

Our Voice

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Marketing Survey Results

Community Literacy of Ontario received funding from the Adult Learning, Literacy and Essential Skills Program (Government of Canada) for a project called: *"Making the Connection: Effective Program Promotion in Literacy Agencies."* This valuable project had multiple goals, including:

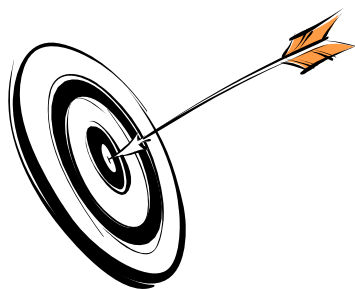
- ⇒ Conducting research into the needs and current best practices in marketing in Ontario's community literacy agencies.
- ⇒ Conducting print and Internet-based research on effective practices in marketing in areas external to literacy, including the broader not-for-profit sector and the private sector.
- ⇒ Holding a focus group with the CLO board of directors on marketing and outreach needs and practices.
- ⇒ Writing a resource guide on Marketing and Outreach.
- ⇒ Offering two online training workshops on tools and strategies for effective marketing and outreach.
- ⇒ Developing a self-directed online training module on marketing.

In May 2007 Community Literacy of Ontario issued a marketing survey to community literacy agencies to determine:

- ⇒ Effective methods of outreach to adult learners
- ⇒ Useful methods of marketing the literacy agency to the community
- ⇒ Successful promotional events that increase the agency's profile in the community

Fifty-five community literacy agencies responded to the survey. There was excellent representation from all sizes of agencies as well as province-wide representation geographically. Community literacy agencies use a wide variety of valuable marketing strategies and they are closely involved in promotional events in their communities. They provide an effective "face of literacy" in communities large and small across Ontario.

Community Literacy of Ontario is pleased to share these important survey results with you in this newsletter.

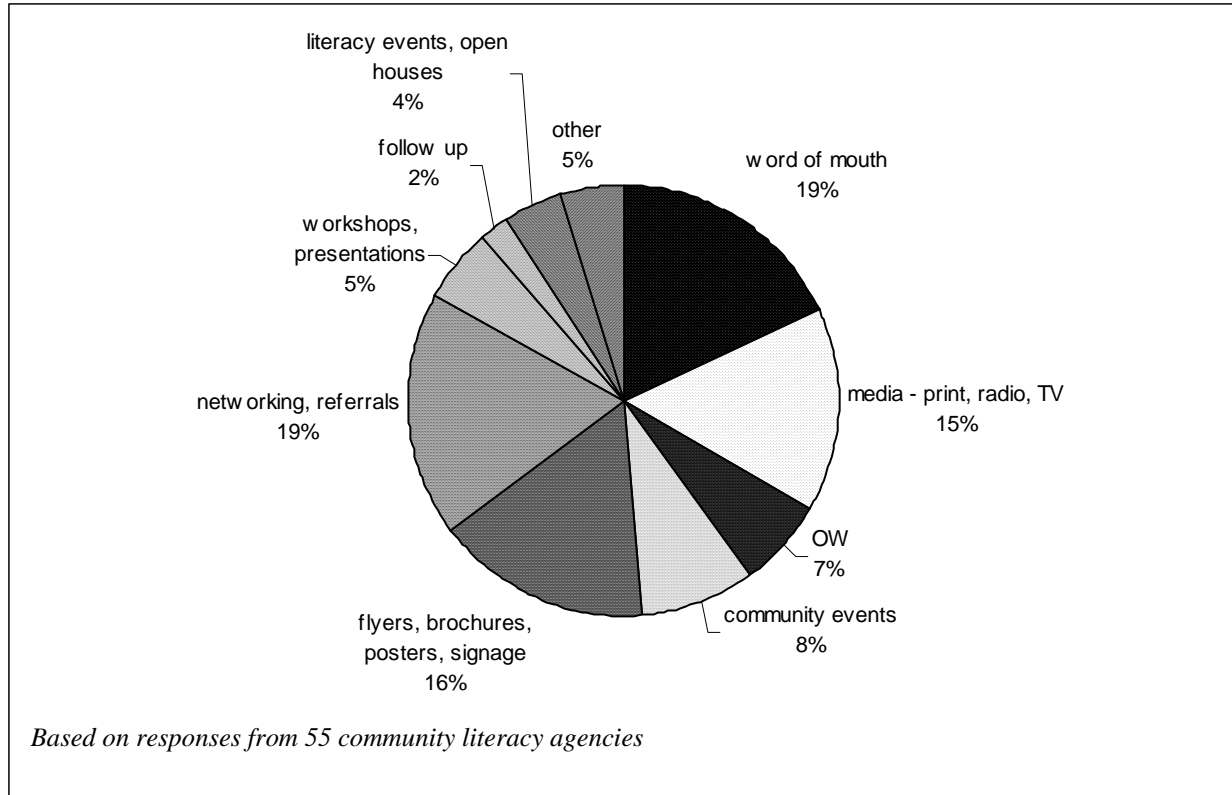


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CLO's Marketing Survey Results: Outreach to Learners

