

COMMUNITY LITERACY OF ONTARIO MEMBERS' E-COMMUNIQUE JULY 2013

Dear CLO Members,

Community Literacy of Ontario is pleased to present our **JULY 2013 Members' E-Communiqué**.

Topics covered in this e-communiqué are:

1. CLO's Social Media Marketing Project: Your Chance for Input
2. CLO's AGM and Training Day – Are You Ready for the Magic?
3. Opportunity to Give Input into the Federal Pre-Budget Consultations
4. Employment Rates by Education Level: New Data from Statistics Canada
5. Launch of MTML's OKLEARN.ca Website
6. Ontario's New Youth Employment Fund
7. Employment Ontario News and Information



CLO'S SOCIAL MEDIA MARKETING PROJECT: YOUR CHANCE FOR INPUT

Community Literacy of Ontario has been funded by the *Ontario Trillium Foundation* for a two-year project to research and develop social media marketing materials and resources for Ontario's literacy agencies (see: www.communityliteracyofontario.ca/cloproject.htm)

As part of this project, CLO is conducting research to find how literacy and other organizations are marketing their programs and services. Our research includes holding focus groups and key informant interviews and conducting internet research. With the information collected during our research, we will be creating free downloadable tools and templates that will allow organizations to personalize their social media marketing to the individual communities that they serve.

We would love to hear from you! Please take a few minutes to answer our survey questions by clicking here: www.surveymonkey.com/s/marketsocialmedia

All responses will remain anonymous. Your input is greatly appreciated and will be very valuable in helping us create these tools.



CLO'S AGM AND TRAINING DAY – ARE YOU READY FOR THE MAGIC?

Notice to CLO members! Come and join your peers for Community Literacy of Ontario's 2013 Annual General Meeting and training day. This event will be held in Barrie, Ontario on **Tuesday, October 29, 2013** at the beautiful Kempenfelt Conference Centre, on the shores of Lake Simcoe (www.georgianc.on.ca/kempenfelt/home).

We are delighted to announce that Barb Simmons, Director, Service Delivery Branch, MTCU, will give an update to CLO's members during our AGM. As well, CLO will be holding two exciting workshops (one in the morning and one in the afternoon).



Dreaming Big: Making Magic Happen in Your Community

Anyone who has created a new and inspiring initiative, service or program to enhance the quality of life for others, will almost always say, "It started with a dream." Being able to dream big is an important part of manifesting community solutions and it makes our work fun and galvanizing for ourselves and others. Literacy matters in Ontario and more than ever, we need to dream big and imagine new solutions, approaches and responses. You will leave this session inspired and ready to embark on your next great dream with your supporters, partners and community members. And you will be armed with practical tips, approaches and the energy to help the magic unfold.

Partnerships and the Power of Synergy

Ontario's literacy agencies work closely with diverse community stakeholders including social and employment service providers, Ontario Works, other education providers, employers and service clubs. It pays to work with others. Studies show that non-profits that develop strategic partnerships and alliances are more sustainable than groups that work in isolation. Successful collaborations also create services with a greater reach and results. Join this session to learn how to secure and maintain high quality partnerships that will enhance your organizational impact. You will also receive a resource kit with practical tools, sample proposals and resources to guide your work.

Registration information and fees for lunch and the workshops will be circulated soon, so please stay tuned.

OPPORTUNITY TO GIVE INPUT INTO THE FEDERAL PRE-BUDGET CONSULTATIONS

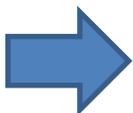
The Standing Committee on Finance of the Parliament of Canada is undertaking its annual pre-budget consultations. Following these consultations, it will present a report to the House of Commons outlining its recommendations for the 2014 federal budget.

Individuals and groups are invited to take part in these consultations by completing the Committee's online template no later than **August 5, 2013**.



You can access the online template here:

www.parl.gc.ca/CommitteeBusiness/CommitteeHome.aspx?Cmte=FINA&Language=E&Mode=1&Parl=41&Ses=1



EMPLOYMENT RATES BY EDUCATION LEVEL: NEW DATA FROM STATISTICS CANADA

Statistics Canada has just released data from its National Household Survey. This survey paints an important portrait of Canada's labour force. You can view the highlights here: www12.statcan.gc.ca/nhs-enm/2011/as-sa/99-012-x/99-012-x2011002-eng.cfm

This will come as no surprise to those of us in literacy. In general, employment rate increases with education level. In Ontario, the employment rate for those with university credentials was **81.3%** compared to **54.7%** for those who had no certificate, diploma or degree.

