

Annual Activity Report

JUNE 1, 2013 - MAY 31, 2014



Literacy Quebec

www.literacyquebec.org

info@literacyquebec.org

1-855-890-1587

President's Message

First and foremost, I would like to thank the Executive Director of Literacy Quebec, Margo Legault, for the hard work she has done over the last year. Margo has been an enormous support to the Board of Directors over the year. Secondly, my whole-hearted thanks to my colleagues on the BOD for their support, hard work, encouragement and precious time. Your commitment to LQ coupled with the time you dedicate to the organization has been a valuable asset. You have guided the organization through the transition process from Literacy Volunteers of Quebec to where we are today; my sincere thanks to each of you.

As my term of President comes to a close, I would like to say that I am extremely grateful to have been given the opportunity to be part of LQ's momentous journey over the last four years. Under the direction of the ED, the organization has gone from strength to strength. The new three-year strategic plan is set for implementation in various stages over the next few months, the website has been revamped, we have a new name, and under the new by-laws, the organization has an exciting opportunity to embrace growth. There is strength, wisdom and much expertise within this group. As I sign off as President, I can't be anything but excited about what the future holds for LQ.

Cathy Nolan, Outgoing President, September 2014

Executive Director's Message

I am inspired every day by the passion and commitment displayed by the staff and volunteers at our member organizations. 2013-2014 has been a great year for LQ. Not only have we managed to increase our reach but we have also taken the time to organize and craft a plan for future gains. I believe that this year's success can be attributed to our efforts in solidifying meaningful relationships with like-minded organizations. As we continue to grow, we will be looking to increase awareness about Literacy, as well as stakeholder engagement.

I would like to thank LQ's biggest contributors: our dedicated and engaged BOD. Together, we are all making a difference and I look forward to seeing what 2014-2015 will bring.

Margo Legault, Executive Director

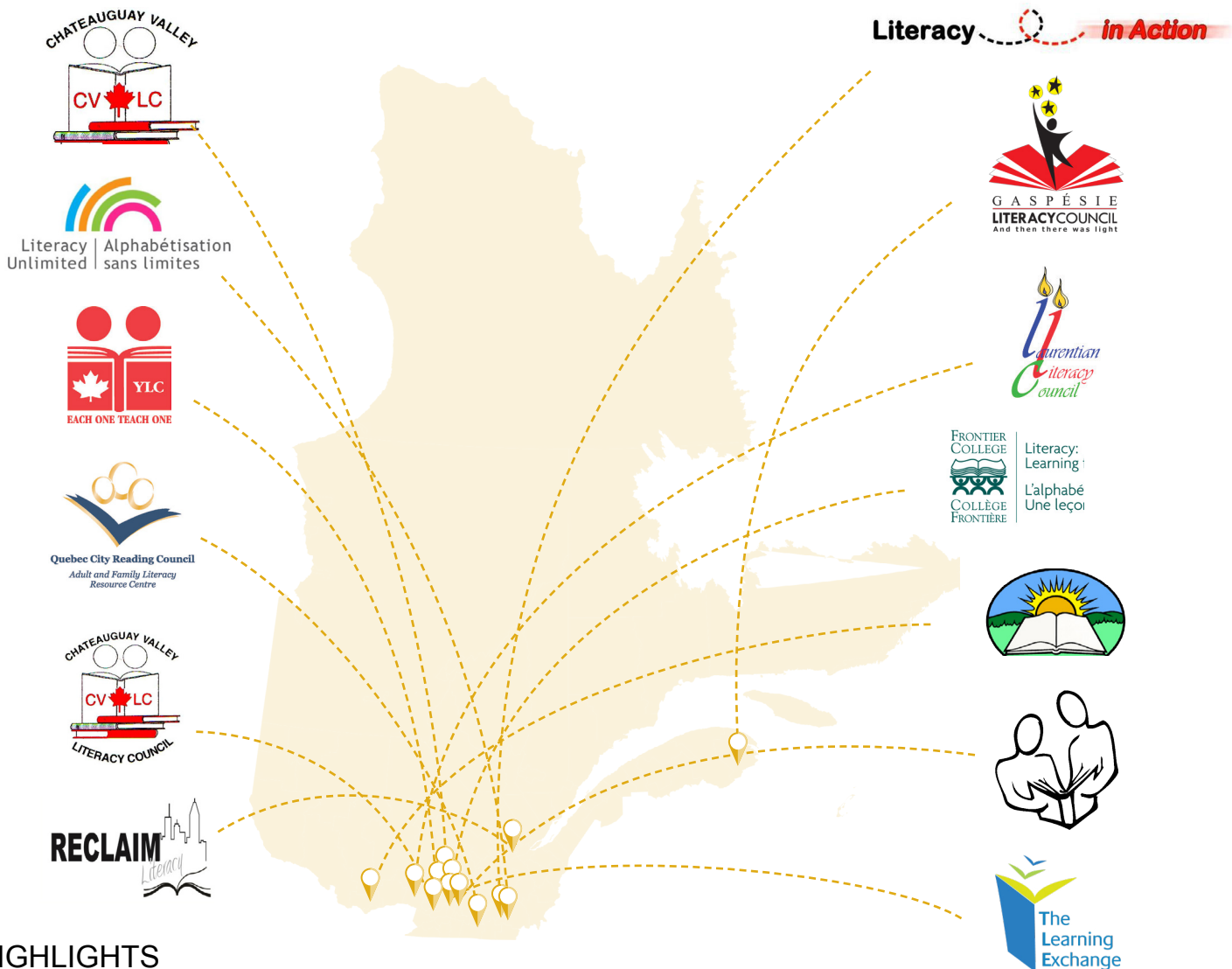
Literacy Quebec is a provincial not-for-profit coalition that supports community-based volunteer literacy groups through professional development, communication and advocacy for English literacy.

