



Annual Report 2010-2011

September 2011

MESSAGE FROM THE PRESIDENT

Literacy Coalition of New Brunswick Annual Meeting – Sept. 16. 2011 – President’s Report

This has been a positive and promising year for the Literacy Coalition of NB Ltd., with four Board and five Executive meetings. I have been honoured to serve again as your President. I wish to offer heartfelt appreciation to each member of the Board and to our Executive Director and her staff. A huge challenge remains to collaborate with all our partners to advance literacy and essential skills in our Province. I do sense growing partnerships throughout New Brunswick. We have the will and we are continually seeking new options when it comes to “how to succeed”, so that each citizen may have the dignity and the personal satisfaction from a growing mastery of literacy and essential skills. We consider the family home as the first setting from which citizens pursue lifelong learning for the workplace and for life itself.

Our relationship with the Office of Literacy and Essential Skills, Social Development Canada, has improved as a result of the excellent leadership of our Executive Director and her strong relationship with the Executive Committee. We realize that we must emphasize the nine essential skills, of which reading is number one, and that we must strengthen our partnerships with employers and employees as well as with professionals working directly with clients across the Province. In the Executive Director’s report, you will see the many steps we are taking to reach this target. We are concerned by budgetary measures at the federal level and their potential impact on our future financial situation. Yet, we trust that our vigilance will sustain all that has been accomplished in the last year and allow us to go forward with confidence. Board renewal and engagement will continue to be a priority.

We continue to enjoy open communication and shared goals with the NB Department of Post-Secondary Education, Training and Labour, and I am pleased to report that the work of the NB Literacy Coordinating Committee continues. Yet, our own committees need to function better.

Our recent PGI golf tournament was enjoyed greatly by a large number of enthusiastic supporters of literacy. We are indebted to the 2011 PGI Cabinet and we appreciate the dedicated work of Jan Carinci who is contracted by LCNB to facilitate the event on our behalf. More than \$100,000 was raised for family and adult literacy. We are charged with the obligation to be the guardian of these funds and to use them wisely.

I believe that our sessions on Board Development were important to our future stability and accountability. Dr. Frank Hayes proved to be a valuable resource and leader of this process. The Coalition has a responsibility to assimilate this information and to make our organization more solid and more visionary. Our revised Bylaws and Policies will be the foundation of a renewed

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organization. The Executive Director will provide details of the Coalition's work 2010-2011 and will outline plans for 2011-2012. As always, your advice will be appreciated.

Respectively submitted, Marilyn Trenholme Counsell

Executive Director's Report

This fall marks one year that I have been with the Literacy Coalition as the Executive Director and one year with a full-time staff of four. It has been a year with a steep learning curve for all of us and I believe that we have done great work to move the Coalition forward in addressing the literacy needs of our citizens. The staff and I have worked closely this year with our President, the Honourable Marilyn Trenholme Counsell and our Executive Committee to ensure that we are fulfilling our contract with the Office of Literacy and Essential Skills and our Strategic Plan for 2010-2013. I want to thank our President and our Executive Committee for their tremendous support in all that we have done this year.

Events

This year the Literacy Coalition had a tradeshow booth on the nine essential skills and a number of promotional materials developed to showcase the Coalition around the province and inform the public about the work of our organization.

In October of 2010, as per our funding agreement with the Office of Literacy and Essential Skills, the Literacy Coalition hired Maureen Hughes as our Project and Research Manager and Nicki Jewett as our Communications Officer. Both Maureen and Nicki have completed amazing work in their first year with the Coalition; I thank them for their hard work this year and their enthusiasm for the work of this organization.

Also in October, our President and myself met with the new Minister of Post-Secondary Education, Training and Labour to inform her of our organization and share our Strategic Plan. Throughout this year, the Coalition has developed a strong partnership with this department, which has resulted in more collaboration and information sharing between the department, ourselves and our literacy partners.

