

## COMMUNITY LITERACY OF ONTARIO MEMBERS' E-COMMUNIQUE FEBRUARY 2015

Dear CLO Members,

Community Literacy of Ontario is pleased to present our **February 2015 Members' E-Communiqué**.

Topics covered in this e-communiqué are:

- Recorded Versions of CLO's Social Media Marketing Webinars
- CLO's Vulnerable Populations Newsletter
- Update on Ontario's Not-For-Profit Corporations Act (ONCA)
- Customer Service Resources
- Webinar Opportunity! Literacy Link South Central's "Through the Looking Glass: Immigrant Perspectives on Literacy"
- Health Literacy Toolkit
- Employment Ontario News and Information



### RECORDED VERSIONS OF CLO'S SOCIAL MEDIA MARKETING WEBINARS



The staff of [Community Literacy of Ontario](http://www.communityliteracyofontario.ca) delivered four webinars on social media marketing in January and February 2015 to literacy educators from across Ontario.

These webinars showcased the helpful tools and resources developed as part of CLO's [Social Media Marketing](#) project. Then, we explored, in more depth, two of the most popular social media marketing technologies: Facebook and Twitter. These webinars were funded by the [Ontario Trillium Foundation](#).

The recorded versions of these webinars are freely available here:



**Social Media Marketing – Taming Twitter:** <http://vimeo.com/117429637>

**Social Media Marketing – Focus on Facebook:** <http://vimeo.com/118813186>



## CLO'S VULNERABLE POPULATIONS NEWSLETTER

In January 2015, Community Literacy of Ontario researched and wrote a newsletter about serving vulnerable populations.

Our newsletter content includes:

- What Does it Mean to be Vulnerable?
- Employers – An Important Piece of the Puzzle
- Connections with Ontario Works
- Successful Strategies
- Working with Vulnerable Clients
- Poverty Issues
- Partnership Development



You can access our “*Vulnerable Populations*” newsletter by clicking [here](#).

## UPDATE ON ONTARIO'S NOT-FOR-PROFIT CORPORATIONS ACT (ONCA)

Ontario's [Not-for-Profit Corporations Act](#) (ONCA) provides a modern, legal framework for not-for-profit corporations and charitable organizations. It sets out how not-for-profit corporations in Ontario are created, governed and dissolved. [ONCA is not expected to come into force before 2016](#). Existing not-for-profit corporations will have a three-year transition period once ONCA is in force.

Additional resources:

- [About ONCA](#)
- [Key Terms](#)
- [Frequently Asked Questions](#)
- [Transition Checklist](#)
- [Draft Organizational By-law](#)
- [Guide to the Not-for-Profit Corporations Act](#)



Source: [The Ontario Ministry of Government and Consumer Relations](#)

[CLEO](#), or Community Legal Education Ontario, supports nonprofit organizations as they prepare for Ontario's Not-For-Profit Corporations Act. CLEO has developed an extremely helpful website called [Get Ready for the ONCA](#). This highly recommended website contains information, checklists, resources, webinars, videos, and more.



## CUSTOMER SERVICE RESOURCES

In past years, Community Literacy of Ontario prepared several valuable resources on the ever-important issue of customer service. Given staff turn-over and other changes in Ontario's literacy agencies, we thought it was timely to share these helpful (and free) online resources with our members again.

- CLO's [Customer Complaint and Resolution Process](#)
- CLO'S [Customer Service Quality Statements](#)
- [CAPACITY PLUS: Organizational Capacity Resource Guide for Ontario's Community Literacy Agencies](#)



## WEBINAR OPPORTUNITY! LITERACY LINK SOUTH CENTRAL'S "THROUGH THE LOOKING GLASS: IMMIGRANT PERSPECTIVES ON LITERACY"

In 2014, [Literacy Link South Central](#) (LLSC) hosted a Job Creation Partnership project focused on outreach within London's diverse multicultural communities. Months of relationship-building included hosting a focus group with representatives from numerous cultural groups across the City of London.

Through these efforts, LLSC gained valuable insight into how literacy is perceived by both new and settled immigrants. With input from the communities we hoped to reach, ideas for how and where to successfully market adult literacy programming to multicultural clientele were developed.

The learnings from LLSC's innovative partnership project will be shared in a free webinar called "*Through the Looking Glass: Immigrant Perspectives on Literacy*". In this webinar we will highlight the lessons learned through this project, and outline potential next steps for future work with this client group. CLO is pleased to provide technical support for these important webinars.

To increase access, the "*Through the Looking Glass: Immigrant Perspectives on Literacy*" webinar will be delivered on two different dates. To register, just click on the date below that is most convenient for you:



[Monday, March 9, 2015, from 1:00 to 2:00 p.m.](#) - OR -  
[Wednesday, April 1, 2015, from 1:00 to 2:00 p.m.](#)



## HEALTH LITERACY TOOLKIT

Be sure to visit the [Learning for Health](#) website to access a new report called "[Health Literacy in Community Organizations: A Toolkit to Support Engagement and Planning](#)".

The purpose of this *Toolkit* is to provide practical and user-friendly information and tools for people across Canada who are interested in improving health literacy within their organizations and communities. Topics include why health literacy is important, the link between literacy and health, and planning, supporting and evaluating health literacy.



## EMPLOYMENT ONTARIO NEWS AND INFORMATION

MTCU's Employment Ontario Partners Gateway (EOPG) website provides a wealth of important information for LBS agencies. Be sure to check this site regularly. See: [www.tcu.gov.on.ca/eng/eopg/newpostings](http://www.tcu.gov.on.ca/eng/eopg/newpostings)

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Recent news on the EOPG includes:

- February 23, 2015: [ADM Memo to EO Network: Ontario Career and Education Planning Tools](#)
- February 18, 2015: [ADM Memo to EO Network: Employment Ontario Leadership Awards](#)
- February 18, 2015: [CaMS/COJG 2015-1 Bulletin](#)
- February 10, 2015: [Revised Milestone 55 and Apprenticeship Goal Path Description](#)
- January 30, 2015: [ADM Memo to EO Network: Canada-Ontario Job Grant – Processing Applications and Employer Outreach](#)
- January 29, 2015: [EOIS-CaMS Literacy and Basic Skills Data Dictionary](#)
- January 27, 2015: [Qs and As For Service Providers To Address Questions From Employers](#)

## 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](http://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.

