

EXPRESSIONS



The Provincial Newsletter of Laubach Literacy Ontario

Winter Greetings from LLO



The third edition of our Newsletter — Winter 2005

Highlights from the President:

LLO is always trying to generate new partnerships. One of the directives of LLO's strategic plan is dedicated to finding and establishing new partnerships. We can no longer afford to depend on one source of funding. Expanding our financial allies is challenging to be sure, but the possibilities are limitless. A well-structured and well-managed organization is the most likely to attract partners. This is what the strategic plan is all about.

So, how do you eat an elephant? One bite at a time.

The office has been restructured and we are excited to welcome Mary Anne Baker to the LLO staff. You can learn a bit about our new office administrator on page 2.

Board committees have been busy working through the winter months on fund development and training initiatives. Find out what the Fund Development Committee and the "Brown Baggers" (a.k.a. the training development team) have been up to by reading their newsletter submissions. The Communications team has also been busy giving the LLO website a "facelift". Last but not least the conference committee has been busy planning for our June 17-19th 2005 conference and AGM in Windsor. Details on page 5. We will be sending out nomination forms soon for positions on the board of directors. We are always on the lookout for more hard-working, creative, committed board members.

The students—the reason we are really here! LLO was fortunate to have Arnie speaking on behalf of literacy students in his recent candid interview on T.V.O. The media release on page 3-4 will give you some insight into the significant impact Arnie's courageous story made!

Our members are the heart of our organization. We are pleased to have our member council focus page dedicated to the North Bay Literacy Council—this dynamic group of literacy workers are not only active in their own area but are very involved in LLO.

So as you can see, the organization is working hard at many levels towards meeting its new mission statement, developed in consultation with our members:

LLO supports its member agencies in the achievement of higher levels of literacy throughout the province.

Linda Martin

What's Inside...

News from the Office	2
Member Council Focus	3
Arnie Stewart Does it Again!	4
Conference 2005	5
Program Tool Shed	6
Training Post	7
LETS Pilot Project	7
Fund Development Committee	8
From the Editor	8

Laubach Literacy Ontario is a volunteer organization dedicated to increasing literacy in Ontario guided by the principles of *Each One Teach One*

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Jack Osborne

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Howard Lane
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Staff

Executive Director: Lana Faessler
Administrative Assistant: Mary Anne Baker

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Fifty copies of Expressions have been sent to your council office. Please circulate to board members, tutors, and literacy students.

If you have Microsoft Publisher and want the newsletter emailed to you, contact us at the office.

News from the Office

Welcome Mary-Anne!

Hi, my name is **Mary Anne Baker** and I am the new Administrative Assistant at LLO.

When I saw the job advertisement in the local paper I was very excited. To me one of the most important and pleasurable things a person can do in life is read. I have passed many an hour curled up with a book and can't imagine not being able to do this. It has always been a passion of mine.

Many, many years ago I actually took the Laubach tutor-training course. I was so impressed with the system! My student turned out to be an ESL student and unfortunately we only met once and then he dropped out. Attempts were made to contact my student but nothing came of it. I was feeling a bit discouraged, thought perhaps I had done something wrong, and didn't pursue it further. Looking back now I wish I had followed up, as I am once again becoming inspired with the system and the Laubach Literacy organization.

I have had many years of office experience at Electrohome Limited and then later at Teleflex GFI Control Systems. I am finding that even with my vast experience there is much to learn, and ask that you bear with me during this learning process. Lana is a wonderful patient person and has a wealth of knowledge and I feel very privileged to be working with her and to be part of this organization.

In my spare time I enjoy reading, scrap-booking and gardening and love spending time at my cottage with family and friends.

I look forward to meeting and working with all of you in the future.

Mary Anne Baker

Website Updated

Our website is getting a face-lift!

Our new web-mistress, **Sheila Roberts**, in her role as LLO's Communications Team Leader has been breathing new life into our website, with the creative assistance of **Yvonne Henderson**.

Both are also volunteer Laubach-certified tutor-trainers. Check out "What's New" and "What's Hot", at www.laubach-on.ca.



Announcement from LLC's National Student Representative



Hi, my name is **Gary Porter**, and I am on the LLC Board of Directors as the national student representative.

I am inviting any and all literacy students to contact me by phone or email. I am looking for ideas on how things could run smoother in your city or province.

