

Network News

A newsletter for the Tri-County Literacy Network serving the Municipality of Chatham-Kent, Essex and Lambton counties.

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Ontario Literacy Coalition – Social Marketing Initiative

What
did you
learn
today?

Bringing Life Long Learning to three Ontario Communities Project

The Ontario Literacy Coalition was looking for partners to develop activities and supports that promote life long learning in three communities, with a special focus on literacy. The (3) hosts chosen by OLC for this pilot project include the Adult Basic Education Association of

Hamilton, Timmins Learning Centre, and the Tri-County Literacy Network (Sarnia-Lambton).

Kathryn Wade, Susan Maclsaac and Maxine Rehder from Prime Time Strategies, are the consultants hired by OLC for this project. Consultations with learners, lifelong learners and community partners took place November 21 and 22. Their suggestions and advice will be used in the campaign to develop activities to promote lifelong learning and encourage people to make the decision and take action to learn something new. The week long celebration is scheduled for February 17 – 24, 2003 in Sarnia.

Lori Cummings

Message from the Executive Director



Since our newsletter in the spring, a highlight for the Tri-County Literacy Network Board and staff has been our strategic planning sessions with consultant Robb MacDonald. As a result of these sessions, we identified increasing public education as one of the top strategic priorities for the next three years.

Actions and activities that support the fulfillment of this priority include the Evaluating Outreach Strategies and Events project, participation in the Ontario Literacy Coalition's (OLC) Life Long Learning promotional initiative as a pilot site and the Need to Read Festival.

Evaluating Outreach Strategies and Events

Over the past several months, the Evaluating Outreach Strategies and Events (EOSE) project entered a new phase, gaining further speed, direction and focus. With guidance from the reference committee members (Andrea Dickinson, Carol Cazabon, Sidney Sellick, Vicky Ducharme and Dave Gotts), the consultant, Robb MacDonald, conducted focus groups with two groups of single mothers – one consisting of Literacy and Basic Skills (LBS) learners, and the other consisting of non-LBS learners. The results from these focus groups overwhelmingly supported the research completed in the summer: the best way to reach single mothers is through the use of networks and spokespeople.

With this in mind, Robb MacDonald and Jean Doull, from Organization for Literacy in Lambton (OLL) met with two single mothers from Sarnia to discuss their prospective involvement in the project as spokespeople. Over the next couple of months, these two women will meet with groups of other single mothers in the Sarnia area. Through these presentations, they will talk about the barriers they experienced because of literacy challenges, and they will share their personal victories as learners.

To help ensure that the messages the spokespeople present are consistent with the findings from the research, they will receive coaching and support from Robb and OLL. Both women will also receive an honorarium for their work. Additionally, fridge magnets and postcards with OLL contact information will be distributed at the presentations and other venues. Outreach through the media will also be used to complement the messages delivered by the spokespeople.

The ultimate goal of the presentation is to increase awareness among single mothers of the literacy programs and their benefits so that they will be more likely to participate.

Robb MacDonald

We expect the Evaluating Outreach Strategies and Events project will be piloting presentations by learners to community groups in Sarnia-Lambton in December and January. This will dovetail nicely with the Ontario Literacy Coalition project.

Life Long Learning promotion will be highlighted during the week of February 17 to 24, 2003 in Sarnia-Lambton as part the OLC project.

The Need to Read Festival will be celebrated in Chatham-Kent on May 2 and May 3, 2003.

I hope you will STAY TUNED for more news related to all these projects!!

Best wishes for a healthy, happy December and New Year.

Andrea Dickinson
Executive Director
Tri-County Literacy Network



Regional and Provincial Updates

Literacy Service Plans

Literacy Service Plans (LSPs) for all 3 regions – Chatham-Kent, Sarnia-Lambton and Windsor-Essex - were submitted to the Ministry of Training, Colleges and Universities (MTCU) consultant, as required, on October 31, 2002. The Local Planning and Coordination (LPC) meetings on September 13, 2002 for Chatham-Kent and Sarnia-Lambton and on October 2, 2002 for Windsor-Essex were dedicated to this planning process.

