



 Literacy Coalition
of New Brunswick Ltd.

ANNUAL REPORT 2020-2021

Literacy Coalition of New Brunswick

Email: lcnb@nbliteracy.ca
Website: <https://nbliteracy.ca>
Toll Free: 1-800-563-2211

Tel: 506-457-1227
212 Queen Street, Suite 303
Fredericton, NB, E3B 1A8



TABLE OF CONTENTS

Message from the President & Executive Director	3
EVENTS	5
2021 PGI Dinner and Auction	5
Grant Distribution	5
2021 Writing Contest Winners	6
Dr. Marilyn Trenholme Counsell Literacy Awards 2020	7
Family Literacy Day 2021	8
LCNB Donates Books to Anglophone West Schools	8
LCNB Distributes Books to Seniors' Centres in Saint John Area	9
<i>Moonbeam</i> Storywalk Scavenger Hunt	10
PROGRAMS	11
Essential Skills for Atlantic Fisheries Conclusion	11
Essential Employability Skills - Health Sector	12
Family Literacies Online for Babies and Toddlers	13
Research Project: Identifying Barriers Between Language Levels and Adult Literacy Learning	13
Social Media Impact Report	14
Facebook	14
Twitter	15
Website	16
Impact Summary	17
Marian Zaichkowski Endowment Fund	18
LCNB Board of Directors	19
LCNB Staff	20

Message from the President & Executive Director

Brent Melanson, President



Welcome to our 2021 Annual General Meeting. This has been another exciting year for the Literacy Coalition as we continue our mission to provide leadership to advance literacy, life-long learning, and essential skills for all citizens through partnerships and collaboration with others.

Lynda Homer, Executive Director



We have several significant projects underway, including our new Family Literacies Going Online project funded by the Department of Education and Early Childhood Development. With this project we will be working with program providers to document best practices and develop an exemplary model and practitioner's guide for virtual literacy programs for families with babies and toddlers.

The LCNB has also received a grant from the NBIF Adult Literacy Fund to conduct a research study to identify the intersectionality between language learning and literacy and explore the experiences of program providers and newcomers as they navigate the existing adult learning programs in New Brunswick.

Our Essential Skills for Atlantic Fisheries Project (ESAF) project, funded by the Government of Canada's National Essential Skills Initiatives program, has been wound up. The new ESAF website, which launches on Nov 5th, 2021, celebrates the success of the project by sharing the resulting sustainable and replicable model which can be adapted for other industries. We are currently replicating this model in the health care sector with programs underway in New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

We continue to recognize and celebrate literacy programs throughout the province with the Dr. Marilyn Trenholme Counsell Awards. Our Awards ceremony was held on November 26th, 2020, via Zoom with an excellent turnout of approximately 90 participants. Since our PGI for 2021 has moved from spring to fall, our next Dr. Marilyn Trenholme Counsell Literacy Awards ceremony has been postponed until February 2022.

Our Peter Gzowski Literacy event will be held virtually this year on November 30th at 7:00 pm. The event will feature a variety of celebrities as well as our local Adult Learners and PGI award winner. Although this year's event will be free of charge, donations will be accepted. We encourage you to join us on this exciting night.

Our in-person PGI Literacy Dinner is scheduled for May 5th, 2022, at the Delta Marriott Hotel, Fredericton. 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.

As an organization, we deliver ongoing literacy programs to our community. Over the past year, these have included Family Literacy Day, the Adult Learner's Writing Contest, book giveaways, and distribution of our "Let's Learn!" booklets for parents in both official languages and Indigenous languages. We also maintain our Family and Early Childhood Literacy Web App, "Melanie". 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.

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 Leger, ESAF project manager, Sherri Deveau, ESAF project coordinator, and former Communications Directors, Peter Jewett and Jessica Carver.

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.

EVENTS

2021 PGI Dinner and Auction

Our annual PGI event is our main and most important fundraiser, which we were unable to hold last year due to Covid. This year, our annual PGI event will be taking place virtually due to the situation with Covid. Though it will look a bit different, it will be filled with entertainment from well-known guests, and will highlight our local outstanding adult learners and literacy champion. We are excited to have Rick Mercer as our national host. There will be special appearances by renowned author Louise Penny and local poet Jordan Trethewey, as well as musical guests Twin Flames, Stephen Fearing, and Ashley MacIsaac. Although this year's event will be free of charge, donations will be greatly appreciated. Tickets will be available on our LCNB website.

