



Literacy Coalition
of New Brunswick^{Ltd.}

ANNUAL REPORT

2019-2020

The Literacy Coalition of New Brunswick

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TABLE OF CONTENTS

Message from the President & Executive Director	2
EVENTS	4
2020 PGI Dinner and Auction	4
2020 Writing Contest Winners	5
Dr. Marilyn Trenholme Counsell Literacy Awards 2019	6
Family Literacy Day	7
Parent Video Project – Sharing Books with Babies	7
Provincial Education Summit	8
Books Donated to Garden Creek School	8
PROGRAMS	9
Essential Skills for Atlantic Fisheries (ESAF)	9
ESAF Receives Honorable Mention Innovation Award	9
Official Launch of Literacy Asset Map & Navigational Tool “Melanie”	10
New Brunswick Literacy Guiding Group	11
Kina’masultinej! Let’s Learn! Distribution of Booklets	11
Social Media Impact Reports	12
Facebook	12
Twitter	12
Newsletter	13
Website	13
Impact Summary	14
Marian Zaichkowski Endowment Fund	15
LCNB Board of Directors	16
LCNB Staff	17

Message from the President & Executive Director

Brent Melanson, President

Lynda Homer, Executive Director



This has been a very productive year for the Literacy Coalition as we carry out our mission to provide leadership to advance literacy, lifelong learning and essential skills for all citizens through partnerships and collaboration with others.



Our Essential Skills for Atlantic Fisheries project (ESAF) has continued to thrive despite the pandemic. The results for our first round of participants are impressive, showing gains in essential skills, literacy scores, self-esteem, confidence and other employability skills and with 80% of participants having gained employment at program exit. We expect the results from our second cohort to be positive as well, despite some interruptions in our work placements due to COVID. In July, LCNB was approached by the Federal government to extend this project into the health sector. We were pleased to receive an additional \$1,350,897 for this expansion which was approved on September 30th.

As further testimony to our project's success, LCNB has been selected as an honorable mention winner of the 2020 Canada Life Literacy Innovation Award (LIA). The Award, presented by ABC Life Canada, recognizes our ESAF project as a "rare and shining example of an innovative solution to a wide-spread issue". The Award and \$5,000 prize will be presented to LCNB during a virtual ceremony on Oct. 15th.

Another exciting accomplishment was the official launch of our new Family and Early Childhood Literacy Web App, "Melanie", which took place in June. This bilingual online tool enables families, educators and all service providers to gain greater access to literacy resources, programs, tools and information that best support New Brunswick early childhood literacy. Thank you to the Department of Education and Early Childhood Development for funding this important project.

We continue to recognize and celebrate literacy programs and individuals with the Dr. Marilyn Trenholme Counsell Awards. In November we held our well attended Dr. Marilyn Trenholme Counsell Literacy Awards ceremony where we celebrated six outstanding award recipients from across the province who have made significant contributions to literacy. This year's award ceremony will be held virtually in early November. The Literacy Coalition's PGI Literacy Dinner and Auction was cancelled because of COVID-19, but we look forward to hosting next year's PGI Literacy Dinner and Auction on May 11th, 2021 at the Delta Marriott Hotel Fredericton. Thank you to PGI chair Bob Scott and his very

outstanding cabinet and to our many sponsors for their generous support and continued commitment to our annual fundraiser and celebration of literacy.

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 giveaway contests, distribution of our "Let's Learn!" booklet for parents and PGI grant distributions. Through our meetings, newsletter and social media, we share knowledge, information and best practices about literacy which result in better delivery of programs.

We have been hearing many positive stories of how dedicated literacy program providers and teachers have used their creativity to adapt and continue to deliver their programs during this pandemic. At a time when literacy skills are increasingly critical for survival and participation in society, our work to support lifelong learning for children, youth and adults has never been more important.

We would like to express our appreciation for the incredible efforts of everyone on the Literacy Coalition team over the past year. Thank you to our 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, Katie Fife, who has returned to her studies and our current Communications Director, Peter Jewett who joined us in May.

