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COMMUNITY LITERAC

OF ONTARIO

Our Voice



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Literacy + Innovation = Success!

Community Literacy of Ontario (CLO) is pleased to share our "Literacy + Innovation = Success newsletter.

In this newsletter we share eight innovative LBS partnerships with Ontario Works, employment services, other service providers, the local community and employers.

These stories were shared by diverse community-based literacy agencies around our province. They provide only a snapshot of the determination to develop creative partnerships in support of literacy that are occurring all across Ontario. If you have a story to share, please contact us via email, Twitter or Facebook.

Words Light the Way Murals Sturgeon Falls Literacy Alliance

When the Literacy Alliance of West Nipissing (a community-based LBS agency located in Sturgeon Falls) moved to their new location in April 2012, Executive Director Nanditta Colbear saw the large exterior wall of the century-old building as a blank canvas. The mural she envisioned is now a reality and it has not only attracted admirers to their location, but also raised awareness about their literacy program in the community.

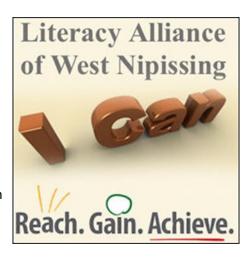
"We have multiple things that are happening because of the mural," said Nanditta. "The issue of literacy is at the forefront. The community has become very aware about the importance of an agency like ours."



Words Light the Way Murals Sturgeon Falls Literacy Alliance

The building where the office is now located was a former hotel that had been abandoned for several years. One of the exterior walls was 14×37 feet long. Nanditta immediately had the idea of painting a mural on it and, when the landlord agreed, she started talks with the art class at Northern Secondary School.

The September after they moved into the building, Nanditta spoke to the art class about her idea. She opened the discussion with a literacy presentation and told them about different celebrities and famous people who had learning disabilities. Many of the students were surprised to learn this and they wanted to get involved. Nanditta encouraged them to think about people in their own lives who may struggle with literacy, and how this project could be a way to reduce shame and stigma about the issue.



"I told them, as youth, they need to stand up in the community to show their support.

The art project needed to be bold and in their face." (Nanditta Colbear)

It took almost the rest of the school year for the mural to come to fruition. The students were involved every step of the way and Nanditta met with them often to discuss their ideas. In the end, it was decided to create 17 different panels rather than one large canvas. Each student worked on their panel relating to a meaning that literacy had to them. The students talked to relatives and people in the community to learn about their struggles with literacy. During a hot week in May 2013, the mural was painted. There was a lot of support from the community in terms of donations of food, refreshments and painting supplies. One local retailer donated the scaffolding but a small glitch prevented the students from being able to use it.

The school board would not allow students to climb the scaffolding because of liability issues; this meant they were only able to paint as high as their tallest student, which also meant a potential delay in completion. Because the official launch was already set and dignitaries were confirmed to attend, they couldn't postpone the event. So the community came to the rescue again. A local artist, his wife, and their son, along with an artistic member of Nanditta's staff, donated their time to finish the painting where the students couldn't reach.

The finished murals are called *Words Light the Way*. The murals have garnered so much positive attention that the Town of West Nipissing has decided to make mural art part of its visual landscape. Council passed a resolution in December 2013, and Nanditta hopes to be part of the committee involved in the rebranding of this former mill town into an aesthetic tourist destination. It has the potential to be similar to the Town of Chemainus, British Columbia, which attracts thousands of visitors each year to view the murals that decorate buildings across the town.

Whatever additional murals are eventually created in West Nipissing, *Words Light the Way* will be known as the first one and will forever link the worlds of literacy and art. Nanditta has already seen the positive impact the mural project has had in this small, rural community that struggles with youth issues like drugs and high school drop-outs. The murals project, and the discussions that occurred around it, led to discussions around families' tables, she said. People are now discussing the importance of literacy to their family and their community. Stereotypes have been broken down and they are seeing more direct support to neighbours and friends.

Nanditta notes that the biggest outcome of the project has been community awareness: "This type of blast into the community is innovative marketing and we're now getting people understanding what we do. That is a huge accomplishment for our agency and literacy."