LLC is inviting one student from each province for a student caucus at their AGM in New Brunswick in June, to discuss ideas, and to elect a national student representative.

I hope to hear from you:

Phone: 1-877-872-8685

Email: candles48@rogers.com

member council focus

The North Bay Literacy Council

In November, 1978 a group of concerned people got together because they realized that there were many adults in the North Bay area needing help with basic reading, writing and math. Canadore College was the main thrust behind the initiative and the Laubach workshop was chosen because "it was the best material and gave the best information to untrained volunteers than any other method."

In the early years Canadore College helped with coordination, a telephone contact number, newsletter printing and mailing, stocking the books, meeting rooms, workshop rooms, and other help as needed. There was no provincial funding. Money for books was raised through bake sales, raffles and tag day. Today, 27 years later, we still do these activities to raise money for books and supplies.

On November 4th and 5th of 1978 the first Laubach Tutor Training workshop was held in North Bay. A record breaking forty-five people responded to that first call for literacy tutors. At the conclusion of this workshop the North Bay and Area Literacy Council was born. We are now the North Bay Literacy Council.

In 1986 the Council hosted the Laubach Literacy Ontario conference, which was deemed a success with over 90 people from across the province attending. To celebrate our 25th anniversary in October 2003 we hosted another provincial conference greeting over 200 people from all over the province.

We are a very busy Council and our numbers prove it. Our stats have increased every year (unlike our funding) and we average about 200 people per year who come through our doors. At our year-end in 2004 our volunteer hours reached an amazing 14,264 hours! We also try and participate in as many provincial literacy initiatives as time and sanity will allow.

We have just completed hosting our second "annual" Family Literacy "Ice Capades" in partnership with Northern Honda and CUPE Local 122. This free skating event has been very successful and this year we had well over 200 people participate in the skating and about two dozen parents and children come for story time and refreshments. Two "celebrity" guest readers came out to play with us and read stories to the parents and children. We got some excellent TV coverage as well.

Our terrific training team is working to improve our tutor-training workshops using the LETS model. We usually deliver two workshops a year, or more if the need is great.

The North Bay Literacy Council has also delivered some successful special projects funded either by NLS/MTCU or through the Trillium Foundation. For 2005-06 we have just received some funding from the Ontario Trillium Foundation to: enhance our website; hire a Student / Tutor Liaison person to help gather statistics to prove our "Effectiveness" under the new CIPMS; hire a data entry person to inventory our library, act as receptionist etc and; offer a Summer Reading Program for children ages 8 to 12. We will be holding a press release party to announce this grant the end of February.

And as everyone knows, we would not be able to do any of these activities, events, projects, or even run our office if we didn't have such dedicated and amazing volunteers. I would venture to say that North Bay, and specifically the North Bay Literacy Council, has the best volunteers in the province.

Submitted by:
Jane Jackson
Executive Coordinator

Arnie Stewart Does It Again!

Arnie Stewart Does It Again!

LITERACY – GETTING THE MESSAGE OUT IS HALF THE CHALLENGE

On November 30th, Paula Todd of TVO's Studio 2 interviewed Arnold Stewart, an adult literacy learner and now a literacy advocate. Arnie traced his courageous journey to literacy, offering hope and inspiration to people of all ages who struggle with the written word. **This interview will be rebroadcast on Saturday, March 26th at 4:30 PM and at 5:00 a.m. on Sunday, March 27th.**

The impact of Paula Todd's sensitive interview with Arnie proves the need for more television exposure to raise public awareness of literacy. It also supports the need for one-to-one literacy provision as an option for adults who want the confidentiality and flexibility this type of programming offers. At the end of the interview, Paula Todd did a great service for literacy advocates by informing that that 3 million adult Canadians lack the skills required to fill in simple forms, understand food and drug labels, or read notes from their children's teachers. At the end of this article are quotes from people who called from across the province.

Within a week of the show's airing, **over 35 people called Laubach Literacy of Ontario's toll-free number** provided at the end of this heart-warming and revealing interview....23 of them were received within 48 hours, and 10 of them were received within 15 minutes of the show's end.

Arnie also received about ten phone calls to his home, many from students too shy to call a literacy organization. Even though we manned the phones and returned all calls when someone left a message, three were never reached, as they had no answering machine. They never called back. We also experienced seven "hang-ups" to our answering machine, when calls were placed after hours---which isn't surprising when you realize how much courage it takes to make that first phone call and admit you need help.

