

COMMUNITY LITERACY OF ONTARIO MEMBERS' E-COMMUNIQUE NOVEMBER 2013

Dear CLO Members,

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

Topics covered in this e-communiqué are:

1. Ontario Trillium Foundation's Recognition Event
2. CLO's "Love Letters to Literacy" Campaign!
3. Literacy + OW: Best Practices for Serving OW Clients: CLO's Online Newsletter
4. Social Media Virtual Office Hours with Meg
5. Practika Learning: CLO's Social Enterprise
6. Update on CLO's AGM & Training Day 2013
7. MTCU Presentation at Our AGM
8. CLO's Letter to Minister Jason Kenney regarding the Labour Market Agreement
9. Employment Ontario News and Information



ONTARIO TRILLIUM FOUNDATION'S RECOGNITION EVENT FOR CLO'S SOCIAL MEDIA MARKETING PROJECT

At CLO's AGM on October 29, 2013, we were pleased to recognize the Ontario Trillium Foundation for providing a two-year project grant for CLO's *Social Media Marketing* project. Special guests in attendance were Mervat Rashwan for the Ontario Trillium Foundation (volunteer on the Simcoe-York grant review team) and Sue Christensen, representing Rod Jackson, MPP for Barrie.



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Community Literacy of Ontario will 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 tools using Twitter, Pinterest, LinkedIn, Facebook and more. In addition, in year two of the project, CLO will deliver online and face-to-face training sessions to support agencies to use these new resources. These social media marketing tools will be freely available on CLO's website for literacy agencies and other nonprofit organizations to access.



For more information, see: www.communityliteracyofontario.ca/cloproject.htm



IN 2014, CLO CELEBRATES ITS 20TH ANNIVERSARY AND WE'RE CELEBRATING WITH OUR "LOVE LETTERS TO LITERACY" CAMPAIGN!

The Board of Directors and staff of CLO believe that the best way to celebrate our 20th anniversary is to honour the power, passion and impact of community-based literacy! Community Literacy of Ontario is delighted to announce that in recognition of our 20th anniversary, we will be holding a "Love Letters to Literacy" campaign and we are inviting YOU to join us.

We are asking everyone with a passion for literacy to create a "Love Letter to Literacy" which shares:

- (1) Why does literacy matter to you?
- (2) How has literacy impacted your life?
- (3) What are your hopes for literacy in the future?



Your "Love Letter to Literacy" can be a letter, a story or a poem. Or, it could be a picture, a drawing or a video. In fact, you could create it in any format you choose.

Love letters can be sent in from anyone involved with a literacy organization (past and current students, staff, or volunteers), community supporters, or anyone with an interest in literacy. CLO will gather and compile these "Love Letters to Literacy" and share them online in 2014. The love letters will also be shared at our 20th anniversary conference in 2014.

And, should some forward-thinking and innovative philanthropist, business, foundation, nonprofit organization or government agency decide to sponsor our campaign, we could also create a print book from the letters or we could professionally produce the letters and share them online in more dynamic ways.

"Love Letters to Literacy" will celebrate what CLO and community-based literacy organizations have always believed in: the stories, voices, faces and people whose lives have been touched by literacy. You can send your "Love Letters to Literacy" to CLO anytime during 2014 – or right away! And, please share this wonderful opportunity to celebrate literacy with others.

You can share your "Love Letter to Literacy" via: email: loveletters2literacy@gmail.com or via or website at: www.communityliteracyofontario.ca/love-letters/. And be sure to follow us on Twitter at: [@LiteracyLetters](https://twitter.com/LiteracyLetters)



LITERACY + OW: BEST PRACTICES FOR SERVING OW CLIENTS: CLO'S ONLINE NEWSLETTER

CLO is pleased to share the online version of our "Literacy + OW: Best Practices for Serving Ontario Works Clients" newsletter. Given the high numbers of OW clients in LBS programs, we hope that these best practices are helpful to you.

