

Literacy for All — Learning for Life

2006 - 2007 Annual Report

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Literacy for All — Learning for Life

Annual Meeting Monday, September 10, 2007 6:00 pm Elphin Pekaha Room, Delta Hotel AGENDA

Business Meeting

Welcome - Angela Larter, Chair

Auditor's Report - Bradley Shea Handrahan Chartered Accountants

Review of Minutes of the 2006 AGM

Chairperson's Report - Angela Larter

Executive Director's Report - Catherine O'Bryan

Treasurer's Report - Dianne Smith

Nominations Report- Angela Larter

Election

Presentation of new Board

Awards Presentation

Barbara Macnutt, Department of Education

Presentation

Why Do Swedes Read Better Than Canadians? by Nayda Veeman

Nayda has her doctorate in Educational Administration from the University of Saskatchewan. She holds a B.A. and a B.Ed. from the University of Saskatchewan, an M. Sc. from McGill, and a Diploma in Adult Education from St. Francis Xavier University.

Nayda has worked as an instructor and program coordinator in adult education. She has consulted on projects in China and Tanzania. As Executive Director of the Saskatchewan Literacy Network, she supervised several studies of literacy issues and played a leading role in the establishment of family literacy in Saskatchewan. She served as President of the Movement of Canadian Literacy from 1997 to 1999. Her thesis is titled: Adult Learning in Canada and Sweden: A Comparative Study of Four Sites.

Report from the Chair



Greetings fellow literacy supporters! It is difficult to believe that an entire year has passed since I accepted the position of Alliance Chair. The old adage "time flies when you are having fun" rings true once again. The PEI Literacy Alliance has continued to grow and evolve in response to two types of forces. There are external forces, for example needs and opportunities in the community, issues related to funding, or political decisions. In addition, the Alliance is directed by the ideas and commitment from within – the staff, board members, and its

membership. The results of these external and internal forces have cumulated in an interesting, and potentially very formative, year.

Looking Within - Community & Membership

We continued to advance and celebrate literacy in Prince Edward Island both by taking the lead and participating in many 'grass roots' activities and events. Literacy Alliance bursaries and scholarships, the celebration of volunteers, the semi-annual meeting, and the PGI Golf Tournament have become traditions in the literacy community that have expanded throughout the province. The staff and board members succeed in educating on issues related to literacy within PEI, Canada, and on a global scale. The Alliance welcomes Kathleen Eaton and Wendy Shilton as new board members.

Looking Around - Research

The Literacy Alliance continues to mature in its facilitation of literacy-related research as it applies to our communities. I have observed a passion on the part of the Alliance staff and board members to learn more about literacy on a national and global scale. We look to new and innovative ways of creating learning opportunities for all and maximizing literacy-related interventions and innovations.

Looking Ahead - Strategic Planning

Last fall, huge questions were raised about the future of federal government funding to literacy coalitions across the country. Reactions to announcements and the uncertain atmosphere we lived in for several months caused a variety of responses. While the Alliance was greatly alarmed about the state of literacy funding for the province, the amount of support from individuals, membership groups and provincial institutions inspired us. The staff and board were motivated to take a determined, focused look at the current and future role of the Literacy Alliance and how our current organization and practices may need to change to further the literacy agenda of the future. We are committed to this process and – along with our other objectives and activities – we will continue to work in the area of strategic planning for the future health and productivity of the PEI Literacy Alliance.

Minutes of the PEI Literacy Alliance Annual General Meeting 2006

September 11, 2006, 6:00 pm

In attendance:

