

## COMMUNITY LITERACY OF ONTARIO MEMBERS' E-COMMUNIQUE AUGUST 2013

Dear CLO Members,

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

Topics covered in this e-communiqué are:

1. CLO's Canadian Language Benchmarks Newsletter
2. Registration Information for CLO's AGM and Training Day
3. Social Entrepreneurs' Virtual Coffee Club
4. Deaf Literacy Initiative's Essential Skills Website
5. Understanding Ontario's Not-for-Profit Corporations Act
6. New Friends in British Columbia: Literacy Central Vancouver Island
7. CLO'S Social media Marketing Project Update
8. CLO'S OALCF Online Training Modules Project
9. MTCU's LBS Program Business Priorities Survey
10. Employment Ontario News and Information



### CLO'S CANADIAN LANGUAGE BENCHMARKS NEWSLETTER

You asked; we answered! CLO had heard many questions from community-based literacy agencies about the Canadian Language Benchmarks (CLB) and Literacy and Basic Skills programs. In response, CLO produced this helpful newsletter on the CLB.

Our CLB newsletter covers many important topics, including:

- Why do LBS practitioners need to understand the CLB?
- Why were the CLB created?
- Do the CLB guide ESL instructional and assessment decisions?
- CLB and learner language ability
- CLB stages
- How are the CLB assessed?
- The Canadian Language Benchmarks and LBS
- The Centre for Canadian Language Benchmarks



You can access the free online version of CLO's Canadian Language Benchmarks newsletter here:  
[www.communityliteracyofontario.ca/newslet.htm](http://www.communityliteracyofontario.ca/newslet.htm)



## REGISTRATION INFORMATION FOR CLO'S AGM/TRAINING DAY

Come and join your peers for CLO's 2013 AGM 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](http://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. CLO will be holding two exciting workshops (one in the morning and one in the afternoon) designed to inspire you and enhance your organization's impact:

- **Dreaming Big: Making Magic Happen in Your Community**
- **Partnerships and the Power of Synergy**

The fee for this event is \$50 for members and includes workshop costs, lunch and breaks. The cost for a non-member is \$65.00. Participants are responsible for their own travel and accommodation expenses. Registration information was emailed to all CLO members and is also available here:

[www.communityliteracyofontario.ca/meetconf.htm](http://www.communityliteracyofontario.ca/meetconf.htm). You can also register online at: [www.surveymonkey.com/s/CLO2013AGM](http://www.surveymonkey.com/s/CLO2013AGM)



## SOCIAL ENTREPRENEURS' VIRTUAL COFFEE CLUB

Community Literacy of Ontario, in partnership with Laubach Literacy Ontario, is pleased to host a second social enterprise online sharing event for community-based literacy agencies. Join us on Thursday, **September 26, 2013** from 1 to 2 pm for a "**Social Entrepreneurs' Virtual Coffee Club**". This discussion will be facilitated by CLO staff and will feature Ann Bowman as the guest speaker. Ann is both an experienced marketing consultant, and the volunteer President of the Oakville Literacy Council. During the coffee club, participants will learn about effective marketing strategies and will mutually share social enterprise marketing ideas.



Did you wonder why we selected the name "*coffee club*"? Well, a new trend for business entrepreneurs is to hold coffee clubs in order to provide a forum for networking, discussing ideas, mentoring, and providing peer-based support to operate successful ventures. And since we too are entrepreneurs, it seemed a like good fit.

Our "**Social Entrepreneurs' Virtual Coffee Club**" is free, but due to technology constraints, registration will be limited to 20 people. This event will be offered using GoToWebinar technology. You will need a computer, a high speed Internet connection, and a head set or speakers. Registrations will be accepted on a first-come, first served basis and must be received by **September 16<sup>th</sup>**. Once your registration is approved, you will receive a confirmation email that will include the link to connect to the webinar. Just fill in this online registration form to reserve your seat: <https://www4.gotomeeting.com/register/889511919>