- See: www.communityliteracyofontario.ca/wp/wp-content/uploads/2013/10/Our-Voice-Literacy+-OW-Best-Practices-for-Serving-Ontario-Works-Clients-Oct-2013.pdf



SOCIAL MEDIA VIRTUAL OFFICE HOURS WITH MEG

CLO's Marketing Assistant is here to help you with your Social Media Marketing Questions!

Meg Harmer joined *Community Literacy of Ontario* in September, thanks to funding from the Ontario Trillium Foundation for our Social Media Marketing project. Meg will be working at CLO to help develop user-friendly resources related to Social Media Marketing. Meg wants to be accessible to *your* literacy organization to help you along your Social Media Marketing journey.



How do I sign up for Twitter?

Should I be on LinkedIn?

How do I create a good tweet?

How do I mediate risk when using Social Media?

Should my organization be on Facebook?

Virtual 'Office Hours' for CLO members will be held with Meg on **Skype** every week on **Mondays and Fridays 10 am – noon**. These Office Hours will allow practitioners from community-based literacy agencies to chat, or video chat online with Meg where she will be available to answer any questions you may have about Social Media platforms, and how they can be related to your Literacy Organization. This service is FREE.

Whether you are curious about Social Media for your literacy organization or you need help putting practices into play, Meg can help you with your Social Media Marketing journey. If communicating on Skype is not ideal for you, please email CLOMarketingAssistant@gmail.com with your questions. CLO members, to get started with Virtual Office Hours with Meg, add her on Skype, Meg's username is: **meg.harmer**

Meg's Virtual Office Hours will begin on Friday, November 8, 2013 at 10am.

PRACTIKA LEARNING: CLO'S SOCIAL ENTERPRISE

As noted at our 2012 AGM, the Board of Directors decided to set up a small social enterprise for of Community Literacy of Ontario. At our 2013 AGM, CLO announced a new name and logo for our social enterprise: **Practika Learning**. Our social enterprise has three main products: 1) Webinars and Workshops; 2) E-books; and 3) Print Books.



You can learn all about **Practika Learning** at: www.communityliteracyofontario.ca/store or by following us on Twitter at @PractikaLearn.

Community Literacy of Ontario set up our social enterprise for several important reasons:

- To diversify our funding sources so that we can continue to effectively serve our members
- To encourage innovative practices
- To be part of the social enterprise revolution



All profits made from Practika Learning will be used to provide services to our member literacy agencies.



UPDATE ON CLO'S AGM & TRAINING DAY 2013

Community Literacy of Ontario was delighted to host its 16th Annual General Meeting and Training Day on October 29, 2013 at the beautiful Kempenfelt Conference Centre in Innisfil (near Barrie). It was a very busy and productive day that included:

- OALCF focus group and networking table groups on a variety of topics
- Workshops on “*Dreaming Big: Making Magic Happen in Your Community*” and “*Partnerships and the Power of Synergy*”
- An event recognizing the Ontario Trillium Foundation’s funding of CLO’s Social Media Marketing Project
- Remarks from MTCU (see below)
- Overview of plans to celebrate CLO’s 20th anniversary in 2014
- Launch of *Love Letters to Literacy*, our new website and *Practika Learning*
- CLO’s Annual General Meeting

CLO warmly welcomes its 2013/14 Board of Directors:

- *Teresa Kerr*, (Chair) – Trent Valley Literacy Association (Peterborough)
- *Pierrette Desrochers-Kavanagh* (Vice-Chair) – Iroquois Falls Adult Learning Centre
- *Patti Miller* (Treasurer) – Literacy London
- *Maria Reolin* (Secretary) –The Learning Place (Brampton)
- *Pamela Agostino* – The Learning Centre-Port Cares (Port Colborne)
- *Chris Beesley* – Community Living Ontario (Toronto)
- *Nanditta Colbear* – Literacy Alliance of West Nipissing (Sturgeon Falls)
- *Alfred Jean-Baptiste* – Centre for Community Learning & Development (Toronto)
- *Eileen Lee* – YMCA Literacy Services Huntsville
- *Shannon Lee-Barrett* – Community Learning Alternatives (Belleville)
- *Sandra Richardson-Ross* – Organization for Literacy in Lambton (Sarnia)
- *Johanna White* – Red Lake District Adult Learning Centre