Godfrey Baldacchino, Institute of Island Studies, UPEI

Troy Bradley, Bradley Shea Handrahan Chartered Accountants

Mary Burke, PEI Volunteers for Literacy

Leo Cheverie, Federation of Labour

Mike Clow, Department of Education

Sonya Corrigan, Early Childhood Development Association

Ray Doiron, UPEI

Seana Evans-Renaud, PEI Teachers' Federation

Norman Finlayson, PEI Literacy Alliance

Allen Groen, PEI Library Service

Dorothy Hicks, Frontier College

Shirley Jay, PEI Home & School Federation

Lori Johnston, Department of Education

Donna Langille, Community Legal Information Association

Joan MacFarlane, Canada Post Award Winner

Joy MacKenzie, PEI Volunteers for Literacy

Barbara Macnutt, Literacy Initiatives Secretariat

John MacQuarrie, PEI Government

Faye Martin, Interministerial Women's Secretariat

Craig McDowall, Community and Correctional Services

Karyn Noble, Canadian Union of Public Employees

Catherine O'Bryan, PEI Literacy Alliance

Doril Reeves, Guest

Kelli Reeves, Guest

Barry Schmidl, PEI Council of the Disabled

Dianne Smith, Smith Lodge

Carrie St. Jean, Glen Stewart School

Kathie Stevenson, Atomic Energy of Canada Award Winner

Avril Vollenhoven, Canada Post

Welcome

Chair Ray Doiron thanked everyone for coming and recognized special guests Barbara Macnutt of the Literacy Initiatives Secretariat, John MacQuarrie of the Department of the Environment and Faye Martin of the Interministerial Women's Secretariat.

Review of Minutes of the 2005 AGM

Ray reviewed the minutes of last year's meeting. He asked for acceptance of the minutes.

Mary Burke moved, Lori Johnston seconded. Motion carried.

Chairperson's Report

Ray summarised his report. He also spoke about his optimism for the Provincial Literacy and Learning Strategy.

He moved for acceptance of the report. Seana Evans-Renaud seconded. Motion carried.

Executive Director's Report

Catherine O'Bryan reviewed highlights from her report and moved acceptance.

Carrie St. Jean seconded.

Motion carried.

Treasurer's Report

Donna Langille read her report and said that the Alliance is in a healthy financial position.

She moved acceptance of her report. Angela Larter seconded.

Motion carried.

Auditor's Report

Donna introduced our auditor Troy Bradley of Bradley Shea Handrahan who highlighted items from the financial reports.

Donna Langille moved acceptance of the auditor's report. Leo Cheverie seconded.

Motion carried.

Donna Langille moved that Bradley Shea Handrahan be appointed auditors for 2006-2007. Karen Chandler seconded.

Motion carried.

Nominations Report and Election of Board

Ray Doiron welcomed returning board members for the 2006-2007 year. They are Ray Doiron, Angela Larter, Karen Chandler, Audrey Penner, Carrie St. Jean, Dianne Smith and Eric Donovan.

Donna Langille is not returning to the board. Ray thanked her for all her work as treasurer and presented her with a gift.

Wendy MacDonald and Sonya Corrigan were nominated to the board. Ray asked three times if there were any nominations from the floor. There were no further nominations. He welcomed the nominees to the Alliance board.

Ray welcomed Angela Larter as the new Chair. Angela thanked Ray for his work and presented him with a gift.

Angela introduced Faye Martin and John MacQuarrie.

Provincial Literacy and Learning Strategy Update

Faye Martin spoke of the government's literacy efforts over the last 15 years. She said we would not have reached this point without the work of the Alliance.

John MacQuarrie outlined some possibilities for the new Provincial Literacy and Learning Strategy. The first steering committee meeting is on Friday September 15th with representatives from all departments. They will finalize and release the strategy by December 2006.

Guest Speaker – Dr. Godfrey Baldacchino

Ray introduced his colleague Godfrey Baldacchino who is the Canada Research Chair in Island Studies at UPEI. Dr. Baldacchino gave highlights from his study: "Recent Immigrants/ Settlers to Prince Edward Island, Canada: Why they Come and Why they Stay." He discussed the demographic makeup of newcomers to PEI, and the social and economic factors which motivated them to stay or leave. Angela Larter thanked Dr. Baldacchino and adjourned the business meeting.

Other Presentations and Awards

Atomic Energy of Canada Bursary Award — Barbara Macnutt presented the award to Kathie Stevenson.

Canada Post Literacy
Awards — Avril Vollenhoven
presented the educator
award to Joan MacFarlane.

Avril invited everyone to stay for the reception sponsored by Canada Post.

