

PEI Literacy Alliance

200 - 200 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 Rinnie, 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.

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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

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