



# **LITERACY COALITION OF NEW BRUNSWICK**

Annual Report  
2014-2015

September 2015

---

## TABLE OF CONTENTS

President's Annual Report	1
Executive Director's Report	3
Literacy Coalition Events	5
- Family Literacy Conference	5
- International Book Giving Day 2015	8
- International Adult Learner's Week 2015	8
- 2015 Peter Gzowski Literacy Dinner	9
Literacy Coalition of New Brunswick Impact Report	11
PGI Funding Report	12
Endowment Fund Report	13
2014-2015 Board of Directors	14



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

# PRESIDENT'S ANNUAL REPORT, SEPT. 29, 2015

If we accept the premise that the Literacy Coalition of New Brunswick's relevance would depend on its ability to streamline its governance structure, and work with others to improve the lives of children, families and workplace in New Brunswick, then this year has been successful.

The Literacy Coalition's "magic" is working with its partners in education, the public service, business, labour, and community organizations to provide training and tutoring programs, financial assistance, learning resources, community outreach and recognition that will help nurture a "learning culture" that values critical thinking, collaborative problem solving, innovation, and visioning which are essential skills in this "Information Age". The very economy of this province and the future employment of our youth and citizens depends upon it!



In accordance with its strategic plan, LCNB, in conjunction with provincial partners, has implemented initiatives to facilitate: (1) **provincial networking** (Family Literacy Conference in Moncton, Provincial Youth Literacy Forum at Government House and Adult Distance Learning Courses in conjunction with PETL); (2) **resource development** (Let's Learn/Apprenons Ensemble booklets with the support of the McCain Foundation, and a bilingual Adult Learning brochure with Laubach Literacy Councils); (3) **annual recognition awards** (Dr. Marilyn Trenholme Counsell Literacy Awards, Sheree Fitch Adult Learner Scholarships, Peter Gzowski Adult Learner and Achievement Awards, and Outstanding Adult Literacy and Teacher Awards); (4) **networking** (LCNB Newsletter, Website and via the social media); (5) **annual events** (Family Literacy Day, International Book Giving Day, Adult Learners' Writing Contest, and the Peter Gzowski Invitational Dinner).

The Literacy Coalition has been sustained through the counsel and support of our volunteer Board and Executive members, and I heartily thank them for their ongoing commitment. Executive members have been the life blood of the Coalition: Greg

---

## **PRESIDENT'S ANNUAL REPORT, SEPT. 29, 2015**

Gillis, developing a blueprint for LCNB sustainability, Hon. Marilyn Trenholme Counsell, providing sagacious advice, and Brent Melanson, vetting our constitution and bylaws.

Our recently engaged part-time staff have been highly productive, under the effective stewardship of Executive Director, Lynda Homer, and her staff, Ben Whitney (Communications Director) and Judy Wood (Finances). Each day involves program proposals, development and facilitation, meetings with partners and the public, interviews with media, or events, most recently UNB's Literacy Forum, Engage New Brunswick Planning, New Brunswick Strategic Program Forum, and interviews with provincial radio and Atlantic Television.

**Frank Hayes**

President, Literacy Coalition of New Brunswick

---

## EXECUTIVE DIRECTOR'S REPORT, SEPT. 29, 2015

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. Given the social & economic times we find ourselves in as New Brunswickers, our mission has never been more relevant. In keeping with this mission, we have continued to carry out projects activities and events, the details of which are contained in the body of the annual report.

Here are some of the highlights:



With the aim of advancing family literacy in our province, we partnered with the McCain Foundation to produce a booklet in English and in French for families with young children - "Let's Learn" - "Apprenons ensemble". We also hosted a conference on the subject, bringing together inspiring speakers and panellists and many persons dedicated to furthering literacy in our province. The conference, held on Monday, November 10, 2014, at the Delta Beauséjour Hotel in Moncton brought together 75 participants representing a range of organizations and individuals to share ideas about how to make literacy a priority for more New Brunswick families.

Another major highlight for the year was the hosting of our second annual PGI Literacy Dinner on April 13, 2015 at the Delta Fredericton with keynote speaker, NHL Hall of Fame Goaltender Ken Dryden. This very successful event was lead by PGI chair, Bob Scott and supported by PGI Cabinet members Dr. Frank Hayes, Ashley Counsell, Corey Cheek, Samantha Bosca, Dr. Bob Hatheway and Katelyn Kelly. We are proud to report that the Literacy Dinner raised over \$40,000 for literacy programming in New Brunswick.

