

Laubach's Strategic Plan Now Set in Motion

Gay Hamilton, Executive Director

Laubach Literacy of Canada's (LLC's) Strategic Plan is finished and is posted on LLC's website for all to peruse. While everyone at Laubach can take heart in the knowledge that the strategic planning process was thorough, brought Laubach supporters together to discuss their passions and differences and culminated in a blueprint for change, the work is really just beginning.

The strategies for change have been laid out. There remains the task of deciding what to do, when to do it, who should do it and exactly how it should be done. The strategies form the big picture and LLC's Board of Directors and staff are putting their heads together to determine how the pieces fit together. This will be a tactical or action plan.

Many changes are already happening quickly. The move from the National Development Office in Bedford, Quebec to Ottawa is being finalized and the new Head Office will house the Executive Director plus two new staff members who will take on communications & liaison and volunteer & student support. As planned, the National Development Office will be phased out over the next few months.

It is important to note that volunteers who are tutors, trainers, students, councils and members of provincial Boards are still very much a part of LLC and this year's projects and programs will strive to strengthen and build upon those relationships. All of the areas that LLC's organizational review identified as needing change and all of the strategies that were formulated in response to that need cannot be initiated at once. The timeline for the strategic plan is 2003-2013. We are already well on our way and staff members are very fortunate to have such committed volunteers to support them.

As the tactical plan takes form, the Member Representatives will be able to keep their provincial members informed. After all, first among LLC's priorities is better communication. By year-end, a new communication model, the networks to deliver it and better and quicker responses to queries can be expected. The Student Caucus will be formed and ready for their first Annual General Meeting. The very core of Laubach's existence - training - is a major focus this year and the foundation is being prepared for a review of certification.

Please see LLC's New Staff Positions, page 3.

Literacy Action Day

October 21, 2004

Literacy Action Day (LAD) is an annual event that provides delegates from provincial/territorial and national literacy organizations an opportunity to meet on Parliament Hill with politicians to discuss the importance of literacy.

Representatives from Laubach included **Marilee DeLombard, Gary Porter, Valerie McConnell, Gay Hamilton, Sue Price, John DeVries** and **Josie Gouin**.

One of the results of LAD was the meeting that Canada's seven national literacy organizations had with the **Honourable Joe Volpe**, Minister of Human Resources and Skills Development. Minister Volpe spent two and a half hours with the Executive Directors who got to know his staff and had the time to get all of their messages across as well as background information. Mainly, the Minister was asked to lead the implementation of the 2003 report *"Raising Adult Literacy Skills: The Need for a Pan-Canadian Response"* and to encourage his colleagues in Cabinet to flag literacy as an important component for the improvement in the lives of Canadians.



See page 3 for details.

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The first big step toward a new Laubach occurred on September 16, 2004 when Laubach Literacy of Canada formed its new Board of Directors under the revised June 2004 bylaws. Two positions will continue from the former Board of Directors for the

2004-2005 year, President and National Student Representative. I will assume the responsibilities of the President again this year with the able support of the National Student Representative, **Gary Porter**, and the eight Member Representatives appointed by Laubach provincial organizations.

The move to Ottawa is underway and our National Literacy Secretariat funding was approved in September. The latter enabled LLC to pursue the "Aligning Materials and Training Systems with Current Needs in Literacy" project, which encompasses four major initiatives in line with LLC's strategic plan.

LLC has embarked on a major effort to review and improve its training methods for literacy practitioners. A project entitled **Laubach Enhanced Training System (LETS)** will enter its final phase and trials of this new way of conducting basic tutor training will be monitored and evaluated. The end product and the way it was achieved will form the basis for reviewing other areas of training and ultimately Laubach's certification process.

LLC will **establish a communication and liaison model** to ensure co-ordination and information sharing between all levels of the organization - local, provincial and national – and to promote alignment of objectives and projects with emerging literacy needs.

LLC will expand its support to literacy learners and ensure that their needs and projects have an appropriate venue for development. LLC will also **support volunteers in their tasks as literacy providers**.