Photo of the finished "Words Light the Way" mural with all the student artists

Nanditta has prepared a slide show that highlights the project and she is happy to share it, as well as any other resources related to the project, with other literacy programs. She also suggests that people who would like to undertake a similar project in their community do some research online.

For more information, see these websites:

- Literacy Alliance of West Nipissing: www.yes2literacy.ca/
- The famous murals of Chemainus, BC: www.chemainus.com and www.muraltown.com/
- How to Paint a Mural (by WikiHow): www.wikihow.com/Paint-a-Mural

Food Service Associate Program—Port Cares

Port Cares is a nonprofit organization that provides a wide variety of important services in Port Colborne. **Port Cares Learning Centre** is a community-based LBS agency operating at Port Cares.

Port Cares identified a need in the Port Colborne community to offer an employment readiness training program to individuals at the entry level in the food service industry. With funding from the Niagara Prosperity Initiative in 2011, the 12 week **Food Services Associate** (FSA) training program was developed. It encompasses in-class learning (theory) complemented with hands-on learning. Three years later, the Food Services Associate program is still going strong and hopes to establish a formal catering business in the near future.



The program curriculum focuses on jobs/trends in the food services industry, food safety and sanitation, food preparation, financial literacy, communication and problem solving skills, healthy living skills, customer service, understanding individual rights, and staying safe in the workplace. WHMIS, Smart Serve, First Aid/CPR and Safe Food Handling certifications are earned by all successful participants.

Offering the program out of the Reach Out Food Centre (ROFC), which is the local food bank in the Three Bridges Neighborhood, allows individuals who are most in need easy access to all components of the program. The program provides the participants with a sense of contributing to the greater good by allowing them to serve in their community by preparing, serving, and cleaning up for the ROFC meal program while, at the same time, gaining valuable employment skills.

The program is Essential Skills based and embeds life skills topics that are conducive to finding and securing employment. Developing routines, showing responsibility and accountability through means of proper communication channels, proper hygiene, and appearance are just a few examples. In addition to these life skills, facilitators assist students with their development of social skills, literacy and confidence.

There is a certain level of literacy skill required to be successful in the program. All potential candidates are assessed prior to beginning the program. Those who would benefit from upgrading prior to entering the Food Services Associate program are referred to the LBS program first. Anyone who is enrolled in the FSA program and who is struggling with literacy or math can access support from the LBS program concurrently while in the program.

The curriculum for the program was developed by Port Cares, The Learning Centre staff, and influenced by other resources and curricula that had been previously developed. A facilitator is responsible for the day-to-day instructing and coordinating of the program, and many partners within the community are involved.

Workshops are offered in partnership with Bridges Community Health Centre, Niagara Region Community Services, Public Health, Meridian Credit Union, and Port Cares Employment services. These workshops enable participants to gain and sustain employment. In addition, Port Cares works with local restaurant owners to facilitate speaking engagements and job shadowing opportunities for successful participants.

The Food Services Associate program provides a real work environment for participants to practice using the required skills. Through the weekly sale of baked goods to internal agency staff, participants were able to practice using a cash register, handling money and employing effective customer service skills.

"Between all Port Cares locations, we have just shy of 50 employees," said Christine Eaton, LBS Manager at the Port Cares Learning Centre. "The students would look after preparing the treat, promoting it and taking online orders. They would then sell the product using the onsite cash register system. They were using math, computer, literacy and customer service skills all along the way."

The treat of the week was popular and the Food Services Associate participants secured a presence at the local farmer's market to sell these treats. Around the holidays, they started to receive requests for larger, bulk orders for cookies and squares. After that, there came requests to cater board meeting dinners and agency breakfasts.

New Training and Employment Opportunity

Food Service Associate



- Are you in receipt of Ontario Works?
- Do you want to learn new Skills in the culinary field?
- Do you want to gain Work experience?

From these requests, an element of catering was built into the program to allow the students to learn additional skills in the areas of conceptual planning (menus), calculations and measurements, time management for the demands of an event, along with team work required to facilitate the event successfully. Over the course of two years, the FSA participants have catered 37 events throughout the Niagara Region.

Upon completion of the program, individuals possess the skills required to be successful in a food service industry environment. All graduated participants have an updated resume that reflects the training and certifications they received from the FSA program, along with any prior education and work experience. Upon program completion, the participants continue to work with an Employment Services Counselor and Job Developer to begin their job search immediately and confidently.

