



National Adult Literacy Database Inc.



National Adult Literacy Database Inc.

1989 – 2009

An anniversary booklet

In 2009 the National Adult Literacy Database (NALD) is celebrating its 20th year of providing Canadians with the literacy and essential skills resources they need to become successful in life and at work.

What started in 1989 as a literacy project of the Association of Canadian Community Colleges at Fanshawe College has evolved over time to become Canada's literacy and essential skills network.

NALD's services support the building of more literate families, increased participation in workplace education programs and a strengthened Canadian culture. The services provided by NALD build community among its many diverse stakeholders and assist these groups in optimizing their use of technology and the Internet.

We hope you enjoy this 20th anniversary keepsake that features a brief look back at NALD's history.

Anna Kae McIvor-Todd
Chair, NALD Board of Directors

Katherine d'Entremont
Chief Executive Officer, NALD

NALD: The Fanshawe Years

In the late 1980s – partly in anticipation of International Year of Literacy in 1990 – the Presidents’ Task Group of the Association of Canadian Community Colleges (ACCC) recognized that adult literacy resources of colleges and other learning institutions in Canada could be more effective if they were brought together in the form of a national registry.

The Task Group submitted a proposal to the ACCC for a comprehensive literacy project that would involve the creation of an efficient and usable database. The project received \$230,000 in funding through the ACCC from the National Literacy Secretariat and was launched officially in 1989 as the National Adult Literacy Database (NALD).

NALD had a strong Fanshawe College connection from the very beginning. Fanshawe president Barry Moore was named Chair of the ACCC Presidents’ Panel on Adult Literacy, which initially managed the project. The college was chosen to house the NALD office and Fanshawe staff members were allocated to begin the first development phase.

Over the years, technology would radically alter the way the database was prepared, presented, distributed and used. In the early 1990s, the computer revolution was just beginning and it presented exciting opportunities to extend the database’s scope and reach. By the end of Phase II, it was accessible to anyone who had a computer and a dial-up modem, or worked for a NALD member organization connected to the iNet 2000 network.

Partnerships were a key priority for Phase III (1991-1992) of the project. The NALD National Steering Committee wanted to involve businesses, organizations and community partners in enhancing the database and increasing its profile. During this phase, a vital partnership was created with the ABC CANADA Literacy Foundation, which had a similar mission as well as strong ties to the private sector.

Phase IV continued the work of Phase III, further promoting and developing the database. By 1993, there were 2,647 programs listed in NALD including those offered by post-secondary institutions, school boards, libraries, governments, workplaces, correctional facilities and community organizations. The database was definitely gathering momentum.

Fanshawe College remained home to NALD until 1995. The NALD office moved around the campus over the years, and several employees were dedicated to the project as data entry clerks, administrators and trainers.

During the Fanshawe years, the NALD project drew attention to adult literacy across the country. Although the database looks much different now than it did then, Fanshawe's influence is still felt as NALD continues to grow and expand its services to a broader range of stakeholders.





NALD **BDAA**

National
Adult Literacy
Database Inc.

Base de données
en alphabétisation
des adultes inc.

*Canada's
Literacy and
Essential Skills
Network*

*Réseau canadien
en alphabétisation
et en compétences
essentiels*

Maison Sterling House
767 rue Brunswick Street

Highlights of the NALD timeline:

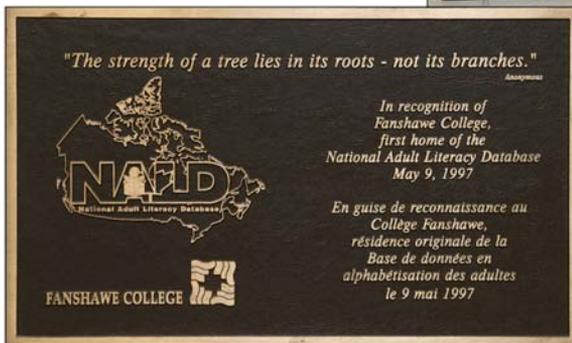
The Literacy Task Group of the Association of Canadian Community Colleges (ACCC) suggests a literacy project: a central database to house all adult literacy programs, activities and resources that exist in Canadian colleges and other learning institutes.