Building Literacy Across the Province

LQ provides its 13 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, LQ is also able to reach organizations and partners outside of its membership.



Literacy Quebec



HIGHLIGHTS

This year LQ continued to represent community-based English literacy and support its member organizations through various activities and projects. Special mention for project “Harnessing the Power of the Internet”, which explored ways of using the Internet to bring members together and strengthening the English Literacy Network. This year LQ was able to provide increased visibility to the English Literacy sector by being a founding member of the Network for Literacy (Réseau de lutte à l’analphabétisme) and by becoming a member of the National Consultative Committee for Adult Learner’s Week (Comité national de concertation de la semaine).

Principal Activities and Services

LQ continues to provide support to its members by offering training and assistance via web, email and telephone. Member organizations were brought together twice throughout the year for professional development sessions and networking opportunities:

At this year's **Annual Member's General Meeting/Professional Development**, members participated in a workshop on "Value Marketing Concepts" to better understand how to communicate and promote the value of their services. The Communications Coordinator presented the Communications Plan and facilitated discussions about members needs with regards to co-branded communications between LQ and its member organizations.

The iPad Project continued with a tailor-made training session for LQ

members at the Apple Store. Finally, Carole Meunier from Regroupement des groupes populaires en alphabétisation du Québec (LQ's french counterpart) was invited to provide information on its members and activities.

Professional development training sessions were provided at this year's **Joint LQ and QELA meeting** on the topics of writing grant applications, social entrepreneurship as well as RESDAC's integrated learning model. A panel of community stakeholders with representatives from the YWCA's Literacy towards Employment Project, Literacy Unlimited and the West Island Career Centre, were invited to present and discuss programs they have developed to support adult learners.



New Name and Mission –

Literacy Volunteers of Quebec (LVQ) underwent some changes to reflect its new mission and vision. The name of the organization became Literacy Quebec and serves as a network that connects and represents community-based literacy organizations to empower people, impact lives and build a stronger society.

