

# PEI Literacy Alliance

# 2002 - 2003 Annual Report

*Literacy for All -- Learning for Life*

## *Report from the Chair*

My first year as Chair of the Board has been characterized by new initiatives for the Alliance.

The executive director participated in a review of programs at the Provincial Correctional Centre. As a result, inmates are making and donating Storysacks to the provincial library service. This initiative has encouraged some links to the community for inmates and encouraged a few to seek further literacy training.

In the fall of 2003 we hope to introduce a successful program from New Brunswick to the Centre. "Turning a New Page" is a literacy program for inmates that helps them improve their reading and fluency. It also provides a needed resource to elementary school classrooms in the form of storytelling tapes.

Destination Employment, a job experience program for people with learning disabilities, found a home at the Alliance office this year. This HRDC-sponsored program has operated across Canada for a number of years and this year we were lucky to hire Blaine Hrabí to implement it for us.

Storysacks in PEI was a project that created ten new Storysacks that were donated to the provincial Library Service. Another very important part of that project developed an implementation strategy to ensure that the program will continue.

In October we invited neuropsychologist Christina Fedorowitz to give a series of lectures and workshops on learning disabilities. In March we invited parent advocate Roy Cooper to speak with parents about advocating for their learning-disabled children. In April we invited Gail MacDougall, an instructor at Foothills Academy, to present workshops on reading strategies for teachers and parents to use with children. She also gave a public presentation.

For our work with learning disabilities we were recognized by the Psychological Association of PEI with their 2002 Humanitarian Award.

I am enjoying working with the board and staff as we continue to use the Policy Governance Model. It has proved to be a successful way to manage board and staff activities giving the board the role of governance and the staff the ability to make the necessary day-to-day decisions.

I want to thank Norman Finlayson and Catherine O'Bryan, staff of the Alliance, for their dedication and hard work. It is a pleasure working with them. Also a thank you to my fellow board members who with their insight and experience have added much to advancing literacy for the people of PEI. Each time we have met, I've learned valuable lessons from a generous group who are more than willing to share their collective knowledge with their novice Chair.

*Nora Young*

# Minutes 2002 AGM

## PEI Literacy Alliance Annual General Meeting

September 9, 2002,  
6:00 pm

In attendance:

Collette Aucoin, Société  
éducative de l'Î-P-É  
Phyllis Bryenton  
Mary Burke (chair)  
Mary Carr  
Karen Chandler, Workplace  
Education PEI  
Ray Doiron, Alliance Board  
Norman Finlayson, Alliance  
staff  
Chester Gillan, Minister of  
Education  
Allan Groen, Alliance Board  
Donald Jorgensen, Award  
Winner  
Irene Larkin, Laubach  
Literacy-PEI  
Don Laybolt  
Sharon Laybolt, Award  
winner  
Peggy Logan, Employment  
Enhancement  
Terry Lynn MacKenzie  
Winnifred MacInnis,  
Department of Education  
Janet MacLeod, Treasurer  
Barbara Macnutt,  
Department of Education  
Laura Mair, Project L.O.V.E.  
Joanne McCabe, Alliance  
Board  
Janice McEachern  
Paul McEachern

Linda Meggs, Alliance Board  
Shawn Murphy, MP  
Government of Canada  
Jim Nimmo, Laubach  
Literacy-PEI  
Liz Nimmo  
Catherine O'Bryan, Alliance  
staff  
Dolly Perry, Fitzroy Centre  
Barry Schmidl, PEI Council  
of the Disabled  
Margaret Stewart, PEI  
Teachers Federation  
Lianne Vardy, National  
Literacy Secretariat  
Nora Young (vice chair)

### **Welcome**

Mary Burke thanked  
everyone for coming and  
recognized special guests  
Lianne Vardy, Director of  
the National Literacy  
Secretariat (NLS), Chester  
Gillan, Minister of  
Education and Barbara  
Macnutt of the Literacy  
Initiatives Secretariat.

### **Agenda Review**

Mary reviewed the agenda  
and asked if there were any  
additions.

### **Greetings from Lianne Vardy**

Lianne said that NLS has  
funded over 30 projects in  
PEI for a total of over \$1.6  
million. She congratulated

the Alliance on its activities  
and also acknowledged the  
work of Barbara Macnutt  
and the provincial  
government.