Literacy Coalition
of New Brunswick Ltd.

PGI
Peter Gzowski Invitational

NB PGI Literacy Event 2021

Featuring:

Rick Mercer **Ashley MacIsaac** **Louise Penny**

And more!

November 30th at 7:00pm via Zoom

Grant Distribution

Each year, LCNB distributes grants to various literacy organizations across the province with funds from the previous year's PGI Dinner and Auction event. Due to Covid-19, we were unable to host our PGI event in 2020, so these funds were not available. Despite this, LCNB was able to use funds from the Marian Zaichkowski Endowment Fund to ensure struggling programs did not miss this opportunity for funding. A total of \$11,000 was distributed to programs across the program.

The full press release can be read here:

<https://nbliteracy.ca/literacy-coalition-distributes-11000-in-grants-to-struggling-literacy-programs/>

2021 Writing Contest Winners

The Literacy Coalition hosted their annual Adult Learner's Writing Contest in February of 2021. While the pandemic has lowered enrollment numbers, we received 26 inspiring submissions from learners all over the province. These submissions were compiled into an e-book that can be found on our website: <https://nbliteracy.ca/wp-content/uploads/2021/04/Adult-Learning-eBook-2021-updated.pdf>. The winners of the contest each received a \$100 cheque and framed certificate. They will be featured in our virtual PGI event.



"When I first started studying, I felt very overwhelmed. However, the more I worked, and the more I saw what I was capable of, the easier it became. I realized nothing was going to stop me from obtaining my diploma. Furthering my education has given me a tremendous amount of self-confidence."

Allison Perch – Central Valley Adult Learning Association

"...I have achieved some personal growth by returning to learning. Whenever someone goes through dramatic changes, they will develop personally through perseverance. I have gained more confidence and feel more secure in my decisions."

Destinee Frey – Tobique Adult Learning Centre (WVALA)

« Tout est possible, il suffit d'y croire. Avec mon expérience de vie, je veux redonner espoir et donner la chance à ceux qui ne l'ont jamais eue. Moi, je viens de saisir la chance qui m'a été donnée. »

Martin Comeau – Dieppe CCAA
South East Adult Education - Éducation des adultes du Sud-Est



Dr. Marilyn Trenholme Counsell Literacy Awards 2020

The Literacy Coalition held the annual Dr. Marilyn Trenholme Counsell Literacy Awards ceremony on November 26th, 2020. Due to the pandemic, the ceremony was held via Zoom. Despite this, we had an amazing turnout!

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 Counsell also welcomed the guests and recipients. Brent Melanson, LCNB President, delivered the closing remarks.

As a special surprise, a video with messages from friends and colleagues of the recipients was shown at the end of the ceremony.

We want to thank everyone who attended this event and who helped to make it our successful first ever live Zoom event! The event can be seen by clicking on this link: <https://youtu.be/asknZmtOL2k>

Our 2020 Award winners were:

- Talk with Me/Parle-moi (accepted by Laura Garland, Talk with Me, and Josée Castonguay, Parle-moi) – Early Childhood Literacy
- Gail Francis – Outstanding Effort in Indigenous Literacy
- Armand Doucet, co-author of *Hope, Where Are You?* – Publish Author
- Kim Stewart & Jill Davidson – Individual Outstanding Contribution to Literacy
- Bob Savoie – Individual Outstanding Contribution to Literacy



Family Literacy Day 2021

The Literacy Coalition was unable to hold an in-person event for Family Literacy Day due to the pandemic. However, this did not stop us from celebrating! On January 27th, 2021, we partnered with the Fredericton Boys and Girls Club and Liberty Lane to distribute bags of books to the children in their program. A total of 31 packages were given to the Boys and Girls Club, with books for 5–6-year-olds and a few preschool books. The packages included our Let's Learn booklet, an LCNB bookmark and coupon book, and a copy of *Good Morning, Canada* by Andrea Lynn Beck. For the preschoolers, there was a selection of books for the families to choose from.