In February, we celebrated International Adult Learners' Week by delivering free books to preschools and elementary schools in the Fredericton area. We also hosted an International Adult Learners' Week Writing Contest with a total of 35 stories being submitted from adult learners across NB.

Two other significant project initiatives to support adult and workplace literacy programs were undertaken in partnership with the Department of Post-Secondary Education

---

## EXECUTIVE DIRECTOR'S REPORT, SEPT. 29, 2015

Training and Labour (PETL) this year. One involved facilitating a series of very successful training sessions for the Work Place Essential Skills Program and training officers in April, 2015. The second project, which is on-going and multi-faceted, involves creating a set of 5 online courses in English and French for adult literacy teachers; the development of an adult learning promotional video, adult learning brochure and 5 workplace case studies; and upgrades to our website. The 1st course has been developed and uploaded to the management system that will be used to offer the courses online. The adult literacy brochure was completed in September and is now available for distribution. I would like to thank the Department of Education, Training and Labour for funding these projects and partnering with us to carry them out.

We are happy to report that our social media presence is growing steadily. Over the summer months, Ben Whitney was hired as Communications Director to work on various communications tasks and in particular to create a new website, working with the company Creative Juices in Fredericton. The new website will be up and running by the end of September. Four newsletters were produced over the past year to share LCNB & general literacy information. In keeping with our strategic directions, we have moved from a quarterly to a monthly newsletter format as of September 1st.

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. In particular I would like to acknowledge our President, Dr. Hayes, the Executive committee and the dedicated Board of Directors for their efforts in addressing our current funding issues and working towards the sustainability of this organization. Thanks also to our many partners for their valuable contribution. We are grateful to the Department of Education, Training and Labour for providing project funding and to the McCain Foundation, and all the businesses and individuals who support us through our annual PGI and other fund raising events. I look forward to the coming year with optimism as we continue to work together to improve literacy, lifelong learning and essential skills in New Brunswick.

Respectfully submitted by,

**Lynda Homer**

Acting Executive Director

Literacy Coalition of New Brunswick

---

---

# LITERACY COALITION OF NEW BRUNSWICK EVENTS

## **FAMILY LITERACY - HOW TO IGNITE IT, HOW TO INSTILL IT AND WHY DOES IT MATTER?**

LCNB hosted a family literacy conference on Monday, November 10, 2014, at the Delta Beauséjour Hotel in Moncton. The conference was developed as a timely opportunity for organizations and individuals committed to literacy and learning to come together and share critical thoughts and ideas about how to make literacy a priority for more New Brunswick families and develop a culture of learning in the province.

The theme of the conference was Family Literacy – How to ignite it, how to instill it and why does it matter? It was funded through the Peter Gzowski Invitational Events for Literacy in New Brunswick.

Seventy-five invited participants from across the province attended the conference, representing many different areas of family literacy and learning: provincial literacy organizations, the New Brunswick public service, early childhood centres, schools, community colleges, universities, adult learning programs, parents and high school students.

President of the Literacy Coalition of New Brunswick, Dr. Frank Hayes, opened the conference, referring to the urgent need for a “paradigm shift” in education. New Brunswick continues to struggle with some of the lowest literacy rates in the country and the need to create a culture of learning is paramount. Young people are leaving the province to find work elsewhere, while skills gaps here at home leave jobs unfilled and the jobless unemployed. Dr. Hayes said in order to ignite, instill and sustain a culture of learning (and thereby advance our productivity), this province needs to enroll the support of the family, engage the community and get children prepared to enter Kindergarten. Beginning in the early years, an emphasis must be placed on collaborative, creative, critical and innovative thinking towards developing a culture of life-long learning.

Conference Chair, Hon. Marilyn Trenholme Counsell, spoke about the value of early childhood literacy, starting at birth, with parents recognized and empowered as a child’s first and most important teacher. She said in addition to parents, it’s essential that the community and government, public health and education, members of the extended family and each citizen prepare New Brunswick’s children for school and lifelong learning. She also spoke of the Literacy Coalition’s new publication, Let’s

---



---

## LITERACY COALITION OF NEW BRUNSWICK EVENTS

Learn!/Apprenons Ensemble!, funded by The McCain Foundation. As Hon. Trenholme Counsell explained, this resource will be given to parents at the 18-Month Healthy Toddler Assessment clinics conducted by the NB Department of Health.