Responses to question one: Please list the three most effective ways that you conduct outreach to adult learners in your community



Word of mouth 19%

Media 15%

Includes items such as:

- ⇒ General advertising
- ⇒ Advertising in local paper
- ⇒ Advertising on city buses
- ⇒ Advertising in our local services guide
- ⇒ Business card in local paper
- ⇒ Newspaper
- ⇒ Radio ads
- ⇒ Phonebook ads
- ⇒ Local cable channel
- ⇒ Local TV coverage
- ⇒ Public Service Announcements
- ⇒ Yellow Pages advertising

Ontario Works 7%

Includes items such as:

- ⇒ Ontario Works cheque inserts
- ⇒ OW partnership
- ⇒ Presentations to Ontario Works clients
- ⇒ Work with OW staff

Community Events 8%

Includes items such as:

- ⇒ Attending community events
- ⇒ Sidewalk sales, fairs
- ⇒ Mall events
- ⇒ Information booth at our annual fall fair

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Responses to question one: Please list the three most effective ways that you conduct outreach to adult learners in your community

Flyers, Brochures, Posters, Signage 16%

Includes items such as:

- Signage
- Signs in workplace settings
- Flyers
- Flyers inserted in newspapers
- Flyers posted in community centres and libraries
- Clear, simple language flyers placed strategically in the community
- Picture-based flyers in grocery bags
- Brochures
- Brochures to other social service agencies
- Brochures in agencies/doctors' offices
- Brochures and posters
- Posters

Networking and Referrals 19%

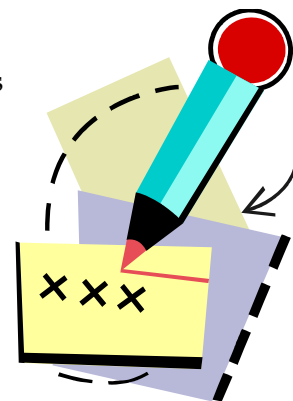
Includes items such as:

- Partnerships with other programs
- Networking with other education providers
- Meetings with other groups
- Education to other agencies about what we do so they can refer their clients
- Employment Assistance Services referrals
- Referrals from other LBS agencies
- Community networking
- Being at libraries and adult education centres
- Collaborative programs with libraries and Ontario Early Years
- Collaborative projects with Ontario Works Career Services
- Outreach through personal contact to key referral agencies
- Networking with other agencies
- Referrals with Job Connect
- Networking everywhere

Workshops, Presentations 5%

Includes items such as:

- Speaking Engagements
- Presentations everywhere, especially referral agencies
- Workshops
- Presentations to other groups
- Presentations to various key groups



Follow-up 2%

Includes items such as:

- Follow-up with learners who have left the program
- Follow-up letters

Literacy Events, Open Houses 4%

Includes items such as:

- Family Literacy Day
- Student Appreciation Day
- Need to Read Festival
- Literacy events
- Open Houses

