

**COMMUNITY LITERACY OF ONTARIO
 MEMBERS' E-COMMUNIQUE
 MAY 2013**

Dear CLO Members,

Community Literacy of Ontario is pleased to present our **MAY 2013 Members' E-Communiqué**.
 Topics covered in this e-communiqué are:

1. New CLO Resource: *"Moving Forward: Curricula and Resources for Learners on the Independence Goal Path"*
2. New CLO Project: *Social Media Marketing*
3. Registration for CLO's Social Enterprise Online Sharing Fair
4. Laubach Literacy Ontario's *"Looking Ahead"* Conference
5. Literacy Link Eastern Ontario's *"Use Digital Technology 'How-to' Sheets"*
6. Ontario Budget 2013 – Highlights for LBS
7. Labour Market Agreement, the Federal Budget and the Ontario Budget
8. Employment Ontario News and Information
9. MTCU's Service Delivery Advisory Group



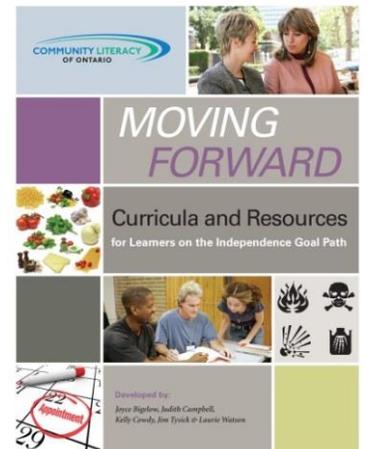
NEW CLO RESOURCE: "MOVING FORWARD: CURRICULA AND RESOURCES FOR LEARNERS ON THE INDEPENDENCE GOAL PATH"

Community Literacy of Ontario is extremely pleased to announce the launch of an exciting new resource: ***Moving Forward: Curricula and Resources for Learners on the Independence Goal Path***. CLO's ***Moving Forward*** was funded by the Ministry of Training, Colleges and Universities to support the implementation of the Ontario Adult Literacy Curriculum Framework. ***Moving Forward*** is competency-based learning curricula, complete with a listing of 49 additional resources that can be used with learners on the Independence goal path.

CLO's project team from Northern Connections Adult Learning Centres, led by Joyce Bigelow, conducted extensive online research, key informant interviews and focus groups with literacy practitioners from across Ontario to explore curriculum needs for learners on the Independence goal path.

As a result, ***Moving Forward*** contains five modules, complete with information sheets, activity sheets and practitioner information:

- | | | |
|-----------------------|------------------------|-------------------------------------|
| 1. Communication | 3. Household Dangers | 5. Time Management and Organization |
| 2. Food and Nutrition | 4. Managing Your Money | |



Moving Forward was circulated in print format to all community-based literacy agencies. This resource is available for **free** download by any interested stakeholder on CLO's website at www.communityliteracyofontario.ca/resource/Moving_Forward_HI_RES_01.pdf

Printed copies of *Moving Forward* are also available on a cost-recovery basis of \$30 per copy plus postage. Please email clo@bellnet.ca to order.

We have had an **extremely** positive response to *Moving Forward*! We would love to hear what you think about this new resource. Please send your feedback by email to clo@bellnet.ca. Your opinion is important to CLO and will help with future resource development.

NEW CLO PROJECT: SOCIAL MEDIA MARKETING

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 community-based literacy agencies.

These resources and templates will enable Ontario's adult literacy agencies to create effective marketing strategies and tools using new media such as Twitter, Pinterest, LinkedIn, Facebook, YouTube and more. In year two of the project, CLO will deliver training sessions to support agencies to use these new resources. These training sessions on using social media for marketing will be offered both online and via face-to-face training sessions.



Over a two-year period Community Literacy of Ontario will undertake the following activities:

Year One – April 2013 – March 2014:

- Conduct research with Ontario's literacy community to explore the different social media marketing needs
- Conduct online research into the most useful social media marketing platforms and tools
- Facilitate a face-to-face focus group with participants to further determine how to best develop relevant, user-friendly social media marketing resources
- Develop free downloadable tools and templates to allow agencies to personalize their social media marketing to the communities that they serve
- Pilot the new tools and resources with six community literacy agencies

Year Two – April 2014 – March 2015:

- Host a focus group to share the new tools and resources to ensure that they are useful and user-friendly
- Make final revisions to the tools and resources based on the pilot site and focus group feedback
- Provide several online and face-to-face training sessions
- Conduct a project evaluation

CLO is very grateful to the Ontario Trillium Foundation for its support.



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REGISTRATION FOR CLO'S SOCIAL ENTERPRISE ONLINE SHARING FAIR

Community Literacy of Ontario will be holding a *"Social Enterprise Online Sharing Fair"* for CLO members on **Monday, June 3, 2013 from 1:00 to 2:30 pm on Centra**. During this event, Sue Davidson, from Capacity Builders, along with staff from Community Literacy of Ontario and Laubach Literacy Ontario, will share some of the successes and challenges of setting up and operating a social enterprise.