Besides listing LLO's toll-free number, TVO also provided information such as "Look Under LEARN in the Yellow Pages™," where one can find phone numbers of local literacy services, thanks to ABC Canada (www.abc-canada.org). The Metro Toronto Movement for Literacy regional network's phone number was also provided, because of the large viewing audience from the province's largest city.

Most of the calls LLO received were from adults wanting a volunteer tutor like Arnie had, so we referred them to the regional literacy network in their area, and sometimes directly to a community-based program close to them, when there was one, or when that is what the caller wanted. A large percentage of callers were from the Toronto area, and a few wanted help with English as a second Language. However, many of the calls were from people who were so moved by Arnie's frank and inspiring heart-to-heart interview with Paula Todd that they wanted to know where they could sign up as a volunteer tutor. Here are some of the comments from people who called in, or left messages on the Studio 2 online Discussion Forum (www.tvo.org/studio2)

"I watch you and Steve nightly, but of all the interviews you have done in the past, I find this one your best and most sensitive. You were able to show us the inside of a truly sensitive, and definitely a gentle man. I am 71 and understand what he went through. He was concerned how he would appear and you can tell him for me I would be proud to shake his hand and consider him a friend. Hopefully he has done our youth who were watching a service. This interview should be made available to all social agencies to help young and old alike over a disturbing time of their lives."

"I am now on my own...my husband died in the Spring. I was left at the back of the class and felt forgotten when I went to school. I was sick when young and missed a lot of school. I also felt there was a blockage in my brain and information couldn't get in. I feel vulnerable...I don't want to go to a class or large group. I want to improve my self-confidence and make the best of things."

"I have low reading and writing skills, and have been hiding it...I have been afraid all my life, but now seeing Arnie's show, I want one on one. I have only Grade 5."

A rural farmer's wife said she and her husband have been looking for help for him and her three male children who are having trouble in school—she has paid for after-school tutoring for her children at \$20.00 per hour. We were not able to refer her to a volunteer program in her area, because there isn't any. Another caller, a former teacher was moved to tears by the program, and wanted to help, but there is no community-based program in her area that uses volunteer tutors.

"I was very taken with the TVO Program and want to help. However I don't have any experience."

"I am excited that I can get a tutor...it would be a dream come true to learn to read. I have been in Canada for ten years."

"It is a relief to talk with someone about this issue finally."

"This interview sent me over the deep edge"

"I was charged with fraud because I didn't understand what I was signing. I feel like a blind person left on my own to cross a busy street.."

One employer who had wondered why some of the workers from his plant suffer from poor self-esteem said "tomorrow begins a new journey at our plant...**the Arnie Stewart Journey.**"

Attempts to advertise the TV interview ahead of time were made by TVO through a Media Release, and by several literacy providers through AlphaPlus's online literacy network, AlphaCom.

Thanks to the Ministry of Training Colleges and Universities, which funds TVO, the AlphaPlus Centre, provincial networks such as Laubach Literacy Ontario, Community Literacy Ontario, the Ontario Literacy Coalition, Regional Literacy Networks, and community-based literacy programs across Ontario, there are many doors available to people seeking help and people offering help—the challenge is that adult non-readers are just that—non-readers. They need to be reached directly through television and radio, and indirectly, through word-of-mouth. If you know of someone who wants to improve their literacy skills, spread the word, or contact a program near you by looking up "LEARN" in the yellow pages, or calling Laubach Literacy Ontario at 1-866-608-2574, or visiting our website at www.laubach-on.ca. To contact Arnie Stewart for speaking engagements, particularly at schools, or if television and radio programs want to interview him, call Arnie at 905-357-2493.

The foregoing article is a media release being sent to TVO, ABC Canada, and various newspapers in Ontario. If you would like an electronic version of this media release for your own public relations purposes (and add your program's contact information) email me at literacy@laubach-on.ca.

Lana Faessler, Executive Director

CONFERENCE 2005

See you there!

