



# Literacy Volunteers of Quebec

## **Annual Activity Report June 1, 2012 to May 31, 2013**

## **Preamble**

Literacy Volunteers of Quebec (LVQ) is a provincial not-for-profit coalition that supports community-based volunteer literacy groups through professional development, communication and advocacy for English literacy.

LVQ provides its 14 member organizations with direct services, which, in turn reaches the staff, the volunteers and the adult learners of these organizations. Through networking opportunities and special events and projects, LVQ is also able to reach organizations and partners outside of its membership.

## **Highlights**

This year Literacy Volunteers of Quebec continued to represent community-based English literacy and support its member organizations through its various activities and projects. Special mention for The Caravan Project, the Training Station – All Aboard for Literacy and the launch of the new website.

Below is a summary of events and activities in which LVQ participated during 2012-2013:

## **Governance and Operations**

### **Board meetings**

The Board of Directors met eight (8) times during the course of the year.

### **Accomplishments**

The Board appointed a Policies and Procedures Committee to oversee the drafting of Policies and Procedures for the organization. They also hired a Communications Coordinator and a bookkeeper that work in conjunction with the Executive Director. While continuing to provide service to members, and respect all legal obligations related to its incorporation, the Board of Directors were involved in the development of the new website.

### **Annual general meeting**

Seven (7) out of twelve (12) Full Members attended the Annual General Meeting held on September 27, 2012 in Quebec City, Quebec.

### **Associative life (committees)**

LVQ committees active this year include the:

- Freda Hudson Volunteer Recognition Award Committee
- Human Resources Committee (Performance Evaluation)

- Nominations Committee
- Student Solidarity Fund Committee
- Training Committee

All committees were chaired by Director's and composed of LVQ members with expertise and interest in specific areas.

## **Human Resources**

The following positions were retained by LVQ:

- Executive Director
- Administrative Assistant
- Communications Coordinator

Orientation, training and supervision was conducted by the Board.

A bookkeeper was contracted 8 hours per month.

## **Principal Activities and Services**

LVQ provides support to its members by offering training and assistance via email and telephone.

Member organizations were brought together three (3) times in 2012-2013 for professional development sessions and networking opportunities:

**1) September 26-27<sup>th</sup>, 2012 - Annual Member's Roundtable/Professional Development**

- Members shared tools and resources in a Best Practices Roundtable
- The final outcomes of the Caravan and iPad pilot Projects were presented.
- Results of the Training Station – All Aboard for Literacy were presented.
- Karine Vaillancourt, from the Ministère de l'éducation, du loisir et du sport, was invited to meet LVQs member organizations and provided valuable information on the requirements and expectations under PACTE funding.

→ **Number of people reached directly:** attended by 11 member staff and volunteers

**2) February 6-7<sup>th</sup>, 2013 - Joint LVQ and QELA meeting:**

- Hosted as part of the ongoing commitment to Bridging the Gap, the objective was to bring formal and informal literacy practitioners together.
- A panel of community stakeholders with representatives from COCo, CEDEC, QCGN, Women's Centre, Cree School Board, CLC and Tyndale St-Georges Community Centre were invited to discuss and develop a better understanding of what impact we can have, together, in our community.

→ **Number of people reached directly:** attended by 26 member staff and volunteers

### 3) May 1<sup>st</sup> and 2<sup>nd</sup>, 2013 - General Members Training

- Participants received CAMERA certification through this two-day training. The Communications and Math Employment Readiness Assessment (CAMERA) is a tool, which is administered to assess workforce literacy and essential skills. It can be used to evaluate and track progress of document use, reading text, writing and numeracy.

→ **Number of people reached directly:** attended by 9 member staff and volunteers

## Projects

### Measuring non-academic outcomes in adult literacy learners

In the past, LVQ received funding from MELS to carry out a project on non-academic outcomes in literacy learners.

**Result:** The project piloted three (3) tools used to track indicators that reflect non-academic outcomes. This year, an online version of the project was developed on the LVQ website to make it accessible to others.

→ **Number of people reached:** not applicable as these are online resources

### Training Project

The Training Station - All Aboard for Literacy Project, for which LVQ received funding from MELS was completed this year.

**Result:** On-line training resources were developed and a trainer's forum is currently moderated by an LVQ volunteer to allow literacy trainers to connect with one another.

→ **Number of people reached directly:** presented to 11 members by LVQ

→ **Number of people reached indirectly:** 32

### iPad Project

The iPad Pilot Project wrapped up in September 2012. The feedback was positive from the experience. Although most members found it difficult to use with students and tutors, being trained to use an iPad and sharing applications has improved the overall working and running of most organizations.

→ **Number of people who received iPad training directly from LVQ:** 10

→ **Number of people who were subsequently reached through this project:** 22

## Publicity, Public Awareness and Recruitment

## Literacy awards

- *Freda Hudson Volunteer Recognition Award*

Awarded in memory of a remarkable volunteer, LVQ presents this pin annually to an active, longstanding volunteer who has made a “remarkable” contribution to literacy. The recipient of this years “Freda Pin” is Beryl Kerrison , a volunteer with the Western Quebec Literacy Council.

