

CLO'S January 2008 E-COMMUNIQUE

Dear CLO members,

Community Literacy of Ontario is pleased to present its January 2008 Members' E-Communiqué.

Topics covered in this E-Communiqué are:

1. [Online Training on "Effective Marketing in Literacy Agencies"](#)
2. [AlphaCom Discussion on "CIPMS" – January 23, 2008 to March 31, 2008](#)
3. [CLO's "SmartSteps to Organizational Excellence" Resource Guide Now Online on Our Website](#)
4. [Accessing the Recorded Version of CLO's Online Workshop on "Strategic Planning"](#)



1. Online Training on "Effective Marketing in Literacy Agencies"

It's 2008! Maybe you have made some New Year's resolutions about increasing your contact hours or forming new partnerships. Perhaps you have also decided that this is the year you are going to organize that big fundraiser or gala that will draw eyes and generate interest in your community. However, before you know it, you will be swamped with the day-to-day activity of managing your agency. The time to act is now!

Community Literacy of Ontario is offering online training on Centra called "*Marketing Ourselves: Effective Marketing in Literacy Agencies*". This three hour training session will support you to implement practical marketing strategies. In this session you will:

- Learn a marketing approach to managing your agency
- Discover your five key target markets and how to reach them
- Target your marketing to specific groups for better results
- Develop unique marketing tools and strategies that work for each target

In fact, you will discover your inner marketer!

The training will be offered twice:

- Thursday, February 14, 2008 (1:00 p.m. to 4:00 p.m. EST)
- Tuesday February 26, 2008 (9:30 a.m. to 12:30 p.m. EST)

For more information on this workshop, please contact the CLO office at clo@bellnet.ca (email) or 705-733-2312. Applications are due by January 25, 2008.

2. AlphaCom Discussion on "CIPMS" – January 23, 2008 to March 31, 2008

Community Literacy of Ontario invites you to join an open AlphaCom conference where you can share your CIPMS successes and challenges, discover some tips and tools and talk to other literacy practitioners about anything related to CIPMS.

- Have you started to implement CIPMS in your literacy agency?
- Would you like to hear what others are doing?
- Would you like to share information and resources with your colleagues?
- Do you have a CIPMS success story you can share?
- What challenges are you facing as you implement CIPMS?

The CIPMS discussion will run from January 23 until March 31, 2008. To join the discussion, simply log on to AlphaCom, click on “all discussions by” from the menu on the left side of the screen, then choose either “new” or “English public” and subscribe to “CIPMS”. The discussion is open to all Ontario literacy practitioners.

3. CLO’s “SmartSteps to Organizational Excellence” Resource Guide Now Online on Our Website

Community Literacy of Ontario is pleased to announce that its highly popular resource guide on organizational development is now available from our website. “SmartSteps to Organizational Excellence” contains important information for literacy agencies about various organizational development issues. This resource contains six chapters on the following topics:

- A. Program evaluation
- B. Proposal writing
- C. Assessing your organizational capacity
- D. Organizational outcomes
- E. Fee for service

You can access “SmartSteps” at:

www.nald.ca/litweb/province/on/clo/resource/smartsteps/smartsteps.pdf

While you are there, don’t forget to check out CLO’s new, revised website. It is chock full of great information for literacy agencies. Please see: www.nald.ca/clo.htm.

4. Accessing the Recorded Version of CLO’s Online Workshop on “Strategic Planning”

Community Literacy of Ontario offered a highly successful online workshop called “**STRATEGIC PLANNING – THE KEY TO SUCCESS**” in late November and early December 2007.

This workshop provides the insights, procedures and the tools to take your literacy agency through effective strategic planning. Participants receive critical information on strategic planning all in one helpful package. This workshop was facilitated by Jane Barber and was funded by the Ontario Trillium Foundation.

We are very pleased to be able to offer a recorded version of CLO’s Strategic Planning workshop on Centra for those who were unable to access the training earlier. The free workshop is two

hours long. Please note the following instructions below on how you can access this important training.

Given the transfer of Centra support services to Contact North from AlphaPlus, this recording will likely not be available after March 31, 2008. So, if you are interested in this training, please be sure to log on before then.

If you have used Centra before ...

To access the recorded workshop, go to <http://alphalive.alphaplus.ca> and log on as you normally would.

Choose “public recordings” from the menu on the left-hand side. You now have two choices. You can search by date (click where it says date) and look for **12/11/07**. Alternatively, you can search by event (click where it says event) and look for ***Strategic Planning Training – Session 2***.

Once you have located the recorded session, click on “playback”. This will open a new screen that again gives you two choices. You can choose “playback” and listen to the recording right away, or you can choose “download” and store the file on your computer to access at your convenience. The downloading option will provide you with a .exe file that includes both the recorded session and the software needed to play it.

If you have not used Centra before ...

To access the recorded workshop, go to <http://alphalive.alphaplus.ca>.

Choose “public recordings” from the menu on the left-hand side. You now have two choices. You can search by date (click where it says date) and look for **12/11/07**. Alternatively, you can search by event (click where it says event) and look for ***Strategic Planning Training – Session 2***.

Once you have located the recorded session, you will need to enter your e-mail address and then click on “playback.” This will cause the recording to load onto your computer; you may get a security warning at the top of your screen. Allow it to download. After a minute or two, depending on your connection speed, the workshop will begin.