## DEAF LITERACY INITIATIVE'S ESSENTIAL SKILLS WEBSITE

Deaf Literacy Initiative has developed the Essential Skills for Work, Learning and Life website. This website is designed to increase awareness of literacy and Essential Skills within the Deaf community via resources that introduce the Essential Skills in both ASL (American Sign Language) and English. You can access this valuable website at: <http://essentialskills.deafliteracy.ca/>



## UNDERSTANDING ONTARIO'S NOT-FOR-PROFIT CORPORATIONS ACT



The Ministry of Consumer Services provides the following summary of Ontario's Not-for-Profit Corporations Act (source: [www.sse.gov.on.ca/mcs/en/Pages/onca1.aspx](http://www.sse.gov.on.ca/mcs/en/Pages/onca1.aspx)).

The Not-for-Profit Corporations Act, 2010 (ONCA) will make it easier for not-for-profit corporations to operate in today's economy. It is targeted to come into effect no earlier than January, 2014. ONCA will make it simpler to incorporate and will ensure greater transparency and accountability in how not-for-profit corporations in Ontario are run. When ONCA comes into effect, it will:

- Make the incorporation process more efficient
- Provide clearer rules for governing a corporation and increase accountability
- Clarify that not-for-profit corporations can engage in commercial activities if the activities support the corporation's not-for-profit purposes
- Allow corporations to use a review engagement in place of an audit in some situations. This is a simpler process for reviewing a corporation's financial records
- Enhance member's rights and give them actions they can take if they believe directors and officers are not acting in the best interests of the corporation
- Provide members with greater access to financial records



CLEO (Community Legal Education Canada) is launching a project to support nonprofit corporations as they make the transition to the Ontario Not-for-Profit Corporations Act (ONCA). The "Get Ready for the ONCA" project will help Ontario's nonprofits understand and prepare for ONCA when it comes into force. Please see the CLEO website for more information: [www.cleo.on.ca/en/whats-new](http://www.cleo.on.ca/en/whats-new)



Also, be sure to visit the website of the *Ontario Nonprofit Network* for additional information and resources on the Act: [www.theonn.ca/what-we-do/constellations/onca/](http://www.theonn.ca/what-we-do/constellations/onca/)

## NEW FRIENDS IN BRITISH COLUMBIA: LITERACY CENTRAL VANCOUVER ISLAND

During my summer vacation to Vancouver Island, I stopped by an amazing community-based literacy agency in Nanaimo called "*Literacy Central Vancouver Island*". They have so many similarities to Ontario: dedicated staff, high quality learning opportunities for adult students, helpful volunteers, a caring learning environment and strong community linkages. Literacy Central Vancouver Island also operates a popular bookstore as their highly successful social enterprise.

It was fun to share ideas and they were kind enough to offer me a volunteer opportunity at the centre anytime I return to the island. 😊 Making new friends, talking about literacy, eating Nanaimo bars and learning about social enterprise: now that's MY kind of holiday!



## CLO'S SOCIAL MEDIA MARKETING PROJECT UPDATE

CLO has been funded by the *Ontario Trillium Foundation* for a project to research and develop social media marketing resources for Ontario's community-based literacy agencies. These resources will enable Ontario's adult literacy agencies to create effective marketing strategies and tools using social media such as Twitter, Pinterest, LinkedIn, Facebook and more. **We are pleased to announce a new addition to Team CLO: MEG HARMER has been hired as our Social Media Marketing Assistant!**

To help us know what tools and resources would be most valuable, CLO staff hosted a focus group, held numerous key informant interviews and posted an online survey to gather input and ideas from the literacy field. You can still share your input via our survey at: [www.surveymonkey.com/s/market-social-media](http://www.surveymonkey.com/s/market-social-media)

Thanks to the detailed and informed feedback we have received from across the province, here is an overview of the key areas we will be focusing on during this project.