- *Student Solidarity Fund*

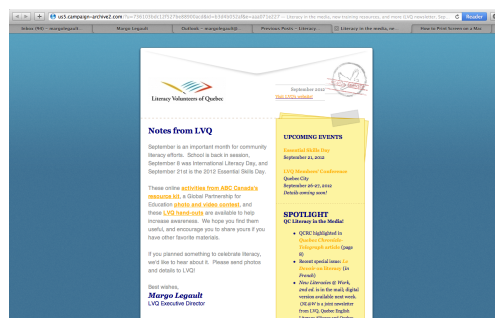
The Student Solidarity Fund was established to assist students in financial need to enable them to attend, or continue attending, literacy programs. The Quebec City Reading Council was awarded 600\$ to support student needs (books, lunches, bus passes, vocational program uniforms, etc).

## LVQ newsletter

Our newsletter is our primary communication tool to keep members and partners informed about key dates, events and resources. Using Mailchimp, a free online email marketing service provider, we were able to update the appearance, streamline the layout and include links to help members and partners manage their subscription preferences.

Released just in time for International Literacy Day (Sept. 8) and Essential Skills Day (Sept. 21), the September newsletter featured some literacy awareness resources and included links to several recent media publications highlighting literacy efforts across the province.

→ **Number of people reached directly:** 23 recipients.



### **Press releases**

- Literacy Volunteers of Quebec (LVQ) announced the release of a new website and web domain: [www.literacyvolunteersquebec.org](http://www.literacyvolunteersquebec.org). The new website was launched as part of the LVQ 2012 Annual General Meeting, which took place in Quebec City on September 26 and 27.

**Result:** The new website offers access to LVQ-developed resources, and aims to increase LVQ's visibility and capacity to partner with other literacy support organizations.

→ **Number of people reached directly:** 29 recipients.

- *Journée de l'alphabétisation familiale* – January 27, 2013 (Family Literacy Day)  
« It's easy to make learning a part of daily life » joint press release was disseminated by LVQ, QELA and QLWG in recognition of this special day. It also appeared on the LVQ blog.

- *Semaine québécoise des adultes en formation* – April 6-14, 2013 (Quebec Adult Learners Week)  
LVQ issued a press release entitled Adult Learner's Week : An opportunity to celebrate lifelong learning, which was sent out and posted to the LVQ blog.

→ **Number of people reached directly:** 38 recipients.

- *Semaine de l'action bénévole* – April 21-27 (National Volunteer Week)  
To highlight the work done by its member's volunteers, LVQ facilitated the placement of advertisements in local newspapers. LVQ designed templates that members could customize by adding their organizations logo and offered financial assistance to allow members to place advertisements in their local newspaper.

**Result:** Thus, increasing visibility of LVQ, its member organizations and literacy volunteers. 7 advertisements were posted in 3 different regions of the province.



**It is Volunteer Appreciation Week!**

**Our sincere thanks to literacy volunteers!**

**Your efforts enrich your  
community and the world.**

Visit our website for information  
about your local literacy resources.  
[www.literacyvolunteersquebec.org](http://www.literacyvolunteersquebec.org)



**Literacy Volunteers of Quebec**

## ***The New Literacies@Work bilingual Newsletter***

The New Literacies@Work newsletter was launched as a joint venture of the Quebec English Literacy Alliance, Literacy Volunteers of Quebec and the Quebec Literacy Working Group to showcase best practices, highlight successes, and distill the latest findings on key issues that affect literacy and essential skills in Quebec.

**Result:** Two editions are published annually in print and in electronic format. This years editions were distributed on September 15, 2012 and on April 8<sup>th</sup> 2013.



→ **Number of people reached directly:** The newsletter reaches over 880 recipients and has received national attention through the National Adult Literacy Database and the Language Portal of Canada.

### **Website, and social media**

LVQs online presence is ensured by the new website and the Facebook page. The new website contains a blog which allows LVQ to post time sensitive materials and newsworthy information as they occur.

The Facebook page allows LVQ to link with other literacy and community or volunteer organizations. Literacy related articles are posted to the page, as well as information on LVQ activities and literacy videos.

→ **Number of people reached directly:** The page has received 79 likes to date.

With the assistance of a Communications Coordinator, LVQ has been able to develop a communication plan focused on streamlined and effective communications. Ensuring that the essential information would be well presented and organized in order to reach the target audience has been priority this year.

## **Networking and Partnerships**

LVQ was in regular contact with other organizations in Quebec including the Centre for Literacy of Quebec, the Quebec English Literacy Alliance, the Quebec Community Group Network, the CEDEC, the Quebec Literacy Working Group, the Peter Gzowski Invitational Quebec, Coco, the Literacy Foundation, and the *Regroupement des groupes populaires en alphabétisation du Québec*.

Executive Director, Margo Legault, represented LVQ at the 2012 Peter Gzowski invitational (PGI) gala in Knowlton. The PGI is an annual fundraiser with events across the country.

→ **Number of people reached directly:** 81 individuals were present at this event.

### **Membership in other organizations**

LVQ was a member of the following organizations during 2012-2013:

Centre québécois des services aux associations (CQSA)  
Fondation pour l'alphabétisation (Literacy Foundation)  
Quebec English Literacy Alliance (QELA)  
Quebec Community Group Network (QCGN)

### **Meetings with the PACTE**

LVQ participated in all 3 regularly scheduled mixed and working committee meetings with representatives from MELS in June and November 2012, as well as in May 2013. Issues discussed at these meetings included allocation of PACTE money, project funding, statistical gathering, annual reporting, etc.

### **AMIES PACTE meetings**

LVQ participated in 3 AMIES PACTE meetings in December 2012 and February and May 2013. AMIES PACTE is a working group composed of representatives from the four sectors funded under PACTE that meets on a regular basis to discuss common issues raised during the mixed and working committee meetings.