Further, **LLC will respond to the call for Canadian materials** for literacy practitioners and students alike by researching ways to make Laubach materials more widely accessible.

The strategic plan involved a lengthy process and Laubach tutors, trainers, students and the many volunteers who help out at the council and provincial levels have been very patient. In November the new Board of Directors will consider a draft tactical plan, which aims to implement the strategies adopted at the June Annual General Meeting. This will enable the organization to better organize its financial and human resources and work to accomplish Laubach's entire plan over time. Some results will be felt quickly and others will come over the long term. Again, we enlist your patience as Laubach Literacy of Canada transforms itself into a high-performance organization better geared to the needs of its constituents and better integrated in the literacy community.



Laubach Literacy of Canada Board of Directors 2004-2005

President, Executive Committee Member:
Vice-President, Executive Committee Member:
Secretary-Treasurer, Executive Committee Member:

Bessie Merrigan
Wayne Cunningham
Carol Fraser

National Student Representative:

Gary Porter

Member Representatives:

Newfoundland & Labrador Laubach Literacy Council
Laubach Literacy of Canada – Nova Scotia
Laubach Literacy New Brunswick
Laubach Literacy – PEI Inc
Laubach Literacy of Canada–Quebec/
Literacy Volunteers of Quebec
Laubach Literacy Ontario
Laubach Literacy Alberta Society
Laubach Literacy of British Columbia

Monnie Moores
Dawn Skinner
André Veniot
Carol Fraser

Valerie McConnell
Linda Martin
Florence Meronowich
Wayne Cunningham

LLC's New Staff Positions *Continued from page 1*

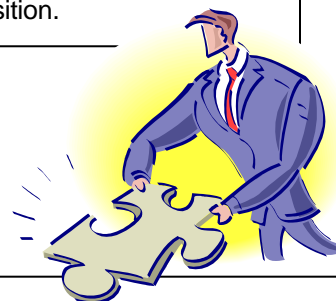
In the coming months, staff structure will continue to change. New staff positions will function as follows:

The **Communications & Liaison Officer** will foster collaboration between provincial Laubach member organizations and the national Head Office. Through the development and implementation of a communications strategy, the Communications & Liaison Officer will be responsible for: external communications, raising public awareness, implementation and monitoring of the organization's privacy policy, relationship building and establishing communication networks for provincial members and their affiliates. The LLC newsletter will eventually come under the responsibility of this position as will the development and management of website content. This person will work with the team to establish the technical framework for on-line learning modules and the effective collection and reporting of LLC statistical training information. The position is also responsible for the development of generic promotional materials for use by the grassroots literacy councils across Canada and will recommend public awareness activities to coincide with provincial literacy schedules across Canada.



The **Volunteer & Student Support Officer** has three primary areas of responsibility: Student Support, Volunteer Development & Management and Training Education. The Volunteer & Student Support Officer will attend conferences and support LLC students by assisting student-led workshops and facilitating volunteer development workshops. Other responsibilities include supporting student advocacy through the creation of LLC's student caucus and the expansion of the student base as well as consolidating workshop materials. The Volunteer & Student Support Officer will develop a volunteer management policy; provide resource support to Laubach members and affiliates on a range of topics including volunteer recruitment, development and retention, and confidentiality. Managing the LLC Training database will fall under the responsibility of this position.

The **Project Coordinator – LETS** will monitor and evaluate the field trials (Phase IV) for the Laubach Enhanced Training System (LETS). **Robyn-Cook Ritchie** who worked on the first phases with Laubach Literacy Ontario is spearheading the LETS project. This position involves the review of LETS evaluation tools and the scheduling of field test workshops (ensuring geographical coverage). A representative advisory committee will be established to consult on the project, which will determine field trial methods, summarize field test data and review the Literacy Trainer Handbook (LTH). This will lay the groundwork for next steps, such as certification review.



