

COMMUNITY LITERACY OF ONTARIO MEMBERS' E-COMMUNIQUE JANUARY 2014

Dear CLO Members,

Community Literacy of Ontario is pleased to present our **JANUARY 2014 Members' E-Communiqué**.

Topics covered in this e-communiqué are:

1. LMA Works Website and Social Media Day
2. Building Skills Together: A Report from Provincial and Territorial Labour Market Ministers
3. CLO's "Love Letters to Literacy" Campaign!
4. CLO Receives the Council of the Federation Literacy Award at Queen's Park
5. Webinars on Linking Clients with Low Literacy Skills to Employment
6. Employment Ontario News and Information
7. Update on CLO's Social Media Marketing Project



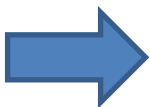
LMA WORKS WEBSITE AND SOCIAL MEDIA DAY

LMAWorks.com is a website created for individuals, organizations and employers who have first-hand experience with the important role that programs funded under the Labour Market Agreement (LMA) play in communities from coast to coast to coast. LMA Works is designed to **positively** and proactively share the benefits and success of programming currently funded under the Labour Market Agreement.



LMA Works will hold a Social Media Day on January 15, 2014. Using the Hashtag #LMAWorks, LMA friends, followers and supporters throughout Canada can join the conversation and share their thoughts on the significance of programming funded under the Labour Market Agreement. Join in and share your voice! See <http://lmaworks.com/lma-day/> for more information.

You can connect with LMA Works via:



- **Web:** <http://lmaworks.com/>
- **Twitter:** https://twitter.com/LMA_Works / @LMA_Works / Hashtag #LMAWorks
- **Facebook:** www.facebook.com/pages/LMA-Works/1431737620379968?fref=ts

Literacy programs make a critical difference in Ontario. It is very important to share your program success stories so we can showcase the effectiveness and importance of literacy programs.

Program success stories could be in the form of YouTube video, online pictures and stories, etc. Please email them to clo@bellnet.ca or share them directly with the LMA Works website at: <http://lmaworks.com/get-involved/become-a-spotlight-blogger/>.



BUILDING SKILLS TOGETHER: A REPORT FROM PROVINCIAL AND TERRITORIAL LABOUR MARKET MINISTERS

"Building Skills Together: A Report from Provincial and Territorial Labour Market Ministers" details the critical importance of skills and training; the success of the current programming under Labour Market Agreements; and concerns about the federal Canada Job Grant proposal.

You can download this important report at:

www.tcu.gov.on.ca/eng/labourmarket/BuildSkills.html



CLO'S "LOVE LETTERS TO LITERACY" CAMPAIGN!

Community Literacy of Ontario will be celebrating our 20th anniversary with our **"Love Letters to Literacy"** campaign. This campaign will honour the power, passion and impact of community-based literacy!

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.

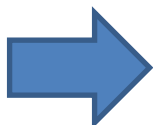


Love letters can be sent in from anyone involved with a literacy organization (past and current students, staff, or volunteers), community supporters, or anyone with an interest in literacy.

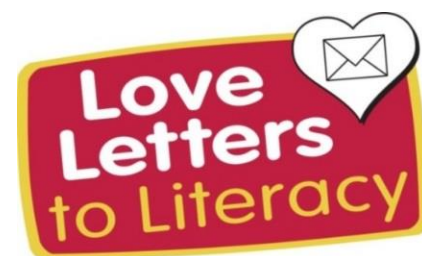
CLO will gather and compile these **"Love Letters to Literacy"** and share them online in 2014. You can send your **"Love Letters to Literacy"** to CLO anytime during 2014 – or right away! And, please share this wonderful opportunity to celebrate literacy with others in your community.

So far, we have received letters, pictures, poems, drawings and even a literacy Wordle from individual learners, a whole class of adult students, literacy educators and volunteers. We've even received a letter from a mountain top in BC! Perhaps your literacy success story (from page 1) could also be used as your literacy letter? **Thank you all.** Please keep those letters coming!

You can share your **"Love Letter to Literacy"** via:



- Email: loveletters2literacy@gmail.com
- Web: www.communityliteracyofontario.ca/love-letters/
- Twitter: <https://twitter.com/LiteracyLetters>



COMMUNITY LITERACY OF ONTARIO RECEIVES THE COUNCIL OF THE FEDERATION LITERACY AWARD AT QUEEN'S PARK

On December 4, 2013, Community Literacy of Ontario was delighted to receive the Council of the Federation Literacy Award 2012 from Premier Wynne, Minister Brad Duguid and Minister Coteau.

