



## Annual Report 2009-2010

Literacy Newfoundland and Labrador  
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## **Literacy Newfoundland and Labrador**

Literacy Newfoundland and Labrador is a nonprofit, charitable organization. We work as a grassroots coalition of individuals and community-based organizations committed to the advancement of literacy and lifelong learning.

### **Mission Statement: Advancing Literacy and Lifelong Learning**

We promote the mission of advancing literacy and learning in Newfoundland and Labrador by:

- 1) Enhancing communication and networking among community-based organizations that promote literacy and lifelong learning,
- 2) Providing opportunities for community-based collaboration and capacity building,
- 3) Increasing public awareness and support for literacy in all sectors,
- 4) Building partnerships with diverse individuals and organizations,
- 5) Promoting community-based programs for literacy and lifelong learning,
- 6) Developing a research base to inform our work, and
- 7) Providing opportunities for learner support within the community.

### **Our Guiding Principles**

#### *1. Literacy and learning are basic human rights*

Everyone should have access to the literacy and learning programs they need.

#### *2. Learning is a lifelong process*

We are never finished learning, even though we may be interested in learning different things at different times in our lives.

#### *3. Literacy programs and services should respond to community needs*

There is no 'one size fits all' in literacy, and programs need to be flexible and responsive to local conditions and needs.

#### *4. Learners should have a strong voice*

Learners have much to contribute to effective program planning, delivery and the support of other learners.

#### *5. Networking is essential*

Rather than working in isolation, we should learn from, and share with, our literacy partners locally, provincially and nationally.

#### *6. Partnerships are important*

We value partnerships with all sectors to advance literacy, and social and economic development.

#### *7. We promote principles of good practice*

We believe quality literacy programs require appropriate training for staff and volunteers, and adequate supports and resources.

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# Literacy NL Annual Meeting

## *“Advancing Literacy and Learning”*

**Thursday June 11, 2009**

**3:30 pm - 5:00 pm Island time; 3:00 pm - 4:30 pm Labrador time**

### **Locations:**

- In person at the Capital Hotel - Salon A, Kenmount Road, St. John’s
- By teleconference from elsewhere in the province. Call in number: 1-866-362-7064; pass code: 266545#

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### Members Present:

Helen Aster	Agnes Chaisson	Marilyn Lear	Benjamin Anderson
Judy Fradsham	Pamela Bennett	Jackie Collins	Alwyn Kean
Debra Virtanen	Darlene Halloran	Shane Edwards	Susan Baker
Caroline Vaughan	Angela Grandy	Gord Henderson	Tom Dawe
Dennis Luther	Hugo McCarthy	Maryann Lainey	
Raphael Dominic Rich			

### **1. Welcome**

Pamela Bennett, Chairperson, opened the meeting at 3:35 and welcomed attendees on behalf of the board. The Chairperson then introduced the Honorable Darin King, Minister of Education for Newfoundland and Labrador.

### **2. Greetings from the Government of NL and Literacy NL response**

Dr. Darin King, Minister of Education, brought greetings to the assembly on behalf of the government. He expressed an appreciation for the invitation to the AGM for Literacy Newfoundland and Labrador. He also relayed the Premier’s regrets for not being able to accept his invitation, and the Premier’s best wishes for a good meeting.

Dr. King addressed his remarks to the full assembly on the importance of Literacy for the current government. “Literacy has been and continues to be a hugely important issue for us, and a big part of the focus we will be narrowing in on over the coming year(s).” For more on the Minister’s speech, you can go to

[http://www.literacynl.com/index.php?option=com\\_content&task=view&id=61&Itemid=104](http://www.literacynl.com/index.php?option=com_content&task=view&id=61&Itemid=104)

The Minister concluded his speech by stating that he is dedicated to working toward advancing the cause in our province during his time spent in office.

Pamela Bennett thanked Dr. King for his remarks, and responded with a brief overview of the barriers to access to programming.

### **3. Call Meeting to Order**

Pamela Bennett formally called the meeting to order.