Projects

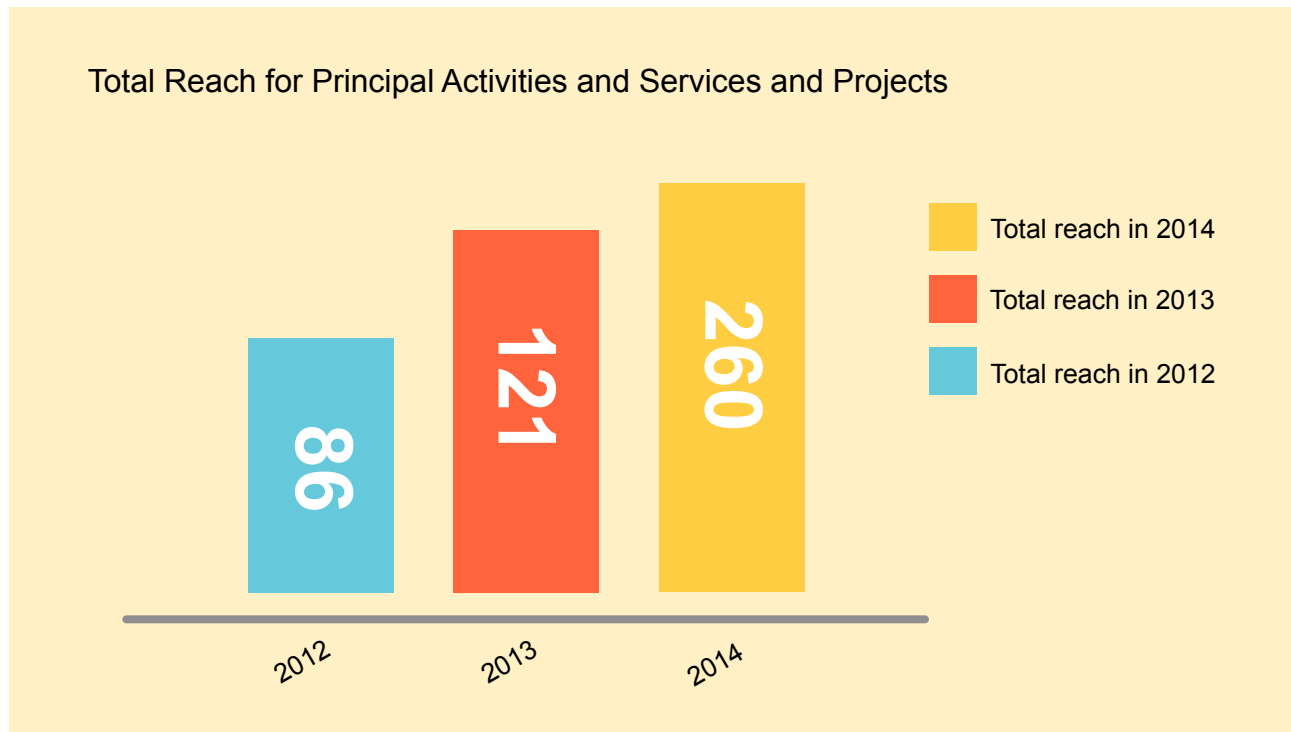


Harnessing the power of the Internet is a capacity-building project offered by LQ to its member organizations as a means to help develop technical skills with regards to virtual communications, online marketing and finding alternative ways of strengthening the English Literacy Network.

The resources that were developed during the Training Station - All Aboard for Literacy Project are online and available to all.

Trainer Connections online training resources and trainer's forum is currently moderated by an LQ volunteer to allow literacy trainers to connect with one another.

The **iPad Pilot Project** wrapped up in September 2012 however due to the success of the project, additional training was given this year. In general, members reported that being trained to use an iPad and sharing applications has improved the overall working and running of their organizations.



*LQ normally brings its members together 3 times during the year. This year is no exception. Sessions were held in September 2013, February 2014 and June 2014. As this report covers the period between June 1st 2013 to May 31st 2014, the last meeting is excluded from this report but will be included in the 2014-2015 Activity Report.