Packages of carefully selected books were also distributed Liberty Lane. 12 children, aged 17 months to 13 years, were delighted to receive these books.



Finally, we were honored to have the Lieutenant Governor and Patron of the Literacy Coalition, Brenda Murphy, record a video of herself reading *Gifts* by Barbara Reid and illustrated by Jo Ellen Bogart.

LCNB Donates Books to Anglophone West Schools



In fall of 2020, the Literacy Coalition was pleased to donate 216 wonderful books to the Anglophone West School District to be distributed to middle school students. Working with the School District staff, 12 packages of books were made to be distributed to the various schools in the District.

LCNB Distributes Books to Seniors' Centres in Saint John Area

In the summer of 2021, LCNB was contacted about a large collection of books belonging to the estate of a pair of local professors. With the help of Fundy Regional Coordinator for Go Ahead Seniors, Diane O'Connor, we distributed over 200 of these books to seniors' centres all over the Saint John Area. In Fredericton, we donated 30 books to the Windsor Court Seniors' Residence and 100 books to Greener Village to use for their book sale. Another 20 books were donated to The Hive community centre in Rothesay.



Linda Nickerson, Executive Director of the Senior's Resource Centre in Saint John



Kirstin Duffley & Miriam Wells from The Hive in Rothesay



Barb Miller (left) and Louise Wilson from the Seniors' Resource Centre in Saint John

Moonbeam Storywalk Scavenger Hunt

In August of 2021, LCNB partnered with Indigenous author Gail Francis for a scavenger hunt centered around her book, *Moonbeam*, which started on August 10th and ran until September 20th. Participants needed to find the pages of the books, which were scattered across Fredericton at local venues in the downtown area. The launch was held at Chapters in the Regent Mall, where participants picked up their scavenger hunt Passport.




From left to right: Michael Tingley from Chapters, Nikki Thériault from Gallery 78, Lynda Homer from LCNB, Gail Francis author of *Moonbeam*, Jennifer Gale from Science East, Jessica Larocque from the Fredericton Public Library


The Passport held questions about the book, which participants answered before heading to the next location. Once the Passport was complete, participants were entered into a draw for a signed copy of *Moonbeam* and a t-shirt! They also received a 2 for 1 admission coupon from Science East. Westminster Books also offered a 10% discount on *Moonbeam* for the length of the event.


LCNB was happy to sponsor this event and to promote literacy as well as the rich culture of downtown Fredericton. The participating locations were: Science East, Westminster Books, the Fredericton Public Library, Gallery 78, and the Fredericton Region Museum!


MOONBEAM SCAVENGER HUNT FREDERICTON




**LOCAL AWARD WINNING
AUTHOR GAIL FRANCIS
INVITES YOU TO
PARTICIPATE IN A FUN
SCAVENGER HUNT OF HER
BOOK MOONBEAM
SPONSORED BY:**







CHAPTERS FREDERICTON
 TUESDAY, AUGUST 10TH @ 3PM
 TILL SEPTEMBER 7TH 2021

You will get your passport at the starting point and will check off each answer at each location as you go.
 The first one back on the day of the launch of the scavenger hunt will win a signed book and T-shirt!

PROGRAMS

Essential Skills for Atlantic Fisheries Conclusion

Our Essential Skills for Atlantic Fisheries Project (ESAF) project, funded by the Government of Canada's National Essential Skills Initiatives program, has concluded. A new ESAF website, which launches on Nov 5th, 2021, celebrates the success of the project by sharing the resulting sustainable and replicable training model which can be adapted for other industries. We have created an innovative model and materials in both official languages and developed the capacity of 103 participants, 40 mentors and 17 employers. Upon program completion, 76% of participants were hired by their placement employer. We are currently replicating this model in the health care sector with programs underway in New Brunswick, Prince Edward Island and Newfoundland and Labrador.



A link to the ESAF website will be available beginning Nov 5th, 2021. To watch engaging testimonials, from participants and employers click the video below!