The **Project Coordinator NRB** - A contract position will be added at the New Readers Bookstore (NRB) to start work on the restructuring project, which includes looking at publishing. The coordinator will be in charge of next year's catalogue and will assist the NRB project committee, which will develop a business plan for a restructured entity. Some partnership and assistance on this will be provided by a third-year University of New Brunswick (Saint John) business/management class who will work on the first draft of the business plan. Among the areas of responsibility for this position are: the expansion of the client-base, the negotiation of copyright/licensing rights to produce Laubach materials in Canada and the development of a plan for the implementation of an in-house publishing function for the NRB.



WE'RE MOVING!

Laubach Literacy of Canada is setting up shop in our nation's capital! The office and functions of LLC's Development Office in Bedford, Quebec, which officially closes December 31, 2004, are being transferred to Laubach's new Head Office located at:

119 Ross Avenue, Suite 201, Ottawa, ON K1Y 0N6

Although we don't have telephone/fax information to pass on to you at this time, please check LLC's website for these details as they become available. (www.laubach.ca)



QUEBEC STUDENT WINNERS AT BLUE METROPOLIS FESTIVAL

Janet Persons (photo-right, from the Yamaska Literacy Council) and **Norman Stacey** (Chateauguay Valley Literacy Council) were both awarded VIP Festival Packages in CBC's Blue Metropolis Anecdote Contest, designed for people engaged in literacy learning. Participants were asked to write a short text about memory, the theme at this year's Blue Metropolis International Literary Festival.

Ms. Persons wrote about forgetting her cell phone on her husband's pick-up and Mr. Stacey recounted a story of a teacher who understood his reading problems.

The prize included a trip to Montreal to attend the festival.

Congratulations, Janet & Norman!



To learn more about the CBC's Blue Metropolis, please visit:
<http://montreal.cbc.ca/cbcblue/festival.html>

For more than ten years **Canada Post Corporation** has been recognizing Canadian achievements in literacy and every year Laubach Literacy of Canada is pleased to share with the readership of *Literacy Connections* who the outstanding award winners are from within our organization.



Donna Woodard and her new computer system from Canada Post

In the Individual Achievement category, **Donna Woodard** from Quebec's **Yamaska**

Literacy Council and **Edna Kenney** from **King's County Literacy Council** in Nova Scotia were each the proud and deserving recipients of a certificate of achievement, computer system, public recognition and transportation to the ceremony held in their province.

Under the Community Leadership category, LLC's **Labrador White Bear Literacy Council** (Port Hope Simpson, NL) was awarded \$2,000 for their work with providing learners with the programs needed to enhance their literacy and life skills.



Special mention must be given to **The Hamilton Spectator**. Winner of Canada Post's Business Leadership award, this newspaper raises funds and provides skill-building seminars for LLC's **Hamilton Literacy Council** in Ontario.

For more information, please visit:

http://www.canadapost.ca/personal/corporate/about/community/literacy/literacy_awards/

Carol Cares...and She's Everywhere!

Earlier this year LLC's Secretary/Treasurer, **Carol Fraser**, was selected to receive Prince Edward Island's prestigious **Volunteer of the Year** award by the PEI Literacy Alliance.

At the Alliance's semi-annual meeting in March, then-President, **Nora Young** honoured Carol for her tireless commitment to literacy by presenting her with an engraved plaque and a gift certificate from a local bookstore.



L to R: Nora Young & Carol Fraser

Not one to rest on her PEI laurels, Carol was found the following month in Ottawa receiving a certificate in celebration of National Volunteer Week from LLC President, **Bessie Merrigan**, in recognition of her dedication and service as a member of LLC's Board of Directors. Hats off to you, Carol!

Congratulations All!



Towards **CLEARER** Communications Pour des communications plus **CLAIRES**

The **Fédération canadienne pour l'alphabétisation en français** (FCAF), a national literacy organization, is bringing the **Towards Clearer Communications** project to every provincial capital city during 2004 and 2005. The project's forum focuses on the benefits of using plain language whenever communicating to the general public. If communicators from the private and public sectors wish to improve the clarity of their message, they should attend this bilingual forum.

