



Annual Report 2009-2010

*Mission: To improve literacy in
partnership with others.*

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Established in 1988

MESSAGE FROM LCNB'S HONOURARY PATRON

I am still an adult learner. The more I learn, the more I work in the literacy field, the more convinced I am that there are significant challenges.

It is a never ending task to meet those challenges but energizing and soul fuelling work. We all have much more to learn about how people learn and come to access and use the printed word. To work and play together so that each person is empowered is a worthy goal. To see folks use the gifts they were given and have more opportunities open to them is sometimes nothing short of miraculous.

Ultimately, literacy is at the very root of a democracy, of a just and evolving world. Don't we all need to keep learning what it means to be more human? Being able to read is only the beginning. The big picture in the ongoing work for literacy is this: that each of us can shape a world that is safer, saner and kinder.

Sherie Fitch

MESSAGE FROM THE PRESIDENT

Literacy Coalition of New Brunswick Ltd.

President's Report – Annual Meeting - September 21, 2010

I wish to thank each member of the Board for the time and experience which you have offered to the LCNB during the past year. I wish also to express appreciation to Mme Nicole LeBlanc who resigned from the LCNB Executive as Treasurer and from the Board, December 2009, due to her professional commitments. We have a truly impressive Board whose dedication to literacy and essential skills is outstanding, and we have an ever-widening circle of community and government partners who exemplify professionalism and a desire that each of our fellow citizens may have the joy, the power and the comfort which literacy affords.

It has been a privilege for me to serve as your President since November 6, 2008. I have striven to merit your trust and to advance the important mission of the Literacy Coalition of New Brunswick. Since September 25, 2009, we have had four Board meetings, and 11 Executive meetings. In the development of the Strategic Plan 2010-2013, we shared six Board conference calls. Also, your Executive has had many discussions in our effort to strengthen the LCNB and to plan for the future. We have benefitted from the constant support of our Administrative Assistant.

NB's First Literacy Summit, April 15, 2009, continues to bring the LCNB, the FANB and relevant provincial departments together to eliminate and to address gaps in literacy and essential skills programming in this Province, to lessen overlap and duplication, and to develop effective communication of the value of literacy and essential skills to our economy as a province and to the fulfillment of our citizens individually and collectively. We appreciate the continuing leadership of the Department of Post Secondary Education and Labour.

I am grateful to our new Executive Director who will report on the work of the Coalition, particularly the accomplishments and challenges since July 1, 2010, and to our new Treasurer who will provide financial details of our operations. I wish also to thank our new Secretary for her valuable contribution to the Executive Committee.

I would like to highlight our Strategic Plan 2010-2013 to which many Board members have contributed generously. It is an imperfect document – one which represents an agenda in motion. It is not written in stone, rather it is a snapshot of the LCNB as we begin another year and continue our efforts to improve literacy, lifelong learning and essential skills for the citizens of NB. It will require the support of the Board at this Annual Meeting to make it a living document, and it will demand vigilant evaluation as it underlies the work of the LCNB during the next three years. I appreciate immensely the guidance we have received from the Office of Literacy and Essential Skills, Social Development Canada, and for their funding of our Action Plan 2010-2013 project, which is intrinsically tied to our new Strategic Plan. We trust that the work of your Executive and the staff of the Coalition will fulfill the commitments inherent in both the Strategic Plan 2010-2013, and the Action Plan 2010-2013 project which has been approved by the Government of Canada.

I wish also to pay tribute to the 2010 PGI Cabinet for another Canada No. 1 success, raising approximately \$155,000 for community adult literacy projects and for the Coalition, in particular the Marion Zaichkowski Endowment Fund. Our 2010 Sheree Fitch Award Ceremony recognized 10 deserving adult learners, and our 2009 Dr. Marilyn Trenholme Counsell Awards applauded those who had achieved extraordinary accomplishments to advance early childhood literacy.

My final words go to all members of the Executive for their huge gifts of time and wisdom and for their loyalty. Together, we have endeavoured to honour the history of the Coalition and to ensure that it will be a strong, respected organization as we go forward.

Respectively submitted, Marilyn Trenholme Counsell, President

EXECUTIVE DIRECTOR'S REPORT

As the new Executive Director for the Literacy Coalition of New Brunswick Ltd., I would like to thank the Executive for giving me the opportunity to continue the efforts of the Coalition in this capacity and for all of their support over the last few months and as we move forward in improving literacy, lifelong learning and essential skills in New Brunswick. I am very excited to be an integral part of this organization and I am very optimistic that the Coalition will do great things in the years ahead.