### **4. Adoption of Minutes of AGM 2008**

Minutes of the Annual General Meeting of November 27, 2008 were presented and reviewed. Noted was the omission of the meeting date.

It was moved by Judy Fradsham and seconded by Dennis Luther that the minutes of the last meeting be approved with the addition of the meeting date. Motion carried.

### **5. Presentation of Executive Director Report**

The Executive Directive, Caroline Vaughan, reviewed the objectives and activities of Literacy NL over the past year. For complete details of this report, you are referred to pages 7 - 10 of the *Annual Report 2008-2009*.

### **6. Presentation of Financial Statements**

Greg Stokes presented the audited financial statements for 2008/2009. There were no questions. He emphasized the importance of literacy and of parents/adults teaching by example.

### **7. Presentation of Financial Report**

The treasurer, Jackie Collins, presented the financial report. For complete details of this report, you are referred to page 11 of the *Annual Report 2008-2009*. Acceptance of this report was moved by Hugo McCarthy and seconded by Marilyn Lear. Motion carried.

### **8. Appointment of the Auditor for 2009-2010**

Dennis Luther moved the acceptance of Greg Stokes as auditor for the fiscal year 2009/2010. This motion was seconded by Maryann Lainey. Motion carried.

### **9. Closing**

An appreciation for the work of the board was expressed.  
Meeting was adjourned at 4:40.

### **Refreshments**

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*Literacy is about more than reading and writing – it is about how we communicate in society. It is about social practices and relations, about knowledge, language, and culture. ...Those who use literacy take it for granted – but those who cannot use it are excluded from much communication in today’s world. Indeed, it is the excluded who can best appreciate the notion of ‘literacy as freedom’.*

*-United Nations*

## **Executive Directors Report to the AGM**

This year the Board of Directors and staff worked hard to improve our communications, between Board and staff, and with other boards, agencies, businesses and governments. And communicate we did! Staff and board members met with many groups and individuals to better understand how we can continue to meet the needs of our community. Literacy Newfoundland and Labrador reinstated its eBulletin distribution to its network in a format accessible to everyone across the province. We also sat with government in a unique research initiative to build better communication practices and to inform on the government’s strategic adult literacy plan.

The board organized itself into working groups to complete work in several areas. Our new human resources manual and management procedures were made operational through the development of a series of working documents and forms. Our Opportunities Program successfully supported 11 unique community initiatives which support local learning needs. Our two day June celebration was a huge success, combining a provincial learner’s conference, an early learning practitioner’s conference, and an annual general meeting including learners, volunteers and practitioners.

At last year’s AGM assembly, an address by Dr. Darin King, the Minister of Education for the Government of Newfoundland and Labrador, reaffirmed his government’s dedication to adult literacy, and to the strategic adult literacy plan as a cornerstone for advancing learning in the province. We have seen this affirmation strengthened through increased resources for adult learning and literacy in the budget speech for this coming year. The budget speech also affirmed government’s commitment to an early learning plan; a consultation process for the early learning field will be a new initiative for government in the coming year. As we look ahead to our next steps, there will be continued opportunity for us to work with our provincial government to ensure strong support to advance literacy in each of these areas.

All of the work completed over the past year is a direct result of the amazing effort of our board, staff, members and volunteers, supported through the invaluable input of our community network. I want to thank and salute each one of you, and ask for your continued contribution in the coming year.

Caroline Vaughan  
Executive Director  
Literacy Newfoundland and Labrador

## **Internal Initiatives to Strengthen Literacy Newfoundland and Labrador**

### **Continued development of our Human Resource materials.**

In the past year, Literacy Newfoundland and Labrador refined its Human Resource policies and procedures, and undertook the completion of a series of forms to support better performance management. Staff also participated in Human Resource training on coaching for performance.

### **Literacy Newfoundland and Labrador Office Identification.**

In order to allow the public to easily identify the location of the offices of Literacy NL at the Fall River Plaza in St. John's, we asked for quotes on a sign from three local companies. We are pleased with the new sign, which is visible from the road.