An agreement is signed on January 19, 1989, by ACCC and Fanshawe College. The project headquarters is established at Fanshawe College in London, Ontario.

The literacy project is funded by the National Literacy Secretariat, Department of Secretary of State.

The National Adult Literacy Database (NALD) is created along with the resource manual *Literacy in the Colleges/Institutes: A Focus on Community Partnerships* for distribution to all college contacts and literacy organizations in Canada.

Ruth Gates-Jensen, left, Vice-President, Business Development, Fanshawe College (retired) and Katherine d'Entremont, NALD's Chief Executive Officer



This wall plaque at Fanshawe College recognizes NALD's first home.

1990-1991

NALD is one of many new innovative projects the Federal Government highlights through the Secretary of State during International Year of Literacy.

An electronic bulletin board for posting International Literacy Year events, in addition to community-based library and school board literacy programs, is added to the NALD directory.

The Literacy Task Group engages in networking with literacy practitioners across the country in order to promote the exchange of information on existing practices and resources.

The database is made available to anyone with access to a computer and modem and who works with a large organization that is a member of NALD and which has, therefore, access through the iNet 2000 Telecommunications Network.

1991-1992

The Literacy Task Group and the NALD National Steering Committee make a commitment to ensure that the database becomes self-sustaining.

The Building Community Partnerships in Literacy Education project phase continues:

- to provide a centre that promotes and houses NALD
- to build a firm base of client support
- to develop ties with business and industry
- to increase awareness through NALD of all Canadian adult literacy programs
- to build a national and international profile for NALD; and
- to ensure the database/NALD centre continues to provide excellent service.

NALD forms a key partnership with ABC CANADA.

1992

The next phase of the NALD literacy project involves formulating strategies to: gather information and resources effectively; provide the information efficiently; and promote the availability of information and networking capabilities.

The Interim NALD Board of Directors submits a proposal for funding to the Secretary of State.

NALD submits an Application for Incorporation of a “Corporation without Share Capital.”

On September 14, 1992, the National Adult Literacy Database Inc./ Base de données nationale en alphabétisation des adultes inc. is incorporated. Ruth Gates, Tamara Ilersich and Barry Moore are the first directors of the corporation.

1993

The database has a total of 182 registered users, 336 report requests and listings for 2,647 instructional programs.

NALD charges a membership fee and a user fee for its services. This practice continues until October 1995.

1994

Charles Ramsey, Chair of the NALD Board of Directors, presents a discussion paper to board members. The paper contains a proposal to promote/develop NALD as a National Virtual Resource Centre. The idea is to enhance and expand the facilities of NALD for use by adult education/literacy students and instructors. NALD, the national virtual resource centre, would electronically connect all users to resources and knowledge.

On February 17, NALD attends Literacy Action Day in Ottawa as one of Canada’s national literacy organizations.

1995

On October 16, 1995, the NALD Board of Directors decides to move the headquarters of NALD to Fredericton, New Brunswick. New Brunswick member and Board Chair Charles Ramsey becomes NALD's Executive Director.

NALD builds on its role of providing information to the literacy community and sets its sights on creating a national and international presence for literacy on the World Wide Web (WWW).

1996

NALD launches its Internet World Wide Web site at www.nald.ca on February 1, 1996. The website includes, in both English and French, the NALD/BDAA logo, the home pages of literacy organizations, an events bulletin board, a What's new section and educational resources.

NALD Board members hold their first meeting at the new NALD office – Scovil House, 703 Brunswick Street in Fredericton, on March 2 and 3, 1996.

Frank McKenna, premier of New Brunswick, is named Honorary Chair of the NALD Board of Directors in April 1996.



Scovil House at 703 Brunswick St., Fredericton

NALD publishes the first issue of its bilingual newsletter *Networks / Reseaux* in the spring.