Visit <http://www.clearercommunications.ca> to view the agenda and dates. Please register on-line. Some of the workshops include:

- ♦ How to communicate with less-literate Canadians
- ♦ How to design effective forms.

Hear case studies from the health, financial, print media and government sectors on how plain language can narrow the gap between communicators and the general public.

For more information contact: **Tobias Keogh**, FCAF, 613-749-5333 or 1-888-906-5666, email: tkeogh@fcf.net

“Training for the Enhancement of Online Educational Resources”

If you have browsed the NALD Literacy Collection (www.nald.ca/CLR/search/) recently, you may have noticed that some of the listings have a logo that looks like this:



This logo means that the document has been evaluated and is recommended for adult learning by literacy coordinators and instructors of the Community Academic Services Program (CASP) in New Brunswick. Each document has received a star rating, with 5 stars being the highest.

By clicking on “See Practitioner Evaluation,” you will be taken to a page of information about the document. This information was provided by the evaluators, and includes details about the subject area, who it is intended for, what format it is in, and how appealing it is likely to be to students.

The purpose of this project, called “Training for the Enhancement of Online Educational Resources,” was

to make it easier for CASP instructors to find appropriate learning materials to use with their learners. This is accomplished by having all the evaluated materials accessible through one central location:

www.nald.ca/EvalToolNALDResources/search/eval_list.asp.

Since these resources are evaluated, centralized, and free of charge, this will also be helpful to other adult literacy learners and tutors looking for classroom materials.

The Community Academic Services Program is a free community-based literacy program for adults, customized to meet the needs of the individual learner. For more information about CASP in New Brunswick, please see:

www.anbi-lnbi.nb.ca/English/WhatWeDo.htm#CBL.



Share the LEARNing

ABC CANADA has developed tools to assist literacy groups in documenting calls received to their LEARN lines.



The Telephone Log Form (available in PDF) and the Telephone Log Data Sheet (MS Excel) are both available at no charge to all not-for-profit organizations across Canada.

To download and learn more about these resources, please visit: http://www.abc-canada.org/learnline_resources/

“Dark Secrets”

In an effort to reach potential adult literacy students, ABC CANADA has launched two new television public service announcements (PSA) entitled, “Dark Secrets”. To view the two humorous spots, visit <http://www.abc-canada.org>. To purchase a copy of the PSAs or to have a tape sent to broadcasters in your community, please send an email to info@abc-canada.org.



The Certificates, Please...



Laubach Literacy of Canada is proud to recognize students who are making great strides in their learning as well as the dedicated tutors who are there to help them along on their road to reading journey.

The following students were recognized with special certificates by LLC.

Exploits Laubach Literacy Council, NL
Melvin Parrott

Kings County Literacy Council, NS
Edna Kenney

Chateauguay Valley Literacy Council, QC
Kathy Bevington,
Brenda Campbell
Rufus Cummings
Adlyn Hall
Cheryl Hoyte

Western Quebec Literacy Council, QC
Tom Fox
Josie Gouin
Clarence Leach
Sue Stewart
Bruce Walsh

North Bay Literacy Council, ON
Jeannine Villeneuve

Toronto Laubach Literacy Council

Saifullah Asadzadah
Zulaikha Asadzadah
Bertha
Tiffany Brown
Rashmi Budhwani
Zaitan Chandani
Kamrudin Dolatkhanu
Glenn Dubois
Gh-Sakhi Farida
Khan Feriba
Meyna Ghulamee
Hamid Ghulami
Malek Gowani
Dossani Gulbanu
Lavji Gushan
Yasmin Hamid
Nira Hassan
Ashraf Jindani
Noorbanu Kanji
Rozma Khidri
Carnell Lawless

Christopher Lawless
Alex Liu
Louisa Lu
Aziz Master
Dolat Mauji
Saliha Mohammed
Jenabai Mulji
Kulsum Nanji
Gul Noorani
Kala Nurbanu
Fin Qin
Nasrin Rahmani
Gulbanu Remtulla
Rashid Saker
Virani Sakerkhanu
Aldo Santangelo
Christy Su
Aberash W.
Dai Wei
Susan Wong
Tamika Wong