Live and Learn, LLO's Conference and AGM, 2005 will be held at the University of Windsor from **June 17-19th**. The hard-working volunteer conference committee, chaired by our own **Anthony Gomez**, (who works at the University) consists of **Bev Clarke, Christine Dean, Dan Nardone, Danielle Gignac and Lana Faessler**. Pre-conference workshops will have a children and youth focus (Friday) and the balance of conference activities will focus on adult and life-span issues. Without the partnerships with **Windsor Public Library Adult Literacy**, which is hosting this event, and the **LDAO of Windsor-Essex**, and various grants they have received from Windsor Casino and Windsor Volunteers for Literacy, this conference would not have been possible. **Over 20 workshops** will highlight learning disabilities, impulsivity and behaviour issues, technology, English as A Second Language and various teaching strategies aimed at literacy practitioners. A Laubach-certified **Supervising Trainer Workshop** will be offered, as well as focus groups on **LETS** and other training issues. Travel subsidies will again be offered to member agencies. Visit our website to keep updated on the Conference, the **3rd Annual Arnold Stewart Individual Achievement Awards**, and other exciting events.

Program Tool Shed

Non-Profit Boards

As most of our member programs are run by non-profit boards, we will be including information that we come across regarding boards in Expressions.

The points listed below were taken from "The Association Consultants Report Volume XIV, No. 3 Spring 2004":

- ✓ The Board should ensure that all new directors receive a comprehensive orientation with respect to the business of the organization and the duties of a director
- ✓ The Nominating Committee should determine what specific qualities and skills should be sought in order to produce a more balanced team
- ✓ The board should regularly assess its own effectiveness and the effectiveness and contribution of each board committee and individual director
- ✓ There should be clear, and Board approved, position descriptions for: directors; the chair, vice-chair and other officers of the Board; committee chairs and the Executive Director
- ✓ The Board (not the Executive Committee) should approve the goals and objectives that the Executive Director is responsible for meetings

Look for an article on "Committees" in our next edition of Expressions

Looking for a benefit package for you and your staff? Check out two we have heard about from members: OLC Employee Benefits program (see details on the back cover of their December issue of Literacy on the Move) and In Kind Canada...join this fine organization for many benefits! Go to <http://www.inkindcanada.ca/en/BenefitsProgram.html>

Outreach at LLO

Road to Reading Festival

Sunday September 12, 2004 Barrie, Ontario

LLO had the pleasure of participating in the annual event. Organized and staffed by Robyn Cook-Ritchie, we had over 300 visitors at our booth that offered a reading carpet for young children your own bookmark activity for all ages. 20 information packages, 63 fridge magnets and 40 "Best books for Pre-Schoolers" lists were distributed.

Word on the Street

Sunday September 26, 2004 Toronto, Ontario

For the first time, this event was held at Queen's Park, rather than on the streets of Toronto. Volunteering again this year were Arnie and Barb Stewart and Lana Faessler. LLO pamphlets were widely circulated.

Factors Affecting Success

This exciting joint-research project between LLO and the University of Windsor is exploring the needs of students in adult literacy programs and how to better meet them. LLO has now completed the recruitment phase of this exciting research project!

This project will:

- give you insights into who is coming to your program
- increase your ability to serve your "clients"
- attempt to identify factors that predict success in community-based programs
- provide funders with collective data that is anonymous, that will help identify what works in community-based programs, and what the challenges are
- provide the literacy field with the tools to continue gathering this important information for use within the agency, after the project is completed.



A letter from MTCU to LLO, dated November 12, 2004 states: "We are very interested in the products which will result from these projects (Who's on First/Factors of Success) as we feel this information could be very useful in any possible future developments to the Literacy and Basic Skills Program."

Programs involved will be collecting data until June 30, 2005. The data will be analyzed by the University of Windsor in July and August. The final report will be distributed in Fall 2005.

“The Brown Baggers: Working for You!”

At the LLO conference in June a group of Volunteer Trainers was struck to work with Provincial Trainers. This group was formed partly as a response to a survey we faxed to you in January of this year – the results (published in the LLO Newsletter, Volume 1, No. 2, Spring 2004) indicated we had a number of areas to address to help you better. This group, now known as the “Brown Baggers” is comprised of two different teams.

