



Literacy Coalition  
of New Brunswick<sup>Ltd.</sup>

## ANNUAL REPORT

2018-2019

The Literacy Coalition of New Brunswick

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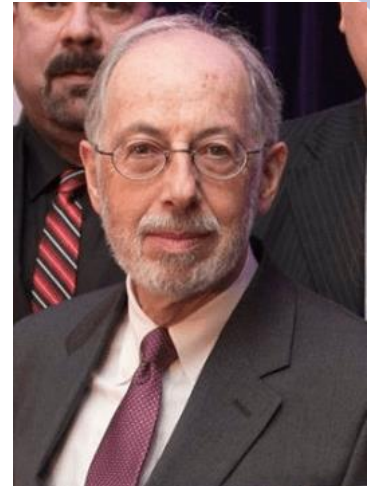
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# PRESIDENT'S REPORT

On behalf of the Literacy Coalition of New Brunswick, welcome to our Annual General Meeting.

This has been another exciting year for the Literacy Coalition as we continue to advance our mission to provide leadership to advance literacy, life-long learning and essential skills for all citizens through partnerships and collaboration with others.

We have several significant projects underway, including our Essential Skills for Atlantic Fisheries project (ESAF) and our Literacy Asset Map for family and early childhood in New Brunswick. After a successful first year, we were pleased to receive \$270,000 in additional funds for our Essential Skills for Atlantic Fisheries project (ESAF) to include a Francophone component. Through this project we are addressing the labour market and workforce challenges in the fisheries sector in Atlantic Canada by piloting an innovative literacy and essential skills training model for unemployed and underemployed individuals. We are in the final stages of completing our bilingual, online Family and Early Childhood Literacy Asset Map. In the coming year, we will be working towards sustainability of both of these very important initiatives.



We continue to recognize and celebrate literacy programs throughout the province with the Marilyn Trenholme Counsell Awards. In November we held our very well attended Dr. Marilyn Trenholme Counsell Literacy Awards ceremony. This year, the 2019 award ceremony will be held on November 18<sup>th</sup> and I encourage you to attend this worthwhile event. In May, we held our annual Peter Gzowski Literacy Dinner and Auction, raising approximately \$41,000. Thank you to PGI chair Bob Scott and our volunteers who spent tireless hours ensuring the success of this event. Our fundraising from the PGI dinner allows us to distribute funds for community literacy programs throughout the province.

Our Executive Director has continued to co-chair the NB Literacy Guiding Group. This is the Anglophone Group established by the government to develop an accountability framework and a collaborative approach to advancing literacy in New Brunswick.

As an organization, we deliver ongoing literacy programs to our community. Over the past year, these programs and initiatives have included Family Literacy Day, the Adult Learner's Writing Contest, book giveaways contests and distribution of our "Let's Learn!" booklet for parents in both official languages. Through our meetings, newsletter and social media, we share knowledge, information and best practices about literacy which result in better delivery of programs.

I'd like to recognize the incredible efforts from everyone on the Literacy Coalition team over the past year. Thank you to our Executive Director, Lynda Homer, and her dedicated staff: Susan Yarom, Administrative Assistant, Dianne Léger, ESAF project manager, Sherri Deveau, ESAF project coordinator, Guylaine April, OLMC project coordinator and our former Communications Directors, Nada Ratmi and Alishya Weiland and our current Communications Director, Katie Fife.

Finally, thank you to our tireless Board of Directors, who generously donate their time and experience to the management of this worthwhile organization. The Literacy Coalition of New Brunswick is committed to fostering and improving literacy in this province and it would not be possible without our partner organizations and individuals like yourselves. We thank all of you for your continuous support.

**Brent Melanson**

President, Literacy Coalition of New Brunswick

# EXECUTIVE DIRECTOR'S REPORT

*The mission of the Literacy Coalition of New Brunswick is to provide leadership to advance lifelong learning and essential skills through partnerships and collaboration with government, educational institutions, business, labour, community organization and individuals.*



This has been a positive and productive year for the Literacy Coalition. In accordance with our mission, we are carrying out several important projects and initiatives, the details of which are included in the body of this report.

