



2011-2012 Annual Report

April 1, 2011 to March 31, 2012

Photo by John Sylvester



PEI
Literacy
Alliance

Literacy for All — Learning for Life

2011 - 2012 Annual Report

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Cover photos, clockwise from top left:

1. Norm Finlayson and Mike MacDonald, general manager of the Upper Room Food Bank show donations to the Book Bank.
2. Jinny Greaves shows off donations from First Book Canada. The Alliance distributed close to 2000 of these books across the Island at Christmastime.
3. Catherine O'Bryan and Senator Catherine Callbeck chat at our PGI Golf Tournament for Literacy.

Annual Meeting Agenda Monday, September 10, 2012 Hotel on Pownal

Business Meeting

Welcome – Lori Johnston, Chair

Auditor's Report – Rachael Mella, Bradley Shea Handrahan Chartered Accountants

Treasurer's Report – Gerry Seaward

Review of Minutes of the 2011 AGM

Chairperson's Report – Lori Johnston

Executive Director's Report – Catherine O'Bryan

Nominations Report – Joey Seaman

Election

Introduction of the new Board members

Guest Speaker

Our guest speaker is Rhonda Maillet, Director, People Resources at the Delta Prince Edward in Charlottetown. She has been in hospitality for over 25 years with airlines, tourism and hotels and has been at the Delta since 1994.



Rhonda's talk will be "What Does It Take to Get Into The Workforce?" It will identify the skills she looks for in new employees and the gaps that she has noticed. She will also highlight the need for technology skills in the modern workplace.

New Alliance Video

We are pleased to introduce "Talking Health With Seniors." With funding from our PGI Golf Tournament for Literacy, the Alliance produced a 16 minute video about health communication. Ron Irving wrote the script, and Moses Media took care of the project management, direction and editing.

Minutes of 2011 Annual Meeting

PEI Literacy Alliance Annual General Meeting September 8, 2011, 7:00 pm Valiant Room, Delta Hotel, Charlottetown

In attendance:

Terrilee Bolger	The Acorn Press
Mary Burke	PEI Volunteers for Literacy
Leo Cheverie	PEI Federation of Labour
Norm Finlayson	PEILA
Leo Garland	PEI People First
Tom Hilton	PEI Human Rights Commission
Jane Laird	Native Council of PEI
Barbara Macnutt	Department of Innovation and Advanced Learning
Dale McNevin	Author/Illustrator
Dianne Morrow	Author
Kim Myers	Canadian Literacy and Learning Network
Karyn Noble	Canadian Union of Public Employees
Trina O'Brien Leggott	Public Library Service
Catherine O'Bryan	PEILA
Dolly Perry	Canadian Mental Health Association
Joey Seaman	PEILA
Carrie St Jean	PEI Teachers' Federation
Robin Sutherland	Guest
Natalie Worthen	Holland College
Dale's guest	
Dale's guest	
Dale's guest	

Regrets: Colette Arsenault

Welcome

Joey Seaman thanked everyone for coming and recognized special guests Barbara Macnutt and Terrilee Bulger.

Auditor's Report

Natalie Worthen, treasurer, introduced our auditor Rachael Mella of Bradley Shea Handrahan who reviewed items from the financial reports. She said the Alliance is on strong financial footing.

Natalie Worthen moved the acceptance of the Auditor's Report. Tom Hilton seconded the motion. Motion carried.

Natalie Worthen moved that Bradley Shea Handrahan be retained as our auditors for next year. Karyn Noble seconded the motion. Motion carried.

Treasurer's Report

Natalie Worthen read her report, and moved its acceptance. Trina O'Brien Leggott seconded the motion. Motion carried.

Review of Minutes of the 2010 AGM

Joey Seaman asked everyone to review the minutes of last year's meeting. He read out some highlights and moved the acceptance of the minutes. Mary Burke seconded the motion. Motion carried.

Minutes of the 2011 Annual General Meeting continued

Chairperson's Report

Joey Seaman reviewed his report, and moved its acceptance. Lori Johnston seconded the motion. Motion carried.

Executive Director's Report

Catherine O'Bryan reviewed highlights from her report and moved its acceptance.

Barbara Macnutt seconded the motion. Motion carried.

Addition of a Bylaw

Joey proposed a bylaw to the constitution that would allow for a member-at-large to sit on the Board as needed. The proposed bylaw states:

As need arises the Board may appoint a member-at-large who can attend, speak and vote at the PEI Literacy Alliance board and general meetings. This person may have expertise or knowledge in a particular area of interest to the Board. This member's term is defined by the Board in consultation with the proposed member-at-large.