\$1500 Scholarship Program

The PEI Literacy Alliance awards three \$1500 scholarships with money we raise at the PGI Golf Tournament for Literacy.

The memorial scholarships honour these three literacy champions: Peter Gzowski, Bill Hancox and Harry MacLauchlan.

You can apply for one of these awards if you are an adult who had trouble with reading and you are continuing your education at UPEI or Holland College. To find out more, contact your admissions office.

\$500 Bursaries for Adults

The PEI Literacy Alliance will award ten bursaries to adults who are working toward a grade 12 certificate or grade 12 equivalency (GED). Laubach Literacy students are also welcome to apply. Each bursary is valued at \$500.

For more information and an application form please call 902-368-3620 or visit us on line at www.pei.literacy.ca.

The deadline for applications is October 31, 2007.

Executive Director's Report

Our Board indicates the direction for the organization through our "ENDS" or outcome statements, while the job of the executive director is to determine how to work toward these "ENDS".

The Board defines the ENDS statements and adds any elaboration to them. The Executive Director interprets these statements and decides how best to use the financial and human resources available to complete the work.

Here is a recap of our ENDS or outcome statements with some of the activities which helped achieve these ENDS.

END A

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.

To help achieve this END some of the things we did were:

 held our semi-annual meeting in March and our annual meeting in September

- worked on the Learning Disabilities Steering Committee
- participated in the Raisea-Reader campaign
- prepared a calendar page for ECDA calendar
- planned and hosted the Health and Literacy Summit
- met with the Premier,
 Minister and Deputy
 Minister of Health to
 express concern regarding
 a cut in funding to ABE
 programs
- responded to proposed cuts in federal literacy funding

END B

Barriers to people with low literacy levels will be reduced.

Adult learners will know how to access opportunities for learning.

People's learning needs will be properly identified.

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

To help achieve END B some of the things we did were:



Catherine O'Bryan

- worked with government on the literacy and learning strategy
- attended a meeting of Sector Councils
- hosted a research conversation
- delivered a workshop to Apprenticeship Division
- attended the Action Research workshop in Halifax
- faciliated a focus group meeting with learners in Morell about access to health care
- presented a "Teaching Basic Math to Adults" workshop
- spoke to a UPEI class about literacy levels
- reviewed the 911 brochure for plain language
- reviewed parent brochures for the Department of Education

ENDC

Islanders will be actively engaged in building their

literacy and learning skills for the benefit of their economic, cultural, political, social and personal aspects of life.

Policy-makers will know the costs of low literacy in all aspects of Island life.

Non-member organizations and businesses will recognize the implications and costs of low literacy.

To help achieve END C some of the activities we did were:

- hosted a Health and Literacy summit
- planned and hosted the PGI Gold Tournament for Literacy
- presented two family literacy events
- worked on the "Between the Lines" project with **UPEI** Faculty of Education
- publicized literacy tutor training
- presented the Summer Tutoring Program for Kids
- partnered in the PEI READS media campaign
- distributed family literacy resources to family resource centres and the public libraries
- · received the declaration of Family Literacy Day 2007 from the Premier and Minister of Community and Cultural Affairs

END D

Literacy will be valued and celebrated across PEL

Families will know about the value of literacy and will recognize their role in promoting it.

To help achieve END D some activities we did were:

- presented the annual Peter Gzowski scholarship at the Holland College closing ceremonies
- presented ten busaries to successful applicants
- presented the Volunteer of the Year award
- met with the Charlottetown Rotary Literacy Foundation
- hosted a PGI donor and volunteer appreciation dinner
- attended a family literacy celebration at Cardigan School
- met with the chair of Family Literacy Network

On the following pages we have briefly described some of our projects.

I listed the conferences and workshops we attended, the committees we worked on and people we met throughout 2006-07.

Directors for their

I'd like to thank the Board of

thoughtful and cheerful participation at Board meetings and special events. Special thanks to Chair Angela for her support during this hectic year.

Welcome and thanks to Jinny Greaves who joined our staff in February. Her research and organization skills are outstanding.



