



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

*2015-2016*

# Annual Report

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## President's Report: Board and Annual General Meeting, September, 29, 2016

The Literacy Coalition of New Brunswick exists to raise public awareness of the value of “learning” for the people of New Brunswick. For the past 27 years LCNB has served as an umbrella organization, collaborating with partner organizations and government departments to provide:



- 1. A Network for Provincial Stakeholders** on our Board of Directors and Standing Committees;
- 2. Communication on Literacy Activities** via a 1-800 number, newsletter, website, and social media sites;
- 3. Capacity Building for Literacy Providers** with program development and training, online courses, provincial conferences, and videos and Booklets (in both official languages);
- 4. Recognition of English and French Learners** annually with the Sheree Fitch Learner Scholarships and Hon. Dr. Marilyn Trenholme Counsell Early Childhood Literacy Awards;
- 5. Literacy Support for English and French Groups** through PGI Literacy Funding and its Endowment Fund; and
- 6. Provincial Celebration of the Value of Learning** via its Annual PGI Literacy Dinner.

Recently, Greg Gillis and I met with representatives of Education and Early Childhood Development, and I met with the Minister Responsible for Literacy, to propose ways that the Literacy Coalition could help implement the recommendations of the Provincial Literacy Strategy and 10 Year Education Plan by:

- 1. Providing in-school literacy support** during school hours with volunteers to improve children's reading ability;
- 2. Communicating with (and from) parents** about the value of learning, school readiness and their role and responsibility in their child's education;
- 3. Connecting with (and from) families** to provide some uniform, practical strategies to support children's literacy with a focus on thinking and problem solving skills; and
- 4. Hosting an Early Years Training Symposium** for educators, literacy leads and those working with families (Family Resource Centres, Daycares and Early Intervention).



Literacy Coalition projects presently underway include: translation of *Let's Learn Booklet* into Mi'kmaq and Maliseet, New Horizons for Seniors: Enhancing the Role of Grandparents in Family Literacy, and the PETL Adult Learner Online Program. Projects proposed and under consideration include: Conversations with Children In-School Literacy Support, Conversations with Parents and Families, PETL Adult Learner Video Project, Literacy in Rural Coastal Communities: Pan Atlantic Project, and the Maritime Literacy Partnership for Essential Skills.

Our staff now under the stewardship of Executive Director, Christy McLean, who with Matthew Garneau (Communications) and Judy Wood (Accounting) in part-time capacities, serve us very effectively. The Literacy Coalition has been sustained through the counsel and support of our volunteer Board and Executive members, and I heartily thank each of them, and Bob Scott (Chair: PGI Literacy Dinner) for their ongoing commitment to make a difference in the lives of citizens of New Brunswick.

The Literacy Coalition is a “living organization,” and its “life blood” is its program proposals, collaboration with literacy partners, media interviews, and requests for support, most recently to Hon. Dominic Le Blanc, Hon. Mary Mihychuk, Hon. Jean-Yves Duclos and Matt DeCoursey, MP.

- Frank Hayes



## Executive Director's Report

In June of this year, I accepted a position as Executive Director of the Literacy Coalition of New Brunswick (LCNB). I am honoured to represent an organization that has impacted so many lives throughout its 28-year history and I am pleased to report on some of the highlights of this past year.



### Early Childhood Literacy

LCNB continues to provide leadership and support for early childhood literacy in New Brunswick communities. In April, LCNB Acting Executive Director, Lynda Homer, presented a workshop on Early Literacy to Public Health nurses, who have launched a home visiting program to share books with first-time parents in the Fredericton region. LCNB developed a Booklet entitled, *Let's Learn, Aprons ensemble*. The booklet includes tips and strategies to help establish an early foundation for literacy and learning in young children and is being distributed by nurses during their home visits. We are also translating the booklets into Mi'kmaq and Maliseet, which will allow us to expand into First Nations communities.

### Family Literacy

Grandparents and grandpersons play a valued role in the lives of young children. Through funding provided by New Horizons, LCNB is hosting a mentoring workshop for grandparents and grandpersons who want to provide leadership and support for family literacy within their communities. Participants of this workshop will then deliver a community based workshop for grandparents and grandpersons, where they will share tips and strategies for enhancing literacy in their families.