The colourful and lively literacy and learning booklet will also be made available to community organizations.

Special guest, Hon. Jocelyne Roy-Vienneau, Lieutenant Governor of New Brunswick, expressed her lifelong commitment to education and spoke of making literacy one of her priorities. In doing so, she said she will proudly continue the tradition of two previous New Brunswick lieutenant governors – Hon. Margaret Norrie McCain and Hon. Marilyn Trenholme Counsell.

Hon. Margaret Norrie McCain presented the keynote speech. She is a foremost national leader in calling attention to the critical need for early childhood learning and care programs which are linked to schools and universally available. Hon. McCain said the time to begin reading to a child is at birth or even before. She said that family practices influence literacy development from birth on - reading and conversation instead of TV and/or computer games – help to maximize a child's vocabulary. She added that a child's language prior to school entry is the best determinant of reading performance at the start of primary school regardless of family socio-economic level. She called for a Canada-wide promotional campaign for family literacy similar in scope to MADD's large-scale campaign. She also spoke of the specific challenges facing aboriginal communities, single parents and families that have both parents working full-time.

Longtime literacy advocate and educator Clarence LeBlanc chaired a panel of literacy experts who shared relevant research and data, as well as innovative initiatives taking place across New Brunswick.

Following the panel discussion, conference participants were divided into five groups, reflecting different areas of family literacy – home, preschool years, school, adult learning programs and community. Each discussion group was asked to present one or more suggestions relevant to the conference theme; their ideas and suggested initiatives were coalesced into the themes below.

---



# LITERACY COALITION OF NEW BRUNSWICK EVENTS

## SPREAD THE MESSAGE

Effective communication is critical to creating a “culture of learning” in New Brunswick. A large- scale public awareness campaign was repeatedly suggested as a means to promote family literacy, and get families making literacy part of their everyday lives to help their children start learning from birth. Communicating this message in clear and meaningful ways would be essential to the success of such a campaign.

## ERASE THE STIGMA

Stigma and negative connotations are far too often associated with the word “literacy.” We need to work together to erase the stigma and talk in positive terms about learning and literacy.

## COMMUNICATE THROUGH SOCIAL MEDIA

Social media is the most important medium for communication and a comprehensive social media strategy was perceived as an essential component of any public awareness campaign. An increased use of social media will also help reach parents with information about family literacy.

## ENGAGE AND EMPOWER PARENTS

There was widespread consensus on the need to find more opportunities to engage and empower parents as their children’s first teacher and the most influential people in their literacy and learning. We need to show parents how to make literacy part of their everyday lives in realistic ways that are easy to weave into a family’s daily routine. This could take place in part through a province-wide public awareness campaign, but would also involve reaching parents through family resource centres and projects focused on family literacy. Bringing parents into the classroom to share their own experiences is seen as another important way to involve them.



---

# LITERACY COALITION OF NEW BRUNSWICK EVENTS

## INTERNATIONAL BOOK GIVING DAY 2015

International Book Giving Day is held each year on February 14th, the intention of which is to get books into the hands of as many children as possible. To celebrate this year, LCNB delivered books to preschools and elementary schools in the Fredericton area.



## INTERNATIONAL ADULT LEARNERS' WEEK 2015

For the fifth year, LCNB successfully hosted an International Adult Learners' Week Writing Contest. Adult learners throughout New Brunswick were asked to write about How will your future be different? A total of 35 stories were submitted from adult learners across NB.