Publicity, Public Awareness and Recruitment

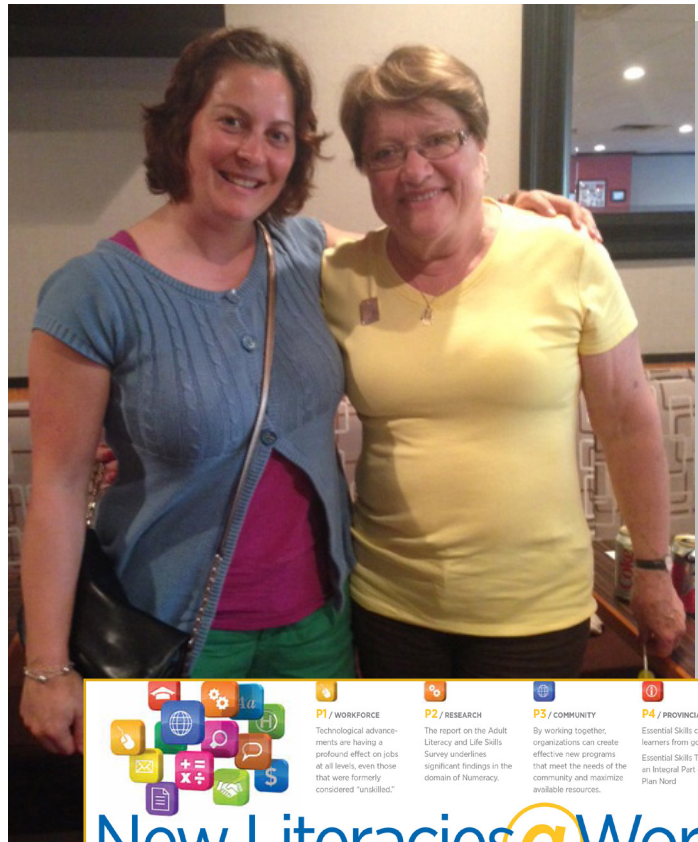
LITERACY AWARDS

Awarded in memory of a remarkable volunteer, LQ presents the **Freda Hudson Volunteer Recognition Award** annually to an active, longstanding volunteer who has made a “remarkable” contribution to Literacy. The recipient of this year’s “Freda Pin” is Valerie Sauriol, a volunteer with The Learning Exchange in Laval.

The Student Solidarity Fund was established to assist students in financial need to enable them to attend, or continue attending, literacy programs. Grants were awarded to 3 member organizations to provide materials and cover transportation costs for 7 adult learners to enable them to continue to attend the literacy program in their area.

THE NEW LITERACIES@WORK BILINGUAL NEWSLETTER

The New Literacies@Work newsletter was launched as a joint venture of the Quebec Essential Learning Alliance, Literacy 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. The newsletter has received national attention through the National Adult Literacy Database and the Language Portal of Canada with only one Fall 2013 edition of the newsletter published in print and electronic format this year.



P1 / WORKFORCE
Technological advancements are having a profound effect on jobs at all levels, even those that were formerly considered “unskilled.”

P2 / RESEARCH
The report on the Adult Literacy and Life Skills Survey underlines significant findings in the domain of Numeracy.

P3 / COMMUNITY
By working together, organizations can create effective new programs that meet the needs of the community and maximize available resources.

P4 / PROVINCIAL
Essential Skills can take learners from good to great. Essential Skills Training is an Integral Part of Quebec’s Plan Nord.

New Literacies@Work

SPRING / SUMMER 2012

Sharing Resources

Welcome to the first issue of the *New Literacies@Work* newsletter. Why Literacies? Because literacy is more than reading and writing. Literacy encompasses all essential skills from computer use to continuous learning to document use to working with others. These skills are in immediate demand in communities and workplaces, with future need likely to increase. **Plan Nord** is just one example of the escalating need for essential skills training. (See the back page of this newsletter to learn more about Plan Nord.)