Jinny Greaves



Norman Finlayson

Thanks to office manager Norman Finlayson who can be relied on for his professionalism at all times.

Their teamwork and support helps make the Alliance a success.

Catherine O'Bryan

Project reports



On March 1st, 2007 the Alliance presented a Health and Literacy Summit. It marked the end of our two-year project called "Promoting Literacy in Healthy Public Policy" which was funded by Health Canada.

We gathered 80 health care professionals, health policymakers, learners and community group representatives to:

- gain an understanding of the connections between literacy and health
- discuss a working definition of "health literacy"
- develop a set of guiding principles for an all-government policy
- propose and the first steps in a five-year plan of action

At the end of the Summit, it was clear that a one day meeting was inadequate to develop a set of guiding principles for government. We proposed these next steps:

- an scan of exisiting health & literacy policies and practices
- a case study of one medical setting where efforts have been made to accommodate people with low literacy skills
- a follow-up meeting in the fall of 2007 to plan further action

Evaluations from participants were positive, and the PEI Literacy Alliance made many connections with people and organizations in the health field.

Thanks to our sponsors:











Agence de santé publique du Canad Canada

2007 Summer Tutoring Program for Kids

The PEI Literacy Alliance was once again the community sponsor for the annual tutoring program for school-aged children. We received referrals from all the primary and elementary schools across PEI. We hired 25 young people to tutor 760 children. Shauna Gunn did an outstanding job as the coordinator.

Special thanks to the Guardian and Journal-Pioneer who sponsored the Island's first Raise-a-Reader event and donated the proceeds to our program. This brought an additional \$31,000 of support. The next Raise-a-Reader event is October 3rd from 7:00 to 9:00 a.m. Pick up a paper and donate to literacy.







Thanks to our sponsors:

Department of Education Eastern School District French Language School Board Charlottetown Rotary Club Service Canada

Provincial Library Service Western School Board CanWest Raise-a-Reader

Project reports

2007 PGI Golf Tournament for Literacy

Golfers and volunteers enjoyed a great day at Andersons Creek Golf Course on June 14th. Our annual PGI Golf Tournament for Literacy raised \$35,000 for literacy thanks to the generousity of everyone who contributed.





It was a chilly morning, but spirits were high as the 124 golfers gathered before the shotgun start.



CBC and the City of Charlottetown each had two people on the winning team. Left to right are Keir Jones, Lance Jones, Ian Petrie and Ken Campbell. Ken was the winner in the CBC's "Golf with Ian" contest.



Bella Collicutt won the Cooperator's Learner Achievement Award. Her acceptance speech received a standing ovation from the crowd.



CBC's **Matt Rainnie** was our excellent master of ceremonies at the celebration after the golf.



Comedian Patrick Ledwell was our featured entertainer.



Hugh MacDonald was our distinguished Poet Laureate.



Bob McGee was presented with the Gzowski Award by committee chair Joanne Ings. Bob has supported our tournament for many years.

The tournament wouldn't happen without our many volunteers, especially the hard working planning committee: Jack Desroches, Bernard Gillis, Joanne Ings, Keith Lambe, Lori St. Onge, and John Young. Thanks again!

You can see more pictures from our tournament on our web site. Go to www.pei.literacy.ca, then click on "PGI Golf Tournament."

Project reports

Fostering Plain Language in Public Education

With this project, the Literacy Alliance worked with community groups to help them understand that many of their clients have literacy issues and require verbal, written and web page information in plain language.