LCNB's funding application to the Office of Literacy and Essential Skills was approved and began on July 12, 2010 for a 2-year period. An Action Plan was developed for this funding agreement and the LCNB staff is currently working towards meeting our goals and outcomes.

LCNB has completed their project with the Aboriginal Affairs Secretariat and the Joint Economic Development Initiative (JEDI). The purpose of the project was to develop an Aboriginal directory of literacy services and programs for New Brunswick. An Aboriginal consultant was hired for this project and they were successful in producing a comprehensive directory of services and programs available in the Aboriginal community. LCNB will now develop a distribution plan for the directory and amalgamate it into our larger directory of services and programs for New Brunswick.

Our Annual PGI Golf Tournament for Literacy was held on August 18-19, 2010. FamFest, Eveningside and Golf Day were well attended and enjoyed by all participants. The PGI Tournament raised approximately \$155,000 for literacy and essential skills programs and services in New Brunswick. Special thanks go to the PGI Cabinet chaired by Michelle Carinci and Robin Drummond, our accountant Bob Savoie and our PGI Manager, Jan Carinci. Awards were handed out for the RBC Children's Contest at FamFest for their amazing entries, and the Goguen Champlain Adult Learner Achievement Awards were given to Teena Adams (Anglophone), Danielle Collette (Francophone), and Lorna Paul (Aboriginal). Learners, Daniel Collette and Roger Fournier both told very moving stories throughout the event which touched the hearts of the golfers.

Since July, I have attended the following key meetings:

- MCL Teleconference re: Strategic Planning: July 19, 2010
- Continuous Learning Committee Meeting (PETL), Fredericton, NB: July 27, 2010
- CBC Consultation with Literacy Stakeholders, Fredericton, NB: August 10, 2010
- Social Policy Research Network Launch, Fredericton, NB: August 24, 2010
- NB Literacy Coordinating Committee Meeting Teleconference: August 26, 2010
- NB 2026 Liaison Committee Meeting, Fredericton, NB: September 9, 2010

I have also met with numerous Board Members, NALD on several occasions, and attended PGI Cabinet meetings.

LCNB is continuing to work on a number of projects as well as beginning new initiatives as per our core funding agreement with OLES.

LCNB is in the process of hiring two new staff members, a Projects and Research Coordinator and a Communications Officer. These positions are expected to be filled and begin on October 4, 2010.

LCNB is currently working with Massive Graphics to design a tradeshow booth to use at various events around the province that will highlight the Nine Essential Skills.

I am making a serious effort to bring the Self-Assessment Marketing Tool project to a conclusion. The initial project completion date was March 2008, and it has been delayed numerous times. We now are in the final stage of revisions of a Workplace Essential Skills Guide for Employers. Next steps for this project will be designing graphics and a distribution plan.

LCNB staff will be participating with the Daily Gleaner to raise funds for the Raise a Reader Campaign by handing out special edition newspapers on September 29, 2010 in exchange for donations.

I have been participating as an Advisory Committee Member for the Ontario Literacy Coalition Conference, Spotlight on Learning: Becoming Agents of Change, I will be attending this Conference from October 18-20, 2010. I will also be attending Canadian Literacy and Learning Network Board meetings from November 1-4, 2010 in Ottawa, ON and the PGI National Forum from November 5-7, 2010 in Toronto, ON.

LCNB is in the initial planning stages of their first regional Learning Disabilities Workshop which will be held in Moncton on November 26, 2010. Relevant subjects will be presented by highly trained persons in this field who will highlight current knowledge of learning disabilities, the patterns of strengths and challenges among these adult learners, and how to design the most effective instructional strategies.

The 2010 Dr. Marilyn Trenholme Counsell Early Childhood Literacy Awards Ceremony will be held on November 24, 2010 at Old Government House in Fredericton with the presence of the Honourable Grayden Nicholas. The closing date for nominations is September 30, 2010.

I would like to take this opportunity to thank each of our Board Members and our provincial and national partners for their support and continued dedication to the cause of improving literacy and essential skills and for their continued guidance as the Coalition begins to put our action plan into place.

