

OALCF: Stakeholder Information Sharing Strategies **Report from Community Literacy of Ontario – December 2011**

At our November 2011 AGM and Ontario Adult Literacy Curriculum Framework (OALCF) Fall Implementation training, Community Literacy of Ontario circulated a survey about sharing OALCF information with Employment Ontario partners. Practitioners from 22 community-based literacy agencies responded.

Many creative activities are occurring to promote the OALCF within the Employment Ontario delivery network and to other community stakeholders. However, agencies are limited by capacity constraints in what they can do. Agencies also are looking to MTCU, given its more extensive resources and authority, to help promote the OALCF. The survey results are summarized below.



Currently, here are some of the ways in which community-based LBS agencies are sharing information with their Employment Ontario partners about the OALCF

- Preparing a written overview of agency activities, including basic information on the OALCF
- Holding face-to-face meetings with Employment Service (ES) agencies and other community partners
- Holding mini workshops for ES partners on Literacy and Basic Skills (LBS) and the OALCF and what this means for their clients
- Sending informational emails to ES staff, Ontario Works (OW) caseworkers and other community stakeholders
- Linking with their regional and sectoral networks to share information with the Employment Ontario (EO) partners
- Building formal and informal networks of various partners who deliver training, social and employment services in our communities
- Inviting Employment Service agencies to Literacy Service Planning meetings

- Making strategic one-to-one connections with ES, OW and other community stakeholders
- Making personalized connections with ES staff
- Talking to ES staff and finding out what their needs are and how we can help them
- Getting involved in community partnerships that include LBS and ES agencies
- Hosting community meetings and agency open houses where a variety of information is shared, including information about the OALCF
- Maintaining an active and constant presence in our community
- Participating in monthly LBS/ES agency networking and sharing lunches
- Inviting ES staff to visit our agency and going to their agencies to learn first-hand about each other's needs
- Writing articles in our newsletter or on our website about the OALCF and sharing these with all community partners, including ES
- Having several staff people from ES agencies serve on the Board of Directors of our agency
- Making personal telephone calls to ES agencies about LBS and OALFC developments
- Holding monthly employment and training committee meetings made up of LBS, ES and OW staff
- Inviting ES agencies to our regional network meetings where they can learn firsthand about the OALCF
- Holding quarterly meetings with LBS/ES providers and our Employment and Training Consultants (ETCs)

In the future, here are some of the ways in which community-based LBS agencies would like to share OALCF information with their Employment Ontario partners

Once again, LBS agencies identified many helpful and creative strategies for promoting the OALCF to Employment Service agencies in the future. However, agencies are facing capacity constraints in what they are able to do. With additional resources, LBS agencies could more actively promote LBS and the OALCF to Employment Service providers, OW caseworkers and other community partners.

In addition, LBS agencies hope that MTCU would have a strong role in future promotional activities by creating (or funding) common training tools and common OALCF promotional materials suitable for print-based, web-based and social media use. Agencies also noted the OALCF promotion would be easier once the provincial training was complete and once all OALCF tools are finalized and released.



- Developing common, SIMPLIFIED, print-based materials about the OALCF to share with Employment Service agencies and other community stakeholders
- Developing common, SIMPLIFIED, PowerPoint presentations about the OALCF to delivery presentations to various community stakeholders
- Initiating a networking group of all LBS, Employment Services, OW caseworkers, and other community partners with an interest in training and employment
- Holding community presentations where OALCF highlights would be shared
- Presenting information on the OALCF at their AGM
- Developing an online training module for ES staff to learn about the OALCF
- Participating in common training events and conferences with our EO partners
- Developing common provincial OALCF marketing tools and resources
- Engaging in inter-service networking meetings with service providers
- Updating their websites with OALCF information

- Developing social media tools and strategies to promote LBS and the OALCF
- Inviting our ES partners to visit our agencies to learn first-hand what we do
- Holding a “brown bag” lunch networking session for all LBS/ES service providers
- Holding joint meetings of our LSP with the equivalent group for Employment Services
- Having MTCU encourage Employment Service agencies to learn about and understand the importance of literacy and the need to partner and work together with LBS
- Researching and writing a joint newsletter by ALL community Employment Ontario providers (both LBS and Employment Services). This newsletter could focus on “what’s new?” in various agencies. It could be local, regional or provincial in scope.
- Creating a blog to communicate about LBS and the OALCF with various community partners
- Posting information about LBS and the OALCF on our agency’s Facebook page
- Working on more joint LBS/ES partnership initiatives would help ES to understand the OALCF
- Doing in-service presentations about the OALCF to ES staff and OW caseworkers
- Presenting information on the OALCF to the membership of our local employment network, which includes all EO partners and other stakeholders
- Updating flyers/brochures about LBS and the OALCF and sharing them with ES staff and OW caseworkers
- Continuing a wide variety of ongoing networking strategies – face-to-face meetings, program visits, networking lunches, regular telephone connection, sharing newsletters, brochures, websites, etc.