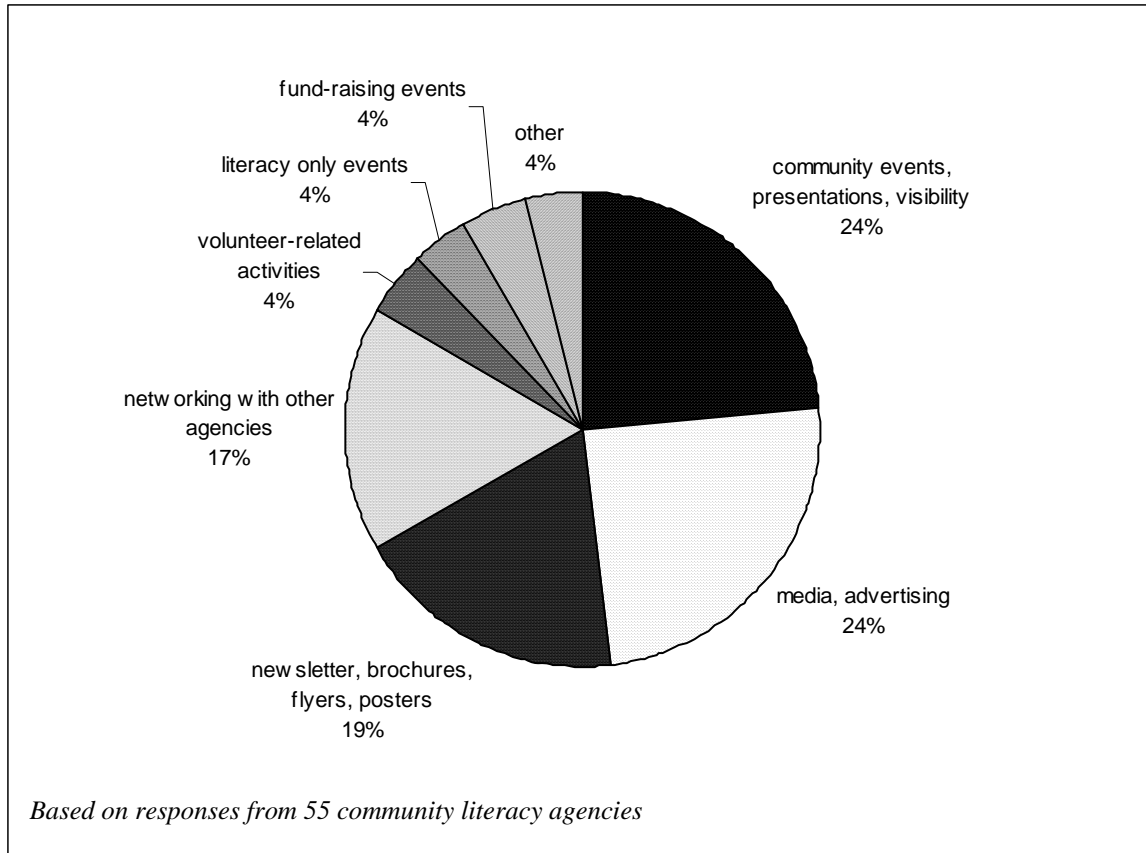
Other 5%

Includes items such as:

- Ongoing outreach to schools, libraries, and social service organizations
- Community outreach
- Off-site classes, e.g. day care centre
- Door-to-door campaigning
- Telephone
- Email
- Tutors

CLO's Marketing Survey Results: Marketing to our Communities

Responses to question two: Please list the three most effective ways that you market your literacy agency to your community



Community Events, Presentations, Visibility 24%

Includes items such as:

- ⇒ Community events
- ⇒ Community presentations
- ⇒ Participation in community events, e.g. job fairs, festivals, etc.
- ⇒ Speaking to every group, organization, agency and business in our community
- ⇒ Participation in all fairs, celebrations and events targeting adults
- ⇒ Speaking engagements
- ⇒ Sponsorships
- ⇒ Community workshops
- ⇒ Mall displays and presentations
- ⇒ Presentations
- ⇒ Presentations to stakeholders
- ⇒ Presentations at community luncheons
- ⇒ Public presentations and displays
- ⇒ PowerPoint Presentations
- ⇒ Presentations to community groups
- ⇒ Attending public functions to promote our services
- ⇒ Information sessions
- ⇒ Information fairs
- ⇒ Visits to local businesses

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Responses to question two: Please list the three most effective ways that you market your literacy agency to your community



Media 24%

Includes items such as:

- ⇒ Guest spots on radio for events
- ⇒ "We're in the media all the time!"
- ⇒ Press releases
- ⇒ Letters to the editor
- ⇒ Newspaper advertising
- ⇒ News articles
- ⇒ Announcements in newspapers, local radio and community television channel
- ⇒ TV coverage of events
- ⇒ Public Service Announcements

Networking with other agencies 17%

Includes items such as:

- ⇒ Individual meetings with other agencies
- ⇒ Networking with other community agencies
- ⇒ Involvement on various committees
- ⇒ Community networking groups
- ⇒ Partnerships with other agencies
- ⇒ Education of other agencies
- ⇒ Personal visits with all referral agencies
- ⇒ Ontario Works information fair
- ⇒ Job fair
- ⇒ Combined marketing material

Newsletters, Brochures, Flyers, Posters, Signage 19%

Includes items such as:

- ⇒ Newsletters, brochures and posters
- ⇒ Signage
- ⇒ Posters in library branches
- ⇒ Distributing Employment Ontario posters to businesses and social service agencies
- ⇒ Banner across a main city street
- ⇒ Providing board members with brochures to share in the community

Volunteer related events and activities 4%

Includes items such as:

- ⇒ Recruiting volunteers via advertising, flyers, posters, community postings and websites
- ⇒ Holding volunteer fairs