Essential Employability Skills - Health Sector



Essential Employability Skills

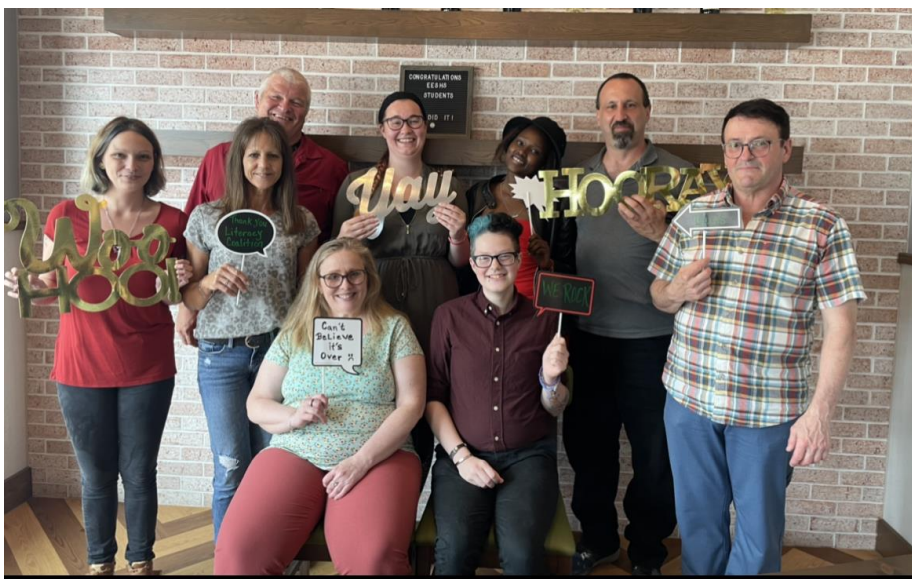
HEALTH SECTOR

With the success of the ESAF initiative, LCNB was approached by the Federal government to extend the project model to test its adaptability for the health sector. The goal of the Essential Employability Skills – Health Sector (ESS-HS) project, much like its predecessor, is to train unemployed and underemployed individuals, this time bringing them into the health sector senior care workforce. Participants are receiving customized training specifically for entry level worker positions in such as laundry, cleaners, servers, kitchen staff, etc. While the emphasis is on employability skills, the more traditional essential skills—such as computer skills, digital training and reading—is also an important focus.

Curriculum materials have been adapted for the health care sector and cohort 1 has been completed with the 2nd cohort now underway. The project end date is June 2022.



NB Participant Facilitator Don Rodgers (center) with the participants of EES-HS's first cohort!



The participants of NB's first cohort celebrating their graduation!

Family Literacies Online for Babies and Toddlers

The Literacy Coalition of New Brunswick is pleased to launch our new project called “Family Literacies Online for Babies and Toddlers”. Funding was received by the Department of Education and Early Childhood Development to carry out the project, which will build capacity for practitioners who provide virtual literacy programs for families with children from birth to three years of age. We will work with key program providers to shine a light on their best practices and create and test an exemplary model and practitioners’ Guide for delivering virtual literacy programs. Families will receive free books, laptops, and digital training. Program providers will receive training, personalized mentoring, and a New Brunswick created Family Literacy Guide on engaging parents and children online. The adult component will include information on existing supports and access to employment.

Research Project: Identifying Barriers Between Language Levels and Adult Literacy Learning

LCNB has received a grant from the NBIF Adult Literacy Fund to conduct a research study to identify the intersectionality between language learning and literacy and explore the experiences of program providers and newcomers as they navigate and access the existing adult learning programs in New Brunswick. Using qualitative methods, we will explore the barriers to accessing literacy training that adults experience in terms of access and engagement, program relevance, and delivery methods. The results of our inquiry will deepen understanding of the contexts in which organizations and service providers design and deliver adult literacy programming and provide insight from learners who access those programs. Along with LCNB, co-principal investigator for this project is Wendy Kraglund-Gauthier, a member of Yorkville University’s faculty of education. The deadline for this project is March 2022.