Here are some of the highlights.

After a successful first year for the Essential Skills for Atlantic Fisheries (ESAF) pilot project, we received funding from ESDC Canada to expand our efforts to include a Francophone component. We look forward to implementing this new component, along with our second round of training in the year ahead. The results of our first round for the (ESAF) pilot project are impressive, with 80% of participants having gained employment at program exit.

We have been working with our partners to produce some wonderful new resources for family and early childhood literacy in New Brunswick. This includes our Literacy Asset Map for New Brunswick which is nearing completion. More than a directory of programs and services, this bi-lingual online application will give parents, educators and service providers “one-stop shopping” access to curated local literacy resources, programs, tools and information to support family and early childhood literacy in New Brunswick.

Another exciting initiative has been the creation of a new online video entitled, “Sharing Books with Babies”. This wonderful new resource for parents was developed in collaboration with the Early Childhood Centre UNB, Born to Read NB and the Department of Education and Early Childhood Development who funded the project.

With 2019 being the international year of Indigenous languages, we are delighted to announce that the production of the Wolastoqey and Mi’Kmaq language versions of the “Let’s Learn!” early literacy booklets for parents are in the final stages. Thank you to everyone who contributed to this project, including the Office for First Nations Education and EECD, who funded the graphic design and printing.

A major highlight of the year was our PGI Literacy gala Dinner and Auction which was held at the Delta Fredericton on May 7<sup>th</sup>. This very successful event raised over \$41,000 for literacy in New Brunswick.

Once again this year, we hosted our Annual Adult Learners' Writing Contest and presented the winners with their prizes at the PGI Literacy Dinner in May. You will find the names and photos of the winners included later in this report.

Our Annual Dr. Marilyn Trenholme Counsell Literacy Award ceremony was held on November 26<sup>th</sup> at the Crowne Plaza, Fredericton. This very successful event recognized deserving individuals and organizations who made outstanding contributions to literacy in New Brunswick.

Our social media presence continues to grow, with our Facebook and Twitter reach expanding steadily. We have produced monthly newsletters to share literacy information and our Communications staff have conducted comprehensive reviews of both our newsletter and website.

Our work as a Coalition would not be possible without the support of our many partners and individuals who deserve heartfelt thanks. I would like to acknowledge our President, Brent Melanson, our Executive Committee, Greg Melanson and Dr. Marilyn Trenholme Counsell and our Board of Directors for their unfailing efforts in working towards the advancement of literacy in New Brunswick and the sustainability of our organization. Thanks also to our many partners for their valuable contribution. We are grateful to our government and community partners and all the businesses and individuals who support us through our annual PGI and other fund raisers. And finally, a sincere thank you to our dedicated staff, Susan, Dianne, Sherri, and Katie, and our former Communications staff, Nada and Alishya for their invaluable contribution to the work of LCNB over the past year.

I look forward to the year ahead with excitement as we continue to work together to increase literacy in New Brunswick and make our province a better place to learn and live.

Respectfully submitted by,

**Lynda Homer**

Executive Director

# EVENTS

## 2019 PGI Dinner and Auction

Our PGI Literacy Dinner and Auction was held on May 7<sup>th</sup> at the Delta Fredericton. Thanks to the outstanding efforts of our chair Bob Scott and our dedicated volunteers, we had an amazing turnout and raised approximately \$41,000 to support adult, early childhood and family literacy programs and initiatives across the province.

Marshall Button was our Master of Ceremonies and Poet Laureate for the evening. On behalf of LCNB, Greg Gillis presented the Champions of Literacy Award to the Honourable Bernard Lord and Dianne Lord, who spoke about their remarkable passion for literacy.

We were pleased to present Shawn Lean of Office Interiors the President's Award, in recognition of the company's outstanding contribution to literacy for children and youth.

