



Literacy Coalition
of New Brunswick^{Ltd.}

2017-2018

Annual Report

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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 a busy and 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.

In keeping with our mission, the Literacy Coalition was proud to assume the role of co-chair for the NB Literacy Strategy Guiding Group. This is the Anglophone Group established by the government to develop an accountability framework and facilitate shared ownership in the implementation of the NB Comprehensive Literacy Strategy released in 2017.

We also have several significant projects underway. We received 2.5 million in funding from ESDC Canada, to carry out a 33-month Essential Skills for Atlantic Fisheries project (ESAF) to address 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 also carrying out a project funded by the Department of Education and Early Childhood Development, to create a bilingual, online Family and Early Childhood Literacy Asset Map for New Brunswick. In addition, we are also working in partnership with UNB Early Childhood Centre and Born to Read NB to create an online video for parents and program providers on early literacy.

We continue to recognize and celebrate literacy programs throughout the province with the Marilyn Trenholme Counsell Awards. In October we held our very well attended Dr. Marilyn Trenholme Counsell Literacy Awards ceremony. This year, the 2018 award ceremony will be held on November 26th, 2018. In April, we held our annual Peter Gzowski Literacy Dinner and Auction, raising approximately \$30,000. Thank you to PGI chair Bob Scott and his very outstanding cabinet



and volunteers who spent tireless hours insuring the success of this event. Our fundraising from the PGI dinner allows us to distribute funds for community literacy programs throughout the province.

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: Nada Ratmi, Communications officer, Susan Yarom, Administrative Assistant, Dianne Leger, ESAF project manager, Sherri Deveau, ESAF project coordinator and Myriane Ouellette contract coordinator for the Literacy Asset Map project.

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, Oct. 30th, 2018



This past year has been an exciting time for the Literacy Coalition. We have been experiencing a period of growth and expansion.

The mission of the Literacy Coalition of New Brunswick is to provide leadership to advance literacy, lifelong learning and essential skills for all citizens through partnerships and collaboration with government, educational institutions, business, labour, community organizations and individuals. In accordance with this mission, we have a number of important projects and initiatives underway.

We started the new year with exciting news! The Literacy Coalition received a grant from Employment and Social Development Canada to undertake an Atlantic-wide project to address Literacy & Essential Skills needs in the fisheries and aquaculture sector. This 33-month pilot project is headed by LCNB and being implemented in partnership with the PEI Literacy Alliance, Literacy Nova Scotia and Laubach Literacy NFLD. The primary objective is to increase the labour pool in the fisheries sector by improving literacy and essential skills of unemployed and under employed individuals and providing them with job-related training. The official launch of our Atlantic Fisheries project will take place on November 29th in Moncton.

We were also thrilled to receive funding this year from the NB Department of Education and Early Childhood Development to create a Family and Early Childhood Literacy Asset Map for New Brunswick. Consequently, we are working with key stakeholders to create a bilingual interactive, online community asset map and technology tool for family and early childhood literacy in New Brunswick. Integral to the navigational tool will be links to a wide variety of exemplary literacy and educational resources and information for both families and services providers.

In January we partnered with the Fredericton Public Library, Frontier College and Science East to host a Family Literacy Fun Day at the Fredericton Lord Beaverbrook Art Gallery and the Fredericton Public Library.



A major highlight for the year was the hosting of our fourth annual PGI Literacy Dinner and Auction on April 26th, 2018 at the Delta Fredericton where we presented David Adams Richards with the 2018 Literacy Champion Award. We are proud to report that the Literacy Dinner raised approximately \$30,000 for literacy programming in New Brunswick.

We also hosted our annual Adult Learners' Writing Contest with the winners being presented their prizes at the PGI Literacy Dinner and Auction on April 26, 2018. You will find the names and photos of the winners included later in this report.

Our annual Dr. Marilyn Trenholme Counsell Award ceremony was held on Oct 5th, 2017 at the Crowne Plaza Fredericton. This very successful event recognized deserving individuals and organizations who have made exceptional contributions to literacy in New Brunswick.