Literacy Only Events and Word of Mouth 4%

Includes items such as:

- ⇒ Literacy events
- ⇒ Family literacy events
- ⇒ Participate in any literacy functions
- ⇒ Promotion through learners and tutors
- ⇒ Word of mouth promotion

Fund-raising Events 4%

Includes items such as:

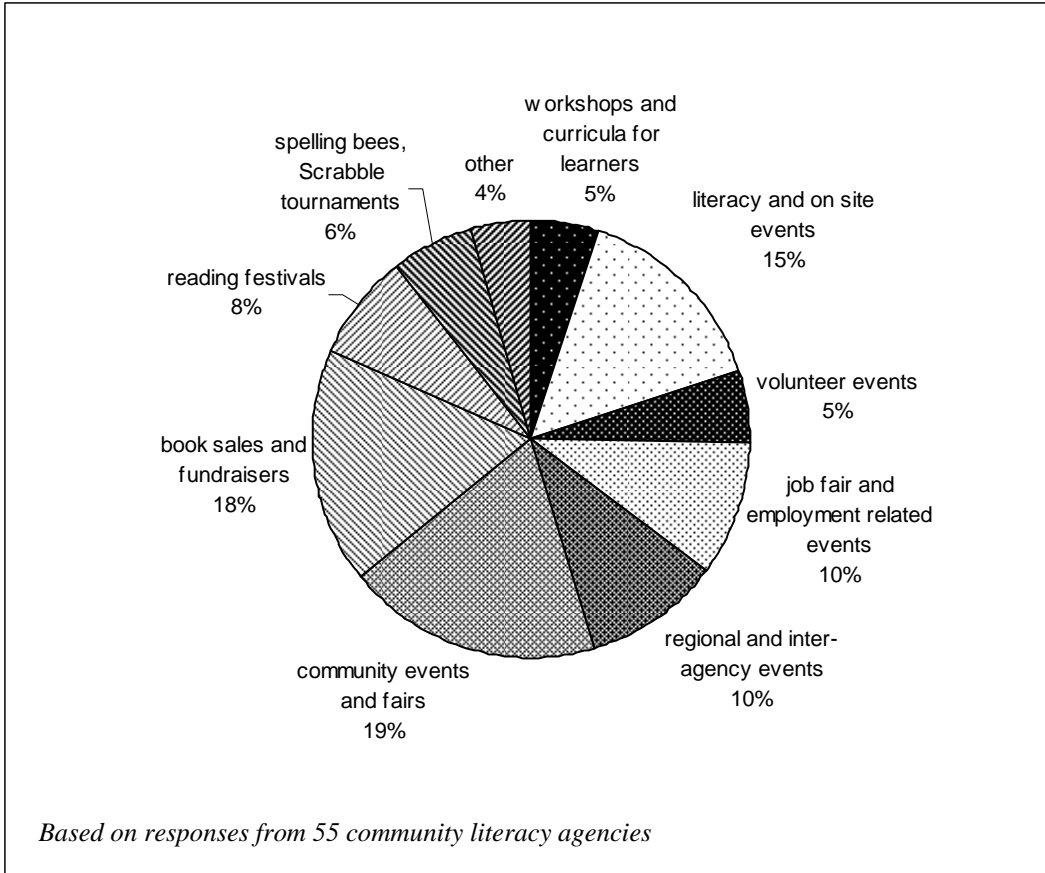
- ⇒ Annual appeal to our community
- ⇒ Fund-raising events, e.g. golf event, tag days
- ⇒ Co-hosting large scale fund-raiser (drag racing)
- ⇒ Open house
- ⇒ Christmas literacy book basket raffle
- ⇒ Annual community book sale

Other 4%

- ⇒ Mail outs to target groups
- ⇒ Email promotion
- ⇒ Branding - ensuring community awareness of your logo and your message
- ⇒ Offer sampler classes to prospective learners
- ⇒ Location, location, location
- ⇒ Charity village
- ⇒ Free childcare

CLO's Marketing Survey Results: Successful Promotional Events

Responses to question three: Please list three successful promotional events your agency has participated in that have increased your profile in the community.