This year we introduced the Marian Zaichkowski award, to honour the memory of Marian and her unwavering support for literacy and the Coalition over the years. Our first recipient of this award was Craig Manufacturing for their exceptional contribution to literacy in their community over the past 65 years.

The Peter Gzowski Award was presented to Janet Parlee, KPMG, in recognition of her valuable support for our PGI Live and Silent Auctions.





## 2019 Writing Contest Winners

The Literacy Coalition hosted their Annual Adult Learners' Writing Contest during the months of February-March 2019. We had over 30 amazing submissions which were compiled into an e-book that can be found on our LCNB website. We announced the winners on April 17<sup>th</sup> as part of our celebration of New Brunswick Literacy Day and presented the awards at our PGI Literacy Dinner on May 7<sup>th</sup>. Following the presentations, the award winners read their stories to the attendees at the Dinner. The names and photos of the winners are seen below.



Crystal Drew



Gloria Clark



Kianne Nicholas-Perley



Samuel Côté-Larouche



## Dr. Marilyn Trenholme Counsell Literacy Awards 2018

The Literacy Coalition held the Annual Dr. Marilyn Trenholme Counsell Literacy Awards ceremony at the Crowne Plaza Fredericton on November 26th.

Lynda Homer, LCNB Executive Director, was Master of Ceremonies for the event. Minister of Education and Early Childhood Development, Dominic Cardy, brought greetings from the government. Dr. Marilyn Trenholme Counsel, founder of these awards, gave opening remarks and Brent Melanson, LCNB President, presented the awards to the recipients.



This year, we added a category for Indigenous Outstanding Effort for Literacy to mark the 20th anniversary of these awards.

Our 2018 Award winners were:

- Judy Murphy, Elizabeth Fry Society – Early Childhood Literacy
- Claudette Godin (Lire et faire lire Acadie) – Individual Early Childhood Literacy
- Brian Neilson, Heidi Lafford, Tantramar Family Resource Centre Program – Community Literacy
- Mah-Sos School Chief Ross Perley – Outstanding Effort in Indigenous Literacy
- James McKenna, Glenwood Kitchen Ltd. – Business Corporate Literacy Initiative
- Sheree Fitch – Individual Outstanding Contribution to Literacy
- Wendy McLeod MacKnight – Published Author



## Early Childhood Literacy Harvest 2018

On Saturday, November 17<sup>th</sup>, LCNB participated in The Early Childhood Literacy Harvest at the Fredericton Inn. Our executive director, Lynda Homer, led a workshop on early childhood literacy, and LCNB had a booth to educate attendees on our programs. We also held a draw to give away a selection of children's books to attendees.

This event, organized by the Department of Education and Early Childhood Development, recognized and celebrated the early childhood profession in New Brunswick. It brought together over 250 New Brunswick early childhood educators who work in childcare centers and homes.

## Family Literacy Day

Family Literacy Day was on January 27<sup>th</sup>, 2019. To celebrate, we hosted a contest on our Facebook page, encouraging our followers to tell us how they plan on celebrating. Everyone who commented on our post was entered into a draw to win three amazing books.



## Donating Books to APSEA

LCNB was pleased to donate 25 quality picture books for children attending the Atlantic Provinces Special Education Authority (APSEA) spring meet and greet for families in the Fredericton and Saint John area who have a child aged 3-5 with hearing loss.

## National Story Telling Conference

LCNB was pleased to be a sponsor for the Storyteller's of Canada's (SC-CC) conference, held in Fredericton on June 5<sup>th</sup> – 9<sup>th</sup>. Co-hosted by the Faculty of Education, University of New Brunswick and Storyteller's of Canada, the event welcomed local educators, storytellers and listeners to join the SC-CC members from across Canada as part of their national coreference. The 2019 theme was "Weaving Baskets of Knowledge Through Storytelling" with a focus on storytelling in educational settings.