This newsletter is a joint venture of the **Quebec English Literacy Alliance (QELA)** and its two key partners, the **Literacy Volunteers of Quebec (LVQ)** and the **Quebec Literacy Working Group (QLWG)** to showcase best practices, highlight successes, and distill the latest findings on key issues that affect literacy and essential skills in our province.

By providing two printed issues per year and posting exclusive articles and multimedia content throughout the year online at www.newliteracies.ca, the *New Literacies@Work* newsletter will help all stakeholders stay abreast of topical issues because literacy and essential skills (LES) developments are important labour force issues.

Evolving to Meet the Challenge The Changing Landscape of Literacy

Our rapidly changing global economy is pressuring businesses to invest in technology to improve efficiency and stay competitive. Not surprisingly, these technological advancements are having a profound effect on jobs at all levels, even those that were formerly considered “unskilled.”

Now, even entry-level employees are often expected to be able to use a computer, hand-held device or tablet to perform the same job functions as before. The reality that formerly “menial” jobs are menial no more¹ requires a change in thinking about the “unskilled” work force.

It is no longer possible for workers to reach a certain literacy level and remain complacent. Now, people need essential skills to enter the work force, and they need essential skills upgrades and continuous learning to not only get ahead, but to stay employed, even in entry-level jobs. The gap between the demand for a skilled work force and the supply of workers with adequate essential skills mastery is widening.

Although the need for training is shared across communities and industries, general programs that may have worked well in the past are no longer as effective in today’s results-driven, faster-paced world. Therefore, literacy programs are being adapted to incorporate best practices and job-specific examples of essential skills in action.

Our provincial network of literacy organizations is in position to match learners, businesses, and community development groups with the latest literacy and essential skills programs and tools so that customized training can be delivered to meet the specific needs of each group of learners. By making the most of our shared resources and individual expertise, effective literacy and essential skills training can be implemented with significant results.

“The reality that formerly “menial” jobs are menial no more¹ requires a change in thinking about the “unskilled” work force.”

1. Ontario Literacy Coalition, *Menial No More*, October 2011.



PRESS RELEASES

During National Volunteer Week (Semaine de l'action bénévole), LQ issued a press release to highlight the work done by its members' volunteers and to illustrate the impact of the field of English Literacy in Quebec (over 50,000 hours donated per year). LQ also released a spring newsletter to increase visibility of the work done by its members. The majority of the content for this edition was Members Spotlights. Finally, LQ issued a press release on International Literacy Day as well as a series of 5 press releases during Quebec Adult Learners Week (Semaine québécoise des adultes en formation).