Sincere thanks also 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

Lynda Homer, Executive Director

EVENTS

2020 PGI Dinner and Auction



The Literacy Coalition's PGI Literacy Dinner and Auction was scheduled to be held on May 5, 2020 at the Delta, Fredericton. The PGI Committee made the responsible decision to cancel the event because of safety concerns and the requirements for social distancing due to the pandemic. The Literacy Coalition gratefully acknowledges the generous support of our PGI sponsors and those who purchased tickets and made donations. We appreciate your continued commitment to helping New Brunswickers achieve their learning goals and fulfill their potential.

We look forward to hosting next year's PGI Literacy Dinner and Auction on May 11th, 2021 at the Delta Marriott Hotel Fredericton.



2020 Writing Contest Winners

The Literacy Coalition hosted their Annual Adult Learners' Writing Contest during the months of February-March 2020. We had over 40 amazing submissions which were compiled into an e-book that can be found on our website here: <https://nbliteracy.ca/wp-content/uploads/2020/04/Adult-Learning-eBook-2020.pdf>. The winners normally read their essays and accept their prizes at the PGI Literacy Dinner and Auction. With the event being cancelled this year, the winners were featured in our newsletter with an excerpt from their essays. Their cheques and framed certificates were delivered to them. The names and submitted photos of the winners can be seen below.



"Since I was really young, my grandparents always stressed the importance of having an education. I knew going back to school would open many doors to better my future. I want to feel accomplished and finish what I started. Making this positive decision to return to learning, is one of the best things I could do for my family and myself."

Teisha Perley – Tobique First Nation
Adult Learning Centre (WVALA)

"Fear of failure was still with me when I entered Dale Kilpatrick's class. In my first month I wrote and passed four of my exams. That voice in my head that told me I was a failure soon was replaced with a new voice that said, "You might not be dumb. In fact you may just be smart." That's when learning began to change my life."

Dallen Vail – Saint John Learning Exchange
Community Adult Learning Program



"High school was rough for me, as I hung around with the wrong crowd and got into a lot of trouble. I went from getting good grades to barely passing, and eventually I left school."

"From a year ago to now I've changed in so many ways, and have grown into becoming a more confident person. I am strong enough now to know that my future is in my hands and that nobody can change that."

Samantha Paul – St Mary's First Nation
Adult Learning Centre (CVALA)

Dr. Marilyn Trenholme Counsell Literacy Awards 2019

The Literacy Coalition held the Annual Dr. Marilyn Trenholme Counsell Literacy Awards ceremony at the Crowne Plaza Fredericton on November 18th, 2019.

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. Brent Melanson, LCNB President, presented the awards to the recipients.

A special highlight of the evening was the traditional Indigenous dance and water song, performed in honor of Imelda and David Perley.

Our 2019 Award winners were:

- Kristiana Myers, Evergreen Acres Early Learning and Child Care Home – Early Childhood Literacy
- Francobulles (District Scolaire, Francophone Sud) – Individual Early Childhood Literacy
- Crescent Valley Resource Centre – Community Literacy
- David and Imelda Perley – Outstanding Effort in Indigenous Literacy
- Mowi Fisheries (Canada East) – Business Corporate Literacy Initiative
- Cynthia Adams – Individual Outstanding Contribution to Literacy
- H el ene Devarenes for *A Pony Day* – Published Author



Family Literacy Day

The Literacy Coalition organized two special events in celebration of Family Literacy Day on January 27th. We partnered with Born to Read NB and the Fredericton Public Library to hold a Family Literacy Day celebration and launch of our new video, “Sharing Books with Babies”. This video was developed in collaboration with Born to Read NB, UNB Early Childhood Centre and the Department of Education and Early Childhood Development. We were delighted to have our Lieutenant Governor, her Honor Brenda Murphy, join us to read to the children. Additionally, as part of our Literacy Day festivities, we were pleased to partner in the launch of a new children’s book series about traditional Indigenous culture featuring a little girl named “Moonbeam”. This launch took place at the ARM (Autistic Resources Miramichi) Book Nook in Miramichi. The series is written by Gail Francis and illustrated by Tara Audibert. LCNB gave away free books for children at both events.