### Literacy and Essential Skills

In June of 2016, Acting Executive Director Lynda Homer participated in a panel discussion at the 2016 Skills Canada National Competition in Moncton. The topic was, "Essential Skills as the Foundation of Learning." The panel discussion was well received and LCNB was proud to be invited.

Enhancing literacy and essential skills is on the minds of many New Brunswickers as I learned from some of the employers who I met in July, during a round table discussion on Labour Market Transfer Agreements. The round table discussion was a part of broad-based consultations by the department of Post-Secondary Education Training and Labour. I look forward to continuing these discussions with government, employers and educators and to working towards a strategy that will benefit those seeking employment or who want to enhance their knowledge and skills.



## **Achieving Sustainability**

As a non profit organization, LCNB relies on the generous donations of community members to help us move our mission forward. As our signature fundraising event, LCNB hosted another successful PGI Dinner and Auction in April, 2016. 180 supporters attended the event and LCNB raised approximately \$31,000 after expenses. Proceeds from this event were distributed to literacy organizations throughout the province who are dedicated to changing lives through literacy. Once again, a heartfelt thanks to the organizing committee chair, Bob Scott and members of the PGI Cabinet for their outstanding support. We look forward to hosting another successful event in the Spring of 2017.

## **Leadership, Coordination and Communication**

In June I met with the Executive Directors of the PEI Literacy Alliance and the Nova Scotia Literacy Coalition to discuss the formation of an Atlantic partnership for literacy. We submitted a joint letter to the Federal Finance Committee asking the Government of Canada to invest in literacy and essential skills in the region. We also discussed how we can work together through an Atlantic partnership to create a broader impact in the area of literacy and essential skills for Atlantic Canadians. I look forward to working towards a better future for Atlantic Canadians through this partnership.

This summer, we were pleased to see the release of both the New Brunswick Literacy report and the comprehensive, 10-year Education Plan. Both the report and the education plan highlight the need for increased investments in literacy for our youngest to oldest learners. LCNB met with the Department of Education and the Department of Post-Secondary Education, Training and Labour to discuss ways in which we can support literacy-based initiatives. We look forward to continuing to offer our support to advance literacy for all New Brunswickers.

“What lies behind us and what lies before us are tiny matters compared to what lies within us.” This quote by Ralph Waldo Emerson is one of my favorites and I often recite it during challenging times. No doubt, LCNB has faced challenges. However, time and time again, we have demonstrated our resilience as an organization and our collective resolve to continue our mission to enhance the lives of many New Brunswickers through literacy. Within our organization are many dedicated volunteers including our Board and Committee members, and community-based literacy organizations, who provide tireless support and encouragement to learners throughout every stage of their journey. Thank-you for all you do!

We have made many gains since we first formed in 1988. It is with optimism and resolve that I look forward to continuing our work to improve literacy, lifelong learning and essential skills in New Brunswick so that we may all grow and prosper.

Respectfully submitted by,  
Christy McLean, Executive Director  
Literacy Coalition of New Brunswick





# 2016 Skills Canada National Competition



LCNB was proud to have been selected to be featured in one of the many excellent webcasts at the 2016 Skills Canada National competition in June of this year. Acting Executive Director Lynda Homer sat along side other great panelists such as; Paul Carter from NBCC, Dan Ferko President of Sirco Machinery Company Ltd, as well as Gillian Mason from ABC Life Literacy Canada who acted as moderator. Together we discussed the important issue of "Essential Skills as the Foundation of Learning".



# 2016 PGI Dinner & Auction

Our 2016 PGI Literacy Dinner was held on April 11th. We had a wonderful turnout and a great evening celebrating all of the great literacy work done in NB over the last year. The evening's guest speaker was Ted Nolan, former professional hockey player and head coach of the Buffalo Sabres and Latvian men's national hockey team. The Peter Gzowski Award recipient for this year went to Joan Kenny. Who made significant contributions to literacy in New Brunswick and who has been a long time volunteer for the PGI fundraising events. In fact, she was the organizer of the very first PGI in New Brunswick. We were also thrilled to present our Literacy Champion award to Robert Irving. For his long time commitment to building a culture of literacy in New Brunswick.