### **Review of Minutes of the 2001 AGM**

Mary read the minutes of  
last year's meeting. She  
moved acceptance of the  
minutes. Dolly Perry  
seconded. Motion carried.

### **Chairperson's Report**

Mary read her report aloud.  
Mary moved acceptance of  
her report. Ray Doiron  
seconded. Motion carried.

### **Executive Director's Report**

Catherine O'Bryan reviewed  
highlights from her report.  
She welcomed Workplace  
Education-PEI as a new  
member of the Alliance.  
She discussed our new  
Destination Employment  
program and introduced  
Regional Coordinator Blaine  
Hrabi. She said that there  
has been an increased  
interest in learning  
disabilities and the Learning  
Disabilities Association.  
She also discussed the  
Alliance Scrabble for  
Literacy Tournament and  
the PGI Golf Tournament  
memorial scholarships.  
She thanked the board for

their work and Norman Finlayson for his office support.

### **Financial Report**

Janet McLeod reviewed the financial highlights of the past year and reported that the Alliance is in a healthy financial position.

### **Auditor's Report**

Rachael Mella of Bradley & Shea was ill and unable to attend. Catherine asked that any questions about the financial report be phoned into the office.

Mary moved acceptance of the auditor's report. Janet seconded. Motion carried.

Janet moved that Bradley & Shea be appointed auditors for another year. Barbara Macnutt seconded. Motion carried.

### **Nominations Report and Election of Board**

Nora Young welcomed returning board members for the 2002-2003 year. They are Mary Burke, Nora Young, Janet McLeod, Linda Meggs, Ray Doiron, Ann Sherman, Bernice Bell, Allan Groen, Susan Conohan and Joanne McCabe.

Nora asked three times if there were any nominations from the floor. There were no further nominations.

Nora presented Mary Burke with a gift and thanked her for her work as board chair.

### **Announcements**

Dolly Perry announced that she is working towards her General Education Diploma (GED) tests.

### **Special Awards Presentation**

Chester Gillan awarded a plaque to Don Jorgensen for attaining the highest GED scores in PEI in 2001.

Chester Gillan also presented Sharon Laybolt with the Atomic Energy of Canada Limited Scholarship. It is given to someone who passes their GED tests the first time and is pursuing post secondary studies in a science field.

Claire Ripley of Atomic Energy of Canada Limited congratulated Sharon on her achievement.

### **Plain Language Presentation**

Catherine and Norman presented "A Taste of Plain

Language" which was an excerpt from their Introduction to Plain Language workshop. Ten principles of Plain Language were discussed, followed by an abridged version of the "Plain Word" game.

### **Adjournment**

The meeting adjourned at 7:20 pm. Mary encouraged everyone to stay for the Canada Post Literacy Awards at 7:30 pm.

### **A Guide to Social Assistance in PEI**

We have acquired some more copies of our acclaimed social assistance book and the companion *Instructor's Manual*.

If your organization would like a few copies call Norman or Catherine at 368-3620.

# Executive Director's Report

There was lots of action at the Alliance this year. Our new mission statement: "The PEI Literacy Alliance advances literacy for the people of Prince Edward Island" defined the scope of our activities.

We started some new things and repeated successful activities. Three major efforts were: we completed and distributed "The Guide to Social Assistance in PEI", partnered with the Provincial Correctional Centre and did more work on learning disability awareness.

Our board defines the direction for the organization through its "ENDS statements", while the job of the executive director is to determine how to work toward these "ENDS".

## END #1

**Gaps and overlaps in literacy services to adult learners and their families will be decreased.**

**Organizations with an interest in literacy will share information about trends, issues and successes.**

The means used to advance this END are described below:

- We distributed our quarterly newsletter *Live & Learn* to over 200 people, including all our member organizations. We included success stories from learners, reports from literacy meetings and conferences in different issues. Every issue features articles on literacy topics, announcements of conferences, interviews with interesting people in the literacy community, new resources and awards.

- Face-to-face gatherings, such as our Annual and Semi-annual General Meetings, provided venues for information sharing. Special meetings with people in the field allowed for productive discussions on literacy issues.

- We initiated a Literacy Volunteer award program this year. Mary Lou Rogers of Laubach Literacy was the first recipient.