Once the original two-year funding was up, the Social Assistance Employment Ontario (SAEO), Ontario Works program provided funding to offer a targeted training program. It is currently funding a second block of the Food Services Associate training program. "We are hopeful that the funding will continue in the future to allow for growth and expansion of the program," said Christine.

While SAEO purchased some of the seats for its clients, the program is open to everyone. A mix of ages and genders have participated. Some have had previous experience working in the food industry and are looking for a refresher course, but many have never worked in the field and are looking for a new skills and experience to put on their resume.

The Food Services Associate program has led to success for many graduates. Several have gone on to obtain employment within the industry while others have come back to volunteer within the program in a peer mentoring role. Others have moved on to earn Secondary School credits or entered post-secondary education to specialize in the Culinary Program at Niagara College.

There are many things that make this program innovative, including the fact that Essential Skills have been embedded into the curriculum, the number of different collaborators and partners involved, and the buy-in from the business community. Christine said the fact that Port Cares recognized and responded to a need in the community is also something that makes the program successful. The food service industry is one of Port Colborne's largest employers," said Christine. "It made sense to offer a training program where businesses could access a pool of job-ready candidates."

- For more information, visit the Port Cares website at www.portcares.on.ca/
- Food Associate Program Flyer is available at http://142.4.18.108/~portcare/cms/userfiles/image/FSA%20Flyer%202014.pdf

Community Literacy Event and Children's Art Contest Niagara West Adult Learning Centres

Each summer, in the community of Niagara West, the libraries host the **TD Summer Reading Club** where children are encouraged to select books they want to read while on summer break. **The Niagara West Adult Learning Centres** (also known as The Literacy Council of Niagara West), based in Beamsville, capitalized on this initiative about 10 years ago by offering its own complimentary program that has turned into a successful family literacy initiative. This event is called the **Niagara West Annual Community Literacy Event and Children's Art Contest**.

The learning centre works in conjunction with the libraries and gets the children to create a piece of art based on the reading club books they have selected. The libraries collect the art and then, on a Saturday in mid-August, they host a day-long event where the art work is judged and winners are presented with prizes.

"It's a children's art contest that has become a family literacy event," said Arlene High, Executive Director of the Niagara West Adult Learning Centres. "I think what makes it innovative is the combining of literacy and art. It's a motivator for people to read and draw. Everyone gets a certificate, either as a winner or participant."

Arlene said the contest and the event would not be possible without funding from the Federal Government's Summer Student program. They've been fortunate that, for the last couple of years, they've been able to hire the same student, who has a background in social services and a lot of connections in the community. That helps when it comes time to promote the event and collect resources.

This literacy event is more than just the art contest and it is supported greatly by the community. They have members of the local police, fire and paramedic departments on hand with cruisers, ambulances and fire trucks that children can explore. They also have a petting zoo coordinated by the local humane society, clowns, and a play area set up by the Early Years Centre. Food is donated by Tim Horton's and McDonald's, and neighbouring churches provide parking for the day and volunteers to help with the event. They usually get about 65 participants in the contest and about 100 people attending the actual event, which are strong numbers for a small, rural community.

Each family gets a loot bag filled with goodies that promote literacy. This community literacy event has become so popular that Arlene says organizations are now calling them in the spring with donations ready to be given. Local artists judge the art work and two winners are chosen in three different age categories (3-6 years, 7-9 years, and 10 and older). The children can draw in any medium and get to keep their art work when the day is done. Last year each winner received an eReader.

"There are challenges like there are any time you host events that involve children and animals", joked Arlene. However, for the most part, the students hired to organize just run with it and have a lot of success. It's minimal work for the learning centre staff and detailed notes are made each year so that whoever is hired just has to pick up the binder and start working.

For more information see the Niagara West Adult Learning Centres' website at: www.nwelrc.ca/



General Employment and Retention Skills Program Northern Connections Adult Learning Centres

A popular program in the City of Kingston has found success in the outlying rural areas of Eastern Ontario due to a strong partnership with the local Ontario Works office. **GEARS** (General Employment and Retention Skills) is a program that sees learners spend time getting Essential Skills training through the **Northern Connections Adult Learning Centres** (serving Sharbot Lake, North Frontenac, and Lennox and Addington). Participants then move on to receive life skills training from Ontario Works and job skills training at the employment services program run by St. Lawrence College.

