaviour and social skills, all of which are important lasting values.

In April of 2007, I was the project team coordinator for the first of two workplace education programs being introduced at Canada Bread – a Communication Skills program.

As I reflect back on my involvement with workplace education, I quickly realize the benefits of learning new skills and the impact they can have on one's life. Although I do not take credit for the successes of my fellow employees or members of the Halifax Boys' Honour Choir, I do take pride in knowing that I shared in their successes.

I sincerely believe that workplace education programs can open the doors of opportunity and enhance a person's life, regardless of age or level of education. Thanks to workplace education, each day I have a reason to celebrate.

To view other Stories of the Week, go to <http://www.nald.ca/sotw>.

Community Literacy of Ontario: ‘We rely on NALD’s support and expertise’

NALD takes great pride in the relationships it has built in the area of hosting and maintaining websites for non-profit literacy and essential skills organizations across Canada. The collection consists of over 140 websites.

One organization that has a longstanding history with NALD is [Community Literacy of Ontario \(CLO\)](#), a provincial network of community-based literacy agencies known for its variety of educational resources, its dedicated service to the field and its wide reach into all parts of Ontario, including the northern and rural areas of the province.

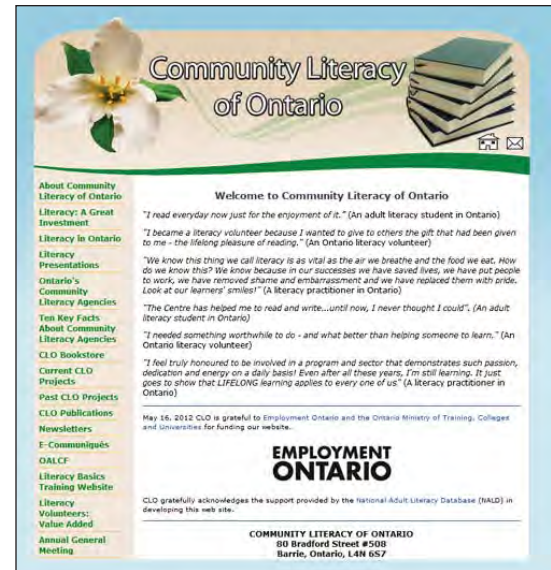
“NALD has always been professional and responsive to our needs,” said Joanne Kaattari, who is co-executive director of CLO along with Jette Cosburn. “We value your knowledge of technical issues and how to work effectively with technology. Since our 100 member agencies are scattered throughout Ontario, technology is the only way we have to reach all of them and get the resources they need into their hands.”

NALD hosts and maintains CLO’s main website in addition to websites that have resulted from separate projects: [Lifelong Learning for Literacy Practitioners](#), [Literacy Basics](#), [Literacy Volunteers/Value Added](#), and [Getting Online/The GO Project](#).

Many CLO resources are located in the NALD library. As well, CLO’s newsletters *Our Voice*, which originated in 1996, and its popular *E-Communiqués* are posted on NALD’s website. Access is very important to CLO and, as noted by Jette Cosburn, “We really appreciate the ability to share our practical and user-friendly resources widely in Ontario and well beyond, thanks to the online services offered by NALD.”

The community-based literacy agencies served by CLO have diverse needs and demanding mandates. CLO’s services and support include online training, organizational capacity building, volunteer management, program evaluation and resource sharing.

Regarding its mandate, CLO likes to be “ahead of the curve,” Joanne said. “We’re moving into a new direction that will include e-books for program support. As a small organization, we have to be innovative and nimble. We take advantage of emerging trends and NALD has always been supportive of our efforts.”



NALD – A year in pictures



Clockwise from top left:

- NALD welcomes new CEO Bill Stirling in July 2011.
- Former CEO Katherine d'Entremont receives a certificate of appreciation from David Ferguson, NALD Board vice-chair.
- Nilambri Ghai, representative of the Office of Literacy and Essential Skills (OLES), visits NALD offices prior to her retirement in December 2011.
- NALD Board of Directors meets for its annual general meeting in June 2011.
- New CEO holds first all-day planning session with NALD staff in September 2011.
- NALD staff members meet for a strategic planning day in January 2012 with facilitator Gina Pecore of MYX Meetings.
- NALD chair Anna Kae McIvor-Todd, right, honours Linda Shohet, NALD co-founder and long-time board member, as she leaves her post in June 2011.