### 2015 WRITING CONTEST WINNERS

**Amanda – New Brunswick Women's Correctional Centre**

**Carmella Pitre – Bathurst Literacy Council**

**Suzanne Wheeler – Sussex Adult Learning Program**

**S. Meehan – Shediac Regional Adult Learning Center**

**Tiphany – New Brunswick Women's Correctional Centre**

---

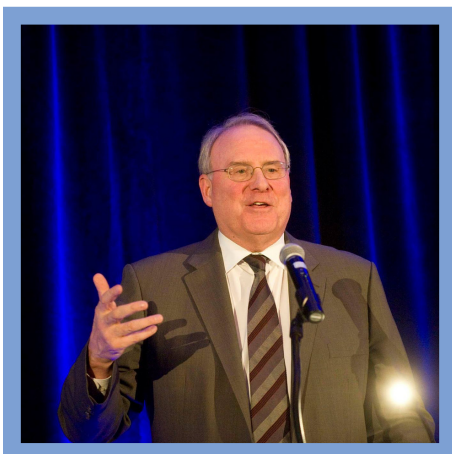
---

## **2015 PETER GZOWSKI LITERACY DINNER WITH NHL HALL OF FAME GOALTENDER KEN DRYDEN**

The second annual PGI Literacy Dinner was held on April 13, 2015 at the Delta Fredericton with keynote speaker, NHL Hall of Fame Goaltender Ken Dryden. The 2015 PGI Literacy Dinner lead by Bob Scott and supported by PGI Cabinet members Dr. Frank Hayes, Ashley Counsell, Corey Cheek, Samantha Bosca, Dr. Bob Hatheway and Katelyn Kelly. The evening featured the keynote address from Ken Dryden, the Champion of Literacy Award presentation to the Hon. Frank McKenna, the Rodd Hotels & Resorts Adult Learner Achievement Awards, the 30th Anniversary Peter Gzowski Award, the Peter Gzowski Award and finishing off the night was CBC Poet Laureate Shelagh Rogers. This tremendous event raised over \$40,000 for literacy programming in New Brunswick.



**Hon. Frank McKenna  
accepting the Champion  
of Literacy Award.**



**Keynote Speaker, NHL  
Hall of Fame Goaltender  
Ken Dryden.**

---

## **2015 PETER GZOWSKI LITERACY DINNER WITH NHL HALL OF FAME GOALTENDER KEN DRYDEN**



**PGI Chair Bob Scott  
accepting the Peter  
Gzowski Award from CBC  
Poet Laureate Shelagh  
Rogers.**



**Deputy Premier Stephen  
Horsman having his jersey  
signed by Ken Dryden.**



**LCNB Executive Director  
Natasha Bozek with Adult  
Learner Achievement Award  
Recipient Edna Amos and CBC  
Poet Laureate Shelagh Rogers.**