The original program in Kingston runs for 6 weeks and all training is offered under one roof, but that model had to be adapted for the rural area served by Northern Connections. GEARS was offered for the first time last summer as an 8-week program and, although learners have to go to different locations for the training, they are in close proximity to each other. Joyce Bigelow, Executive Director of the Adult Learning Centres, said she lobbied the OW office to expand the successful Kingston program into the rural area.

In the GEARS program, learners spend four weeks at the learning centre, working on goal setting, computers and Essential Skills training, often using the occupational skills curriculum developed by Literacy Link Eastern Ontario and other regional literacy networks. They then go to the St. Lawrence College location where they get four weeks of training with employment services and Ontario Works. Participants get specific training in topics, such as WHMIS and safe food handling, as well as employment-based training such as dressing for success on the job, interviewing and job search skills.

GEARS was offered for the first time by Northern Connections last summer and another course will be offered this summer. The target group is OW clients that are very hard to serve. Joyce notes that participants have a lot of barriers to employment and many have been out of work for a long time.

"We're a tourist community and there are a lot of employment opportunities here in the summer; so if someone is out of work in those months, it means they are really struggling with employment barriers," said Joyce.

Clients are identified by OW case workers as potential participants and, while participation isn't mandatory, it is strongly promoted by the OW staff. Once clients are enrolled in the GEARS program, they are expected to commit to it. There is not an expectation that the participants be employed at the end of the program, but rather that they have improved their skills and are moving in the right direction towards employment. The learning centre completes an assessment with each participant and if someone needs more in depth literacy instruction, they are referred to the regular LBS program. Joyce attributes the success of GEARS to all the agencies working together and a strong involvement from OW.

"OW plays a big part in it, from recruiting, encouraging commitment from the clients, and teaching the life skills courses. The wrap around effect really makes it work," said Joyce. "There is a better relationship and better understanding from OW about what we do."

Visit the Northern Connections Adult Learning Centres website at: www.ncalc.ca/. You can access the occupational skills curriculum at:

- Literacy Link Eastern Ontario www.lleo.ca
- Simcoe Muskoka Literacy Network <u>www.literacynetwork.ca</u>
- Literacy Network Northeast <u>www.northernliteracy.ca</u>



Basic Computers and Digital Technology Course YMCA of Simcoe/Muskoka's Literacy Services

What started as a basic computer class has grown into an innovative technology course, thanks to a partnership between the community-based LBS program at the **YMCA of Simcoe/Muskoka's Literacy Services** in Huntsville and its local Ontario Works office.

The community-based literacy program staff was contacted by Ontario Works in 2011 to see if they could help people identified as needing computer skills. Since then, the LBS program has adapted and designed a curriculum to respond to a changing world and now offers a five-week **Basic Computers and Digital Technology** course.

One of the key motivators for success in the program is that all learners who complete the course successfully receive a laptop, courtesy of Ontario Works. "Motivation is very high," says Eileen Lee, Program Coordinator. "The success rate is close to 90-95%."



The Ontario Works counsellors pre-screen clients and offer them a menu of choices of training programs that are offered in the community. Those interested in the technology course are referred to the YMCA program. Once they have completed the course successfully, and have met the attendance requirements, they receive the laptop used in the course. Ontario Works purchases the refurbished computers from Renewed Computer Technology, a province-wide company that takes donated computers, refurbishes them, and resells them at lower rates.

There are specific milestones embedded into the curriculum, which is always evolving to respond to the needs of the community, says Eileen. Learning to use smart phones as an organizational tool has been a recent addition. Tablets may also be introduced if there is a need. "Today, there is a strong focus on employment and technology skills," said Eileen. "Our goal is to help people become more comfortable with digital technology."

Instructor Loran Upton has developed task-based activities around what the learners bring into the classroom in terms of skills and experience. That can sometimes be a challenge, said Upton, because there is often a wide range of skills, comfort levels and job goals. Some of the older learners are often nervous about technology. Some learners come into the program because they want to fit into today's society while others are looking for skills for employment or further education. They know technology is an important part of life now.