The NALD hosting advantage

NALD is the go-to place for literacy and essential skills in Canada! We are connected from coast to coast to coast in Canada and your organization deserves to benefit from our reach! Over 140 organizations are on our network and benefit from:

- No bandwidth limits – meaning no limit to the amount of traffic you can get
- Full control of your own site through a user-friendly web connection (cPanel)
- Free technical support from NALD’s experienced and knowledgeable team
- No limit on storage, number of email accounts and more
- Access to our media server, meaning you can post videos, webinars and more with no size or traffic restrictions
- The ability to install WordPress, Moodle, Drupal, Joomla and most other content management systems that are freely available online
- Free website hosting

The National Adult Literacy Database (NALD) knows literacy and essential skills in Canada. We are specialists with over 20 years of experience connecting organizations like yours to each other and abroad. We are the only national, bilingual, resource network focused on you and your field.

We have been gathering, archiving and preserving information and resources for the literacy and essential skills community in Canada and beyond since 1989. We now house the largest online library dedicated to the field with over 5,200 easily downloaded documents, program models, learning resources and research materials. We get you the latest news about what’s happening in the field, event listings, contact information and more. Being connected to NALD means your information and resources get seen by over five million visitors every year.

Adding your materials and resources to our library means they will be protected and preserved for the long term, and will be available to all of our library users.

Why have NALD host your website? Simply put, we offer you the best solution for your needs as a literacy and essential skills organization in Canada.



Websites



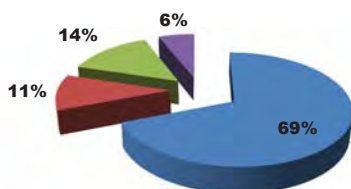
NALD 2011-12 financial statements

NATIONAL ADULT LITERACY DATABASE INC. STATEMENT OF OPERATIONS (for the 12 months ended March 31, 2012)

	2012		2011		Year over Year Change
Revenues :					
Contributions - Government of Canada	\$	753,897 69.1%	\$	933,612 76.1%	-19.2%
Contributions - Government of New Brunswick		115,933 10.6%		113,860 9.3%	1.8%
Donations in kind		155,391 14.3%		97,765 8.0%	58.9%
Other Generated Revenues		65,117 6.0%		82,086 6.7%	-20.7%
Total		1,090,338 100.0%		1,227,323 100.0%	-11.2%
Expenses :					
Salaries and Benefits		756,148 67.0%		873,622 73.9%	-13.4%
Facility costs		93,540 8.3%		29,580 2.5%	216.2%
Computer hardware and software maintenance		25,751 2.3%		16,929 1.4%	52.1%
Communications Costs		25,463 2.3%		30,452 2.6%	-16.4%
General Expenses		228,397 20.2%		230,921 19.5%	-1.1%
Total		1,129,299 100.0%		1,181,504 100.0%	-4.4%
Surplus (Deficiency)		(38,961)		45,819	

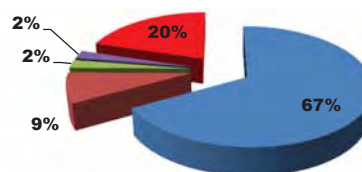
2011-12 Revenues

- Contributions - Government of Canada
- Contributions - Government of New Brunswick
- Donations in kind
- Other Generated Revenues



2011-12 Expenses

- Salaries and Benefits
- Facility costs
- Computer hardware and software maintenance
- Communications Costs
- General Project Expenses



NATIONAL ADULT LITERACY DATABASE INC. STATEMENT OF FINANCIAL POSITION (as of March 31, 2012)

ASSETS		LIABILITIES, DEFERRED CONTRIBUTIONS AND NET ASSETS	
Current Assets		Current Liabilities	
Cash	160,888	Accounts Payable	43,406
Contingency Account	152,330	Total Current Liabilities	43,406
Other Current Assets	7,533		
Total Current Assets	320,751	Deferred Contributions	77,817
Capital Assets	96,600	Unrestricted Net Assets	296,128
Total Assets	417,351	Total Liabilities, Deferred Contributions and Net Assets	417,351



National Adult Literacy
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Ce rapport est aussi disponible en français.