- **MARKETING 101.** This includes marketing strategies, planning, identifying audience, choosing the right tool for the audience, evaluating success, and making marketing part of ongoing activities.
- **SOCIAL MEDIA TOOLS.** This includes information basics and how-tos for a variety of social media tools including Facebook, Twitter, LinkedIn, Pinterest and video.
- **SOCIAL MEDIA MARKETING CONTENT.** This includes sample posts and tweets that can be used to kick-start content along with sample policies, social media do's and don'ts, and tips for creating interesting content.
- **SAFETY & SECURITY.** This includes issues, policies and tips around staying safe when marketing using social media, as well as ways to guard your organization's reputation.
- **USING SOCIAL MEDIA FOR MARKETING.** This includes evaluating your social media marketing strategy, using different tools for different audiences, growing your audience, being a good social media participant, using tracking tools such as Facebook insights. We will also share examples of good social media marketing from around the world.

Marketing 101

Social Media Tools

Social Media Marketing Content

Safety & Security

Using Social Media for Marketing

## CLO'S OALCF ONLINE TRAINING MODULES PROJECT

Work is well underway on CLO's new self-study online training modules which will feature the service delivery functions of: Information and Referral; Assessment; Learner Plan Development; Training; and Follow up. CLO staffers hosted a focus group with ten community literacy agencies in June 2013. In addition, Joyce Bigelow and her team from Northern Connections were busy in July and August conducting key informant interviews with a number of LBS agencies from across Ontario to look even more closely at these services and how the OALCF is integrated within each one. Thank you to all of the key informant agencies – your input was invaluable!

In the spring of 2014, these new online modules will be housed on CLO's Literacy Basics online training website at <http://literacybasics.communityliteracyofontario.ca/>. CLO's website will also host a downloadable guide with each of the five modules. As well, stay tuned in 2014 for more information about our webinars that will introduce literacy practitioners to the new online resources and how to effectively use them as training tools. These webinars will be recorded and hosted as training supports on CLO's website.

Your input to these modules is important, so CLO will be conducting more research later in the project with more opportunities for practitioner input! If you want to be involved, please let us know – we would love to hear from you at [clo@bellnet.ca](mailto:clo@bellnet.ca). We are grateful to the Ministry of Training, Colleges and Universities for funding this important project!



## MTCU'S LBS PROGRAM BUSINESS PRIORITIES SURVEY

MTCU has developed a Business Priorities Survey for LBS service providers. This survey will inform the establishment of the 2014-2015 LBS business priorities. In addition, survey feedback will assist support organizations to identify resources, tools and activities to assist service providers. **The survey closes on September 6, 2013, so please take the time to fill out this important survey before then.**



Link to MTCU's memo regarding the LBS Program Business Priorities Survey:  
[www.tcu.gov.on.ca/eng/eopg/publications/lbs\\_2013\\_bus\\_priority\\_survey\\_memo.pdf](http://www.tcu.gov.on.ca/eng/eopg/publications/lbs_2013_bus_priority_survey_memo.pdf)



Direct link to MTCU's survey: <https://www.surveymonkey.com/s/MRTPYNS>



## 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](http://www.tcu.gov.on.ca/eng/eopg/newpostings)

Recent news on the EOPG includes:

- August 26, 2013: [Memo: Notification to Employment Ontario Network Regarding Wind Down of the Targeted Initiative for Older Workers \(TIOW\)](#)
- August 22, 2013: [CaMS/2013-9 Bulletin](#)
- August 19, 2013: [Ontario Human Capital Research and Innovation Fund \(OHCRIF\) 2013-2014 Call for Proposals](#)
- August 1, 2013: [Youth Employment Fund \(YEF\): Update from David Fulford](#)
  - [Youth Employment Fund \(YEF\): An Overview](#)
  - [Youth Employment Fund \(YEF\): Amendment to Employment Services Guidelines](#)
  - [Youth Employment Fund \(YEF\): Amendment to Employment Service Guidelines Questions & Answers for Service Providers](#)
- August 12, 2013: [Memo: LBS Program Business Priorities Survey](#)
- August 8, 2013: [2014 – 2015 Regional Network Literacy Service Planning](#)
- August 7, 2013: [Summer Communiqué for LBS Organizations](#)
- August 1, 2013: [Memo: LBS – Employment Ontario Partners' Gateway Refresh](#)
- August 1, 2013: [EOIS/EOSS 2013-1 Bulletin](#)

# 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](http://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.