## END #2

**Barriers to people with low literacy levels will be reduced.**

**1. Adult learners will know how to access opportunities for learning.**

- The Alliance awarded ten bursaries this year from

funds raised at the PGI Golf Tournament for Literacy. These bursaries help adult learners to access learning programs.

- A new scholarship program initiated by the PGI Golf committee awarded three \$1500 scholarships this year.

- The Alliance assumed the management of the Reading/Learn Line. Money for the Line is also raised annually at the PGI Golf Tournament for Literacy.

- With funding from the NLS we completed a handbook and an instructor's manual in plain language explaining the social assistance system.

- We co-sponsored a conference for learners in April titled "Taking Off the Mask".

- Our website contains links to a referral system for learners and others looking for programs in PEI. We also include access to aggregate information on literacy programs for research purposes.

- We sponsored the 2003 Summer Tutoring Program for Kids across the Island.

## END #2 (continued)

### **2. People's learning needs will be properly identified.**

- The Alliance was represented on the PEI Assessment Service for Adults Advisory Committee.
- Destination Employment, an assessment and employment program for people with learning disabilities was established at the Alliance office.
- In April and October the Alliance co-sponsored public presentations and workshops on learning disabilities with neuro-psychologist Dr. Christina Fiedorowicz and Gail MacDougall, an instructor at Foothills Academy.
- On March 8 we sponsored a workshop with parent advocate Roy Cooper for parents of learning-disabled children.
- The Alliance updated and distributed a directory of assessment and remedial services.

### **3. Islanders will be able to use the printed material commonly found in the home, at work and in the community.**

- Alliance staff continued to respond to requests from both government and community agencies for plain language critiques of their materials. This year we edited material for AIDS PEI, HRDC, Women's Network, the Community Legal Information Association, and the Advisory Council on the Status of Women.

- We promoted our plain language services in our newsletter and on our website.

- We gave introductory workshops on how to write materials in plain language. We also produced and presented a Plain Language Part II workshop called "Effective Print Communications".

## END #3

***Islanders will be better informed about the costs of low literacy on economic, cultural, political and social aspects of life.***

### **1. Federal and Provincial policy-makers will be better informed.**

- At the request of the Literacy Alliance Minister of Education Chester Gillan

attended the 2003 Family Literacy Carousel where he read to children. He also attended the launch of "Storysacks in PEI" where the Alliance formally handed over the Storysacks to the provincial library service.

- The executive director attended meetings of the Children's Working Group as chair of the Literacy network. She is community co-chair of the group.

- The Alliance continued its membership in the Movement for Canadian Literacy that lobbies federal government officials during Literacy Action Day each year. Mary Burke represented the Alliance at MCL meetings. She attended Literacy Action Day on Parliament Hill as part of an MCL lobbying effort. Mary and board member Janet McLeod also met with MP Shawn Murphy for taping of his Cable 10 show. Catherine O'Bryan has replaced Mary as the MCL rep for the new year.

### **2. Families will be better informed about the costs of low literacy.**

- Word Monster continued to be a wonderful mascot for family literacy. There is now a Word Monster based in Winnipeg where he

### END #3 (continued)

promotes family literacy at local events.

You can see Word Monster at <http://www.wordmonster.net> or <http://www.nald.ca/wordmonster>.

- We held family literacy workshops across the Island where we distributed up to 500 family literacy kits.

- The Alliance sponsored a project that met the identified needs of early childhood workers. It involved a one-day workshop with speech and language enhancement and family literacy presentations.

### 3. Member organizations will be better informed about the costs of low literacy.

- Our quarterly newsletter regularly outlined highlights of Alliance presentations to policy-makers.

- When appropriate, the office sent out literacy research and information to all member organization representatives.

- Two new fact sheets were produced and distributed by

Alliance staff: Literacy and Learning Disabilities, and Family Literacy.

- We produced our thirteenth successful annual PGI Golf Tournament for Literacy on Friday, June 13. Over \$28,000 was raised for literacy projects.

In January Catherine attended an all-day session presented by the PEI Evaluation Society to learn more about evaluation techniques. As a result Catherine has joined the Canadian Evaluation Society. In the new climate of accountability to funders this information should be valuable for future proposal writing success.

In early March Catherine and Norman travelled to Toronto to attend meetings about the Learn Line. We gathered information about how the lines are managed across Canada and heard an interesting presentation on customer service.