Here is the breakdown for Ontario of the employment rate for Ontarians by educational level:

- Employment rate with no certificate, diploma or degree = **54.7%**
- Employment rate with a high school diploma or equivalent = **70.7%**
- Employment rate with an apprenticeship or trades certificate or diploma = **76.2%**
- Employment rate with college or other non-university certificate or diploma = **80.3%**
- Employment rate for Ontarians with a university certificate, diploma or degree = **81.3%**
- Total employment rate for Ontarians, aged 25 to 64 years = **75.2%**



LAUNCH OF MTML'S OKLEARN.CA WEBSITE

Here is an example of a wonderful service coordination resource! MTML (Metro Toronto Movement for Literacy at www.mtml.ca) is pleased to announce the launch of OKLearn.ca - an online toolkit aimed at helping teachers, assessors, referring agencies and adult learners/clients to more easily navigate adult learning programs and pathways in Toronto and York Region.

OKLearn.ca houses a host of helpful tools and charts containing information about adult learning pathways, key information about the range of programs and services available and common transition points between programs. The site also features a centralized directory of adult education and training search tools so that you can find a program more quickly. It also offers resources that may enhance discussions with your learners/clients around their specific needs, goals, and prior learning experiences.

OKLearn.ca is a product of MTML's *Exploring Learner Pathways (Phase 2): Visualizing the Learning Journey* project, funded by the Ministry of Training, Colleges and Universities. This exciting project has drawn on targeted research regarding how learners and service providers find information about the numerous adult education and training programs available to them. The project has also benefitted tremendously from cross-ministerial and cross-program collaboration, which allows for a holistic overview of adult education options and pathways.

We encourage you to watch the OKLearn.ca video user guide, to explore the website's rich resources and to pick and choose from the ready-to-print companion pieces that you can keep handy as you talk with learners and clients about their next steps.



ONTARIO'S NEW YOUTH EMPLOYMENT FUND

On July 29, 2013 the Ontario government announced that its new Youth Employment Fund will be in place by September 23, 2013. This two-year fund is designed to create jobs by helping unemployed youth to build their skills, get valuable work experience and connect with employers.

The Ontario government will provide incentives to employers to help cover the cost of wages and training for new hires and help youth cover costs like transportation or tools required for the job.

To learn more, see the attached letter from David Fulford, the ADM of the Ministry of Training, Colleges and Universities. You can also find additional information and FAQs for employers and youth online at:

www.tcu.gov.on.ca/eng/employmentontario/youthfund/



EMPLOYMENT ONTARIO NEWS AND INFORMATION

MTCU's Employment Ontario Partners Gateway (EOPG) website provides a wealth of important information for LBS agencies.

See: www.tcu.gov.on.ca/eng/eopg/newpostings

Recent news on the EOPG includes:

- July 25, 2013: [Literacy and Basic Skills - Report 64 Desk Aid/Reference](#)
- July 25, 2013: [CaMS/2013-8 Bulletin](#)
- July 25, 2013: [Memo: Literacy and Basic Skills Program Business Priorities Survey](#)
- July 9, 2013: [Employment Ontario Data for Release to the Local Boards](#)
- July 12, 2013: [2014-2015 Literacy Services Planning Memo](#)
- July 4, 2013: [Letter from David Fulford – Youth Employment Fund Update](#)
- July 2, 2013: [LBS Quarterly Status and Adjustment Report \(QSAR\) Memo – Q1](#)
- July 2, 2013: [LBS Quarterly Status and Adjustment Report \(QSAR\) Template - Q1](#)

EMPLOYMENT ONTARIO

Ontario's employment & training network

ACKNOWLEDGEMENTS

This CLO E-Communiqué was researched and written by Joanne Kaattari.

For more information about Community Literacy of Ontario, please visit our website at:

www.communityliteracyofontario.ca.

**EMPLOYMENT
ONTARIO**
Ontario's employment & training network

CLO receives core funding from the Ontario Ministry of Training, Colleges and Universities. We are a proud part of the Employment Ontario network.