NALD expands its website by adding the Guest Book, full-text documents and Story of the Week. NALD also provides e-mail service, listserv discussion opportunities and file transfer protocol (FTP) for the downloading of specific files and documents from the NALD server.

NALD's mailing list includes over 4,000 people from literacy organizations, the federal and provincial governments, educational institutions, libraries and community groups.

1997

NALD holds a ceremony at Fanshawe College to recognize the very important role played by the college in the development and support of NALD. As part of the ceremony on May 9, a plaque is presented to Fanshawe College, "the first home of the National Adult Literacy Database."

The Story of the Week promotes learners' success stories and NALD orchestrates the "launch" of stories to coincide with events hosted by organizations. Many stories feature an audio component.

NALD develops the NALD Benchmarks Survey and individual provincial survey questionnaires are adapted to suit each province's unique information. NALD works with Saskatchewan, Manitoba, Prince Edward Island, Newfoundland and Nova Scotia. Survey information is gathered locally by each province and incorporated in the NALD database.

NALD produces its first PDF files, providing users with the option of opening them online or downloading them to their computer desktops.

1998

NALD begins work on the following projects: Bi-cultural Development (1998-2001); Database Management (1998-2001); Fundraising (1998-2001), Distribution of Resources (1998-2001); and Web Development (1998-2001). All are funded by the National Literacy Secretariat, Human Resources Development Canada.

NALD participates in the Walk for Literacy - New Brunswick, in support of literacy programs of Laubach Literacy NB, NB Committee on Literacy, La Fédération d'alphabétisation du Nouveau-Brunswick and the Fredericton Community Literacy Committee.

Literacy resources on NALD are divided into the following categories: Canadian Literacy Resources; Newsletters; NALD Library; Links to Internet Resources; and Literacy Discussion Groups.

In its role as an information provider, NALD makes a commitment to use the *Canadian Literacy Thesaurus* as the basis for the library search engine.

Annotations for the various documents and web pages are added to the NALD website.

1999

NALD coordinates the donation of computer equipment to the CASP/PCRS Program in New Brunswick by UPS at the request of Frank McKenna, Honorary Chair of NALD.

NALD takes part in a kiosk titled Literacy at the Heart of the Francophonie, along with Literacy New Brunswick and la Fédération du Nouveau-Brunswick, at the Village de la Francophonie in Dieppe, New Brunswick.

NALD receives the 1999 Canada Post Award for Leadership.

NALD coordinates three Functional Context Education workshops in Fredericton, Halifax and St. John's. The October workshops were organized in partnership with the New Brunswick Committee on Literacy, the Nova Scotia Provincial Literacy Coalition, and the Atlantic Construction Training Centre, Newfoundland and Labrador.

NALD prepares all materials presented at the NALD Board of Directors meetings in both official languages.

The NALD Fast Facts sheet is introduced. The information sheet, which is used for promotional purposes, lists the accomplishments of NALD for each fiscal year.

2000

NALD hosts its fourth annual National Database Survey meeting on October 20 and 21, 2000. A listserv is developed to further discussions about collecting resources of the provincial literacy programs. The surveys and provincial data are easily accessed on the NALD website.

NALD develops a CD-ROM of the Human Resources Development Canada Essential Skills website with a searchable database format in both official languages.

NALD delivers a presentation at the Literacy Summit held in February in Washington, D.C.

The director of the Literacy Information and Communication System (LINCS) at the National Institute for Literacy (NIFL) attends the NALD Board of Directors meeting in July 2000.

2001

NALD is contracted by the Canadian Public Health Association to design and maintain the CPHA and CPHA-related websites.

NALD coordinates and houses the project Canadian Storysacks (2001-2004). The project promotes the Storysack concept on a national basis.

NALD creates an Ask an Expert feature on the Clear Language and Design (CLAD) Web page. Visitors are able to ask questions online while CLAD staff members conduct research on the issue. The responses are posted online.

NALD begins to classify its full-text documents by subject matter: Workplace Literacy; Literacy and Health; and Family Literacy.

2002

On International Literacy Day, UNESCO awards NALD the International Reading Association Literacy Award (Honourable Mention) for 2002.