Another special highlight of the evening was the award presentations to the winners of the Adult Learner's Writing Contest. Rose Mary Paul, St. Mary's First Nation Adult Learning Centre, Jonathan Caissie, Fredericton Francophone Learning Centre and Nancy Kelly, Sussex Adult Learning Centre were presented with their awards. Following the presentations, the award winners read their stories to the attendees at the Dinner.





# New Brunswick Literacy Report

Vanessa Blanch, CBC News  
June 13, 2016

The Gallant government will act quickly to implement the recommendations made in a new report to improve literacy in the province, according to one expert.

Frank Hayes, the president of the Literacy Coalition of New Brunswick, said he believes re-directing money to fund early childhood initiatives should be the top priority for the provincial government.



(Photo courtesy of CBC Canada)

Hayes said those funds would help identify children who are having literacy problems because of their home life or disabilities. And if they are caught early, the proper supports can be put in place so they are ready for kindergarten. The report by co-chairs Marilyn Trenholme Counsell and Liane Roy was presented on Friday and includes 37 recommendations, but Finance Minister Cathy Rogers says there is no new money to implement any of them.

Hayes said the recommendation that legislation be introduced to ensure mandatory participation of every child in an 18-month assessment is "exceedingly important."

"The diagnostic testing of children at 18 months should occur so that if there were deficiencies and problems with individual children, interventions could be taken before those children enter the public school system," he said.

Hayes also wants to see regular testing of children throughout their school careers, so supports and interventions can be provided whenever necessary.

Parents are the final piece on his priority list.



"I really think that money should be focused on helping coach and train parents, who are with the children the rest of the time when they're not in school," he said. Hayes said many literacy initiatives in New Brunswick are led by volunteer groups and he hopes that after looking at what is available and measuring what difference programs are making, more money will be redirected to groups like his.

"Literacy is a pretty demanding area ... what we're doing is pretty broad and it probably needs to be re-focused a bit so that we re-prioritize the dollars."

He points to Alberta as a province that is performing well when it comes to literacy scores.

He said New Brunswick should follow its example to encourage students to be critical thinkers and problem solvers.

"Family and social supports are tied very closely with education," Hayes said.

"[Alberta] also empowers teachers to have flexible and innovative curriculum and I think sometimes our curriculum is tied so closely to outcomes that we don't leave enough room for flexibility and part of literacy in the 21st century is the ability to critically think and to be innovative."

Hayes said literacy is essential to improving productivity and New Brunswick won't be able to move forward without improving the reading and writing abilities of its citizens.

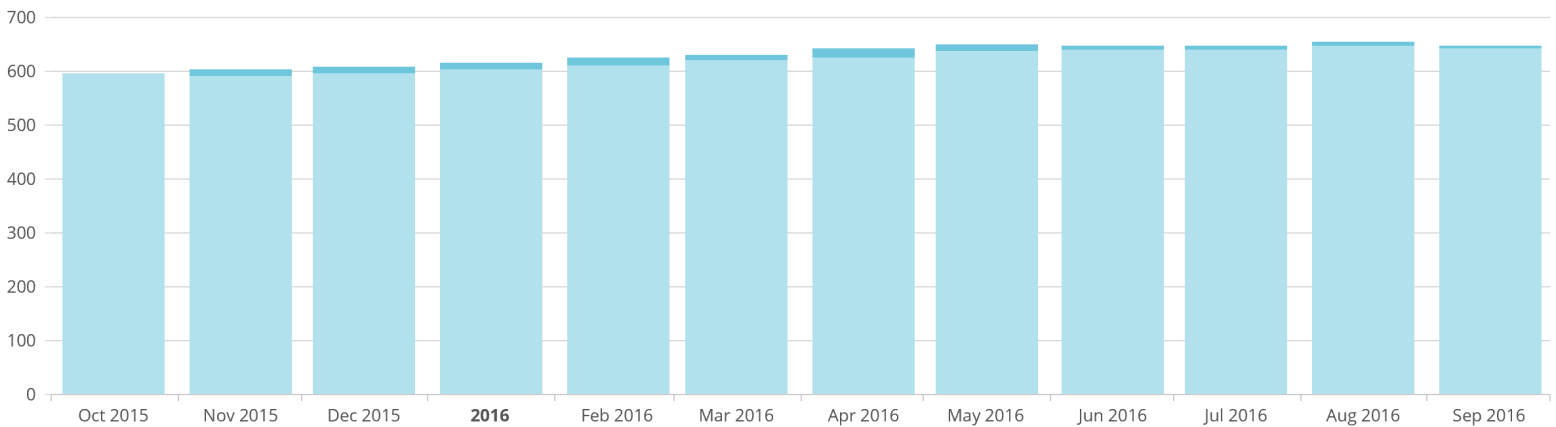
"We're trying to move from those who work in the woods and on the oceans and in the mines to become more sophisticated ... as technology changes people must develop better skills."