In April we met with Lynne Lalonde and France Matte-Lebeau of the NLS. They encouraged us to submit a multi-year proposal for 2003. This was a major task

but after consultation with the board and other key people we produced a three year proposal which has been approved for 2003-2006. This eliminates the need for proposal writing on a yearly basis and cuts down some of the reporting requirements.

I'd like to thank the board of directors and especially Chair Nora for her support during this sometimes hectic year. As well thanks again to the excellent office manager and technical wizard at the Alliance who offers sober second thought at all times, Norman Finlayson. Your teamwork and support helps make the Alliance a success.

*Catherine O'Bryan*



# Project Reports

## **2003 Family Literacy Carousel**

January 25th marked the third annual Family Literacy Carousel. Over 200 parents and children enjoyed free puppet shows, readings by celebrities such as Minister Chester Gillan and CBC's Matt Rennie, Storysack presentations and Word Monster concerts. Family Literacy kits were distributed to all.

## **Storysacks in PEI**

This successful project hired two family literacy outreach workers, Christine Weatherbie and Linda MacDougall. Together they delivered numerous family literacy workshops and Storysack demonstrations across the Island. They produced ten Storysacks that the Alliance donated to the Provincial Library Service.

## **2003 Scrabble for Literacy**

On February 22 we held our second annual Scrabble for Literacy Tournament at the Carrefour de l'Isle Saint Jean. CBC Charlottetown graciously co-sponsored the event and Wayne Collins was our MC.

Over 60 people registered in three divisions: English, French and High school.

They played two games before lunch and one after. Winners received modest prizes donated by local businesses.

## **Learning Disabilities**

We continued to raise awareness of learning disabilities with three different events this year.

"Taking the Mystery Out of Learning Disabilities" with neuropsychologist Dr. Christins Fedorowitz provided a public presentation and workshops for both parents and teachers.

Parent advocate Roy Cooper met with parents of learning-disabled parents to offer strategies for advocating for their school-aged children. Reading specialist Gail McDougall offered a public presentation along with parent and teacher workshops.



## **2003 PGI Golf Tournament for Literacy**

This year's golf tournament was our most successful ever. One hundred and twenty-eight golfers enjoyed beautiful weather and helped raise over \$28,000 for Island literacy.

After the golf at Green Gables, the players joined volunteers and special guests at the New Glasgow Lobster Suppers for a gourmet luncheon and awards ceremony.

It was a lucky day for Gerald Beaulieu who scored a hole-in-one and claimed a Honda Civic Sedan. Gerald golfed with Boomer Gallant, singer John McDermott and gold medal skier Liisa Savajarvi.

Each year an adult learner who excelled in his or her program wins the Cooperator's Learner Achievement Award. This year's winner was Olive Gallant.

Many thanks go to our volunteers, especially the hard working committee: Bruce Stewart, Joanne Ings, Bernard Gillis, Lori St. Onge and John Young.

# Activities

## Conferences/Presentations/Meetings

Canada Post Literacy Awards  
PEITF annual meeting  
Family Literacy Day  
PGI National meeting  
Premier's Council Think Tank  
Children's Expo, Summerside  
Plain Language Workshops  
Family Resource Centres Conference  
Dietician's meeting  
Effective Print Communications workshop  
Roundtable on "Knowledge Matters"  
Assessment Centre/HRDC update

## Committees

Adult Literacy Strategy Implementation  
PEI Assessment Service Advisory  
PGI Golf Tournament for Literacy Planning  
Women's Network Board  
Institute of Adult and Community Education  
Advisory  
Children's Working Group  
Play Fair PEI Advisory  
Families Learning Together Advisory  
Social Assistance Handbook Advisory  
Community Legal Information Board

## Consultations

Ann Sherman, Community Legal Information  
Barbara NacLeod, Assessment Service for Adults  
Barbara Macnutt, Literacy Initiatives Secretariat  
Clayton Coe, Department of Education  
Dale MacNevin, graphic designer  
Dr. Pat Campbell, Grassroots Press  
Dr. Ray Doiron, UPEI  
Erin Casey, graphic designer  
France Matte-Lebeau, National Literacy  
Secretariat  
Heather Wightman, CBC  
Jake Baird, Institute for Adult and Community  
Education