As Executive Director of the LCNB, I have recently been appointed co-chair of the NB Literacy Strategy Guiding Group which is the Anglophone implementation Team for the NB Comprehensive Literacy Strategy. It is an honour to be working with these dedicated literacy partners and I look forward to a productive year ahead.

We are happy to report that our social media presence with our LCNB Facebook, Twitter and website is growing steadily. Twelve newsletters were produced over the past year to share LCNB and general literacy information.

Our work as a Coalition would not be possible without the support and volunteer efforts of many partners and individuals who deserve our heartfelt thanks. I would like to thank our President, Brent Melanson, our Executive Committee and our dedicated Board of Directors for their efforts in working towards the advancement of literacy in New Brunswick and the sustainability of this 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 fundraising events. And finally, a sincere thank you to my dedicated staff and LCNB team for their invaluable contribution and dedication to the work of the Literacy Coalition.

I look forward to the coming year with enthusiasm as we continue our efforts to improve literacy, lifelong learning and essential skills in New Brunswick.

Lynda Homer

Executive Director, Literacy Coalition of New Brunswick



2018 Family Literacy Fun Day!

On January 27th, 2018, the Literacy Coalition was proud to host the annual Family Literacy Fun Day. This year, we had two exciting events: the first was a morning Family Fun Drop-In at the Beaverbrook Art Gallery, in partnership with Science East, Frontier College Fredericton Resource Centre and the Gallery. Families and people of all ages were able to enjoy hands-on literacy activities and refreshments, and everyone received a bag of free art materials to take home.



In the afternoon, we had a story telling session with renowned story teller Joanne LeBlanc-Haley at the Fredericton Public Library, as well as readings from books by Canadian author/illustrator, Barbara Reid. We also gave out a free copy of a Barbara Reid book to 30 families.



2018 PGI Dinner & Auction

Our PGI Literacy Dinner and Auction was held on April 26th at the Delta Fredericton. Thanks to the outstanding efforts of our chair, Bob Scott and his dedicated cabinet and volunteers, we had an amazing turnout and a very successful Live and Silent Auction. Marshall Button was the MC, Poet Laureate and our 2018 recipient of the Peter Gzowski Award. We also had the privilege of hearing our Champion of Literacy Award, David Adams Richards, speak about his remarkable journey in literacy.



We were pleased to offer Mark Rodd of Rodd Hotels and Resorts the President's Award, in recognition of their outstanding contribution to literacy for children and youth through volunteerism. Finally, we awarded Mr. Frank McKenna with the honorary title of *Ambassador for New Brunswick Literacy* in recognition of his generous donation to the New Brunswick PGI, as well as for his lifelong contribution to improving literacy for New Brunswickers.



2018 Writing Contest Winners

Another special highlight of the evening was the award presentations to the winners of the Adult Learner's Writing Contest. Joanie Paul, Erika Dove, and Elisabeth Irunga were presented with their awards. Following the presentations, the award winners read their stories to the attendees at the Dinner.



Joanie Paul



Erika Dove



Elisabeth Irunga



Marilyn Trenholme Counsell Literacy Awards 2017

The 2017 winners for the Dr. Marilyn Trenholme Counsell Literacy Awards received their awards at the Fredericton Crowne Plaza-Lord Beaverbrook Hotel at 7:00pm October 4th, 2017.



The 2017 winners were: **Matthew Wallace**, Workplace Essential Skills category; **Bob Scott**, Outstanding Individual Contributions to Literacy category; **Maria Gillis**, Early Childhood Literacy category; **The Learning Disabilities Association of New Brunswick**, Community Literacy Programs category; **Mrs. Dunster's Inc. and the Hyslop Family**, Business/Corporate Literacy Initiative category; **Kyla Brewer**, author, and **Chrissie Park-MacNeill**, illustrator, Published Author/Illustrator category.