Objectives

The project objectives were to:

- develop collaborative partnerships with five community organizations
- identify information needs related to plain language
- increase awareness and understanding of the links between literacy and plain language

Activities

To meet the objectives we:

- Worked with management and staff of community groups to conduct a literacy audit. Groups that participated included the Family Law Centre, Victim Services, Fitzroy Centre and the Mi'kmaq Confederacy.
- Conducted a needs assessment for plain language
- Held two "Principles of Plain Language" training sessions
- Produced a plain language training manual that is posted on our website

Evaluation

The evaluation report found that the project activities were appropriate and successful in:

- Developing collaborative partnerships with Fitzroy Centre, PEI Teacher's Federation, PEI Federation of Labour, Family Law Centre, East Prince Women's Information Centre, Mi'kmaq Confederacy of PEI, and Workers Compensation Board
- Identifying the plain language needs of Fitzroy Centre, Family Law Centre, East Prince Women's Information Centre, and Mi'kmaq Confederacy of PEI through the literacy audit process
- Increasing awareness of the links between literacy and plain language and the challenges faced by literacy learners through the literacy audits and 'Cut the Gobbledegook' workshops
- Developing collaborative partnerships with Fitzroy Centre, PEI Teacher's Federation, PEI Federation of Labour, Family Law Centre, East Prince Women's Information Centre, Mi'kmaq Confederacy of PEI, and Workers Compensation Board
- Developing a manual that meets the needs of users and supports the use of plain language

Literacy Research Network

The PEI Literacy Research Network (LRN) is a unique partnership between the PEI Literacy Alliance and researchers from the University of PEI. The LRN is committed to helping community-based organizations develop action research projects that will:

- · help make the work of the organization more effective
- improve the programs and services offered by that organization

The LRN fosters partnerships between experienced researchers and community organizations to help mentor new researchers within community organizations. The LRN also shares results of current and past literacy research as part of its mandate to build a literacy research culture on PEI.

The Literacy Research Network (LRN) accepts proposals for research studies focused on literacy issues in Prince Edward Island. The LRN invites community-based organizations in partnership with local researchers to develop action research studies that will:

- produce new knowledge
- lead to the development of innovative products and services
- provide solutions to current issues related to adult or family literacy



Call for Proposals

The PEI Literacy Research Network (LRN) is accepting proposals for research studies focused on literacy issues in PEI. The LRN invites community-based organizations and local researchers to develop action research studies that will:

- produce new knowledge
- lead to the development of innovative products and services
- provide solutions to current issues related to adult or family literacy

The deadline for submissions is October 12, 2007. For information: Call 368-3620 or

Treasurer's Report

In September 2006 the National Office of Literacy and Learning announced that literacy funding would be cut. After a lot of media attention and support from across the country, some funding was restored.

In November the Alliance received a 19-month grant that is finished in August 2008. The Adult Learning, Literacy and Essential Skills Program planned to issue another call for proposals in summer 2007.

Here are some highlights from the past year 2006-2007:

1) Federal Government Support

We received a 19-month grant to carry out our literacy work until August 2008.

2) Raise-a-Reader

The Raise-a-Reader campaign was organized by the Guardian and Journal Pioneer newspapers. They raised over \$30,000 for our Summer Tutoring Program.

3) The 2007 Summer Tutoring Program for Kids

This year our program hired 25 tutors and tutored 760 students. Other sponsors for the summer program included Service-Canada, all the school boards, the Department of Education, the Provincial Library Service, the Mi'kmaq Confederacy, Club Richelieu and the Rotary Club of Charlottetown.

4) The 2007 PGI Golf Tournament for Literacy

Our annual tournament raised over \$35,000 for literacy in PEI. Both Aliant and Atlantic Lottery Corporation provided generous sponsorships.

5) Plans for the Future

The Alliance began a strategic planning exercise to help offset future budget or funding shortfalls we may experience. We hired a new staff member to help research funding opportunities and purchased the BIG Database of foundations as a resource.

Although the year was difficult and challenges remain, we continue to move literacy forward in PEI.

Dianne Smith, treasurer

Activities

Conferences/Presentations/Meetings

September 28 - Raise-a-Reader campaign

October 18 - Press conference to oppose federal cuts

November 29 - December 1 - Action Research workshop

December 8 - Literacy and Health focus group

December 10 - Literacy Research Network conversation

December 20 - Campus Kids meeting

February 22 - 23 Expert Panel on Health Literacy

March 26 - Bursary presentations

March 26 - Health Council of Canada AGM

March 27 - Bursary presentation

March 28 - Strategic Planning Session

May 23 - Holland College Adult and Community Education recognition ceremony

May 28 - Kate Nonesuch Math workshop

June 6 - UPEI Research Breakfast

Committees and Boards

Advisory Committee for Literacy and Learning strategic planning committee

PGI Golf Tournament for Literacy planning committee

Movement for Canadian Literacy Executive committee

Movement for Canadian Literacy Board

Holland College Adult Education Advisory committee

Charlottetown Rotary Literacy Foundation Board of Directors UPEI Family Literacy Committee
Holland College Advisory committee