The 2010 Dr. Marilyn Trenholme Counsell Early Childhood Literacy Awards Ceremony was held on Friday, November 24, 2011 at Government House in Fredericton. The bilingual ceremony, delivered in partnership with the FANB, recognized 11 recipients from both the Francophone and Anglophone communities. Entertainment for the afternoon was provided by Montessori World Inc. and la Garderie Au P'tit Monde de Franco. As of this year, these awards have been renamed the Dr. Marilyn Trenholme Literacy Awards and will recognize recipients in the following categories:

- Early Childhood Literacy
- Community Literacy Programs
- Business/Corporate Literacy Initiatives
- Individual Outstanding Contributions to Literacy

On November 1, 2010, the CAMET (Council of the Atlantic Ministers of Education and Training) Literacy Awareness campaign, which included a series of television commercials was launched.

The Department of Post-Secondary Education, Training and Labour identified the 1-800 lines from LCNB and FANB as the contacts for literacy information. The second phase of this campaign will take place in November 2011 with revisions to the television commercials which should include specific contact information for our organization.

In January 2011, the Literacy Coalition celebrated Family Literacy Day by visiting Klever Kids Daycare and the Gagetown Military Family Resource Centre to read with and do crafts with the children. We also held a Family Fun Day on January 22, 2011 in Fredericton, in partnership with Frontier College. The day's activities included word bingo, face painting, active games, dance, Science East, crafts, a reading corner and lots of prizes. There were more than 400 children and parents in attendance at this event. This year's Family Fun Day will be held on January 21, 2011.

Also in January, a newly formed Provincial Literacy Partners group met for the first time. Represented in this group are LCNB, FANB, Laubach Literacy New Brunswick, NALD, and the Workplace Essential Skills and Community Adult Learning Programs of the Department of Post-Secondary Education, Training and Labour. The purpose of this group is to ensure that we are working together with improved communication of what we are all doing in the field of literacy and essential skills.

On March 24-25, 2011 we held our Board Development Sessions facilitated by Dr. Frank Hayes. These sessions went very well with much participation from all Board members. I would like to thank Dr. Hayes for the time and dedication he provided to the Coalition in the completion of our Strategic Plan and our Board Development Sessions.

In April 2011, the Literacy Coalition held their first writing contest entitled 'Lifelong Learning: the Future of New Brunswick' to promote International Adult Learners Week from April 2-9, 2011. We received 20 submissions and awarded prizes to five adult learners:

- Kirk Moss, Fredericton North Adult Learning Centre
- Kelly Worden, Laubach Literacy Woodstock
- Barbara Tanguay, Sussex Adult Learning Program
- April Cameron, Sussex Adult Learning Program
- Chassity Cook, Saint John Learning Exchange

Each winner received a cheque for \$100 and an adult easy read book. We also awarded one grand prize to Kelly Worden which was a netbook computer.

On June 24, 2011 we held the Sheree Fitch Adult Learner Scholarship Awards Ceremony in Moncton, NB to honour ten adult learners from around the province:

- Cathy M. Plant, Laubach Literacy Fredericton
- Claudette McGarrigle, Black Harbour CALP
- Jason Faloon, John Howard Society CALP

- Jessica Muise, Saint John Learning Exchange
- Jocelyn Aspen, Saint John Learning Exchange CALP
- Kerry Babin, Campbellton CALP
- Michelle Cunningham, Belledune CALP
- Mike Caissie, Moncton Regional Learning Council (Laubach)
- Sandra Jean Toole, Fredericton Evening GED Program
- Shelley MacKenzie, Neil Squire Adult Learning Centre

For this year's Sheree Fitch Awards we asked ten of our PGI Sponsors to read the stories and present the awards with Sheree Fitch to our adult learners. This was a great experience for sponsors as they were able to meet the learners and see the difference that their contribution is making to adult literacy. Each of our Sheree Fitch Award winners received a cheque for \$100 and an autographed copy of 'Pluto's Ghost' by Sheree Fitch.

In August we held our annual PGI Golf Tournament for Literacy which was the most successful in Canada once again by raising \$115,000 for literacy programs across New Brunswick. This event which includes FamFest, Eveningside, Breakfast, Golf Day and a Banquet was made possible by our dedicated co-chairs, Michelle Carinci and Lisette Michaud Carrier, our Event Coordinator, Jan Carinci, our PGI Cabinet members and the many volunteers that make our event such a success.