Essential Skills for Atlantic Fisheries

The Literacy Coalition of New Brunswick has received a grant from Employment and Social Development Canada to undertake an Atlantic-wide initiative, entitled the Essential Skills for Atlantic Fisheries project (ESAF). This 33-month pilot project will take a pro-active and innovative approach to addressing the labor market and workforce challenges faced by the fisheries sector in New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.

PARTNERS

The project is led by the Literacy Coalition of New Brunswick (LCNB) in partnership with Literacy Nova Scotia (LNS), Newfoundland and Labrador Laubach Literacy Council (NLLLC) and the Prince Edward Island Literacy Alliance (PEILA) with funding by ESDC.



An Atlantic Advisory Group is guiding the overall planning and implementation of the project. Local Community Guiding Groups are providing advice and assistance to identify participants and address barriers to employment. The goal of the project is to help rural, low-income unemployed individuals get and keep jobs in the fisheries sector by improving their essential skills. This will not only help the individuals, but also increase the pool of skilled labour in the fisheries sector for all of the Atlantic Provinces, not only for employees, but for supervisors and middle-managers as well.



Family & Early Childhood Literacy Asset Map

LCNB has received a grant of \$200,000 to develop a user-friendly, province wide Community Literacy Asset Map and Navigational Tool for Family and Early Childhood Literacy. This Phase I pilot project will be the first step in creating an asset map to link all New Brunswickers to literacy supports throughout their lifespan. This asset map will have a comprehensive, easily accessible contact list of programs, services and supports, as well as links to a wide variety of exemplary family literacy and education resources for both families and service providers.



This project has been identified by the NB Literacy Strategy Guiding Group as one of the six priority actions for the coming year. It will be free of charge and available for everyone, including French and English speaking citizens, Indigenous people and newcomers across the province.



NB Literacy Strategy Guiding Group

Lynda Homer, Executive Director of the Literacy Coalition of New Brunswick, has accepted the role of co-chair for the NB Literacy Strategy Guiding Group, along with Nathalie LeBlanc-Boswall.

The Guiding Group has adopted a collective impact approach, rooted in shared responsibility and accountability. An annual action plan is being developed with a well-developed execution plan to include activities, timelines, responsible parties, required resources, pilots and measures.

Early Literacy Video for Parents

The Literacy Coalition of New Brunswick has joined in partnership with Born to Read NB and UNB Early Childhood Centre to create a video on fostering early literacy that will be an online resource for parents and program providers of young children.

The video will complement the “Let’s Learn!” booklet and demonstrate strategies for sharing books with babies and toddlers. A first committee meeting was held on September 25th. The anticipated date of completion for the video is in April of 2019.



Valuing Home Literacies and the Connections to School Preparedness Workshop

On October 18, 2018, LCNB Executive Director, Lynda Homer, presented a workshop on Valuing Home Literacies and the Connections to School Preparedness for Anglophone West Family Resource Centre and Family and Early Childhood educators.