Social Media Impact Report

Facebook

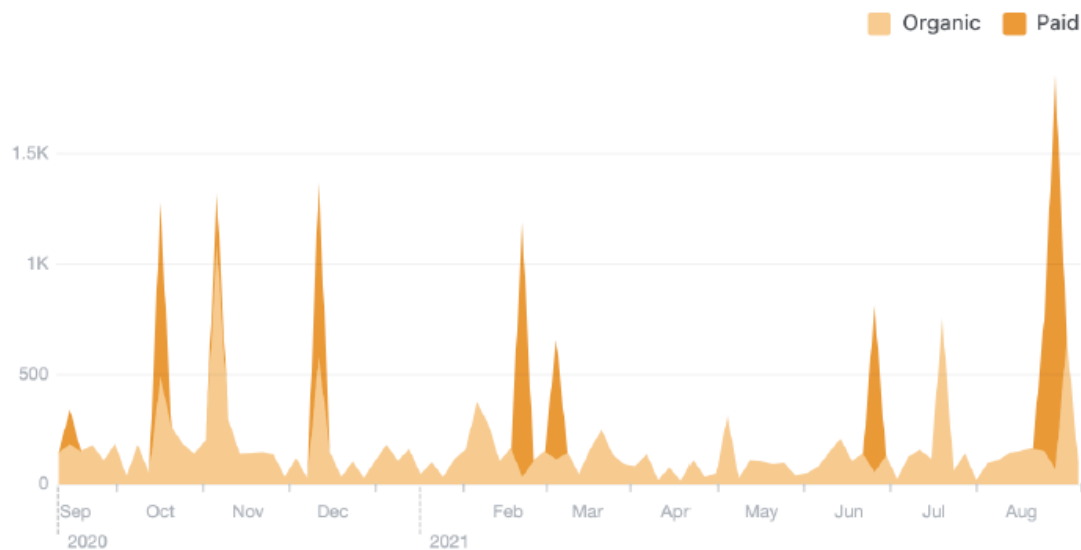
Total Page Likes: 1,752



As of August 26th, 2021, our Facebook page has **1,752** likes, from 1655 on the same date in 2020. This is an increase of 97 likes, compared to an increase of 80 in the last AGM's report.