Meetings and Conferences

Over the past year I have attended several key meetings and national conferences, including:

- PETL Quality Initiative Consultation, Fredericton, NB – September 22, 2010
- Ontario Literacy Coalition's Spotlight on Learning Conference, Toronto, ON – October 18-20, 2010
- Meeting with the new Minister of Post-Secondary Education, Training and Labour, Fredericton, NB – October 26, 2010
- NB Literacy Coordinating Committee Meeting, Fredericton, NB – October 27, 2010
- Social Policy Research Network Forum, Moncton, NB – October 29, 2010
- Canadian Literacy and Learning Network Meetings, Ottawa, ON – October 31 – November 3, 2010
- Meeting with the Office of Literacy and Essential Skills, Ottawa, ON – November 4, 2010
- PGI National Forum, Toronto, ON – November 5-7, 2010
- Workplace Essential Skills, A. L. Gullison Graduation Ceremony, Fredericton, NB – December 15, 2010
- Social Policy Research Network Synergy Session on Learning, Fredericton, NB – January 11, 2011
- NB 2026 Round Table Session, Fredericton, NB – February 24, 2011
- Canadian Literacy and Learning Network Meetings, Ottawa, ON – April 11-13, 2011
- Meeting with the Office of Literacy and Essential Skills, Ottawa, ON – April 12, 2011

- Presentation to the Community Adult Learning Network, Fredericton, NB – April 20, 2011
- New Brunswick Literacy Day Luncheon, Fredericton, NB – April 20, 2011
- YMCA Literacy Day Luncheon, Moncton, NB – April 27, 2011
- Met with the Alliance of Sector Councils, Fredericton, NB – April 28, 2011
- WES Strategic Planning Session, Fredericton, NB – May 19, 2011
- Atlantic Coalition Meetings, Charlottetown, PE – May 19-20, 2011
- Tribute to Peter Sawyer, Moncton, NB – June 2, 2011
- Laubach Literacy New Brunswick Conference, Sackville, NB – June 11-12, 2011
- Met with Deputy Minister Marc Léger, Fredericton, NB – August 2, 2011
- PGI Golf Tournament for Literacy, Moncton, NB – August 16-18, 2011

Workshops

To date the Literacy Coalition has offered three Learning Disabilities training workshops; they were held in Moncton, Fredericton and Saint John. The final workshop will be held in Miramichi on October 11, 2011. Each of the three completed workshops was very successful with between 10-20 practitioners in attendance. Each participant who attended the workshops received a Learning Disabilities Resource Binder.

Projects

The Building Capacity for Family Literacy Project has now come to a close. A total of six Round Table sessions and two *Conversations with Parents* sessions were conducted. As part of the project, the *Conversations with Parents Guide* was updated; an assessment tool with a backgrounder and five travelling trunks were completed. Follow-up activities for this project include the distribution of the travelling trunks around New Brunswick, a presentation at our October conference and follow-up check-ins with participants to see how family literacy activities have progressed as a result of the project.

The Literacy Coalition hired Kimberly Justason this year to complete the Self-Assessment Marketing Tool Project. A draft Workplace Essential Skills Booklet intended to inform employers of literacy and essential skills and provide a starting point for developing a workplace culture to foster learning among their employees, has been developed and is currently being reviewed. The booklet will be launched on September 23, 2011 as part of Essential Skills Day, the launch will be held at the Literacy Coalition's new office at 921 College Hill Rd. Following the launch a presentation will be developed based on the booklet and we will be aiming to complete 20-30 employer/union/business/labour presentations before March 2012.

Kimberly Justason was also hired this year to complete the remaining activities for the Violence and Learning Project being undertaken with George Brown College. The materials have all been developed by Dr. Jenny Horsman and her team and are available at www.learningandviolence.net. Kimberly is currently working on promoting and getting

feedback on the tools from our partners across the Atlantic Provinces. This project will come to a close in October 2011.