Field Development Projects

As of January 2002, the National Literacy Secretariat (NLS) approved the requested use of the remaining funds in the "Building Bridges for Adults with a Developmental Disability" project. This funding was approved for and used for Learning Disabilities and Employment training this fall for practitioners (for Chatham-Kent and Sarnia-Lambton on October 25, 2002 and for Windsor-Essex on November 1, 2002).

As approved by NLS in May 2002, the remaining funds in the Positive Strategies for Managing Change project were used towards the Strategic Planning sessions, Workwrite materials for all Literacy and Basic Skills (LBS) programs and presentations by Karen Geraci on workplace materials for practitioners (for Chatham-Kent and Sarnia-Lambton on May 24, 2002 in Corunna and for Windsor-Essex on November 1, 2002).

Since September, the Evaluating Outreach Strategies and Events (EOSE) committee met on September 24, 2002 to discuss the literature review and to prepare the next steps. Robb MacDonald has held a non-Literacy and Basic Skills (LBS) focus group in Sarnia on October 2, 2002, secured

a pilot site of Sarnia-Lambton with Organization for Literacy in Lambton (OLL) assisting with spokespeople, has been working on a promotional fridge magnet and has met with OLL and learner spokespeople on November 7, 2002 to discuss community presentations. The Reference Committee for the Evaluating Outreach Strategies and Events Project will meet to discuss the results of this work in December, 2002.

We expect to receive a request for proposals the week of January 6, 2003. We have gathered some information on resources for a workforce project related to the agricultural sector in preparation for our next field development proposal.

Workplace Strategy/ Practitioner Training

The focus of the practitioner training for Chatham-Kent and Sarnia-Lambton, on October 25, 2002 at 9 a.m. to 1 p.m. at Christ Church in Corunna, was on Learning Disabilities and Employment. Presenters included Bev Clarke from the Learning Disabilities Association in Windsor-Essex and Pat Hatt. The afternoon motivational speaker was John Burke. Feedback was very positive.

The practitioner training session for Windsor-Essex was held on November 1, 2002, 9 a.m. to 3 p.m. in the Learning Disabilities Association building. The morning focussed on Learning Disabilities and Employment with the same presenters as for Chatham-Kent and Sarnia-Lambton. In the afternoon, Karen Geraci, author of Workwrite workplace materials (for more information on these resources visit online at www.ptp.ca), presented on workforce content. Feedback was positive.

The Sarnia Lambton Training Board will be

Continued on Page 4



Regional and Provincial Updates

implementing an employer hiring and training needs survey. This will be followed up by information for employers on the essential skills checklist that can assist them in assessing potential employees. We hope to promote our learners and programs to employers through this process.

Workforce literacy focuses on making LBS-funded services more responsive to the workplace, so that learners are better prepared for entering or remaining in the workforce. This type of literacy is currently occurring in literacy programs locally and provincially.

Workplace literacy focuses on making LBS-like services available to the workplace on a fee-for-service basis. Provincially, four Networks are currently piloting (first sites) the workplace strategy and the Ontario Literacy Coalition is currently developing practitioner training to complement this. Results will be shared across the province in 2003. Network first sites include Literacy Link Niagara Inc., Literacy Ontario Central South, The Mid North Network for the Coordination and Development of Adult Learning and Project READ Literacy Network.

Ontario Works Mandatory Literacy Testing and Training Initiative

A Chatham-Kent Ontario Works (OW) – Literacy and Basic Skills (LBS) committee meeting was held on September 5, 2002 to discuss the progress of the initiative, any improvements that could be made and the Literacy Service Plan (LSP). As a result of this, the Lambton Kent District School Board (LKDSB) plans to offer some LBS programming during the Chatham-Kent OW “Going Places” workshop.

As part of LSP planning, LBS providers met with Sarnia-Lambton OW staff on October 1, 2002. As a result of this meeting, LBS programs provided updates on their services as part of an OW staff meeting and also provided open houses for OW workers on October 24, 2002.