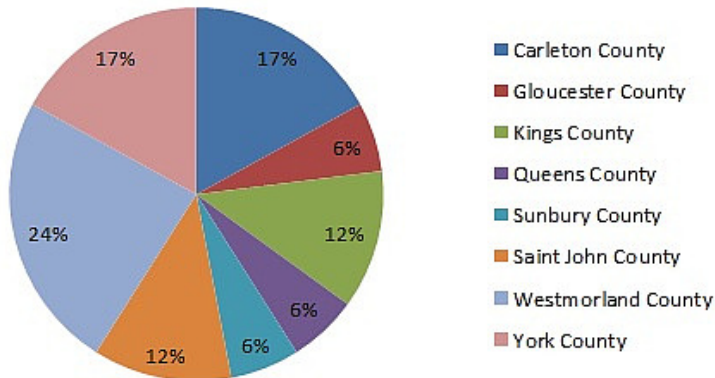


**CBC Poet Laureate Shelagh  
Rogers.**



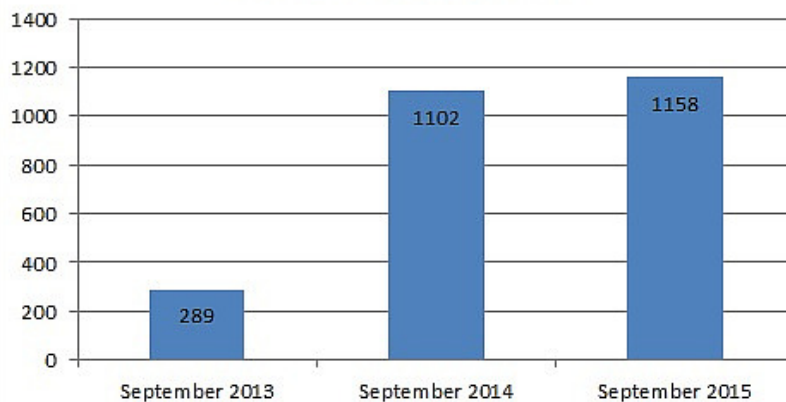
# LITERACY COALITION OF NEW BRUNSWICK IMPACT REPORT

## Learn Line Calls



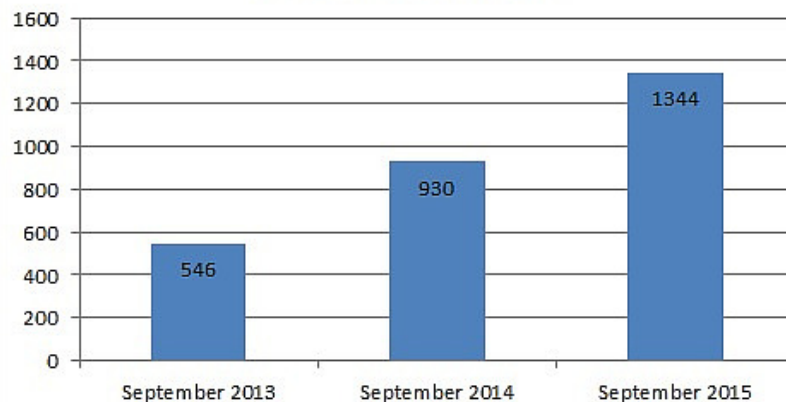
**The Learn Line received 17 calls this year. The chart below shows the calls by county.**

## Facebook Followers



**In September 2014, we had a total of 1102 Facebook followers; in September 2015, we have 1158 Facebook followers representing an increase of 5%.**

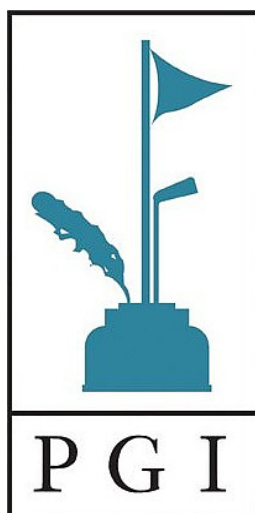
## Twitter Followers



**In September 2014, we had 930 Twitter followers; in September 2015, we have 1134 Twitter followers representing an increase of 45%.**

## PGI FUNDING REPORT

ORGANIZATION NAME	FUNDING RECEIVED	PROJECT ACTIVITIES
Perth-Andover Adult Learning Centre	\$1000	Adult Literacy Family Day Event
Kent Family Resource Centre/Centre de ressources familiales de Kent	\$2470.08	Learning Activity Bags for Families
Bath Adult Learning Program	\$300	Books
Nashwaaksis Summer Reading Program	\$1000	Summer Reading Program
Miramichi Literacy Council	\$600	Books
Central Valley Adult Learning Association	\$1500	GED Textbooks and Classroom Materials
Nackawick Adult Learning Center	\$400	Create a Reading Resource Collection and Classroom Library
Saint John Learning Exchange	\$125	Globes and Maps
Frontier College	\$1300	Tutoring Program
The Family Resource Centre of Charlotte County Inc.	\$2350	Summer Fun Beyond the Sun Program
Quality Learning NB	\$500	Storytents
Greater Moncton Literacy Advisory Board	\$2700	Adult Learner New Writers Contest and Celebration
Apprentissage pour adultes Chaleur Adult Learning Inc.	\$1950	Graduation Ceremony
Conseil d'alphabétisation de Caraquet	\$2000	CCNB Class Visit
Apprentissage pour Adultes Restigouche Adult Learning Inc.	\$1210	Books



# ENDOWMENT FUND REPORT



<b>FUND STATUS REPORT</b> <b>MARIAN ZAICHKOWSKI ENDOWMENT FUND</b>				
	July- September 2014	October- December 2014	January- March 2015	April-June 2015
<b>OPENING FUND BALANCE</b>	\$310,464.59	\$313,926.27	\$310,159.81	\$335,535.56
<b>CONTRIBUTIONS TO FUND</b>	\$0.00	\$11,981.88	\$10,643.35	\$0.00
<b>INTEREST, DIVIDENDS, REALIZED CAPITAL GAINS (LOSSES)</b>	\$6,956.52	\$5,052.00	\$5,464.99	\$4,444.77
<b>UNREALIZED CAPITAL GAINS/LOSSES</b>	(\$2,951.53)	(\$250.97)	\$9,810. 19	(\$10,021.73)
<b>ADMINISTRATIVE FEE</b>	(\$543.31)	(\$549.37)	(\$542.78)	(\$587.19)
<b>DISBURSEMENTS</b>	\$0.00	(\$20,000.00)	\$0.00	\$0.00
<b>CLOSING FUND BALANCE</b>	\$313,926.27	\$310,159.81	\$335,535.56	\$329,371.41



---

## 2015-2016 BOARD OF DIRECTORS

### **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

---