# PROGRAMS

## Essential Skills for Atlantic Fisheries (ESAF)

The Literacy Coalition of New Brunswick hosted the official launch of the Essential Skills for Atlantic Fisheries (ESAF) project at the Fredericton Convention Center on Thursday, December 6<sup>th</sup>, 2018. The project, funded by the Government of Canada's National Essential Skills Initiatives, is led by the Literacy Coalition of New Brunswick in partnership with the PEI Literacy Alliance, Literacy Nova Scotia, and Newfoundland and Labrador Laubach Literacy Council.



After a successful first year, the pilot project has expanded to include a Francophone component. We received \$270,000 in additional funds from the Official Languages in Minority Communities (OLMC) branch of ESDC to implement this new component. The Francophone cohort will be located in southeastern New Brunswick and it will involve a minimum of 12 participants, 6 supervisors and 2-3 employers. Guylaine April was hired as the Francophone project coordinator on September 1<sup>st</sup> and work for the new component is

underway. The ESAF Atlantic Advisory Committee met in Moncton on October 22<sup>nd</sup> and 23<sup>rd</sup> to share updates and hear presentations from our Evaluation Team and the consultants who are carrying out the revisions to our ESAF curriculum.

Thank you to our very capable New Brunswick ESAF project staff: Dianne Léger, project manager, Sherri Deveau, project coordinator, and our newest project coordinator, Guylaine April, and to our employer partners, Cooke Aquaculture, Mowi (Northern Harvest) and Connors Brothers for helping to make this project such a success to date. A sincere thanks also to our outstanding project team members in our other Atlantic provinces.

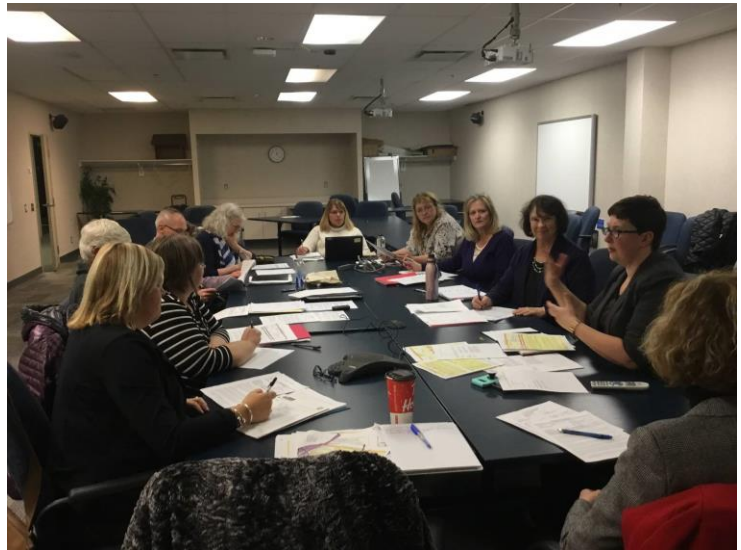


# Family and Early Childhood Literacy Asset Map and Navigational Tool (LAM)

Our Literacy Asset Map project is nearing completion. This exciting bi-lingual online application will give parents, educators and all service provider's "one-stop shopping" access to literacy resources, programs, tools and information to support family and early childhood literacy. A total of 5,000 resources have been loaded onto the application and we are now fine tuning the landing page design and search features. Visia consulting firm has been hired to create the branding and Communications plan for the project. We are also exploring options for sustainability of the online application. Stay tuned for the official launch date coming soon!

## NB Literacy Guiding Group

Our Executive Director, Lynda Homer, continues to co-chair the NB Literacy Guiding Group (Anglophone), along with Beth Corey, EECD. The Group has adopted a collective impact approach to literacy efforts in New Brunswick, rooted in shared responsibility and accountability. Membership includes representatives from the public sector, school districts, post-secondary institutions, community agencies, not for profit organizations and Indigenous communities.