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# LCNB Impact Report

## Newsletter



 +51  
Subscribers

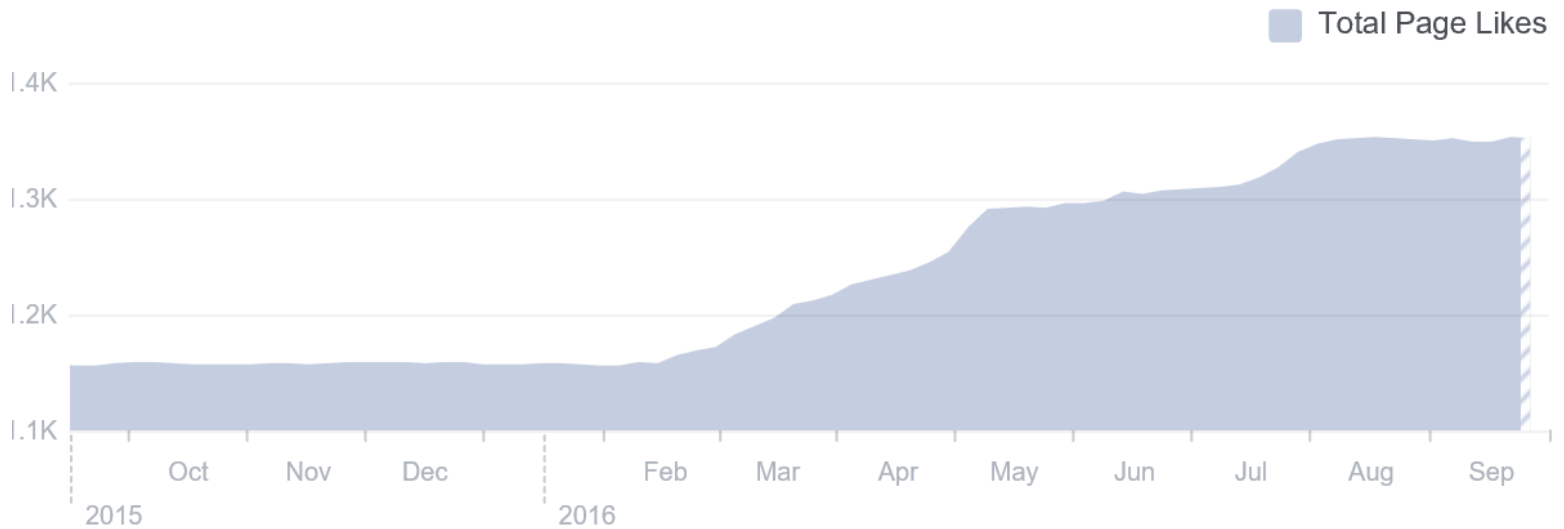
 22.1% Open  
rate

 3.5% Click Rate

Our Newsletter has maintained a steady growth this past year gaining **51** new Subscribers since October of 2015, reaching a new total of **649** (up from 594 in October). Our Open rate is **22.1%** which is ahead of industry standard for Nonprofits (21.2%). Click rate is also above industry standard at **3.5%** (industry standard being 2.3%). The increase in clicks is thanks to our recent restructuring of our newsletter.