## Consultations cont'd

Jim Nimmo, Laubach Literacy of PEI  
Jill Lightwood, Justice Resource  
Kathy Rochon, Health and Social  
Services  
Laura Meader, CBC  
Laurie Anne McCardle, Women's  
Network PEI  
Lori Johnston, Literacy Initiatives  
Secretariat  
Lynne Lalonde, National Literacy  
Secretariat  
Nancy Murphy, Community  
Development Bureau  
Susan Conohan, Institute for Adult and  
Community Education  
Trudy MacDonald, Scrabble volunteer  
Verna Ryan, Provincial Corrections  
Wendy Waite Snow, Play Fair committee

### **Congratulations to our Winners**

PGI Golf Tournament for Literacy  
funds helped these adult learners:

#### **Spring 2003 \$500 Bursaries**

Amber Cudio, Charlottetown  
Patty Heckbert, Kensington  
Jean McGregor, Souris  
Sadie Nicholson, Montague  
Basil Parker, Murray River

#### **Fall 2002 \$500 Bursaries**

Robin Cormier, Summerside  
Angela Crawford, Summerside  
Agnes MacDonald, Montague  
Tracy Ramsay, Slemon Park  
Donna Sturgess, Mt Stewart

#### **2003 Champions of Literacy \$1500 Scholarships**

Brenda Arsenault, Stratford  
Keefe Deighan, Summerside  
Carly Timpson, Charlottetown



## Member Organizations

AIDS PEI  
Canadian Mental Health Association - PEI  
Community Legal Information Association  
Employment Enhancement Program  
Frontier College  
Holland College  
Human Resources Development Canada  
Laubach Literacy of Canada - PEI  
Movement for Canadian Literacy  
PEI Adult Learners Association  
PEI Association for Adult Educators  
PEI Association for Newcomers to Canada  
PEI Association for Community Living  
PEI Council of the Disabled  
PEI Department of Education  
PEI Federation of Labour  
PEI Home and School Federation  
PEI Literacy Initiatives Secretariat  
PEI Professional Librarians' Association  
PEI Teachers' Federation  
PEI Provincial Library Service  
PEI Women's Network Inc.  
Project L.O.V.E.  
Société éducative de l'Île-du-Prince Édouard  
Transition House Association  
University of Prince Edward Island  
Workplace Education PEI

## What you can do...

If you would like to improve your reading or know someone who has a difficulty contact the **Learn Line at 1-800-348-7323**.

**Laubach Literacy** is a volunteer group which matches adults who want to work on their reading skills with tutors who want to help. The one-on-one tutoring is free and confidential.

If you are interested in becoming a tutor, you can attend a three-evening tutor training workshop this fall.

In Morell, the workshop will be on September 17, 24 and October 1 from 6 to 9 pm. To register or for more information call Lisa MacAulay at 961-2624.

In Charlottetown, the workshop will be on October 22, 29 and November 5 from 6 to 9 pm. To register or for more information call the PEI Literacy Alliance at 368-3620.

## How to contact us

### Staff:

Catherine O'Bryan  
Executive Director

Norman Finlayson  
Office Manager/Researcher

The PEI Literacy Alliance is a registered charitable organization.

### Mailing address:

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peiliteracy.alliance@pei.sympatico.ca

### Website:

<http://www.nald.ca/peila.htm>

# ***Thank you***

The PEI Literacy Alliance acknowledges the support of :

- National Literacy Secretariat
- Department of Education
- Lynne Lalonde and France Matte-Lebeau, NLS program officers
- Barbara Macnutt, Literacy Initiatives Secretariat
- ABC CANADA Literacy Foundation
- Donna MacEwen, McInnes Cooper
- Canada Post Corporation
- PEI Advisory Council on the Status of Women
- Scotiabank
- Learning Disabilities Association of Canada
- The Co-operators
- Metro Credit Union
- APM group
- Island Coastal Services
- The Guardian
- Island Press
- CBC Charlottetown
- Community Development Bureau
- Human Resources Development Canada
- Psychological Association of Prince Edward Island

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## ***Special thanks to our 2002-2003 governing board***

Bernice Bell  
Mary Burke, Past Chair  
Velda Crane  
Ray Doiron, Vice Chair  
Allan Groen

Linda Meggs  
Joanne McCabe  
Janet McLeod, Treasurer  
Ann Sherman  
Nora Young, Chair