Goss Gilroy Inc. conducts an evaluation of NALD and issues its final report in October.

NALD signs a letter from all national literacy organizations addressed to the Minister of Human Resources Development Canada, sharing their initial responses to the federal Green Paper, *Knowledge Matters*.

NALD is included in roundtable discussions hosted by Senator Joyce Fairbairn, Special Advisor for Literacy to the Minister of HRDC.

NALD develops *A Guide to Using NALD's SmartSite/Guide de navigation du site clé de la BDAA* as a tool for NALD presentations at conferences.

NALD coordinates the Software Evaluation Project funded by the Office of Learning Technology, HRDC.

2003

NALD receives funding from the National Literacy Secretariat, Human Resources Development Canada, for the projects Developing Tools, Resources and Partnerships – June 2003 to March 31, 2005; and Universal Access to NALD's Resource Collections – June 2003 to March 2006.

NALD Webmail is introduced and the service made available to clients of NALD.

NALD develops a directory of plain/clear communication service providers in both the non-profit and private sectors as part of a project with Communication Canada.

The National Literacy Secretariat outsources NALD to convert some of its documents to HTML and PDF format and to make these resources available as full-text documents through the NALD website.

2004

NALD introduces its Weekly Update, an e-mail newsletter that notifies subscribers of changes and additions to its website.

NALD offers to remotely manage websites of its clients.

NALD works with Statistics Canada to increase access to statistics on adult literacy by digitizing statistical reports provided.

NALD is included in The Inclusive Learning Exchange (TILE) project which sees a number of learning communities participate in designing tools, developing content, implementing services and evaluating learning outcomes.

2005

Roch Carrier is named the Honorary Chair of NALD in June.

NALD is funded by the National Office of Literacy and Learning (NOLL), Human Resources Development Canada, for the Building Collections, Broadening Access: Increasing NALD's Impact Project, May 2005 to March 31, 2008. The Contribution Agreement is extended to October 31, 2008.

NALD Newswire / Fil de presse BDAA extends the NALD Weekly Update service and renders current information more readily available by allowing users to get the latest updates at NALD in real time.

NALD launches its new and improved website which includes new management tools related to the Weekly Update and Newswire including automatically generated RSS feeds.

NALD and the other national literacy organizations participate in the development of the document *A 10-year, Results-Based National Literacy Action Plan 2006-2016* by the Movement for Canadian Literacy. NALD is a member of the Ministerial Advisory Committee which is composed of 19 representatives from the learning, business,

labour, voluntary, Aboriginal and francophone literacy communities.

2006

NALD holds a full-day consultation in Ottawa with its francophone stakeholders from across Canada.

NALD receives funding from the Adult Learning, Literacy and Essential Skills Program (ALLESF), Office of Literacy and Essential Skills (OLES), Employment Insurance Commission of Canada, Human Resources and Social Development Canada, for a Workplace Literacy and Essential Skills Clearinghouse and Portal - November 1, 2006, to March 31, 2009. The Contribution Agreement is extended to October 31, 2009.

NALD launches two separate website portals with different domain names – www.nald.ca and www.bdaa.ca – to accommodate the anglophone and francophone literacy communities. The NALD and BDAA websites are now two distinct websites. The features of the NALD Library can be embedded into other organizations' websites. In addition, virtual libraries can be highlighted in the NALD Library.

NALD develops standards for creating quality online resources that will be fast-loading, search engine friendly, and most importantly accessible to users with disabilities.

NALD begins to hold consultations across Canada to earn key players' interest for the activities and outcomes of the NALD Workplace Literacy and Essential Skills Clearinghouse and Portal. These consultations continue until the spring of 2007.

A NALD Search Committee is formed from members of the NALD Board of Directors to work with an executive search firm for the process of Succession Planning at NALD.

In October, NALD delivers a presentation on the Employability Issue of Workplace Literacy to the House of Commons Standing Committee on Human Resources, Social Development and the Status of Persons with Disabilities.