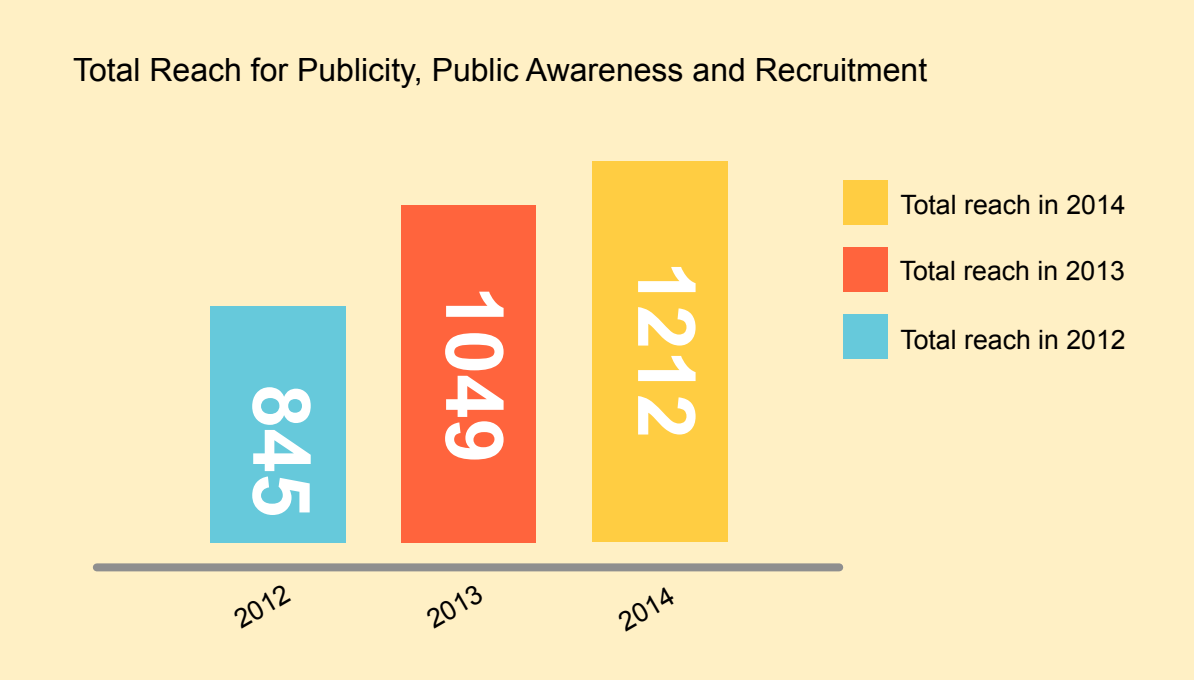
LQ NEWSLETTER

The LQ newsletter is the primary communication tool to keep members and

partners informed about activities, events and resources. The internal member's newsletter is circulated once a month (12 issues per year).

WEBSITE AND SOCIAL MEDIA

LQ's online presence is ensured by its new website and Facebook page. The new website contains a blog which allows LQ to post time sensitive materials and newsworthy information as they occur. The Facebook page allows LQ to link with other literacy and community or volunteer organizations. Literacy related articles are posted to the page, as well as information on LQ activities and Literacy videos.



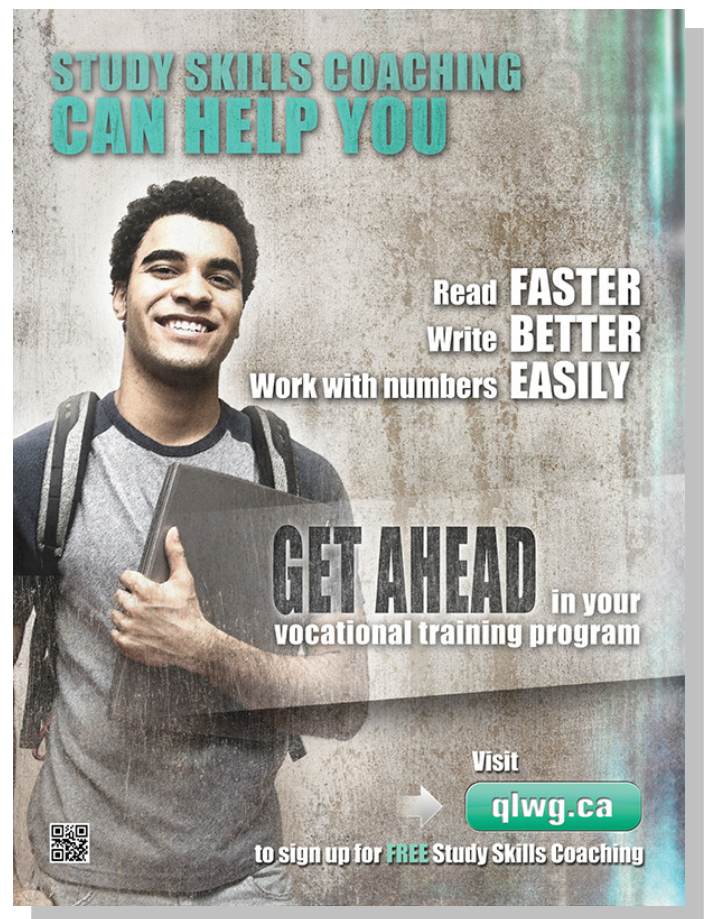
Networking and Partnerships

As LQ continued to work on increasing its ties with other organizations, new and exciting partnerships were formed. LQ became a member of the **National Consultative Committee for Adult Learner's Week** (Comité national de concertation de la semaine), the provincial body mandated to coordinate Adult Learner's Week throughout the province of Quebec.