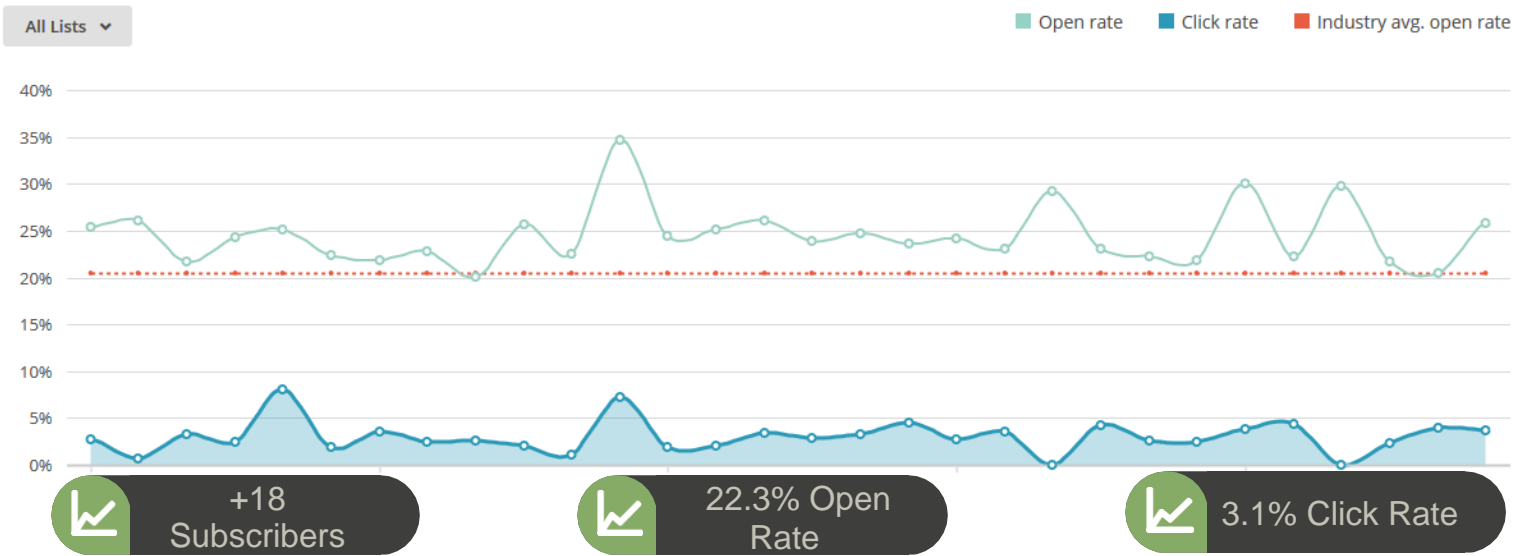
Left to right: Beth Corey, Literacy Project Manager, Department of Education and Early Childhood Development, and Lynda Homer, LCNB Executive Director

This series of workshops on Exploring Literacies was organized by the Department of Education and Early Childhood Development. Other presenters included Joanne LeBlanc-Haley, Cheryl Brown, Beth Corey, Sarah Richards and Kathy Mullin.



LCNB Impact Report

Newsletter



Our newsletter has continued to grow in subscriber count, from **658** to **676**, a growth of 18 new subscribers. Our open and click rates have fallen slightly in the past year; however, they are still above industry standards. Our open rate has gone from **25%** to **22.3%** (with the industry standard being 20.44%). The click rate has gone from **3.5%** to **3.1%** (with the industry standard being 2.57%). This small drop could be because of the gap between March and May's newsletter, when we were transitioning between Communications Officers, as well as normal fluctuations in readership.