NALD introduces its Annual Report of Activities (2006-2007).

The CASP Adult Literacy Network (CALN) presents an Honorary Literacy Award to NALD for outstanding achievements in lifelong learning.

2007

The composition of the NALD Board of Directors is altered to include persons with experience/influence from the workplace/workforce literacy field.

Members of the NALD@Work Advisory Committee hold their first meeting on April 23 and 24 in Fredericton.

NALD Board members and staff, joined by people from different levels of government and the literacy community, bid farewell in June to Charles Ramsey, Executive Director.

Katherine d'Entremont is welcomed as the new Chief Executive Officer of NALD.

On November 30, 2007, NALD launches two workplace literacy and essential skills websites – NALD@Work and BDAA@uTravail. The new sites include teaching, learning and research materials; news and events listings; names of contacts in the field; and workplace-related websites and tools.

NALD is invited by the Senate Standing Committee on Social Affairs, Science and Technology to participate in Hearings on Literacy, the ongoing national discussion on literacy and its impact on education and employment skills in Canada.

2008

NALD starts the fiscal year with a new logo that features bold block lettering and the organization's traditional red and blue colour scheme.

The NALD Weekly Update gets a new look. Subscribers may choose to receive the newsletter in a colourful HTML format.

NALD creates new promotional materials with a fresh design. The look is incorporated on banner stands, business cards, letterhead, information kit folders, the NALD mission statement, NALD fact sheets and the NALD@Work brochure and calendar.



Sterling House at 767 Brunswick St., Fredericton

NALD has a new home. NALD staff members move into Sterling House, 767 Brunswick Street, Fredericton, on August 28, 2008.

Feature of the Month is introduced on the NALD@Work website in September. This page puts the spotlight on an outstanding document, organization, program or website.

NALD enters into an agreement with the New Brunswick Department of Post-Secondary Education, Training and Labour in support of Workplace Literacy and Essential Skills initiatives and related research and development activities of the Province of New Brunswick. A Workplace Literacy and Essential Skills Specialist position is added to the NALD staff.

2009

NALD secures core funding from the Adult Learning, Literacy and Essential Skills Program (ALLESPP), Office of Literacy and Essential Skills (OLES), Human Resources and Skills Development Canada, for the years 2009 to 2011.

NALD and The Conference Board of Canada sign an agreement which

results in NALD receiving 37 research documents and case studies for the NALD/NALD@Work library. Also in 2009, NALD agrees to review new Conference Board case studies prior to their release. NALD receives these documents as part of the agreement.

NALD's Chief Executive Officer works with her counterparts from the other five national literacy organizations to create the National Literacy Table. The goal of the strategic partnership is to work together to achieve improved literacy and essential skills levels in Canada.

The profits from the sale of Roch Carrier's book *Mes Oeuvres complètes/My Collected Works* are donated to NALD.

In 2009, NALD's website services are accessed by approximately 5,200,000 users who view more than 17,000,000 pages of information and download more than 5,700,000 full-text documents (PDF format).

In conjunction with the general Board of Directors meeting in November, NALD board and staff members celebrate the 20th anniversary of NALD with a reception and dinner at Frogmore House in Fredericton.



NALD  BDAA



Canada's Literacy
and Essential
Skills Network

www.nald.ca

Réseau canadien en
alphabétisation et en
compétences essentielles

www.bdaa.ca

NALD@Work
Workplace • Learning • Skills



BDAA@Travail
Milieu de travail • Compétences • Apprentissage



Your link to the world of
workplace literacy and
essential skills

www.naldatwork.ca

Votre lien avec le monde de
l'alphabétisation et de l'acquisition des
compétences essentielles en milieu de travail

www.bdaaautravail.ca

Notes:









National Adult Literacy Database
Base de données en alphabétisation des adultes
Maison Sterling House
767 rue Brunswick Street
Fredericton, NB
E3B 1H8

Tel: (506) 457-6900 | Toll-free: 1-800-720-6253 | Fax: (506) 457-6910
Web: www.nald.ca | Email: contactnald@nald.ca