This program runs twice a week for a total of 10 sessions. Once the learners have completed the course, they can choose to enroll in LBS classes to upgrade their basic literacy skills, an added benefit to the LBS program. Similar partnership programs can be developed in other communities. "We are able to offer additional literacy support to interested learners," said Eileen. "They are able to transition into our other programs after they complete the technology course."

For more information, see these websites:

- YMCA of Simcoe/Muskoka's Literacy Services: http://ymcaofsimcoemuskoka.ca/
 literacy-services/
- Renewed Computer Technology: <u>www.rcto.ca</u>

Creative Community Partnerships—Literacy London

Written by Irene Wilmot, Executive Director of London Literacy

Literacy London, a community-based literacy agency, has been working collaboratively with Goodwill Industries, one of the many Employment Service Providers in the city. Over the last few years, Literacy London has supported Goodwill clients in working towards their employment goals by helping them strengthen their computer skills while exploring what the labour market has to offer in their area of skills and interests. The Employment Track Express Program, developed by the College Sector Committee, is the foundation for the curriculum. Currently, Literacy London provides computer training as well as assessment and referral services to Goodwill clients and employees, at their site, one day per week.

Literacy London is also piloting two workshop modules (three full days each), targeted at youth aged 18 to 29 who have not been successful in engaging with support services. The learning outcomes include increasing comfort levels with technology and transitioning to LBS or other services for continued support.

The workshop module curriculum was developed by **Literacy Link South Central** (LLSC), the regional literacy network that serves London and surrounding counties. The model used is based on the **Maker Movement** – based upon a device called a **Makey Makey**. This electronic circuit board conducts electricity via the items you connect to it with alligator clips. The circuit board and the items connected to it can then be used to give directions to the computer and its programs.







The unique factor with this London collaboration is that a small LBS agency is successfully providing services with the largest ES provider in the area. Literacy London and Goodwill staff feel that it is a win-win situation for both organizations and, most importantly, for the clients who are looking for employment. If supported by MTCU, this service could expand to three other Goodwill locations in the city.

The challenge for both organizations, but particularly for Literacy London, is the lack of additional core funding to allow for expanded delivery. Staffing must be increased if LBS program delivery at an ES location is to continue. Both Goodwill and Literacy London would like to see this happen. In a city with numerous providers of LBS and ES services, connecting with the best fit for services can be an overwhelming and complex task for the clients. This model of collaborative delivery allows for easier access and seamless referral and transition. That is the key to its success.

For more information, see these websites:

- Literacy London: http://literacylondon.ca/
- A demonstration video a MaKey MaKey: http://youtu.be/rfQqh7iCcOU
- An article about the Maker Movement can be found at: http://makezine.com/2013/06/03/
 why-the-maker-movement-is-here-to-stay/
- The Employment Track Express Program: www.collegeupgradingon.ca/employmenton/ete/finalreport/etefinalreport.pdf.



Introduction to Administration Course Valley Adult Learning Association

A successful Northern Ontario LBS program that targets women interested in careers in the administrative field will soon be expanded to include Aboriginals from a First Nations Community in the Fort Frances area. The *Introduction to Administration* course has been offered several times, over the last few years, to Anglophone learners through a partnership between the Fort Frances Ontario Works office and the *Valley Adult Learning Association* (VALA). VALA is the local community-based LBS agency.

Recently OW counsellors from the Couchiching First Nations Community approached VALA to see if they would offer the course for their clientele. The course got underway this past February and will run for 10 weeks, 9 hours a week, out of the VALA office. The OW office recruited clients, marketed the program, distributed the pre-screening forms and arranged and paid for participant travel to the Fort Frances program office. The LBS program provides the site, resources and instructor.



If the new participants are like those from previous sessions, they will be hard-to-serve women in their 30s who are looking for work in the administrative/secretarial field. VALA developed the task-based curriculum using employment-based resources and models developed from other literacy programs. VALA also connected with contacts from the post-secondary administrative courses offered at Confederation College and Seven Generations College in Couchiching.

"We asked them what kind of foundation skills would be required for their courses," said Barb Duguay, VALA Program Coordinator. "We didn't want to duplicate what they were doing or for them to see us as competition."