I also want to thank Nicole Poirier, our Administrative Assistant who has been a tremendous help in my transition to the position of Executive Director; Nicole Jewett, our Summer Student who has filled in as the Projects and Research Coordinator; Judy Wood who has been working with LCNB to improve our in-house financial administration; Lynda Homer who is doing a great job in carrying out the Round Table sessions on Family Literacy and Jan Carinci for his dedication to our PGI Tournament and for making it so successful.

I would also like to specifically thank Dr. Marilyn Trenholme Counsell along with Marian Zaichkowski and Anna-Marie Hayes for their tireless efforts to provide continuity to the Coalition and for their ongoing support during my transition to the position of Executive Director.

I am looking forward to the coming year and the new initiatives we will undertake in collaboration with our many partners to improve literacy, lifelong learning and essential skills in New Brunswick.

With Respect, Natasha Bozek, Executive Director

CURRENT FUNDED PROJECTS- Literacy Coalition of New Brunswick

- 1. Building Capacity for Family Literacy**
- 2. Marketing Self-Assessment Tool Project**

SPECIAL ACTIVITIES – Literacy Coalition of New Brunswick

- 1. Dr. Marilyn Trenholme Counsell Early Childhood Literacy Awards, November, 2009**
- 2. Sheree Fitch Adult/Student Scholarship Awards, June, 2010**
- 3. Speaking Out Utilizing Learners (S.O.U.L.), May, 2010**
- 4. Peter Gzowski Invitational Golf Tournament for Literacy, August, 2010**

2010-2011 BOARD OF DIRECTORS

Hon. Marilyn Trenholme Counsell, MD, ONB – President
Hon. Andy Scott PC – 1st Vice-President/Executive Director, Social Policy Research Network
Greg Gillis, 2nd Vice-President/AMEC Atlantic Canada & Quebec Operations/Business Representative
Anna-Marie Hayes – Treasurer/New Brunswick Association of Family Resource Centres/Family Resource Centres Representative
Dr. Heather Richmond – Secretary/Literacy Representative/ Professor/Saint Thomas University
Marian Zaichkowski – Past President

Deanna Allan – Laubach Literacy New Brunswick/Literacy Representative
Michel C. Belliveau – Président/Fédération d’alphabétisation du Nouveau-Brunswick
Michel Boudreau – New Brunswick Federation of Labour/Labour Representative
Cheryl Brown – Quality Learning NB/Storytents
Katherine D’Entremont – CEO of National Adult Literacy Database
Janette Desharnais – Frontier College/New Brunswick Regional Coordinator
Shirley Downey – Born to Read/Early Childhood Representative
Micha Fardy – Director of Community Development/Adult Literacy Representative
Christina Fowler (alternate Claire Ashton) – Saint John Learning Exchange/Adult Literacy Representative
Clarence LeBlanc – Retired Teacher/Francophone Liaison for FANB and LCNB
Kelly McLean-Haley – New Brunswick Early Learning Centres Representative
Dennis Macleod – S.O.U. L. (Speaking Out Utilizing Learners)/Adult Learner Representative
Ann Morrissy – Department of Post-Secondary Education, Training and Labour/Adult Literacy Representative
Wendy Papadopoulos – Elementary Literacy Friends /Literacy Representative
Imelda Perley – Tobique First Nation/Aboriginal Representative
Jean Peters – Executive Director for Read Saint John/Adult Literacy Representative
Andrea Schneider – The Learning Disabilities Association of NB/Learning Disabilities Representative
Marjolaine St-Pierre - ECCENB (Early Childhood Care and Education New Brunswick)/Day Cares Representative
Pam Whitty – Early Childhood Education UNB/University of New Brunswick Representative
Dr. Doug Willms (alternate Beth Fairbairn) – C.R.I.S.P. (Canadian Research Institute for Social Policies)/University of New Brunswick Representative
Joanne Wilson (alternate Jane Wasson) – Community Adult Learning Program Teacher’s Network/Literacy Representatives
Dr. Lex Wilson – Associate Professor/Mount Allison Meighen Centre Representative

Government Representatives on Board

Tiffany Bastin – Department of Education/New Brunswick Government Representative
Lori Leach (alternate Dianne Léger)- Department of Post-Secondary Education, Training and Labour/New Brunswick Government Representative
Sylvie Nadeau – New Brunswick Public Library Services/New Brunswick Government Representative
Erin Schryer – Consultant Early Childhood/Department of Social Development Representative