CLO would also like to express its sincere gratitude to its retiring board members for their many years of exceptional service: *Elizabeth Debergh* (Wellington County Learning Centre), *Marsha Roadhouse* (Community Learning Alternatives-Belleville) and *Lorraine Bergstrand* (Haldimand-Norfolk Literacy – Simcoe).

MTCU PRESENTATION AT OUR AGM

We were honoured to have Louise Richard-Beaulne, Designated Bilingual Manager of the Foundational Skills Unit, and Carey Miller, Employment Program Consultant, Foundation Skills Unit, attend our AGM. Louise gave an MTCU update and presented on the following topics

- Literacy and Basic Skills Program
- Service Provider Survey Summary
- Update on PIAAC
- Employment and Training Services Integration
- Federal Labour Market Agreements and the Canada Job Grant
- Youth Jobs Strategy

As requested by many participants, the slides from this presentation are attached.



CLO'S LETTER TO MINISTER KENNEY REGARDING THE LABOUR MARKET AGREEMENT

Like many of you, Community Literacy of Ontario is deeply concerned about the potential impact of the proposed federal changes to the Labour Market Agreement (LMA) and the Canada Jobs Grant (CJG) on LBS.

We have been quite active in this area, including, writing "*Literacy: Why It Matters*" (www.communityliteracyofontario.ca/wp/wp-content/uploads/2013/07/literacy_why_it_matters.pdf), attending high-level meetings to share a literacy perspective on the LMA, sharing our perspective at MTCU's Service Delivery Advisory Group meetings, writing letters to various politicians, actively sharing our concerns via Twitter, sharing strategies with other colleagues in the training and employment sector, sending "*Literacy: Why It Matters*" to all Ontario MPs and MPPs, and other activities.

On November 8, 2013, Minister Jason Kenney will be meeting with the Premiers to discuss the Labour Market Agreement. **Since there is so much at stake for literacy in these negotiations**, CLO felt that we had to add our voice one more time and so, we wrote this letter to Minister Kenney sharing our perspective:

www.communityliteracyofontario.ca/wp/wp-content/uploads/2013/11/Letter-to-Minister-Kenney-LMA-proposals-Nov-4-2013.pdf. We hope this letter is helpful to you. Many literacy programs are already adapting and using this letter in their communities. Please feel free to do the same. **This is a critical issue for us all.**

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:

- October 30, 2013: [EOIS/EOSS 2013-2 Bulletin](#)
- October 29, 2013:
 - [Memo: 2014-2015 LBS Business Planning](#)
- October 11, 2013: [Quarterly Status and Adjustment Report \(QSAR\) template \(revised\)](#)
- October 9, 2013:
 - [Memo: 2014-2015 Literacy and Basic Skills Performance Management Framework \(LBS-PMF\) and Guidelines](#)
- October 8, 2013: [CaMS/2013-10 Bulletin](#)
- October 4, 2013: [Memo: Employment Ontario 2014 -2015 Business Planning](#)
- October 2, 2013: [CaMS/LBS 2013-3 Bulletin](#)

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ACKNOWLEDGEMENTS

This CLO E-Communiqué was researched and written by Joanne Kaattari.

For more information about Community Literacy of Ontario, visit our website at:

www.communityliteracyofontario.ca.

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CLO receives core funding from the Ontario Ministry of Training, Colleges and Universities. We are a proud part of the Employment Ontario network.

