



80 Bradford Street, Suite 508, Barrie, Ontario L4N 6S7

EMAIL info@communityliteracyofontario.ca

TEL 705-733-2312 | WEBSITE www.communityliteracyofontario.ca

TWITTER [@Love4Literacy](https://twitter.com/Love4Literacy) | FACEBOOK www.facebook.com/CommunityLiteracyOntario

March 24, 2022

In the current climate brought about by COVID-19 and other factors, there is a critical need to share marketing strategies and promising practices amongst LBS programs in Ontario.

Accordingly, as one of our business plan deliverables for 2021/22, Community Literacy of Ontario researched (via a provincial survey, focus groups and key informant interviews) and wrote our **Learner Recruitment Challenges and Strategies** report.

Our report covers the following topics:

- Successful Learner Recruitment Strategies
- Stories from the Field – Recruitment in Action
- Learner Recruitment Challenges

Community Literacy of Ontario is very happy to share our **Learner Recruitment Challenges and Strategies** report and have this opportunity to support adult learners and LBS programs!

Our report can be freely downloaded from CLO's website at:

<https://www.communityliteracyofontario.ca/wp/wp-content/uploads/Learner-Recruitment-Report-March-2022-FINAL.pdf>

**AVAILABLE FOR FREE
ON OUR WEBSITE!**

Read CLO's new report on the challenges faced and strategies used by community-based Literacy and Basic Skills agencies to recruit learners.