During most of this event, the floor will be open to participants. What successes have you experienced? What was difficult? What do you wish you'd done differently? Let's share and learn from each other and celebrate the incredible innovation of community-based literacy agencies! Whether you currently run a social enterprise or are thinking of starting one up, this special event is for you!

Our *"Social Enterprise Online Sharing Fair"* is free, but due to capacity constraints on the Centra system, **registration will be limited to 20 people**. Registrations will be accepted on a first, first-served basis and will be limited to one person per agency. However, you are welcome to have as many people as you like join you around your computer. You will need a computer, a high speed Internet connection, and a head set or speakers to participate. CLO members – just fill in the online registration form by **May 28th** to reserve your seat: www.surveymonkey.com/s/SEsharingfair.



LAUBACH LITERACY ONTARIO'S "LOOKING AHEAD" CONFERENCE

Laubach Literacy Ontario will be holding their annual conference on June 21-23, 2013 in North Bay. LLO's *"Looking Ahead"* conference will bring together literacy students, practitioners, administrators, coordinators and all who help weave the magic of literacy. The conference will also celebrate the **North Bay Literacy Council's 35th** anniversary and their ongoing dedication to the literacy cause!

Details about registration, accommodation, workshop descriptions, and special events are all available via the conference website at <http://lloconferences.wordpress.com/>. The registration deadline is June 7, 2013.



LITERACY LINK EASTERN ONTARIO'S "USE DIGITAL TECHNOLOGY 'HOW-TO' SHEETS"

Literacy Link Eastern Ontario (LLEO) is a regional literacy network based in Kingston. LLEO has recently developed *"Use Digital Technology 'How-to' Sheets"*. You can access these helpful and free resources on the LLEO website at: www.lleo.ca/pdf/Digital-Technology-How-To-Sheets.pdf. These resources have been aligned with the "Use Digital Technology" competency.



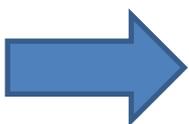
ONTARIO BUDGET 2013 – HIGHLIGHTS FOR LBS

The 2013 Ontario budget contains important information for LBS agencies. Community Literacy of Ontario has prepared the following budget highlights:

- **PROGRAM INTEGRATION:** The budget reaffirmed the Ontario government's commitment to move forward with further integration of employment and training services across a variety of government ministries into the Employment Ontario network. This integration is intended to enhance referral pathways and provide individuals and employers with easier access to services. The government is planning a consultation and engagement process with various stakeholders in the near future. Currently, more details about these consultations are not yet known. See pages 47-49 of the budget: www.fin.gov.on.ca/en/budget/ontariobudgets/2013/papers_all.pdf
- **DRUMMOND REPORT:** In the budget, the government announced plans to implement 60% of the recommendations in the Drummond Report (The Commission on the Reform of Ontario's Public Services). Many of the recommendations in the Drummond Report relate to more integration of services. The Drummond Report is available here: www.fin.gov.on.ca/en/reformcommission/
- **YOUTH:** The budget announced a new *Youth Jobs Strategy*. A major component of this strategy is the *Youth Employment Fund* which is intended to create 25,000 new jobs for youth. The *Youth Employment Fund* will be delivered by the EO network but delivery details have not yet been finalized. A consultation process will be occurring with stakeholders, and it is anticipated that this initiative will be launched in fall 2013. At this time, more details about these consultations are not known. See Sections A (pages 39-45) and B (pages 79-80) of the budget: www.fin.gov.on.ca/en/budget/ontariobudgets/2013/papers_all.pdf
- **POVERTY REDUCTION STRATEGY:** The budget announced measures to reduce poverty and transform social assistance. The government stated its intention to remove barriers and increase opportunities for workforce participation. The government also announced its intention to take initial steps to implement key recommendations from the recently released report from the Commission for the Review of Social Assistance in Ontario called *Brighter Prospects: Transforming Social Assistance in Ontario*. For more information, see Section B, pages 83-100 of the budget: www.fin.gov.on.ca/en/budget/ontariobudgets/2013/papers_all.pdf
- **LABOUR MARKET AGREEMENT:** The budget also contained the Ontario government's response to the 2013 federal budget and the proposed changes to the Labour Market Agreement. Due to its importance, CLO covers this issue in more detail in the next section of our e-communiqué.

The following letter from MTCU's Assistant Deputy Minister David Fulford gives an excellent summary of the budget issues and their impact on LBS:

www.tcu.gov.on.ca/eng/eopg/publications/20130516_letter_to_eo_partners.pdf



At the time of writing this e-communiqué, it is important to remember that the Ontario Budget 2013 has not yet been passed by the Ontario Legislature.