At the Windsor-Essex Local Planning and Coordination (LPC) meeting on September 18, 2002, Dana Howe, the Commissioner of Social Services for the City of Windsor, presented on the Learning Champions and indicated that they are ready for the adult literacy component. St Clair College in Windsor will take the lead on preparing pilot sites for this. At the September 18, 2002 LPC meeting in Windsor we agreed to discuss the possible need to expand LBS programming in Windsor-Essex in response to the referrals from OW. This discussion is planned for the next LPC meeting on November 20, 2002.

Stakeholders Meetings

Windsor-Essex, with approval from the Ministry consultant, did not hold a stakeholders meeting this year but instead invited presenters to speak about employment trends, the recently updated local e-scan and an update on the workforce/place strategy at the September 18, 2002 LPC meeting. This information assisted with Literacy Service Planning this fall.

Networking and LBS Funding Model Review

The Ministry of Training, Colleges and Universities (MTCU) is currently reviewing the support services provided by the umbrella organizations, sectoral bodies, regional networks and service organizations. This process will define the range



Regional and Provincial Updates

continued

of support services needed by the agencies to deliver quality LBS programming to learners. Once defined, LBS will need to ensure that the support services needed to meet current and evolving needs are in place around the province. MTCU would like to have the review completed at the end of February 2003 with recommendations for a phased implementation, beginning with the 2004-2005 business cycle.

MTCU has also engaged the consulting firm Mercer Delta to begin the review of funding for delivery of literacy services in Ontario. This review will dovetail with MTCU's development of performance measures. MTCU hopes to bring forward a strategy for the staged implementation of a new funding approach by the end of March 2003. The first changes for delivery agencies will be reflected in the 2004-2005 fiscal year.

International Literacy Day



Carrie Myers (on left) received the "Literacy Promotion Award" for 2002. Pictured on right is Donna Rowley from the Chatham Kent Public Library. Donna is also on the Need to Read organizing committee and was the recipient of the 2001 "Literacy Promotion Award".

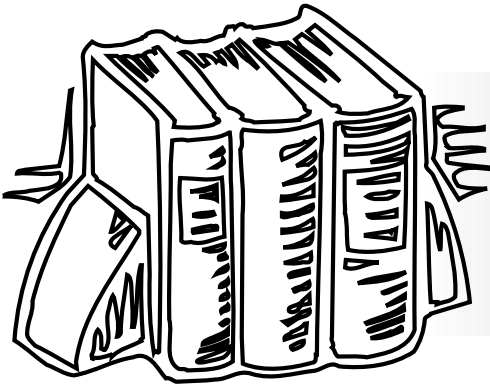
On Friday September 6, 2002 the Tri-County Literacy Network hosted an "Alphabet Soup Luncheon" at the William Street Café in Chatham in celebration of International Literacy Day and International Adult Learners' Week. This fundraising event promoting literacy awareness and community involvement also featured a used book sale by the "Friends of the Library" and a book signing by local children's author Mary Genge. As part of the celebrations, the Network recognizes individual contributions made to literacy. The "Literacy Promotion Award" for 2002 was presented to Carrie Myers, Early Years Specialist for Chatham-Kent. In 2003, on an annual basis one individual from the Municipality of Chatham-Kent, Sarnia/Lambton and Windsor-Essex will be recognized with this award.

Need to Read Festival



One of the objectives of the Festival is to increase community awareness about literacy and the services available as well as present activities that

involve the entire family promoting "life-long" learning, demonstrating that learning can be both beneficial and fun. Su Morin our Need to Read Festival Coordinator and the organizing committee are currently developing the 4th Need to Read Festival scheduled for Friday May 2 and Saturday May 3, 2003. Talented Canadian authors have been invited to visit local schools, libraries and other public venues such as cafes within the Municipality of Chatham-Kent. Further details to follow!