The Development Team Mandate is: To address trainer development issues
The Communication Team Mandate is: To facilitate the free flow of ideas and information

TEAM MEMBERS

Captain: **HELEN MCLEOD**, Provincial Training Officer (PTO)

Development Team Leaders:

CAROLE RISIDORE, Hamilton Literacy Council
MAUREEN O’KEEFE, Oakville Literacy Council

Communication Team Leaders:

SHEILA ROBERTS, York-Simcoe Council
YVONNE HENDERSON, North Bay Literacy Council

Administrative Team Leader: **LANA FAESSLER**, Executive Director, LLO

Other Team Members:

JEN DE ALWIS, (Development Team), Brantford
MARY MILLS (Dev. & Comm. Team), North Bay Literacy Council
ROBYN COOK-RITCHIE, LLO Staff, LETS Project Coordinator

The name of the team, the “Brown Bagger’s”, reflects the fact that this is a volunteer group responding to organizational needs without the benefit of an official budget. In the spirit of true “volunteerism”, the group will be meeting in the most cost effective ways and will even be providing their own refreshments – hence the term brown bag!

Recently, the “**development team**” linked with trainers via an initial survey. The majority of trainers who have responded told us that they want to provide input by filling out a written survey. The team will be sending out the survey shortly, and are counting on a great response. The “**communication team**” has already developed a draft strategy and has been busy revamping the LLO website as a first step in better communication with our members.

“The Workshop Exchange”

Tell us when and where you are planning your next workshop so we can let others know!

Upcoming Workshops:

Tillsonburg Literacy Council
March 12th and 19th

Midland Area Reading Council is holding a spring training course on April 18, 20, 25, 27 and 30th. Mondays and Wednesdays from 7-9:30pm and Saturday from 10-4. Cost \$15.00. Orientation date to be advised. Call (705)527-1522.

The Adult Literacy Council of Greater Fort Erie

Saturday, April 2nd and Saturday, April 9th. The workshop will be held at the Fort Erie Public Library, 136 Gilmore Road in Fort Erie from 9:00 a.m. to 4:30 p.m. 905-894-9229

We will post your upcoming workshop information on our website and in AlphaCom’s Laubach Bulletin Discussion, so keep us informed!

Laubach Enhanced Training System Pilot Project

LLC’s Enhanced Training System (LETs) Pilot Project was launched in January 2005 and concludes May 31st. All provinces in Canada will have the opportunity to be involved in the pilot project. Each province received a pro-rated number of subsidized pilots based on statistics from the previous two years. Ontario can access **eight** subsidized pilot workshops, for up to **\$1,000.00 per** workshop. The criteria for distribution of the workshops were developed by the development team and have been distributed to all member councils by email. In order to qualify as a pilot a number of guidelines have to be followed.

Information about the **LETs Pilot funding opportunity** is also on our website at www.laubach-on.ca. Direct any questions to Lana at the LLO office, or Helen McLeod, Provincial Training Officer, at helenmcleod@mobile.rogers.com. Copies of the LETs guidelines have been sent twice to member councils and volunteer trainers—most recently in the **LLOTS manual** (Laubach Literacy Ontario Trainer Supplement). They are also available on LLC’s website at www.laubach.ca.

The Fund Development/Marketing Team, consisting of Sue Bannon and Melanie Remonde (co-chairs) and Olivia Aeckerle, with Robyn Cook-Ritchie as staff support, has developed a Terms of Reference, and is working on a two-year action plan. Also, new pamphlets are being developed that match the Learn to Read posters. As always, the pamphlets will include council contact information, listed alphabetically by city. These will be distributed to member councils as a promotional resource and used for provincial advocacy, public relations and marketing.

From the Editor

Spotlight

ON..



We will highlight a different council in each edition of our newsletter. Our spotlight this edition was the North Bay Literacy Council! If your council is interested in being highlighted please submit an article by:

June 15, 2005.

We would like to include student writing in each edition in the "Student Speak" column. Encourage your students to write about their learning experiences!

Deadline for submission is June 15, 2005.

Program Toolshed



Send us your tips, problems/solutions, ideas!

Next submission deadline: June 15, 2004.

We're on the web!

www.laubach-on.ca is our main website and lists contact information for the 46 literacy agencies that are affiliated with LLO.

From our main website, you can link to www.trainingpost.org which has tutor resources and training modules.



Suggestions! Comments!

We would like to hear your ideas about what you would like to see in *your* newsletter...

Send your ideas, suggestions, and comments to me by email at: **ritchieg@execulink.com** or to the Head Office of LLO in WATERLOO (contact info on page 2)!

Robyn Cook-Ritchie
Newsletter Editor