## Parent Video Project

This project, which was carried out in collaboration with Born to Read NB, UNB Early Childhood Centre and the Department of Education, has been completed. The video depicts a feast of babies and parents enjoying books together in a variety of everyday situations. It models exemplary practices for sharing books with babies and contains helpful information and tips for reading books with babies and supporting children's early literacy development from birth. The video will complement the Born to Read bags that are distributed to mothers of every new born in the province.

## Indigenous “Let’s Learn!” Booklets

We are producing new early literacy booklets for parents in Mi’Kmaq and Wolastoqey languages to parallel the “Let’s Learn!” booklets. Both resources are nearing completion. Thank you to the many people who have helped to make this project a reality, including Ivan Augustine, Director, Three Nations Education Group and Patsy McKinney and Candace Paul, Under One Sky Friendship Centre, Fredericton. Thank you also to the Office for First Nations Education, Province of New Brunswick, for funding the graphic design and printing of these booklets.

### KILJA’TINEJ!

Kilje ujit weljesultimk – Kilje ujit kina’matimk – Kilje ujit atlasimimk

**WELTETAQN** -klusuaqnn, napui’kasikl,  
ekiljemkewe’l aqq a’tukuaqnn.  
Ma’ pkije’nukw na knjan kiljewultew!  
Tetpi-lukutimk aqq mil-kina’masultimk.

**KINA’MASULTIMK** - wi’sisk, sisipk,  
mimajuinu’k aqq ta’n elta’mk.  
Lu’kwate’n aqq wsku’ten ta’n koqowey etek  
napui’kasikiktuk.

**KAT AL-OTE KTOLITAHASIHPOSS  
NUTOKEHKIKEMIT KIL?**



**Kilja’tikw kikmanaq**  
Kijka’ eksitpu’k – aqq newtikiskik –  
mawkite’n na’ku’seteweyiktuk ta’n te’s  
15-30 minitl ajiaql te’s na’kwek –  
Na klu’lk pasna pukwelk na me’ aji-klu’lk!

**L’ta’qw wi’katiknuo’kuomk - mu  
nuta’nukw apankitmnew koqowey –  
wi’katiknn aqq ujit kikmanaq!**



**NE’PITIMK** - Na ujit kesaltultimk  
– a’tukuaqnn, ktapeklaqnn, aqq  
te’t poqja’ltultimk.  
Me’ toqo’ltikw – Wlte’taqatikw –  
Wantaqo’ltikw! Pana Puowina’tkemk!