### **Accounting Procedures.**

In the past year, Literacy NL identified the need to move to job costing in order to appropriately manage continuing and new projects. As of April 1, 2009, we moved to this method of tracking revenues and expenditures. We have also brought on staff a permanent administrative assistant who is responsible for maintaining our accounts.

## **Communication and Networking Initiatives**

We promoted information sessions, conference offerings, resource access and program funding through our electronic network and through the eBulletin.

- Producing 12 issues of the Literacy NL eBulletin publication, an electronic publication distributed to our community network. Past issues are housed on the Literacy NL web page for easy referral.
- Sharing information across our electronic community network when requested by community organizations.
- Updating the Literacy NL electronic community network contact listings to better support cross-sector communication.

## **Collaboration, Training and Capacity Building**

14 Adult Learners participated in the first Literacy Newfoundland and Labrador provincial Adult Learners conference in June 2009. *Starting Here: Strengths to Build On* was a learning event designed to allow learners from across the province the opportunity to learn and network with one another. Adult Learners took in a day session on personal skill assessment and learning in support of their goals. Specific activities included a review of participant's prior learning, portfolio development, cover letters and resumes. Team building activities, media interviews, and a conversation with the Minister of Education also took place over the course of the gathering. Feedback from the participants indicated that the event was a rewarding learning experience.

33 Early Learning and Family Literacy practitioners participated in a two day professional development training session at the June 2009 Literacy Newfoundland and Labrador learning event: *A Time for Rhymes: Oral Language and Play Development*. The workshop offered research, resources, and hands on activities designed to foster and reinforce oral language skills and parent-child attachment through the use of rhymes songs and storytelling. The workshop was enthusiastically received as a great networking opportunity, a highly effective learning session, and a whole lot of fun.

## **Public Awareness and Support for Education**

To support public education and support for literacy, Literacy NL undertook the following:

- Celebrated and promoted International Literacy Day, International Adult Learners Week, CanWest Raise a Reader Day, and Family Literacy Day
- Distributed Family Literacy Day materials to 100 organizations across the province, enabling their participation in this yearly community initiative. This is an increase of 80% over the previous year.
- Sought provincial media coverage on significant events throughout the year, and received coverage on radio, print and television
- Ran an advertising campaign in fall 2009 to increase awareness of the Literacy NL Learn Line. Calls to the line more than doubled during this campaign.
- Developed a poster on the Learn Line, and distributed copies to community groups and to the libraries for display.
- Shared our Literacy NL e-Bulletin with a cross-sector base of community, business and government organizations
- Developed and added material to the Literacy NL web site

## **To Build Effective Multi-Sector Partnerships and Policy**

We participated on steering committees, and presented at national and local meetings, and community-based gatherings, to inform on issues affecting immigrants, children and youth, adult learners, health and literacy. Examples of this participation include: a presentation to representatives of NL Housing; participation in the St. John's Housing *Charette*; participation on the Wellness Coalition Avalon East's *Health Literacy Committee*; displays at the provincial meetings of the Family Resource Centres and the Association of Early Childhood Educators for NL; presentation to the Connecting the Dots national forum; Movement for Canadian Literacy national coalition meetings.

We partnered for fundraising and resource development through participation with the Can-West Global Raise a Reader campaign. This year's campaign was successful in broadening its committee structure, and in increasing its base of support out of St. John's Metro region. The campaign connected with 3000 individuals to provide the message of

advancing literacy, and raised needed funds to support family and youth learning initiatives.

We participated in a series of meetings with the Division of Adult Learning and Literacy to allow for increased information sharing between government and community on ongoing activities.

## **To Promote Community Programs for Literacy and Learning**

We promoted the work of NL community organizations through:

- Maintaining a toll-free Learn Line for literacy information and referral
- Updating the online Literacy NL Community Asset and Program Directory of 400+ community organizations. This directory is available on the Literacy NL web page.
- Informing our partners, agencies and government on the strengths and needs of the sector.

## **To Develop a Research Base to Inform our Work**

We completed the *Connecting the Dots Practicing Shared Accountability* research initiative with the Division of Adult Literacy and Learning, a project which identified effective consultation and communication practices between the Division and Literacy NL.