Post Reach

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

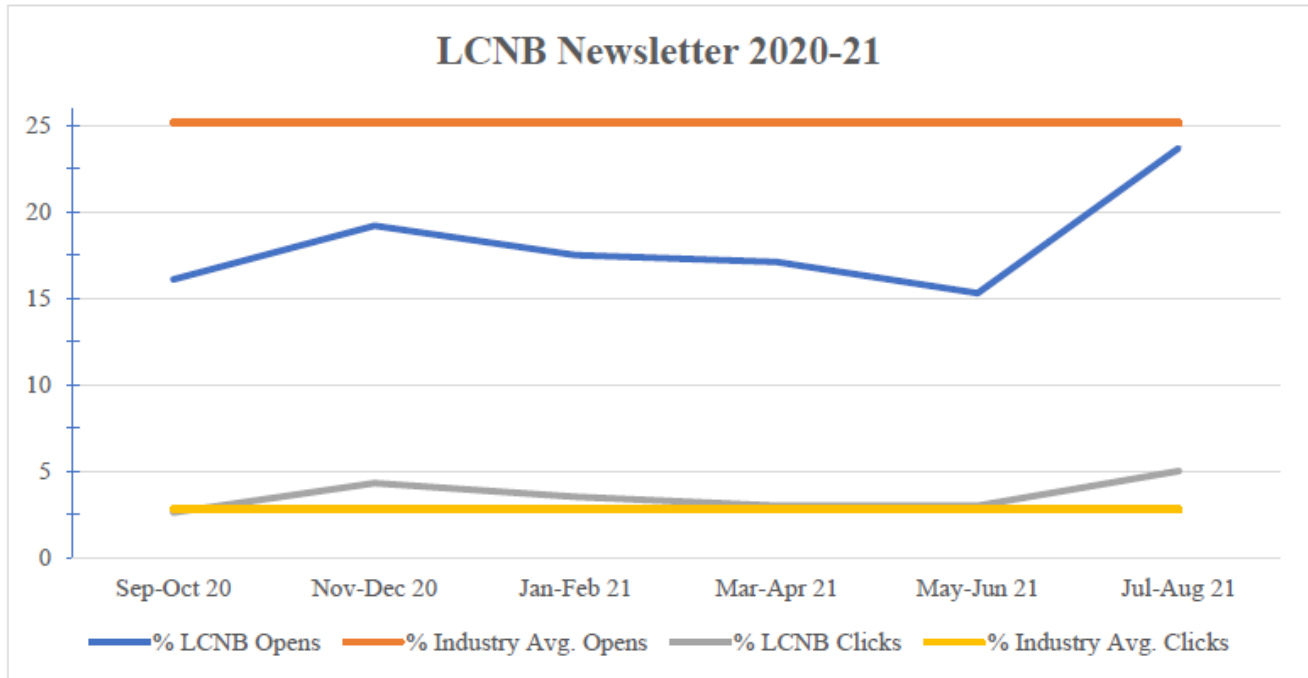


Post reach is the estimated amount of people who have seen a post at least once. On average this year, our posts were seen by **252** people, which is an increase from 220 people in 2019-20. Our most popular posts received up to **1,800 views**.

Twitter

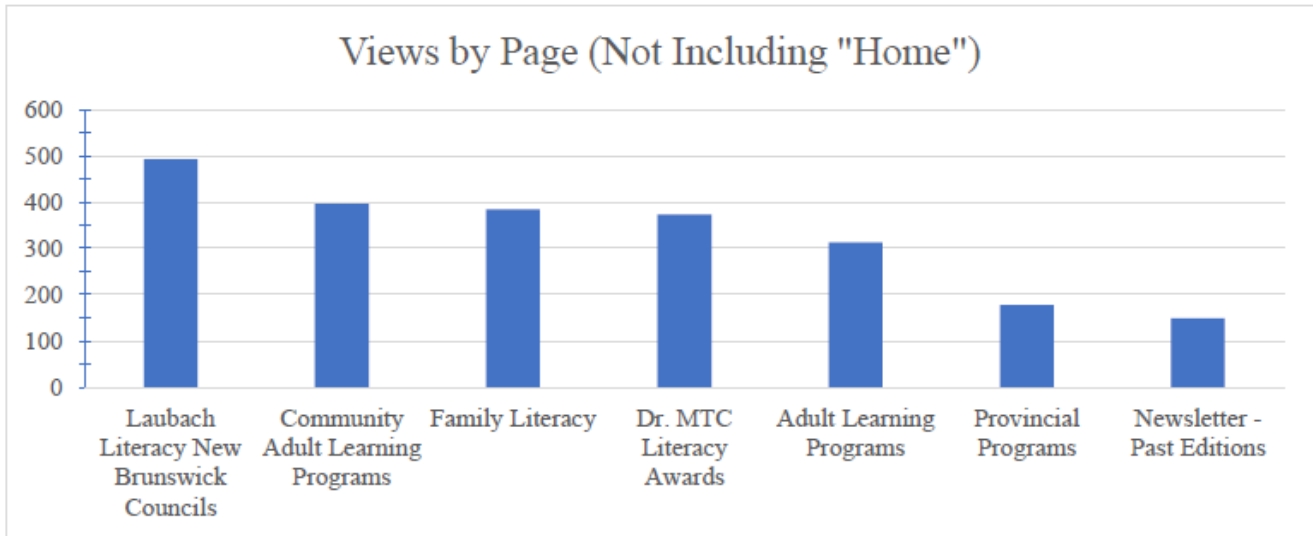
Our Twitter profile gained **37** followers since the last AGM report, growing from 1,737 followers to **1,774**. It is harder to track growth on Twitter compared to Facebook, but we are slowly growing our audience. Continuing to engage with our followers and those in our audience will be an emphasis, as that drives growth.

Newsletter



Since January 2021, we have noticed that our newsletter open rate and click rate has gone down. In 2019-20, our average newsletter open rate was 23.5%, with an average click rate of 3.3%. While our click rate grew to **3.6%** in 2020-21, the open rate decreased to **18.2%**. This prompted us to make some changes in the way our newsletter is designed and sent out, which were implemented for the Jul-Aug 2021 edition. As a result, we saw very positive trends that will hopefully continue in future newsletters. **Our most recent open rate was 25%.**

Website



This year, our website had [11,604](#) visits, an increase from 8,614 in 2019-20 and 10,292 in 2018-19. The most popular pages were the “Home” page, the “Laubach Literacy New Brunswick Councils” page, the “Community Adult Learning Programs” page and the “Family Literacy” Page.