**KEJITU’S P NET KI’L KISI-  
KINA’MUETESK?**



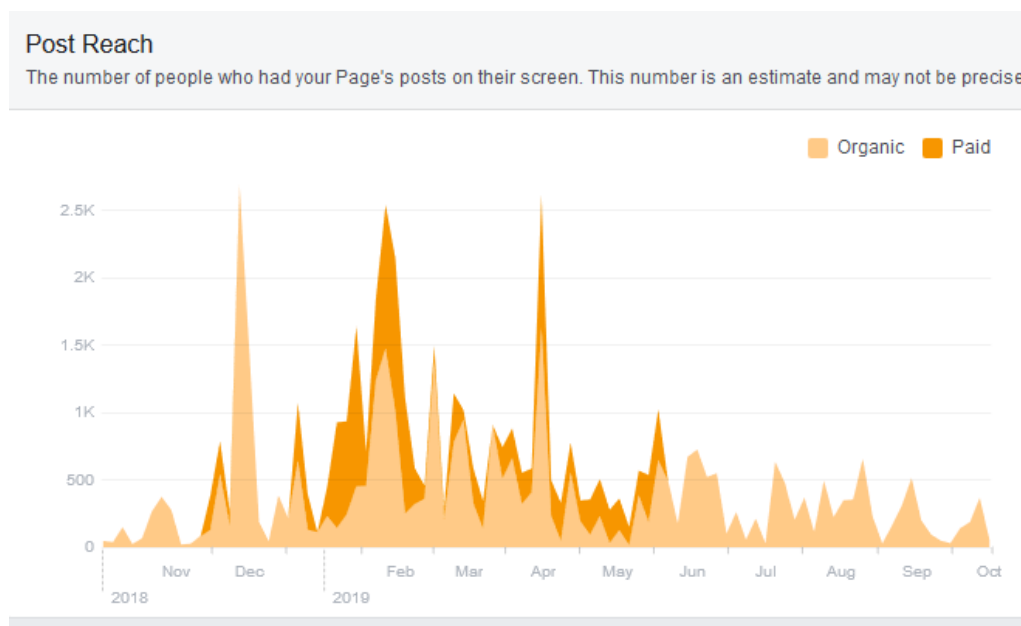


# Impact Reports

## Facebook



As of October 2<sup>nd</sup>, 2019, our Facebook Page Likes have gone up by 146, from 1431 in 2018 to 1577. This is a large increase compared to last year, where our page likes went up by 48.

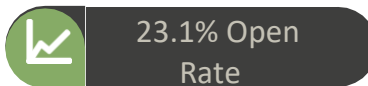
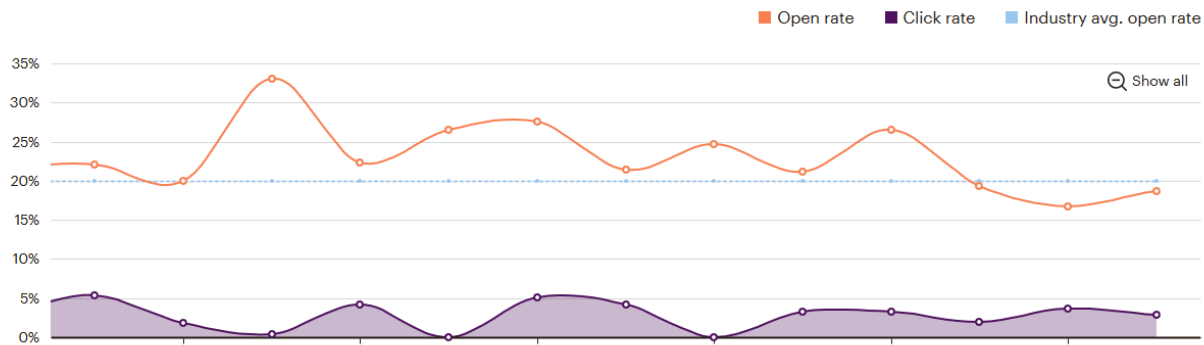


Our Facebook posts have a “Reach” number associated with them, which indicates how many people saw the post. On average, each organic (non-paid) post reached 385 people, whereas each paid post reached an average of 155 people. This is up from last year, where the numbers were 126 and 16, respectively. This increase is most likely due to consistent posting about LCNB’s activities, as well as relevant news items and articles that our followers seem to enjoy.