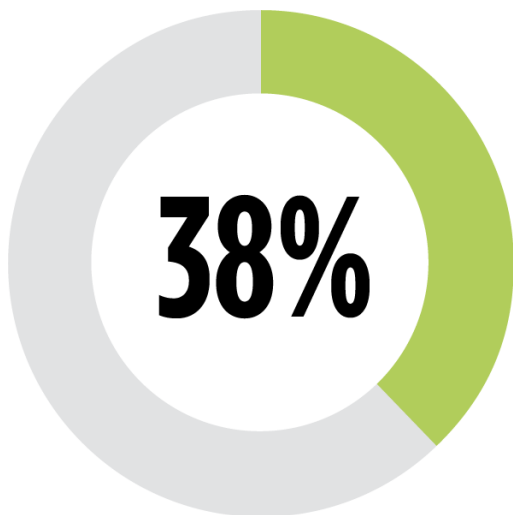


# Facebook



2016 was truly an explosive year for us, this is by far the most growth we have ever had on record as can be easily seen in the above graph. We have been able to gain **250** page "likes" throughout the course of this largely through the use of our Facebook advertising strategy.

# Twitter



Our Twitter has gained **435** new followers since September last year, raising total follower amount from **1134** to **1569**, or **38%**.



# Website

Since September of last year we have received **11766** views on our website, which breaks down to an average of **37** views per day. With the largest referral partner being search engines, with Google holding the vast majority. A "referral partner" refers to a site which hosts and/or shares your websites link for others to click on. For example, on our Facebook page we have our website link for our followers to go to our website. When they click this link facebook then becomes a referral partner. The graph below shows our key referral partners.

Referrer	Views
 Search Engines	3,320
 Google Search	2,939
 Bing	283
 Yahoo Search	80
 duckduckgo.com	7
 Ask.com	4
 myway.com	3
 dmoz.org	2
 mywebsearch.com	1
 live.com	1
 Facebook	730
 Twitter	46





# Endowment Fund

## Marian Zaichkowski Endowment Fund Report

<i>Period</i>	<b>July 2015 – September 2015</b>	<b>October 2015 – December 2015</b>	<b>January 2016 – March 2016</b>	<b>April 2016 – June 2016</b>
<i>Opening Fund Balance</i>	\$329,371.49	\$322,954.02	\$329,819.35	\$330,083.13
<i>Contributions to Fund</i>	\$0.00	\$0.00	\$0.00	\$9,608.65
<i>Interest, Dividends, Realized Capital Gains (Loses)</i>	\$3,957.52	\$4890.82	\$7024.85	\$3444.55
<i>Unrealized Capital Gains (loses)</i>	(\$9438.51)	\$2,539.68	(\$6183.89)	\$2736.45
<i>Administration Fee</i>	(576.40)	(\$565.17)	(\$577.18)	(\$577.65)
<i>Withdrawals</i>	\$0.00	\$0.00	\$0.00	\$35,000.00
<b>CLOSING FUND BALANCE</b>	\$322,954.02	\$329,819.35	\$330,083.13	\$310,295.13



# LCNB Board

## **Honourary Advisors**

Dennis MacLeod – Adult Learner Representative

Dr. Doug Willms – C.R.I.S.P. (Canadian Research Institute for Social Policies)

Marian Zaichkowski – LCNB Past President

## **Executive Committee**

Dr. Frank Hayes, President

Brent Melanson, Vice-President

Greg Gillis, Treasurer

Honourable Marilyn Trenholme Counsell, MD, OC, ONB, Past President

## **Board of Directors**

Deanna Allen – Literacy Representative

Ivan Augustine – First Nations Representative

Patrick Colford – Labour Representative

Janette Desharnais – Literacy Representative

Christina Fowler – Adult Literacy Representative

Rebecca Rice – Day Cares Representative

Erin Schryer – Literacy Representative

Charlotte Stanton – Communications

## **Non-Voting Board Members**

Kim Bauer – Department of Education and Early Childhood Development

Ella Nason – New Brunswick Public Library Service

John Otteson – Department of Social Development

Patricia Seely – Department of Education and Early Childhood Development

Steven Therrien – Department of Post-Secondary Education, Training and Labour