LLC tutors who have tutored for 300 hours, plus completing 20 additional hours of literacy or tutor-related training achieve the status of **Master Tutor**. Listed below are the most recent inductees. *Thank you for your dedication to literacy.*

Amanulh Bhuiyan	South Shore Reading Council	QC	Gwynne Hughes	Greater Moncton Lit. Council	NB
James Corbett	South Shore Reading Council	QC	Lillian Mackenzie	Southern Kings Lit. Council	PE
Kathleen Cunningham	South Shore Reading Council	QC	Helen McLeod	Hamilton & Dist. Lit. Council	ON
Zitta Dupré	South Shore Reading Council	QC	Fran O'Rourke	Kamloops Laubach Lit. Coun.	BC
Jill Edgett	Greater Moncton Lit. Council	NB	Ausma Ozolins	Barrie Literacy Council	ON
Bernice Fawcett	North Bay Literacy Council	ON	Julie Patterson	North Bay Literacy Council	ON
Pamela Handley	North Bay Literacy Council	ON	Linda Rancourt	North Bay Literacy Council	ON
Yvonne Henderson	North Bay Literacy Council	ON	Joyce Williams	Lit. Council of Burlington	ON

Dr. Bob Laubach Student Fund



Congratulations to this year's winners of LLC's Dr. Bob Laubach Student Fund. As always, the winners were selected and announced at LLC's June meetings in Ottawa.

James Mitton & Rita Blanchard (\$700)
Greater Moncton Literacy Council
Total Health – Body & Mind Workshop project

Gary, Joseph & Spiro (\$900)
Barrie Literacy Council
One Day Provincial Conference project

Hamilton Student Small Group (\$900)
Hamilton Literacy Council
"You Can Do It" Promotion project

TOTAL HEALTH – BODY AND MIND WORKSHOP REPORT

Having received a \$700 award from the Dr. Bob Laubach Student Fund, the Greater Moncton Literacy Council held their **Total Health – Body and Mind Workshop** on September 18th with twenty-one students in attendance.

Three facilitators made presentations on fitness, health and daily physical activity; exercise aids and health instruments; and nutritious food choices and shopping tips.

Workshop participants were treated to two drawings for gift certificates from a local food store.

The workshop was deemed a great success by all participants. Many of those who attended were contacted a week later and several had already made significant positive changes in their diet and physical activity lifestyles.

James Mitton, GMLC Student Representative

MASSEY-VANIER HIGH SCHOOL'S PEER YOUTH TUTOR CLUB

Thanks to the efforts of **Cornelia Fischer, Wendy Seys, Martha Shufelt, Joani Tannenbaum, Gordon Jones** and **Cathy St-Jean** the Massey-Vanier Peer Youth Tutor (PYT) Club is in place in Cowansville, Quebec.



Massey-Vanier High School's certified peer youth tutors:
Jenn, Mary, Amy, Martha, Guylaine, Ember and Melinda



As a team we were trying to find something that we could all relate to, but it was hard because all of the different students we were helping had different needs. One boy said, "I really found that this helped me a lot." When we got together to write this article it was hard because everyone enjoyed this experience, even the ones who were in doubt about this whole tutoring process. When one of the tutors saw how much help her student was going to need, she never gave up. As a group we are very proud of our accomplishments. We didn't realize how much fun this would be. All of the students were always happy to see their tutor walk into their classroom to go and work on their skills. Although some students found that things repeat a lot, they were still ready to tackle a new experience.

Jenn, Mary, Amy, Martha, Guylaine, Ember and Melinda

Massey-Vanier High School PYT Club

The students are very fortunate to have this special one-on-one time with their tutors. It builds confidence and self-esteem. We have half of the tutors doing upgrading reading and the others doing "English to students of other languages". We put together a CD of songs that we sing, cookbooks that the students make, and a portfolio for the next year's students to enjoy. We go on fieldtrips and have great celebrations of learning. Without the funding and help from LLC, we would not be as successful.