New Resources

Available through the Network Office

Strategies to Increase Participation: A Look at Underemployed Adults in Basic Skills Programs

A report by QUILL Learning Network
This project focused on conducting research and focus groups in an effort to find out what could potentially increase the participation level of underemployed adults in basic skills programs.
2002

Networking with Organizations Serving Persons with Special Needs A Literacy Link South Central Community Development Project

Prepared by Amy Tooke Lacey
Research findings from the Tri-County Literacy Network's Building Bridges for Adults with a Developmental Disability final report (2000) was included in this project.
July 2002

Skills for the Future Practitioner Training Strategy Phase Two Report

Community Literacy of Ontario
CLO's goals for this second phase is to develop implementation strategies for skills acquisition and recognition for paid practitioners, volunteer practitioners and develop a standard for tutor training.
August 2002

Report on Employer Interviews

Nancy Bassis, Access Department School of Creative Arts and Opening Learning, Cambrian College
Workplace research with interviews with employers
Jan 2002

Voices of Canadian Literacy

Edited by Lee Weinstein
John Howard Society
This textbook, enhanced with black and white photography, contains stories gathered from learners across Canada and includes chapters devoted to notable Canadian literacy programs.
2002

Youth and Literacy Partnership Models

Written by: Anne Marie Curtin
Produced by: Literacy Link South Central
Funded by: National Literacy Secretariat
This report discusses the elements of developing partnerships, especially those relating to youth services and literacy services. It includes feedback from literacy services across Canada as well as input from local youth service providers.
August 2002



Writer's Showcase



Mathew's Story

I'm a 34 year old who all his life has had to struggle in school. I never did learn how to read or write well. But then I didn't want to learn either. I had a hard life then.

At one time, I wanted to be a police officer but I knew that was not possible.

When I have to do the W.H.M.I.S. test I started to get nervous and feel panicky. Even when some friends want to play board games I feel the same way and I can see that my wife feels uneasy about it. Every time I turn around it seems like the government is coming up with new training courses.

But now I have a boy whose name is Cole. I'm very proud of him. That's when I knew I had to go back to school because I want him to be proud of me and not ashamed of me. My wife, whom I love very much, was looking through the paper and saw the ad for literacy for adults.

I wanted to call the first time she told me but I was too scared at that time and then, when I finally decided to call, we lost the ad. We went for a while before there was another one. And I still couldn't call. I made my wife call.

When I went they made me feel good and hopeful. I need one-on-one tutoring.

I would like to get a better job and be able to get more for my family like you would want for your family. I know it seems tight for government funding, but school is very important to me and all the other adults. We don't want to end up struggling all our lives.

Now it's been almost a year and I can see a difference. I still have a long way to go but as long as there is some one there to help me, I think I will make it.

Who knows, I might even graduate before my son. (Ha ha).

**Mathew,
Organization for Literacy in Lambton, Sarnia**

You can become a member of the Tri-County Literacy Network. Anyone with an interest in literacy can become a member. Contact the Network office for more information.

Benefits of Membership to the Tri-County Literacy Network

- Access to resources from the literacy library
- Receive the newsletter "Network News" three times per year
- Receive advance notice of training events
- Bulletins on issues and events of interest to literacy practitioners
- By supporting the Network, you support the adult literacy programs in your community

Network News

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Articles for the Network News are always welcome. We thank all those who have provided excellent work. We are unable to print all that we receive due to the space limitations. The Network also reserves the right to edit articles for length and content.

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Computer File

Web sites of Interest



www.mathliteracy.com

ABC Canada's new website for numeracy awareness

www.netsuccess.on.ca

Net Success Inc. wishes to assist the community in becoming aware, comfortable, and competent with the computer technology which is more and more becoming part of our day to day lives.

www.ptp.ca

Since 1991 Preparatory Training Programs of Toronto (PTP), one of Canada's largest community based literacy and language programs has delivered innovative literacy programming with a workplace focus.

www.literacy.ca

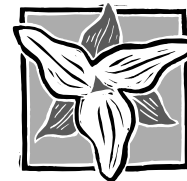
Movement for Canadian Literacy site where you will find the "Book of Changes" project, adult learners' stories: what literacy means to their lives

www.sltb.org

Sarnia Lambton Training Board
265 Front Street North, Suite 504
Sarnia, Ontario, N7T 7X1

www.adultlearning.unesco.ca

The United Nations Educational, Scientific and Cultural Organization, International Adult Learners' Week site, A World of Possibilities Through Learning



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