Consultations

Barbara Macnutt, Director - Literacy Initiatives Secretariat

Sonya Corrigan, Executive Director Early Childhood Development Association

Lynne Lalonde, Director, Literacy and Learning Directorate

Peter Larose, Director General, National Office of Literacy and Learning (NOLL)

Charles Ramsay, National Adult Literacy Database

Tracey Comeau, UPEI

Lorne Moase, Charlottetown Rotary Literacy Foundation Board

Katherine Clough, Taking Stock study

Allen Whittaker, website designer

Ray Doiron, co-chair Literacy Research Network

Impresa research, ABC CANADA study

Bernard Labelle and Irwin Campbell, translators, Health and Literacy Summit

Chester Gillan, Minister of Health

Leanne Sayle, Department of Health

Pat Kelly, Community, Cultural Affairs and Labour

Avalyne Diotte, Arrownight, Canada Inc.

Dr. Vianne Timmons, UPEI

Nominations report

Article 5.1 of our Constitution states that:

The Directors of the Governing Board of the PEI Literacy Alliance shall consist of 7-10 representatives of non-profit organizations, elected by the Membership.

The PEI Literacy Alliance is pleased to welcome our returning board members for 2007-2008 year:

Angela Larter returning as Chair for the second year of her two-year term

Karen Chandler returning as Vice Chair for the second year of her two-year term

Audrey Penner returning for the second year of her two-year term

Carrie St-Jean returning for the second year of her two-year term

Dianne Smith returning as Treasurer for a second two-year term

Wendy MacDonald returning for the second year of her two-year term

Sonya Corrigan returning for the second year of her two-year term

People offering for the 2007-08 Board include:

Kathleen Eaton of the Provincial Library Service **Wendy Shilton** of the University of Prince Edward Island

Thank you to our retiring Board members Ray Doiron and Eric Donovan.

Alliance Member Organizations

AIDS PEI

Canadian Mental Health Association - PEI

Community Legal Information Association

Early Childhood Development Association

Employment Enhancement Program

Frontier College

Holland College

Human Resources Development Canada

Laubach Literacy of Canada - PEI

Learning Disabilities Association of PEI

Movement for Canadian Literacy

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 Edouard

Seniors United Network

Transition House Association

University of Prince Edward Island

Workplace Learning PEI Inc

Alliance Contact information:

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Researcher 161 St. Peters Road <u>Website:</u>
Charlottetown PEI http://www.pei.literacy.ca

"Literacy for All — Learning for Life"

Tel: 902-368-3620

Thanks to our supporters

- ABC CANADA Literacy Foundation
- Aliant
- Atlantic Lottery Corporation
- Barbara Macnutt, Literacy Initiatives Secretariat
- Canada Post Corporation
- CBC Charlottetown
- Charlottetown Rotary Club
- Child Find PEI
- · Club Richelieu Port LaJoye
- Department of Education
- Donna MacEwen, McInnes Cooper
- Dr. Michael Connolly
- Great-West Life, London Life & Canada Life
- Holland College

- Island Coastal Services
- Island Press
- Joanne Ings
- Metro Credit Union
- National Literacy Secretariat
- · Patrick Ledwell
- PEI Advisory Council on the Status of Women
- PEI Library Service
- Scotiabank
- Service Canada
- The Co-operators John Young and Associates
- The Guardian
- UPEI

Thanks to our 2006-2007 governing board

Angela Larter, Chair Karen Chandler, Vice-chair Dianne Smith, Treasurer Ray Doiron, Past Chair Wendy MacDonald Sonya Corrigan Eric Donovan Audrey Penner Carrie St. Jean