58% of people who access our website do so on a desktop computer, followed by 39% of people on mobile devices. Most people come to our website via links from our Facebook page.

Impact Summary

Materials Distribution		Quantity
Books for Parents/Children/Families		300
Family Literacy Coupon Booklets		50
Books for Seniors		300
Let's Learn!/"Aprennons Ensembles!" Booklet _Parent's Guide to Early Literacy Development		10,680
Grants Distributed		Quantity
Number of Grants		8
Number of Families, Children & Learners Benefited		23,070
Media Awareness		
Media Releases <ul style="list-style-type: none"> • Dr. Marilyn Trenholme Counsell Literacy Awards 2020 • Family Literacy Day Celebration • Literacy Coalition Distributes \$11,000 in Grants to Struggling Literacy Programs • Essential Skills for Atlantic Fisheries Website Launch • Essential Employability Skills – Health Sector project 		
EVENTS AND PROJECTS		
	# Participants	Organizations Contacted
Family Literacies Online for Babies and Toddlers	20 families	30
United Way Grant for Distributing <i>Let's Learn/ Aprennons Ensemble</i> : total booklets distributed	3,010	15
Essential Skills for Atlantic Fisheries <ul style="list-style-type: none"> • Adult Learners/participants • Employers/Employees/Employer Groups • Community Stakeholders • Government 	103 17 60 16	100
Essential Employability Skills – Health Sector Cohort 1 <ul style="list-style-type: none"> • Adult Learners/participants • Employers/Employees/Employer Groups • Community Stakeholders • Government 	47 9 45 12	Ongoing
Learners		
Learn Line Calls from Adult Learners	26	
Essential Skills for Atlantic Fisheries Participants	143	
Essential Employability Skills – Health Sector Cohort 1	36	
Adult Learners Essay Contest participants	26	

Marian Zaichkowski Endowment Fund

FUND STATUS REPORT

Marian Zaichkowski Endowment Fund

Period	July 2020 - September 2020.	October 2020 - December 2020.	January 2021 - March 2021.	April 2021- June 2021.
Opening Fund Balance	\$369,805.09	\$382,296.40	\$403,701.30	\$408,728.27
Contributions to Fund	\$0.00	\$0.00	\$0.00	\$0.00
Interest, Dividends, Realized Capital Gains (Losses)	\$2,658.47	\$4,867.92	\$7,325.23	\$2,532.53
Unrealized Capital Gains (Losses)	\$10,480.00	\$17,206.00	\$13,408.22	\$15,132.80
Administration Fee	(\$647.16)	(\$669.02)	(\$706.48)	(\$715.36)
Disbursements	\$0.00	\$0.00	(\$15,000.00)	\$0.00
CLOSING FUND BALANCE	\$382,296.40	\$403,701.30	\$408,728.27	\$425,678.24

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, Director of Education: Elsipogtog First Nation
- Christopher Watson, New Brunswick Federation of Labour (NBFL)
- Johnny St-Onge, Frontier College
- 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, Community Volunteer
- Bob Stranach, Community Adult Literacy Network (CALNET)
- Bob Scott, PGI Chair

Government Representatives:

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

LCNB Staff



Lynda Homer
Executive Director



Susan Yarom
Administrative Assistant



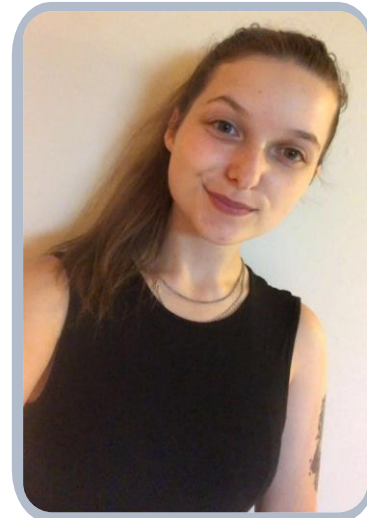
Dianne Léger
Project Manager – ESAF & EES-HS



Sherri Deveau
Project Coordinator – ESAF & EES-HS



Peter Jewett
Communications Director (May 2020 – August 2021)



Jessica Carver
Communications Director (August – October 2021)