# Newsletter

## Overview

## Revenue

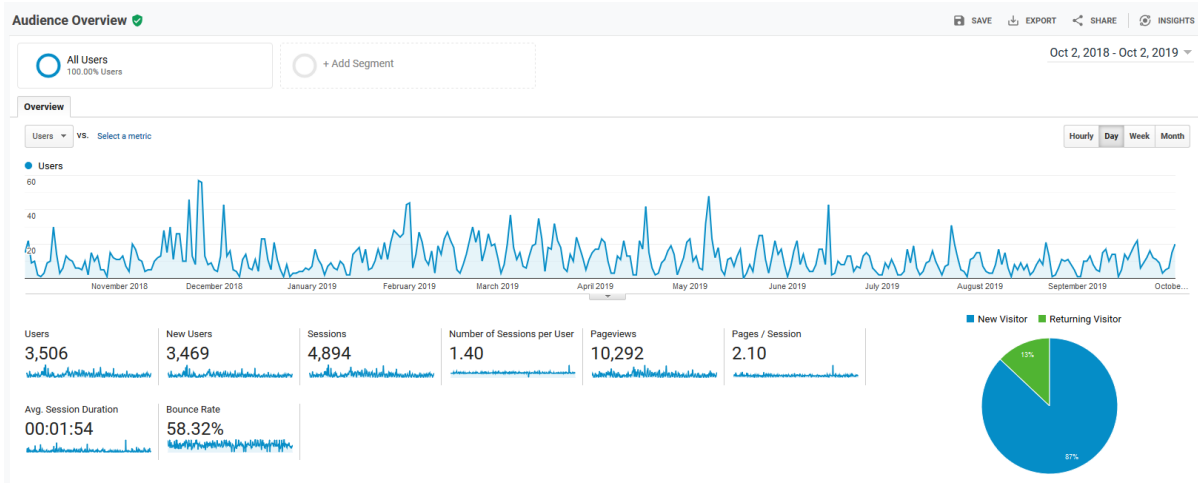


Our newsletter has continued to grow in subscriber count, from **676** to **704**, a growth of **23** new subscribers. Our open rates have risen slightly in the past year, from **22.3%** to **23.1%** and are still above the industry standard (at 20%). Our click rate has gone from **3.1%** to **2.8%**.

## Twitter

Our Twitter has gained **22** new followers since August last year, raising our total follower count from **1723** to **1745**.

## Website



Over the past year, our website activity has increased. Pageviews have increased again, going from **8,214** to **10,292**. The number of users has risen from **2,665** to **3,469**; the sessions on the page have risen from **3,739** to **4,894** (note: a “session” is defined by a period of time when a user is engaged with the website). This increase in traffic can most likely be attributed to the consistent updating of the website and promotion on social media.

# Marian Zaichkowski Endowment Fund

## FUND STATUS REPORT

### Marian Zaichkowski Endowment Fund

Period	July 2018 - September 2018.	October 2018 - December 2018.	January 2019 - March 2019.	April 2019- June 2019.
Opening Fund Balance	\$348,338.71	\$350,491.00	\$339,064.16	\$361,703.22
Contributions to Fund	\$0.00	\$8,400.00	\$0.00	\$0.00
Interest, Dividends, Realized Capital Gains (Losses)	\$1,964.58	(\$1,534.41)	\$3,076.63	\$2,305.88
Unrealized Capital Gains (Losses)	\$797.30	(\$17,679.07)	\$20,155.79	\$1,290.84
Administration Fee	(\$609.59)	(\$613.36)	(\$593.36)	(\$632.98)
Disbursements	\$0.00	\$0.00	\$0.00	\$0.00
CLOSING FUND BALANCE	\$350,491.00	\$339,064.16	\$361,703.22	\$364,666.96

Prepared without Audit

# LCNB Board of Directors

## **Executive:**

- Brent Melanson, President
- Gregory Gillis, Treasurer
- Marilyn Trenholme Counsell, Past President

## **Board Members:**

- Ivan Augustine, First Nations Education Group Inc.
- Daniel Légère, New Brunswick Federation of Labour (NBFL)
- Johnny St-Onge, Frontier College (NBFL)
- Dr. Pam Whitty, UNB Early Childhood Centre
- Bob Scott, NB Power
- Patricia Seely, Born to Read
- Valerie Blyth, New Brunswick Association of Family Resource Centres
- Ginny Hooper, Saint John Learning Exchange
- Anthazia Kadir, Multicultural Association of Fredericton
- Cheryl Miles, Community Volunteer
- Bob Stranach, Community Adult Literacy Network (CALNET)

## **Government Representatives:**

- Ella Nason, New Brunswick Public Library Service
- Beth Corey, Department of Education and Early Childhood Development
- Angela Carr Post-Secondary Education, Training and Labour

## **Honorary Advisors:**

- Dennis MacLeod
- Douglas Willms