In this past year, LQ was also one of the twelve founding members of the **Network to improve Literacy (Réseau de lutte à l'analphabétisme)**. This group was created to develop ways of raising awareness of the issues surrounding literacy as well as to influence policy-makers and civil society to implement a national strategy to improve literacy levels.

In 2013, LQ partnered with **Quebec Literacy Working Group (QLWG)** and **Quebec Essential Learning Alliance (QELA)** to pilot a Study Skills program for adults enrolled in vocational training programs. The program encouraged adult learners to register online if they required help in their vocational training classes. The program was implemented with the cooperation from school boards across the province.

LQ was in regular contact with other organizations in Quebec and Canada, including the Quebec English Literacy Alliance, the Quebec Community Group Network, the Quebec Literacy Working Group, Coco, the Literacy Foundation, the Regroupement des groupes populaires en alphabétisation du Québec, the Office of Literacy and Essential Skills and Volunteer Canada.





MEETINGS WITH THE PACTE

LQ participated in all regularly scheduled mixed and working committee meetings with representatives from MELS in November 2013 and in April 2014. Issues discussed at these meetings included allocation of PACTE money, project funding, statistical gathering, annual reporting, etc.

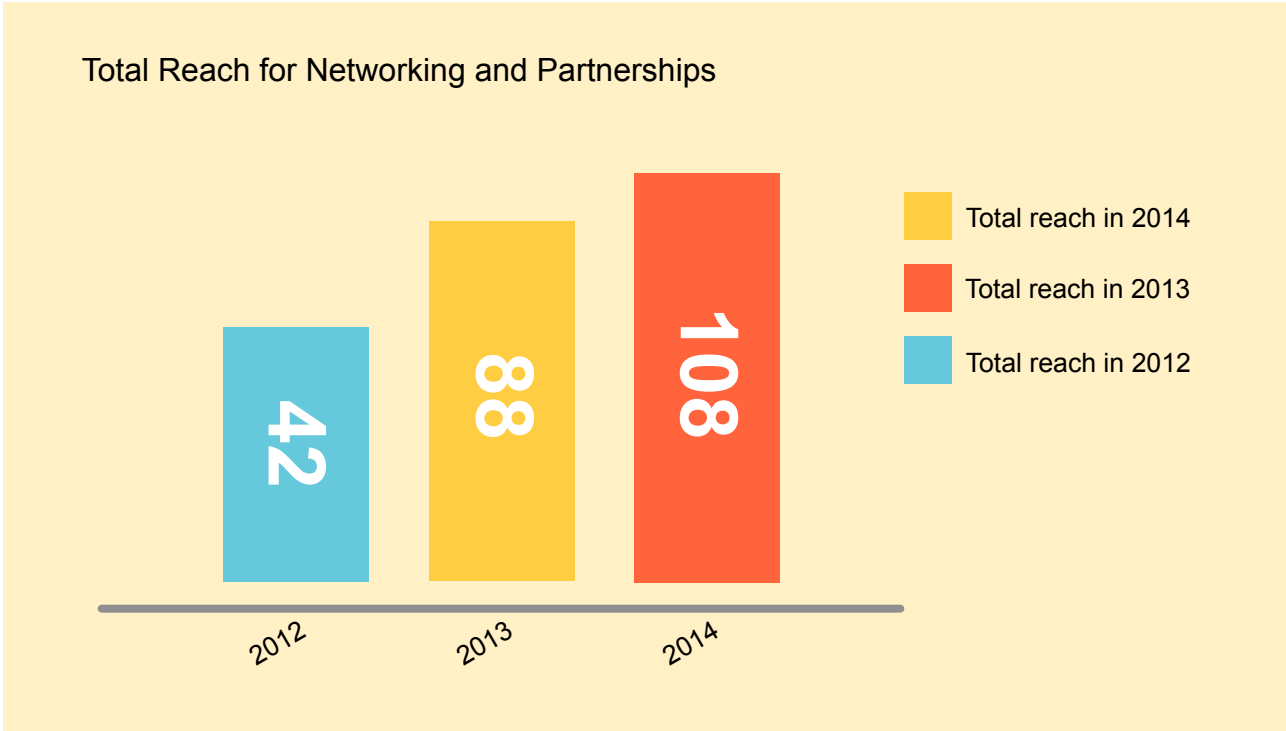
regular basis to discuss common issues raised during the mixed and working committee meetings.