Launch of Our Parent Video – Sharing Books with Babies



Our Parent Video, “Sharing Books with Babies”, is now live on YouTube and on our website for the general public to see. It was developed as a collaboration between Born to Read NB, the UNB Early Childhood Centre, the Literacy Coalition of NB, and the Department of Education and Early Childhood Development, which funded the project.

This delightful video was made to compliment the Born to Read bags of books, which are given to all mothers of newborns in New Brunswick. “Sharing Books with Babies” demonstrates the joy and importance of sharing books with infants and toddlers and contains helpful information and tips for parents wishing to support their children's early literacy development from birth.

Participation at the Provincial Education Summit

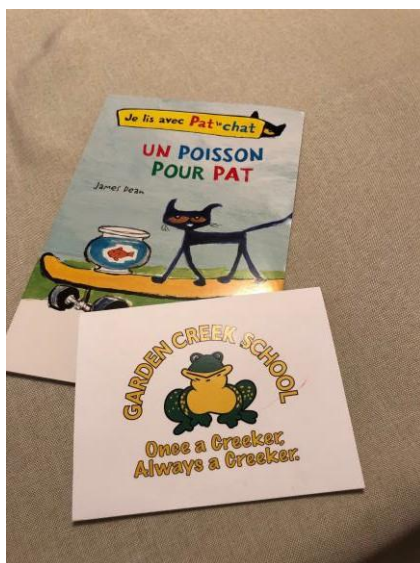
We were pleased to participate in the provincial Summit on Education, held by Hon. Dominic Cardy, Minister of Education at the Fredericton Convention Centre from October 16th – 18th. Over 200 people attended the Education Summit which was focused on transforming the education system in New Brunswick. Attendance at the event was by invitation only, but there was an opportunity for all New Brunswickers to contribute to the discussions by responding to a position Green Paper.



LCNB had a booth set up to showcase the work of LCNB and our Literacy Guiding Group partners. We also held a contest for our Literacy Asset Map (now called Melanie). Attendees gave their opinion on two different logos for Melanie, and they were entered into a draw for a \$25 gift card at the bookstore of their choice.

Books Donated to Garden Creek School

In October 2019, LCNB donated books to Garden Creek Elementary School for their Immersion Year One class in Fredericton. The books were placed in the school's library and are available to all children.



PROGRAMS

Essential Skills for Atlantic Fisheries (ESAF)

Our Essential Skills for Atlantic Fisheries project has continued to thrive despite the pandemic. We quickly made the shift from physical to virtual classroom training for both the English and French programs thanks to our e-learning platform from Velsoft and the determination of our amazing participants and instructors. The results for our first round of participants are impressive, showing 80% of participants gaining employment at program exit. Gains were also documented in essential skills, literacy scores, self-esteem, confidence and other employability skills. We anticipate positive results from our second cohort despite interruptions to our work placements due to COVID-19.

In July, LCNB was approached by the Federal government to extend this project into the health sector. This expansion will test the transferability of our model, focusing on entry level positions in the senior health sector, including nursing homes, special care homes and assisted living facilities. The started date was October 1, 2020 and the end date is March 2022. We have received an additional \$1,350,897 for this new project.