Barb sees the *Introduction to Administration* course as a stepping stone to moving into the administration courses offered at the colleges. The training is based around the Ontario Adult Literacy Curriculum Framework (OALCF), which Barb believes contributes to its success. Milestones and culminating tasks are used to ensure that when learners graduate at the end of the program, they are ready to move on to post-secondary courses. Barb said they have had a fairly good success rate in previous sessions, considering that participants are all hard-to-serve OW clients. Several have gone on to take the college courses and some have gone directly to work in the administrative field.

"Everything they do is very authentic. It reflects what they would be doing in the administration field in the real world," said Barb.

Barb anticipates the new program for Aboriginal learners will be as popular as the one they have been offering for Anglophone learners. Whenever they advertise the program, they usually get 30 to 40 calls. Their innovative advertising seems to be the key for attracting learners and partnerships. It was an ad for a previous session that caught the eye of the OW counsellor on the reserve, she said. "It's the best format we've used in 14 years. If you give your audience something specific in the ad, it gets them thinking."

Whether offering it to the Aboriginal or Anglophone population, Barb said they will continue to run the *Introduction to Administration* course as long as there is a demand. For more information, see www.vala.ca/.



Work-Based Programming for Aboriginal Learners Valley Adult Learning Association

The **Valley Adult Learning Association** (VALA) has made a mark in the community of Fort Frances based on its innovative partnerships. In addition to its *Introduction to Administration* course, they also offered another partnership with employers that involved providing **work-based programming for Aboriginal learners**.

After being approached by the OW case manager from the Rainy River First Nations reserve, VALA developed a three-week course for youth 18 years of age who had no work experience or references. The goal of the program was to provide the youth with job-readiness skills. VALA accomplished this by taking the participants out into the community to expose them to and integrate them into the employment world around them. Retailers such as Safeway, Canadian Tire and Walmart opened



their doors and provided tours of their store's different departments. Store staff described the different jobs available and explained what skills were needed to work in each department. Another employer, a local coffee shop owner, allowed the learners to come into the shop and process their own orders using his cash register system.

For the in-class portion of the program, VALA staff incorporated tasks related to the skills they heard about on the tours. They also partnered with the employment services agency and the United Native friendship centre in Fort Frances to offer specific training on resume writing, interview skills and cash register training. It was important for the Rainy River OW staff that the youth learn how to complete online job applications, so that was also incorporated into the program.

The learners attended all day sessions and lunch was provided. The reserve provided transportation and the meal and also helped with pre-screening. Each participant also received a certificate upon completion, which, although not accredited, is still something that can be put on a resume. VALA Program Administrator, Barb Duguay, said that each learner also grew in confidence.

"The course built up their self-esteem and showed them what they could do," said Barb.

They pulled from a variety of resources to develop the curriculum, many of which were found online, such as character and employability quizzes. Their strong partnerships with other Employment Ontario agencies helped with the job-readiness aspect of the program. As well, all the employers involved provided their websites to access their online application process. Any agency interested in running a similar program can get in touch with Barb; she would be happy to share the curriculum.

VALA plans to run the course again in the next fiscal year. It was successful, she said, because it was programming designed to meet the specific needs of OW. "OW identified their objective and their timeline and then we were able to pull in the programming to meet those objectives and needs," said Kim Redford, VALA Literacy Instructor.

For more information visit the agency website at: www.vala.ca/.



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LET'S KEEP THE SHARING GOING!

Thank you to the literacy agencies that shared their innovation stories with us. We are always amazed and impressed at the creativity of community-based literacy agencies. We'd love to hear more! If you have a story please share it with us via:

• Email: clo@bellnet.ca

• Facebook: www.facebook.com/ CommunityLiteracyOntario

• Twitter: https://twitter.com/Love4Literacy



CLO'S INNOVATION WEBINAR

In addition to this newsletter, Community Literacy of Ontario also hosted a webinar on "Literacy + Innovation = Success".

You can access this free webinar at: www.communityliteracyofontario.ca/ resources/webinars/

ACCESSING OUR NEWSLETTER ONLINE



Please share this newsletter with interested stakeholders. It is available online at: www.communityliteracyofontario.ca/newslet.htm