AMIES PACTE MEETINGS

LQ participated in 4 AMIES PACTE meetings in September and October of 2012 and February and May 2014. AMIES PACTE is a working group composed of representatives from the four sectors funded under PACTE that meets on a

MEMBERSHIP IN OTHER ORGANIZATIONS

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



Governance and Operations

MEMBERS

- Cathy Nolan, President, **Quebec City Reading Council**
- Darlene Brown, Vice-President, **The Learning Exchange**
- Ruth Thomas, Treasurer, **South Shore Reading Council**
- Lillian Hartley, Secretary, **Yamaska Literacy Council**
- Marilee Delombard, Director, **Western Quebec Literacy Council**

BOARD MEETINGS

The Board of Directors met seven times during the course of the year.

ACCOMPLISHMENTS

The Board set in motion the process for developing a strategic plan for the organization, with short-term and long-term objectives. While continuing to provide service to members, and respect all legal obligations related to its incorporation, the Board of Directors helped develop a Communications Plan and continued to work on the organizations Policies and Procedures.

ANNUAL GENERAL MEETING

Ten out of eleven Full Members attended the Annual General Meeting held on September 24th, 2013 in Montreal, Quebec.

ASSOCIATIVE LIFE (COMMITTEES)

LQ committees active this year include the:

- Freda Hudson Volunteer Recognition Award Committee
- Human Resources Committee (Performance Evaluation)
- Nominations Committee
- Student Solidarity Fund Committee

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



HUMAN RESOURCES

The following positions were retained by LQ:

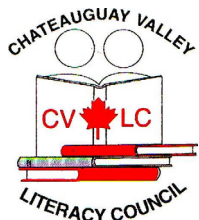
- Executive Director
- Administrative Assistant
- Communications Coordinator

Orientation, training and supervision was conducted by the Board and the Executive Director. A bookkeeper was contracted 8 hours per month.



Members

CHATEAUGUAY VALLEY



Chateauguay Valley Literacy Council

MONTREAL



RECLAIM
www.reclaimliteracy.ca



Literacy Unlimited
www.literacyunlimited.ca

GASPESIE



Gaspésie Literacy Council

LAVAL / LAURENTIANS



Laurentian Literacy Council



The Learning Exchange
www.tleliteracy.com

EASTERN TOWNSHIPS / ESTRIE



Literacy in Action
www.lia-estrie.org



Yamaska Literacy Council
www.yamaskaliteracy.ca

QUEBEC CITY



Quebec City Reading Council
*Adult and Family Literacy
Resource Centre*

Quebec City Reading Council
www.qcrc.org

SOUTH SHORE



South Shore Reading Council
<http://www.ssrc.ca>

OUTAOUAIS



Western Quebec Literacy Council
www.wq-literacy.org

ASSOCIATIVE MEMBERS



Deaf Anglo Literacy Centre
www.dalc.alphasourd.org



Frontier College
www.frontiercollege.ca



Members Services



Tutoring



Employment Skills



Referral center



Family Literacy Day



Resources



Family Activities



Online Resources



Book Club



Book Drop-off



Reading Circle



Computer Lab



Social Enterprise



Computer Skills



School Activities



Math Skills



Peer Tutoring



Help with Forms



Workshops



Study Skills



Theatre



Literacy Quebec

www.literacyquebec.org
info@literacyquebec.org
1-855-890-1587