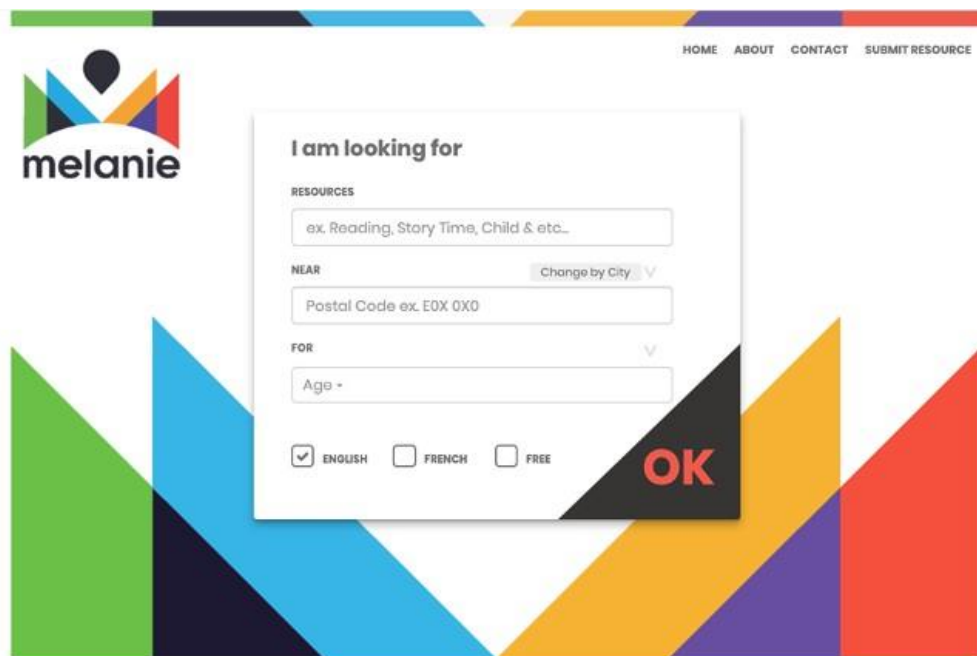
ESAF Receives Honorable Mention Innovation Award

In August, our ESAF project won an honorable mention for the *Canada Life Literacy Innovation Award*, presented by ABC Life Literacy Canada. We are thrilled to have our ESAF project recognized by such an outstanding national organization! Our project is a highly collaborative project, with input from government and community organizations in all four Atlantic provinces. We share this award with our Atlantic provincial partners: PEI Literacy Alliance, Laubach NL and Literacy Nova Scotia. This award honors innovation in adult literacy programs delivered by a community organization in Canada. The prize includes \$5,000 to be invested into the program. Our program was recognized as a “rare and shining example of an innovative solution to a wide-spread issue”. We appreciate this recognition as we continue our work with adult learners, helping them to acquire the essential skills they need to succeed.

Official Launch of Literacy Asset Map & Navigational Tool “Melanie”

On June 8th, we officially launched our new Family and Early Childhood Literacy Web App, which we have called “Melanie”. This bilingual online tool that will enable families, educators and all service providers to gain greater access to literacy resources, programs, tools and information that best support New Brunswick early childhood literacy.

Melanie was developed by the Literacy Coalition in partnership with University of New Brunswick Early Childhood Centre, CODAC NB and a wide range of early childhood service providers, educators, government and community literacy groups across the province. It was funded by the Department of Education and Early Childhood Development. The tool and resources were tested many times by families and early childhood service providers and continues to be refined.



The screenshot shows the Melanie web app interface. At the top right, there are navigation links: HOME, ABOUT, CONTACT, and SUBMIT RESOURCE. On the left is the Melanie logo, which features a stylized figure with arms raised in a 'V' shape, composed of colorful triangles (green, blue, orange, red, purple), with the word 'melanie' below it. The main content area is a search form titled 'I am looking for'. It includes a 'RESOURCES' section with a text input field containing 'ex. Reading, Story Time, Child & etc...'. Below that is a 'NEAR' section with a 'Change by City' dropdown menu and a 'Postal Code ex. E0X 0X0' input field. The 'FOR' section has an 'Age -' dropdown menu. At the bottom of the form are three checkboxes: 'ENGLISH' (checked), 'FRENCH', and 'FREE'. A large red 'OK' button is positioned to the right of the form.

Early Childhood Resources in New Brunswick

This innovative online resource will be even more crucial for parents and educators during this pandemic, where children are learning from home. In the event of a resurgence of Covid in the fall, this tool will be available for parents and teachers to more easily navigate the world of online learning by having all their resources in one place.