Facebook

Total Page Likes as of Today: 1,422



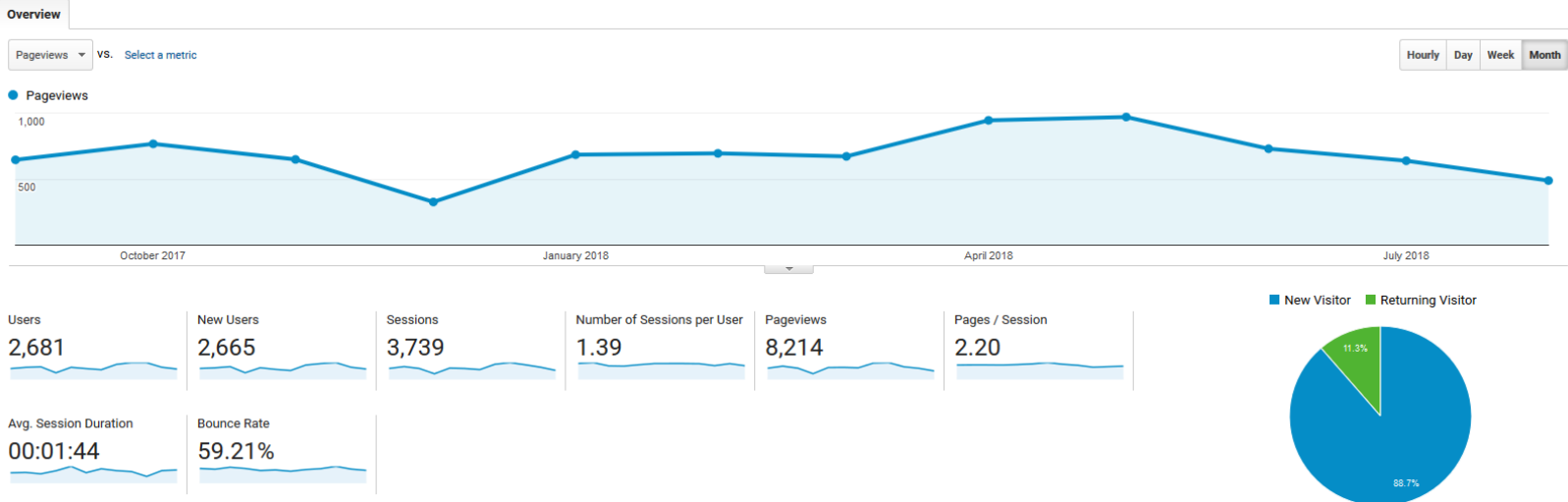
Our Facebook page has grown in the past year, with our page “likes” increasing by **48**, from **1379** to **1422**. This increase is nearly double from last year, where our page increased by 28 likes. This year, we have used more paid advertising programs through Facebook, which allows our posts to reach even more people, including those who have not liked or followed our page. This, along with frequent and more relevant posts, could be attributing to the increase in activity on our page. It is also worth noting that engagement on our Facebook page (comments, reach and post likes) is consistently high.

Twitter

Our Twitter has gained **41** new followers since August last year, raising total follower amount from **1682** to **1723**.



Website



Over the past year, our website activity has increased. Pageviews have nearly doubled, going from **4723** to **8214**. The number of users and sessions on the page have also almost doubled (note: a “session” is defined by a period of time when a user is engaged with the website). This surge could be in part due to the downtime experienced in 2017 during the transition to Dreamhost. However, this increase in traffic may also be because of recent efforts to keep the website up to date with new information about our current projects and PGI dinners, as well as promoting the website on social media.



Endowment Fund

Marian Zaichkowski Endowment Fund Report

Period	July 2017 - September 2017.	October 2017 - December 2017.	January 2018 - March 2018.	April 2018- June 2018.
Opening Fund Balance	\$334,748.43	\$336,154.53	\$345,334.94	\$341,298.90
Contributions to Fund	\$0.00	\$0.00	\$0.00	\$0.00
Interest, Dividends, Realized Capital Gains (Losses)	\$2,871.81	\$2,567.63	\$3,400.47	\$2,750.32
Unrealized Capital Gains (Losses)	(\$879.90)	\$7,201.05	(\$6,829.99)	\$4,886.75
Administration Fee	(\$585.81)	(\$588.27)	(\$606.52)	(\$597.27)
Disbursements	\$0.00	\$0.00	\$0.00	\$0.00
CLOSING FUND BALANCE	\$336,154.53	\$345,334.94	\$341,298.90	\$348,338.70

Prepared without Audit



LCNB Board

Executive:

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

Board Members:

- Ivan Augustine, First Nations Education Group Inc.
- Patrick Colford, New Brunswick Federation of Labour (NBFL)
- Johnny St-Onge, Frontier College
- Nathanael Patriquin, Family Resource Centres
- Dr. Pam Whitty, UNB Early Childhood Centre
- Patricia Seely, Born to Read NB
- Bob Scott, NB Power

Government Representatives:

- Cheryl Miles, Department of Education and Early Childhood Development
- Ella Nason, New Brunswick Public Library Service
- John Otteson, Department of Social Development
- Beth Corey, Department of Education and Early Childhood Development
- Steven Therrien, Department of Post-Secondary Education, Training and Labour

Honorary Advisors:

- Dennis MacLeod
- Douglas Willms
- Marian Zaichkowski