LABOUR MARKET AGREEMENT, THE FEDERAL BUDGET AND THE ONTARIO BUDGET

CLO Activities:

Labour Market Agreement (LMA) funding is critical to our province. Ontario's Literacy and Basic Skills programs are also funded in part by the Federal Government under the Canada-Ontario Labour Market Agreement (LMA). Federal LMA funds are used to provide increased opportunities for vulnerable groups in the labour market. For example, these funds are used to serve unemployed individuals who are not Employment Insurance (EI) clients as well as employed individuals who have low levels of literacy. In 2012-13, approximately 22% of the funding for LBS programming came from the Federal LMA agreement. The LMA is a vital source of funding required to support literacy and employment programming for those Ontarians most in need.

Community Literacy of Ontario has worked hard to increase awareness of the importance of LMA funding to literacy in Ontario and to highlight that Literacy and Basic Skills agencies are effective and accountable. We have done this through many different ways, including writing and sharing CLO's *Literacy: Why It Matters* with diverse stakeholders (including Ontario MPs, MPPs, the literacy community and other stakeholders). See www.communityliteracyofontario.ca/resource/literacy_why_it_matters.pdf. We have shared information on this important issue via Facebook, Twitter, CLO e-communiqués, our website and by the creation of a *Literacy: Why It Matters* poster. We will continue to conduct activities (within our mandate and organizational capacity) to promote LBS, community-based literacy and the positive outcomes from LBS agencies. We will also continue to highlight the need for continued LMA funding for literacy. Many of our members have actively shared CLO's resources in their communities. Thank you!

The Federal Budget:

In their March 2013 budget, the Federal government announced that they will renegotiate the Labour Market Agreement. Approximately 60% of current LMA funding would be diverted to a new proposed initiative called the Canada Jobs Grant. See: www.budget.gc.ca/2013/doc/bb/brief-bref-eng.html and www.budget.gc.ca/2013/doc/plan/toc-tdm-eng.html for more information. In May 2013, the Federal government is conducting consultations on the Canada Jobs Grant: <http://news.gc.ca/web/article-eng.do?mthd=tp&crtr.page=2&nid=741919&crtr.tp1D=1>

The Ontario Government's response to proposed to the LMA:

The Ontario Budget 2013 also contained the government's response to the 2013 federal budget and the proposed changes to the Labour Market Agreement. See Chapter 3 of the Ontario Budget "Federal-Provincial Relations" (pages 238-239): www.fin.gov.on.ca/en/budget/ontariobudgets/2013/papers_all.pdf

As well, the recent letter from the Ministry of Training, Colleges and Universities' ADM David Fulford also overviews the Ontario government's response to the LMA:

"Ontario's budget follows on the heels of the recent federal budget, which included significant proposals related to labour market funding agreements. This included the renegotiation of the Labour Market Agreement to re-focus 60% of its funding towards the proposed Canada Job Grant and the renegotiation of the Labour Market Development Agreement. Ontario is committed to an agreement that provides the province with the flexibility to design and deliver programs that address the short and long-term needs of Ontario's labour market. I want to ensure we can continue to deliver employment and training services to all Ontarians, including non-EI eligible individuals with complex barriers to labour market attachment. I welcome your input on the potential impact of these announcements. If you have any questions, please feel free to contact your Ministry contact person.

See: www.tcu.gov.on.ca/eng/eopg/publications/20130516_letter_to_eo_partners.pdf



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:

- May 16, 2013: [Letter to Employment Ontario Partners Regarding 2013 Ontario Budget](#)
- May 10, 2013: [ES Snapshot #4: 2012/13](#)
- April 29, 2013: [CaMS/2013-7 Bulletin](#)
- April 29, 2013: [EOIS Reports Desk Aid](#)
- April 17, 2013: [OALCF Revised Milestones](#)
- April 12, 2013: [Memo - 2013-14 Audit and Accountability Requirements](#) (Revised April 24, 2013)
 - [2013-14 Service Organization Audit and Accountability Requirements](#)
 - [2013-14 Service Organization Sample Auditor's Report](#)

MTCU'S SERVICE DELIVERY ADVISORY GROUP

Along with CESBA and Colleges Ontario, Community Literacy of Ontario is honoured to be one of the representatives for Literacy and Basic Skills on MTCU's **Service Delivery Advisory Group** (SDAG).

SDAG met on May 10, 2013 and the key items discussed were:

- ADM David Fulford gave an update on the Provincial Budget and Employment Training Service Integration. His update is covered in his letter to EO partners dated May 16, 2013: www.tcu.gov.on.ca/eng/eopg/publications/20130516_letter_to_eo_partners.pdf
- MTCU shared an snapshot of ES performance management data in 2012/2013: www.tcu.gov.on.ca/eng/eopg/publications/es_snapshot_4_1213_year_end.pdf
- SDAG members shared examples of best practices and innovation in the Employment Ontario network. CLO shared numerous examples of partnership success stories between Literacy and Basic Skills, Employment Services and Ontario Works. Other members shared examples as well.
- MTCU noted the importance of establishing a Customer Service Framework for responses to online inquiries through Employment Ontario Self Service.

For more information and to access the slide decks shared at SDAG meetings, please visit:

www.tcu.gov.on.ca/eng/eopg/stakeholder/sdag.html