Melanie is now available to the general public online at this link: <https://melanienb.ca>

We are continuing to refine the tool based on feedback we have received and we are exploring possible features to make it even more interactive.

We are encouraging people to give us their feedback while they use this tool. Feedback can be submitted at this link: <https://melanienb.ca/contactus>

New Brunswick Literacy Guiding Group

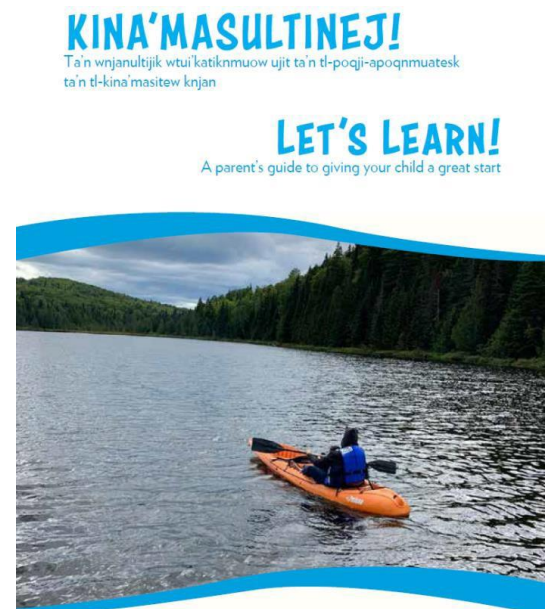
Our Executive Director, Lynda Homer, has continued to co-chair the provincial Literacy Guiding Group along with Beth Corey, Consultant with the Department of Education and Early Childhood Development. Beth replaced Nathalie LeBlanc-Boswall, who left her position to go on maternity leave. The Guiding Group met on September 10th to begin the review and renewal of the committee mandate and identification of goals and next steps. A follow up meeting was held on November 25th. This was a facilitated session with Cormac Russell, asset-based community development consultant from Ireland, who assisted with the process of renewal. The session was sponsored by Chris Treadwell, Department of Education and Early Childhood Development. A meeting scheduled for March 31st was cancelled due to the impact of Covid-19 and the Committee was put on pause.

Kina'masultinej! Let's Learn! Distribution of Booklets

Our first set of early literacy booklets for parents in Indigenous languages is now complete. "Kina'masultinej! Let's Learn!" is written in both English and Mi'Kmaq for Indigenous families. These booklets were distributed to the various Head Start organizations in the Mi'Kmaq community, including: Esgenoopetitj (Burnt Church), Natoaganeg (Eel Ground), Eel River Bar, Fort Folly, Indian Island, Buctouche, Metepenagiag, and Pabineau. Each organization received 150 booklets to be distributed to the families in their communities.

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.

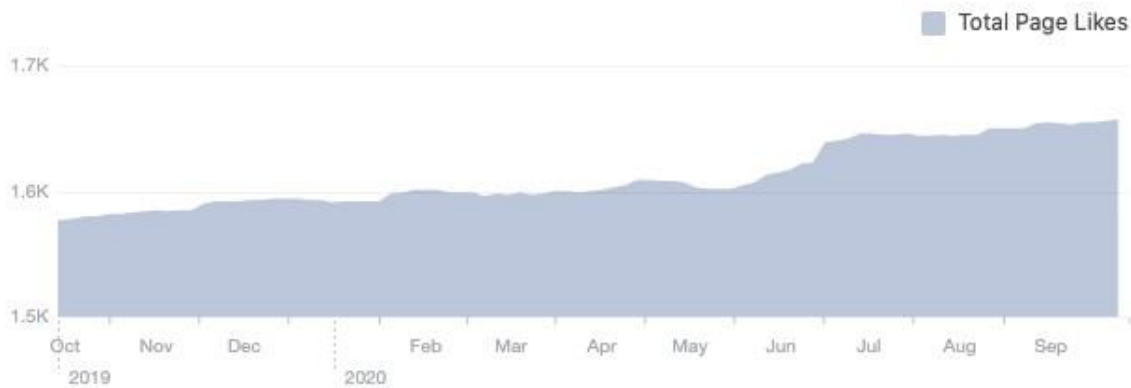
Currently, we are working on another version for the Wolastoqey community, which will be in English and Wolastoqey languages.