Literacy and on-site events 15%

Includes items such as:

- ⇒ Coffee House
- ⇒ Open House
- ⇒ Website launch
- ⇒ Community education event
- ⇒ Hosting a "lunch and learn" event
- ⇒ Lunch for literacy
- ⇒ Changing our name
- ⇒ Grand opening of a new site
- ⇒ Literacy and family literacy events
- ⇒ International Literacy Day events
- ⇒ LEAP (literacy education) day
- ⇒ Canada Post Award
- ⇒ Literacy Award
- ⇒ Learner Awards

Workshops & curricula for learners 5%

Includes items such as:

- ⇒ Computer classes
- ⇒ Occupational Curriculum
- ⇒ Learners' Conference

Volunteer events 5%

Includes items such as:

- ⇒ Volunteer appreciation potluck
- ⇒ Volunteer fair
- ⇒ Nominating individuals or groups for recognition
- ⇒ Annual recognition dinner
- ⇒ Tutor training workshops

Responses to question three: Please list three successful promotional events your agency has participated in that have increased your profile in the community

Job fair and employment related events 15%

- ⇒ Employment Ontario events
- ⇒ Partnered with OW to present employment and training workshops at volunteer fair
- ⇒ Job fair presence
- ⇒ Organised job fair with three other agencies
- ⇒ Employment Readiness Fair
- ⇒ Local business promotional event
- ⇒ Employer appreciation luncheon
- ⇒ Presentation of program-created apprenticeship resource at conferences
- ⇒ Chamber of Commerce event
- ⇒ Apprenticeship workshop

Regional and inter-agency events 10%

- ⇒ Inter-agency meetings
- ⇒ Network coordinated events
- ⇒ Workforce development board event
- ⇒ Network and Training Board supported literacy event - invited businesses and chamber of commerce

Community events and fairs 19%

- ⇒ Health services fair
- ⇒ Street festival booth
- ⇒ Market Days
- ⇒ Interactive Mall Days
- ⇒ Presentation to town council
- ⇒ Mayor proclaims March literacy month
- ⇒ Workshops offered to community
- ⇒ Forums
- ⇒ Community-wide questionnaire
- ⇒ Holding Information Sessions
- ⇒ United Way events
- ⇒ Dragon Boat Festival
- ⇒ Community Sunday in the Park
- ⇒ Canada Day Celebrations
- ⇒ Drag Races

Book sales and fundraisers 18%

- ⇒ Sidewalk Book Sale
- ⇒ Annual auction
- ⇒ Ride for Literacy
- ⇒ Gala Fundraiser
- ⇒ Literacy Golf event
- ⇒ Annual community book sale
- ⇒ Chili Fest fundraiser
- ⇒ Variety night fundraiser
- ⇒ Literacy Book Basket
- ⇒ Fundraising BBQ
- ⇒ Hockey challenge for literacy
- ⇒ Read for Literacy
- ⇒ Annual Tag Days
- ⇒ Car rally for literacy
- ⇒ Family Literacy Day Skate



Spelling bees, Scrabble tournaments 6%

- ⇒ Spelling Bee
- ⇒ Scrabble Tournament
- ⇒ Trivia Night
- ⇒ Movie night

Reading Festivals 8%

- ⇒ Word on the Street
- ⇒ Festival of Stories
- ⇒ Need to Read Festival
- ⇒ Road to Reading Festival
- ⇒ Books for Brunch event
- ⇒ Poetry and music fundraiser
- ⇒ Golden Oak Book Club
- ⇒ Fractured Fairy Tale evening

Other 4%

- ⇒ Diversity in Governance Award Winner
- ⇒ Display at Courthouse
- ⇒ Legal Aid workshop for our students

Community Activities and Partnerships

Community Literacy of Ontario's Marketing survey also measured the standing of community literacy agencies in current activities and partnerships. Again, 55 community literacy agencies from across Ontario responded to these questions.

Community Activities

CLO's survey revealed that Ontario's community literacy agencies are a very dynamic force. Agencies participated in many activities in their communities, including the following:

- ⇒ 93% of agencies give community presentations
- ⇒ 89% of agencies attend community fairs and special events
- ⇒ 78% engage in fundraising events
- ⇒ 77% are involved in various promotional events
- ⇒ 77% write articles and press releases
- ⇒ 68% give workshops in their communities



Partnerships

CLO's survey demonstrated that Ontario's community literacy agencies are extremely active in developing partnerships in their communities. Their diverse partnerships included the following organizations:

- ⇒ 86% of community literacy agencies partner with Ontario Works
- ⇒ 77% partner with local social service agencies
- ⇒ 77% partner with local employment service agencies
- ⇒ 72% partner with other literacy providers
- ⇒ 72% partner with other educational providers
- ⇒ 53% partner with Job Connect
- ⇒ 46% partner with HRSDC (Service Canada)
- ⇒ 44% partner with Local Training and Adjustment Boards
- ⇒ 39% partner with local employers or employer groups
- ⇒ 35% are involved in Academic Upgrading Partnerships
- ⇒ 25% partner with services for new Canadians
- ⇒ 18% partner with Apprenticeship



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