CLO's Board Chair, Teresa Kerr, and CLO's Co-Executive Director, Joanne Kaattari, received the award on behalf of CLO. Our fellow community-based educator, the 2013 award winner, Shelley Harris, from the YWCA of St. Thomas-Elgin was also in attendance.

Teresa and Joanne were honoured to receive this award for CLO and thrilled to have the opportunity to talk about the importance of literacy to Ontario's economy and society with the Premier, Ministers, and MPPs from all three political parties. We were deeply honoured to bring the literacy message to Queen's Park at this important time. See: www.tcu.gov.on.ca/eng/training/2012winner.html



Community Literacy of Ontario and Shelley Harris receive their Council of Federation Literacy Awards from Premier Wynne and Minister Brad Duguid



CLO's Board Chair, Teresa Kerr, brings "Love Letters to Literacy" to Queen's Park!



WEBINARS ON LINKING CLIENTS WITH LOW LITERACY SKILLS TO EMPLOYMENT

Since January 2013, Literacy Link South Central (LLSC) has been working on a Labour Market Partnership project together with six other Ontario Literacy Networks.

In December 2013 a series of webinars on the important topic of linking clients with low literacy skills to employment were delivered. Community Literacy of Ontario was pleased to serve as a partner in this important project by hosting the webinars. You can find out more information about LLSC's project by clicking [here](#).



These webinars are freely available on the LLSC website (www.llsc.on.ca/) or by clicking on the links below:

1. [Webinar #1, delivered by Literacy Link South Central: Literacy and the Young Single Male and Targeted Employment Support for Job Seekers with Low Literacy Skills](#)
2. [Webinar #2, delivered by QUILL Learning Network and Tri-County Literacy Network: Mastering the Puzzle Pieces - Relationship Building](#)
3. [Webinar #3, delivered by Peel-Halton-Dufferin Adult Learning Network: Clearer Sightlines to Employment in Dufferin County](#)
4. [Webinar #4, delivered by Project READ Literacy Network: Labour Adjustment and Literacy Activities](#)
5. [Webinar #5, delivered by Adult Basic Education Association and Literacy Link Niagara: Supporting LBS Practitioners in Linking Learners to Employment](#)

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:

- December 2013: [External Questions and Answers from the Literacy & Basic Skills \(LBS\) Performance Management System Training](#)
- November 2013:
 - [Memo: Programme for International Assessment of Adult Competencies \(PIAAC\) Online Field Trial](#)
 - [Assessment Instruction Sheet](#)
 - [Frequently Asked Questions and Answers for Administrators](#)
- [Frequently Asked Questions and Answers for Individuals](#)



UPDATE ON CLO'S SOCIAL MEDIA MARKETING PROJECT

Community Literacy of Ontario received funding from the Ontario Trillium Foundation for a two-year project to research and develop social media marketing materials and resources for Ontario's literacy agencies (and others). This project began in April 2013 and will be completed by March 2015.

You can learn about our project at: www.communityliteracyofontario.ca/social-media-marketing/



Work completed to date includes:

- We conducted research with Ontario's literacy community assess social media marketing needs. As part of the research process, we:
 - Linked with our advisory group and pilots sites to gain their input
 - Held 20 structured interviews with literacy agencies
 - Received 10 online surveys
 - Held a focus group on marketing at our 2013 conference
 - Gathered input via the CLO board of directors and volunteers
 - Researched the websites and social media channels currently used by literacy agencies
- We facilitated a face-to-face provincial focus group to determine how to best develop relevant, user-friendly social media marketing resources
- We conducted extensive online research into resources and tools related to social media marketing
- We researched how external organizations are using social media for marketing, for example, the nonprofit, educational, and business sectors
- Based on the research, we are researching and writing the following online modules that include tools and templates on the basics of using various social media platforms, and how to use them for marketing:
 - *Marketing 101*
 - *Blogging*
 - *Facebook*
 - *LinkedIn*
 - *Pinterest*
 - *Twitter*
 - *Video*
 - *Social Media Marketing Content*
 - *Growing your Audience*
 - *Social Media Privacy and Safety*
- These modules are being piloted by eight literacy agencies and revised based on their input
- All of the social media marketing modules will be completed in spring 2014 and will be freely accessible on the CLO website by July 2014



An agency of the Government of Ontario.
Relève du gouvernement de l'Ontario.



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.



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