Social Media Impact Reports

Facebook

Total Page Likes as of Today: 1,657



As of October 2nd, 2020, our Facebook Page Likes have gone up by 80, from 1577 in 2019 to 1657.

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.

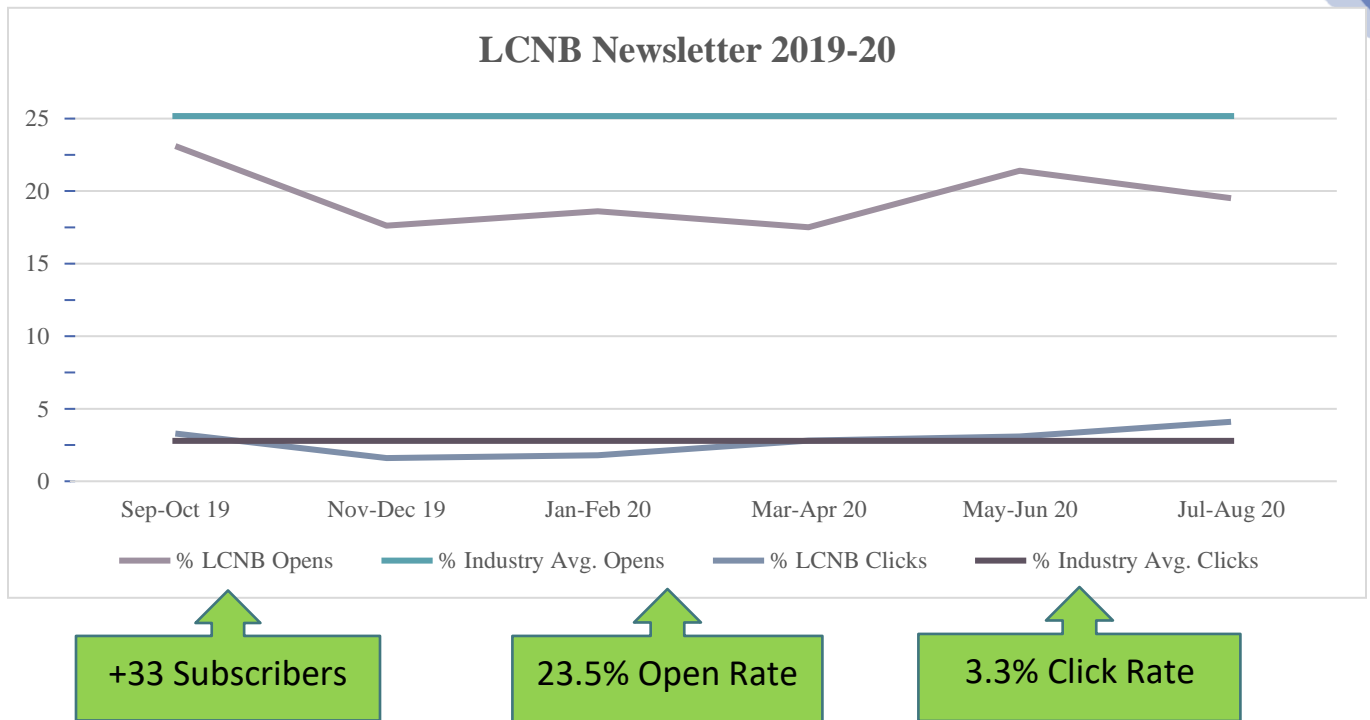


Our Facebook posts have a “Reach” number associated with them, which indicates how many people saw the post at least once. On average, each organic (non-paid) post reached 219 people, whereas each paid post reached an average of 116 people. This is down slightly from last year, where the numbers were 385 and 155, respectively. This is most likely due to having fewer paid posts. With more consistent posting, this number should rise again.

Twitter

We have 1737 followers, a loss of eight from this time last year. However, we Tweet and Retweet daily, so this should rise.

