

COMMUNITY LITERACY OF ONTARIO MEMBERS' E-COMMUNIQUE MAY 2017

Dear CLO Members,

Community Literacy of Ontario is pleased to present our **May 2017 E-Communiqué**.

Topics covered in this e-communiqué are:

- Webinars to Help you "Up Your Social Media Marketing Game"
- Introducing CLO's New Office Administrator
- Nominations are Open for the Council of the Federation Literacy Award
- It's a Good News Budget for Literacy in Ontario!
- Blended Learning and Professional Development Needs Survey
- Release of the LBS Evaluation Report
- Resources from Literacy Support Organizations & Employment Ontario Partners
- Labour Market Information
- Employment Ontario News and Information



May 2017
E-Communiqué

RECORDED WEBINARS TO HELP YOU "UP YOUR SOCIAL MEDIA MARKETING GAME"

In May 2017, Community Literacy of Ontario delivered two webinars that helped literacy educators to "up their marketing game" on social media. In these webinars, we explored how to build an impactful social media profile and how to create posts and tweets to better promote your organization and engage your stakeholders.

If you missed out on these webinars, you can still view the recordings by clicking on these links:

- [Put Your Best Facebook Forward](#)
- [The Art of the Tweet](#)



INTRODUCING CLO'S NEW OFFICE ADMINISTRATOR

I am happy to join the CLO team, and would like to take a moment to introduce myself to everyone.

My background is in journalism and communications, most recently as Communications Specialist at Stevenson Memorial Hospital in Alliston. My role there was to provide communications support to the hospital, as well as back-up administration support to the CEO's office.



I have also worked at the County of Simcoe and for many years I have operated a freelance writing/communications business working with clients across Simcoe County and beyond. My clients have included Hospice Simcoe, the Town of Innisfil and MADD Dufferin Simcoe.

I'm looking forward to working with you!

Robin MacLennan / CLO Office Administrator

NOMINATIONS ARE OPEN FOR THE COUNCIL OF THE FEDERATION LITERACY AWARD

The Ontario Ministry of Advanced Education and Skills Development has announced that nominations are open for the prestigious [Council of the Federation Literacy Award](#).

Each year the Council recognizes an individual, team or organization from each province and territory for their work in literacy. The Council of the Federation Literacy Award is announced on September 8, International Literacy Day.

The award focuses on a particular type of literacy work each year. For 2017, the nominee must have demonstrated excellence in developing or delivering creative curriculum resources and/or in coordinating supports and services that facilitate blended learning.

Community-based literacy agencies do amazing work in this area! Consider nominating your organization for the 2017 award.



The deadline to apply is June 7, 2017.



IT'S A GOOD NEWS BUDGET FOR LITERACY IN ONTARIO!

It's a good news budget for Ontario's literacy students and the Literacy and Basic Skills Program! Community Literacy of Ontario is delighted that the 2017 Ontario Budget provides greater opportunities for Ontarians to upgrade their skills and education. The introduction of the Ontario Lifelong Learning and Skills Plan, including enhancements to the Literacy and Basic Skills Program, represents a substantial new commitment to adult learners in Ontario.

CLO commends the Government of Ontario on this important action. We also thank all the dedicated and compassionate staff at Literacy and Basic Skills programs for their hard work and commitment to the success of adult students.

The Ministry of Advanced Education and Skills Development will be announcing the details regarding funding increases to LBS in mid-June 2017.

For more information on the Ontario budget see:

- www.fin.gov.on.ca/en/budget/ontariobudgets/2017/education.html
- www.ontario.ca/page/2017-budget-brief-improving-education
- www.fin.gov.on.ca/en/budget/ontariobudgets/2017/

*"This is Jackie. I am
learning. I have literacy
people & others to help me.
I need help for now but one
day, I can do it on my own.
Do not give up on us!"*

JACKIE IS AN ADULT STUDENT
IN ONTARIO'S LITERACY AND
BASIC SKILLS PROGRAM



BLENDING LEARNING AND PROFESSIONAL DEVELOPMENT NEEDS SURVEY

[Contact North](#) is interested in learning more about the successes and challenges of delivering blended learning in LBS programs via a brief online survey. Blended learning is part of Literacy and Basic Skills programming. Increasingly, the integration of blended learning is required because adult literacy learners often need digital skills to participate effectively in work, learning and life.

Additionally, Contact North has assisted the LBS community by providing technical support for webinars that are offered provincially to support the professional development needs of the LBS field. In this survey, please also take a moment to list any areas of professional development you think could be addressed through a provincial webinar.

Your time is appreciated. Survey respondents who provide their contact information will have their names entered in a draw for a \$50 gift card! **The deadline to respond is June 16, 2017.**

Here is the link to this important survey: <http://tinyurl.com/mpcybf9>



RELEASE OF THE LBS EVALUATION REPORT

Community Literacy of Ontario is thrilled that the Ministry of Advanced Education and Skills Development has released the LBS Evaluation Report.

This report provides a clear summary of the issues and challenges facing the LBS program. It also shares the strengths of the LBS program. CLO, and other LBS network colleagues, have been linking with MAESD to discuss the report and potential next steps.



- Here's the link to the [Executive Summary](#) of the Evaluation Report
- Here's the link to the [Full LBS Evaluation Report](#)





The Ontario Council of Agencies Serving Immigrants (OCASI)

OCASI serves as a collective voice for immigrant serving agencies in Ontario. They are experts on immigrant and refugee issues, and serve over 200 community-based organizations. Visit their website to access an amazing array of helpful resources.

We wanted to highlight OCASI's new web-based resource called "Welcome Ontario". While designed to assist Syrian refugees, this online resource is full of great information for any refugees or newcomer to Ontario.



Literacy Link South Central

Literacy Link South Central created an impactful promotional video called "Can you see it?"

This video demonstrates the many ways literacy skills are used in everyday activities. Feel free to share this video with your various stakeholders to increase awareness about literacy.



Laubach Literacy Ontario and the Ontario Native Literacy Coalition

Laubach Literacy Ontario and the Ontario Native Literacy Coalition are hosting their annual conference from June 15 to 17, 2017 in London. The theme of their conference is "**A Step in the Right Direction**".

Visit LLO's website for more information about the conference, including registration information, costs, workshop overviews, and more.



LABOUR MARKET INFORMATION

Here are some valuable tools to keep you and your learners informed about Ontario labour market trends and issues:

- ["Ontario Job Trends and Outlook"](#)
- ["Ontario Job Futures"](#)
- ["Labour Market Reports for Ontario"](#)



EMPLOYMENT ONTARIO NEWS AND INFORMATION

MAESD's Employment Ontario Partners Gateway (EOPG) website provides important information for LBS agencies. Be sure to visit this site regularly at: www.tcu.gov.on.ca/eng/eopg/newpostings



Recent news on the EOPG includes:

- [COFLA letter to Literacy and Basic Skills Service Providers and Support Organizations](#) (May 10, 2017)
- [Chapter 6 - Employment Ontario Case and Client Profile](#) (May 2017)
- [CaMS/2017-8 Bulletin: What's Coming in Release 17.2](#) (May 2017)
- [CaMS/2017-7 Bulletin: Client Address Change](#) (May 2017)
- [EOIS/2017-6 Bulletin](#) (April 2017)
- [Deputy Minister's Letter to the EO Network Regarding the Release of the LBS Evaluation Report](#) (April 2017)
- [Assistant Deputy Minister's Letter to the EO Network Re: the LBS Evaluation Report](#) (April 2017)

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This E-Communiqué was researched and written by Joanne Kaattari. For more information about Community Literacy of Ontario, visit our [website](#).

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