Our funder, the Office of Literacy and Essential Skills, has indicated to us that they would like to see us do more with respect to the nine essential skills. Therefore below is a point form list of the activities we indicated to them we would be completing in the coming year to address this request:

- Modify our SOUL (Speaking Out Utilizing Learners) program to address more of the nine essential skills
- Put a greater emphasis on the essential skills for our October conference
- Complete our Workplace Essential Skills Booklet, including 20-30 presentations to employers/unions/business/labour
- Be more active in using our newly designed essential skills tradeshow booth to inform the public of the nine essential skills
- Incorporate a great focus on the nine essential skills into our newsletter and submit articles to other newsletters on the essential skills
- Add a Workplace Essential Skills page to our website
- Work more closely with our partners around the province who are also working with the essential skills
- Add an essential skills focus to the events we celebrate each year (i.e. International Literacy Day, Family Literacy Day, International Adult Learners Week, etc.)

Final Remarks

At this time, I would like to thank the Department of Post-Secondary Education, Training and Labour for their continued recognition of the work that the Coalition is doing and for their partnership in improving the literacy and essential skills of all New Brunswickers. I would also like express my gratitude to the Executive Committee for their continued support of the work that my staff and I have done over the past year and all that will be accomplished as we move forward into 2012.

I also would like to thank Jan Carinci, Kimberly Justason, Lauren Hawthorne, Lynda Homer, Madeline West, Maureen Hughes, Nicki Jewett and Nicole Poirier for the dedication and hard work this past year.

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.

Sheree Fitch

Endowment Fund Report

As stipulated by the Board monies earned by the PGI for the Endowment Fund were placed in a GIC, to be held until the market stabilized. Then funds would be transferred to the Fredericton Community Foundation.



Fund Status Report Marian Zaichkowski Endowment Fund			
Period	July- September 2010	October- December 2010	January- March 2011
Opening Fund Balance	\$206,372.45	\$228,283.23	\$224,709.93
Contributions to Fund	\$9,014.28	\$0.00	\$0.00
Interest, Dividends, Realized Capital Gains (Losses)	(\$1,503.16)	(\$3,060.35)	(\$3,910.69)
Unrealized Capital Gains/Losses	(\$11,754.49)	(\$3,627.46)	(\$1,253.07)
Administrative Fee	(\$361.15)	(\$399.50)	(\$393.24)
Disbursements	\$0.00	(\$9861.61)	\$0.00
CLOSING FUND BALANCE	\$228,283.23	\$224,709.93	\$229,480.45

2010-2011 Board of Directors

Honourary Advisors

Hon. Andy Scott PC – Social Policy Research Network

Dr. Doug Willms – C.R.I.S.P. (Canadian Research Institute for Social Policies)

Executive Committee

Hon. Marilyn Trenholme Counsell, MD, ONB – President

Marian Zaichkowski – Past President

Greg Gillis or alternate Jacques Paynter - AMEC Atlantic Canada & Quebec Operations, LCNB Vice-President

Anna-Marie Hayes – New Brunswick Association of Family Resource Centres, LCNB Treasurer

Dr. Heather J. Richmond – Professor, Saint Thomas University, LCNB Secretary

Board of Directors

Deanna Allan – Laubach Literacy New Brunswick

Michel Boudreau – President, New Brunswick Federation of Labour

Michel C. Belliveau – President, FANB

Janette Desharnais – New Brunswick Regional Coordinator, Frontier College

Shirley Downey, ONB – Born to Read

Micha Fardy – Chair, Greater Moncton Literacy Advisory Board

Christina Fowler or alternate Claire Ashton – Saint John Learning Exchange

Dennis Macleod – Adult Learner Representative

Kelly McLean-Haley – Early Learning Centres

Clarence LeBlanc – Liaison for FANB and LCNB

Ann Morrissy – Department of Post-Secondary Education, Training and Labour

Angela Scott – Program Consultant, Early Childhood Care and Education New Brunswick

Dr. Pam Whitty – Professor, UNB Early Childhood Centre

Joanne Wilson or alternate Jane Wasson – Community Adult Learning Program Teacher's Network

Government Representatives

Tiffany Bastin – Department of Education

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Dianne Léger – Department of Post-Secondary Education, Training and Labour

Ella Nason – Assistant Director, NB Public Library Service

Barbara Lemieux – Department of Social Development