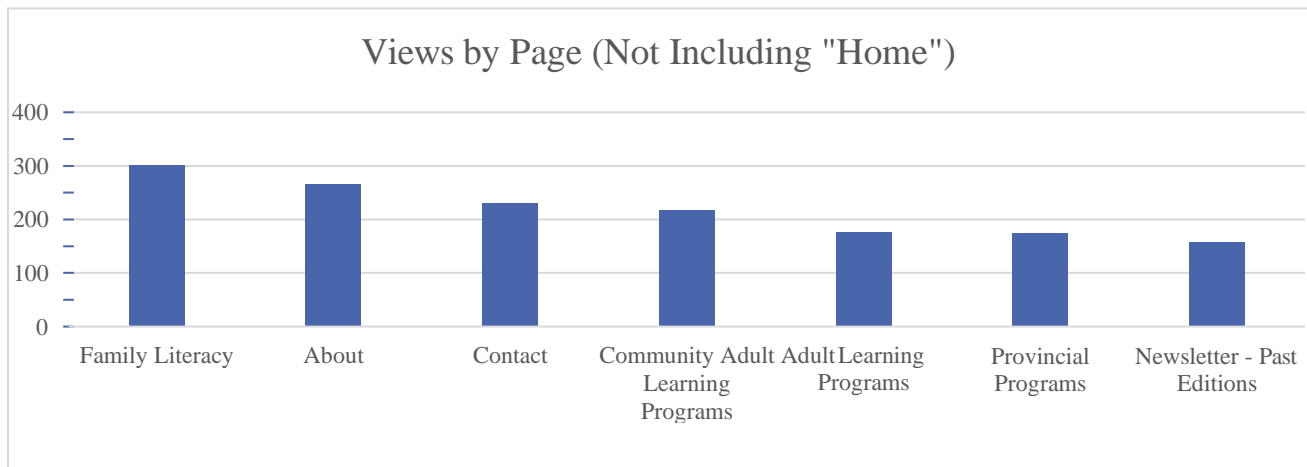
Newsletter



Our newsletter has continued to grow in subscriber count, from 704 to **737**, a growth of **33** new subscribers. Our open rates continue to rise, from 23.1% last year to **23.5%** in 2020. Our click rate has also risen from 2.8% to **3.3%**, a significant increase from the past two years. These numbers are very close to MailChimp's non-profit industry averages of 25.1% opens and 2.8% clicks.

Website

This year, our website activity has increased further. Pageviews have risen from 10,292 to **11,614**. The number of users has been holding steady, from 3,469 to **3,467**, as well as the sessions on the page, from 4,894 to **4,896** (note: a "session" is defined by a period of time when a user is engaged with the website). This increase in traffic is on par with last year's increase and can most likely be attributed to consistent distribution of the newsletter and promotion of the website on social media.



The top pages were the "Home" page (the landing page) with **2,218** views, the "Family Literacy" page with **302** views, the "About" page with **265** views, and the "Contact" page with **231** views.

Impact Summary

Materials Distribution	Quantity
Books for Parents/Children/Families	100
Family Literacy Coupon Booklets	100
Guideto Literacy and Essential Skills in the Workplace	400
Let's Learn!/"Aprennon's Ensembles!" Booklet _Parent's Guide to Early Literacy Development	2,800
Kina'masultinej! Let's Learn!	1,350
Grants Distributed	Quantity
Number of Grants	28
Number of Learners Benefited	12,158
Media Awareness	
Media Releases <ul style="list-style-type: none"> • Dr. Marilyn Trenholme Counsell Literacy Awards 2019 • Family Literacy Day Celebration and Parent Video Launch • New Brunswick Literacy Day • Essential Skills for Atlantic Fisheries News Features: <ul style="list-style-type: none"> • Jeffrey's man navigating the challenges of online learning with Essential Skills for Atlantic Fisheries program • Essential-skills fishery program moves online, expands during COVID-19 • Virtual training – taking learning out of the classroom and into your home 	