Jean O'Neill, Teacher, Miramichi High School, Miramichi, NB

CONGRATULATIONS...

to the following newly certified Laubach Trainers:

- | | | |
|-------------------------------------|------------------------------|-----------------------------|
| ✓ Lianne Calvert Shefler, ON | ✓ Anne Hughes, NL | ✓ Joanne Prior, ON |
| ✓ Danielle Hay, QC | ✓ Lori Johnston, PE | ✓ Carol Risidore, ON |
| ✓ Yvonne Henderson, ON | ✓ Line Lafontaine, QC | |

Supervising Trainers:

- ✓ **Marilyn A. Davies, ON**
- ✓ **Jane Jackson, ON**

Master Trainer:

- ✓ **Helen McLeod, ON**



NEWFOUNDLAND & LABRADOR'S

Student of the Year

Melvin Parrott, the newly elected Student Representative to the Newfoundland and Labrador Laubach Literacy Council was the recipient of the Student of the Year award presented annually to a Laubach student. Melvin travels an hour every day to attend classes at the Learning Centre in Grand Falls-Windsor and also spends time each week with a Laubach tutor. Melvin feels that without the extra help from his Laubach tutor, he would not be making the progress he is currently making.

Pictured on the right is Melvin receiving the Student of the Year award from LLC's President, **Bessie Merrigan**.



Laubach Literacy of Canada
www.laubach.ca

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New Readers Bookstore

70 Crown Street, Suite 225,
Saint John, New Brunswick E2L 2X6
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F/ (506) 634-0944
Toll free 1-877-634-1980
Toll free Fax 1-866-634-0944
email
newreadersbookstore@nb.aibn.com

LLC Honourary Patron

Her Excellency the Right Honourable
Adrienne Clarkson C.C., C.M.M.,
C.O.M., C.D. Governor General of
Canada

2005 "Literacy Exposed" The Little Calendar That Could...and Did!

The **Yamaska Literacy Council** (YLC), located in the scenic Eastern Townships of Quebec, proudly unveiled their **2005 "Literacy Exposed"** calendar in September, part of their month-long recognition of International Literacy Day (September 8th).

This calendar started as a "tongue in cheek" fundraising idea that sparked the interest of a dedicated group of "friends of literacy". Eleven ladies, one laddie and a cow posed (and exposed) against various backdrops with the hopes that their bravery would inspire others to get excited about literacy... every month of the year!

The 2005 "Literacy Exposed" calendar is dedicated to all of the students who change their lives through literacy, and the volunteers who stand by them. All profits from the calendar sales will support the literacy programs of the Yamaska Literacy Council.

For more information or to order your copy (\$10 plus shipping) please contact: **Wendy Seys** at the YLC, 239 rue Principale, Cowansville, QC J2K 1J4 or telephone: 450-263-7503; toll free: 1-866-337-7503; fax: 450-263-7209; email: yamaskalit@endirect.qc.ca
Website: www.nald.ca/ylc



The Great Unveiling
L to R: Joan Seys (Miss August), Alan Ross (Mr. March), Valerie McAdam (Miss April), Karen Ingalls (Miss December)

Laubach Literacy of Canada gratefully acknowledges the continuing support of the
National Literacy Secretariat, Human Resources and Skills Development.

NOTE:

January 28, 2005 is the deadline for submissions to the next issue of **Literacy Connections**. Send all contributions and photos to LLC's **National Head Office**.



New Readers Bookstore News

After many months of hard work, New Readers Bookstore (NRB) has come up with a totally redesigned catalogue. Many of you have already seen the eye-catching cover in the warm mango and lemon colours! Many prices have been reviewed and reduced in the interest of promoting literacy.

New publications include:

- 📖 English No Problem 📖 Grammar Spectrum 1, 2, 3
 - 📖 Idioms 1 and 2 📖 Write it Right
- as well as some new pleasure readers.

Please visit LLC's website (www.laubach.ca) to view the catalogue on-line. We hope that everyone will have a look. Comments can be sent to the NRB.

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