One output of the action research project is a poster offering a 6-point process for practicing shared accountability and improving partnerships among funders and literacy providers. To access this tool, go to <http://www.literacyandaccountability.ca/>

## **To Provide Opportunities for Learner Support**

The Opportunities Program is a partnership initiative with community, providing funds to support innovative and needed community programming.

- In 2009-2010, Literacy NL successfully completed the first round of its Opportunities Program, providing monetary and networking resources in support of eleven family and adult learning initiatives at the community level. Areas of focus for these projects include: basic adult literacy support; health literacy; family literacy; women and literacy; English as a Second Language; Learning Disabilities; GED support; computers and literacy. To learn more about these projects, visit <http://www.literacynl.com/>

- A second round of the Opportunities program was launched in the winter of 2010, and another 10 projects have been accepted for the coming year.

Adult Learner participation on the organization's Board of Directors and on the Learner Advisory Committee of the Movement for Canadian Literacy continues to inform our work as to the needs of adult learners.

## **Treasurer's Report**

April 1, 2009 to March 31, 2010

The treasurer would like to report the following:

- Monthly expenditures have been closely monitored.
- Our Simply Accounting program has been updated to a 2010 version, and now includes tracking of expenditures through 'job costing'.
- Accountant Jim Hodder assisted us in maintaining our finances in good order during the change of in-house administrative support.
- Auditor Greg Stokes was retained and has audited the books.

Our core operations are supported through a 2 year Multi-Year Agreement with the Office of Literacy and Essential Skills (OLES). This agreement is up for renewal in the coming year. The yearly amount of \$140,000 remains a feature of the current agreement.

Literacy NL is very pleased to have expended \$1,526 in the current fiscal year to support the completion of the first round of the Literacy NL Opportunities Program. This program, in partnership with eleven provincial community organizations, undertook local initiatives in the areas of family and adult literacy.

Literacy NL is very pleased to have expended \$14,492 of its programming resources to provide for adult learner training through the Starting Here project, and another \$4,245 to support the early learning practitioner provincial workshop A Time for Rhymes.

In the current fiscal year, Literacy NL also expended \$20,713 concluding work on the Action Research contract with the Centre for Literacy Quebec.

The forth Raise-a-Reader campaign headed by The Telegram newspaper raised monies for Literacy NL, which will be realized in the coming year. All monies realized from this campaign will be used to support family literacy and learning initiatives.

*Jackie Collins*  
*Treasurer*

## **Funders, Sponsors, Donors & Volunteers**

Literacy Newfoundland and Labrador relies on the networking and support of many individuals, organizations, and companies in our province to strengthen our work. Each contribution is appreciated. We would especially like to thank the following contributors and supporters.

### **Funders:**

Human Resources and Skill Development Canada  
Centre for Literacy Quebec

### **Donors:**

Neva Johnson  
Languages Canada Association  
Rotary Club of St. John's East  
Employees of the Policy Division HRLE of the NL Government

### **Volunteers**

Literacy NL would like to thank the many individuals for their valuable contribution of time on the organization's committees and community events. The personal and professional effort of these volunteers is an important component of our work to advance literacy and lifelong learning, and exemplify the best of what the field of literacy endeavors to achieve: taking the time to recognize the full potential in each of us.

## **Literacy NL 2009-10**

### **Board of Directors 2009-2010**

Pamela Bennett, Co-Chair (Western)  
Ed Brown, Co-Chair (Eastern)\*  
Helen Aster\*  
Christine Cole\*  
Jackie Collins  
Shane Edwards \*\*  
Judy Fradsham  
Maryann Lainey  
Hugo McCarthy \*\*  
Richard Miller, (Eastern)\* \*\*  
Kathleen Moriarty\*  
Marvin Payne\*  
Derrick Sheppard

*\*retired in 2009-2010; \*\*elected May 2009*

### **Staff:**

Caroline Vaughan, Executive Director  
Marilyn Lear, Administrative Assistant