EVENTS AND PROJECTS		
	# Participants	Organizations Contacted
Literacy Asset Map Feedback Contest (Oct. 2019)	30	N/A
Website Review Survey (in July 2020 Newsletter)	15	N/A
Essential Skills for Atlantic Fisheries <ul style="list-style-type: none"> • Adult Learners/participants • Employers/Employees/Employer Groups • Community Stakeholders • Government 	48 12 60 16	N/A
Family and Early Childhood Literacy Asset Map <ul style="list-style-type: none"> • Community Literacy Organizations • Literacy Practitioners • Government 	50 40 8	500
Learners		
Learn Line Calls from Adult Learners	25	
Essential Skills for Atlantic Fisheries participants	143	
Adult Learners Essay Contest participants	48	

Marian Zaichkowski Endowment Fund

FUND STATUS REPORT

Marian Zaichkowski Endowment Fund

Period	July 2019 - September 2019.	October 2019 - December 2019.	January 2020 - March 2020.	April 2020- June 2020.
Opening Fund Balance	\$364,666.96	\$371,105.34	\$378,962.73	\$342,927.19
Contributions to Fund	\$0.00	\$0.00	\$8,400.00	\$0.00
Interest, Dividends, Realized Capital Gains (Losses)	\$4,442.61	\$2,245.79	\$2,698.61	\$1,978.43
Unrealized Capital Gains (Losses)	\$2,633.94	\$6,261.03	(\$46,470.97)	\$25,499.59
Administration Fee	(\$638.17)	(\$649.43)	(\$663.18)	(\$600.12)
Disbursements	\$0.00	\$0.00	\$0.00	\$0.00
CLOSING FUND BALANCE	\$371,105.34	\$378,962.73	\$342,927.19	\$369,805.09

Prepared without Audit

LCNB Board of Directors

Executive:

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

Board Members:

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

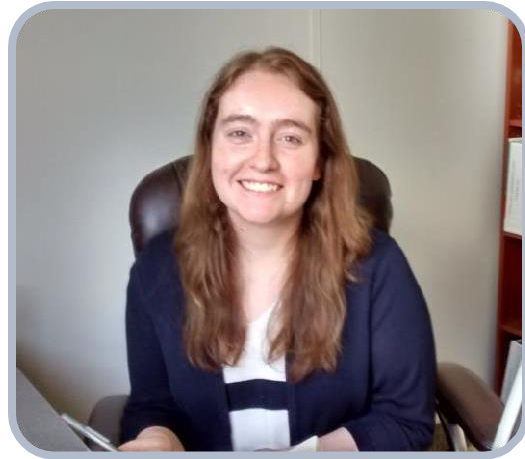
Government Representatives:

- Beth Corey, Department of Education and Early Childhood Development
- Angela Carr, Post-Secondary Education, Training and Labour
- Kate Thompson, New Brunswick Public Library Service (PETL)

LCNB Staff



Lynda Homer
Executive Director



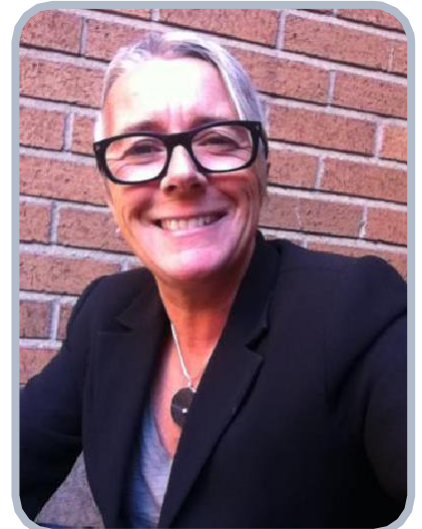
Susan Yarom
Administrative Assistant



Dianne Léger
Project Manager - ESAF



Sherri Deveau
Project Coordinator - ESAF



Guylaine April
Project Coordinator, French Cohort - ESAF



Katie Fife
Communications Director (Sept – May)



Peter Jewett
Communications Director (May – present)