Joey Seaman moved acceptance of the new bylaw.

Trina O'Brien Leggott seconded the motion. Motion carried.

Nominations Report and Election of Board

Joey Seaman said that all current Board members are eligible for another year and all have reoffered. There is room for one more.

Minutes of the 2011 Annual General Meeting continued

Joey asked three times if there were any nominations from the floor. There were no nominations, and the current Board sits for another year with no changes.

Joey expressed his thanks to everyone for making his term as Chair a positive experience. He introduced Lori Johnston as the new chair.

Book Launch – “Treasures to Find”

Lori introduced Terrilee Bulger, publisher of The Acorn Press. Terrilee talked about the history of the book from Dale McNevin’s proposal to working with the PEI Literacy Alliance.

Terrilee introduced Norman Finlayson who talked about the book from the perspective of the PEI Literacy Alliance.

Lori made a presentation of “Treasures to Find” for each public library to Trina O’Brien Leggott of the Public Library Service. Lori also presented books for each school library to Carrie St Jean of the PEI Teachers’ Federation.

Lori introduced Dales McNevin who talked about the illustrations and text in “Treasures to Find”. She also announced that royalties were being donated to the PEI Literacy Alliance.

Adjournment

The meeting adjourned at 8:20 pm.

Report from the Chair

Welcome everyone to the 2012 PEI Literacy Alliance AGM. It has been my pleasure to serve as Chair this past year and I look forward to the next. The board of the Literacy Alliance is active and engaged and I would like to thank my fellow board members for the time and energy they have committed to their role.

There are two people in particular I would like to thank. Natalie Worthen relinquished her position as board member this spring and I would like to thank her very much for her enthusiastic contribution during the many years she served on the board. Natalie's replacement, from Adult and Community Education at Holland College, is Gerry Seaward. I would like to welcome Gerry to the board and we are enjoying working with you.



Secondly I would like to recognize Joey Seaman who is retiring as Past Chair. Joey has served on the board for five years and we have really appreciated his professionalism, dedication and leadership. I would like to wish Joey all the best in his future endeavours.

This past year has been another busy year for the Alliance and I would like to highlight a couple of advancements in the organization's ongoing development.

The Alliance has certainly come into the technology age. They have launched a new website which is well designed and contains much valuable information. Jinny is a very active 'tweeter' and is keeping the Alliance in the forefront on the twitter scene. The website also contains a link to their YouTube channel and Facebook page which both contain interesting photos and videos of Alliance events.

The second advancement is in the area of workplace literacy and essential skills. I would like to compliment Catherine on a letter to the Editor of the Guardian newspaper that was published on July 12, 2012. The title of the article was Invest in PEI's Workforce. The letter promoted the importance of skills development for employees as a key driver for economic development.

In March the Alliance hosted a Breakfast and Learn event, "The Implications of Change in the Workplace", presented by Bill Stirling. It was an excellent presentation and the event was very well attended.

To increase awareness of the importance of workplace literacy and essential skills, the staff of the Alliance presented to Rotary Clubs and Chambers of Commerce across PEI. These presentations highlighted how increasing the essential skill level of employees can lead to many benefits for the employer.

As always a highlight of the year for me is to participate in the annual PGI golf tournament. This year's event was the most successful ever. The result was \$45,000 for Island literacy activities. On behalf of the board I would like to extend a big thank you to the sponsors, golfers, volunteers, organizing committee and of course, the staff.

I would like to thank the staff of the PEI Literacy Alliance for the contributions they have made during this past year to advance literacy on PEI. As members of the workforce, we are all working in a changing environment and we must continue to grow, learn and be open to new ideas and new ways of doing things to be successful. It is evident that Catherine, Norm and Jinny are meeting this challenge head on.

Lori Johnston

Executive Director's Report

The job of the Executive Director is to determine how to work toward the outcomes or "ENDS" as defined by the Board of Directors. The Board makes the ENDS statements and adds further focus to them. The Executive Director decides how best to use the financial and human resources available to complete the work towards these designated outcomes.

Here are some of the activities which helped achieve these ENDS in 2011-2012.

END A

Gaps and overlaps in literacy services to adult learners and their families will be decreased.

1. Organizations with an interest in literacy will share information about trends, issues and successes.

In order to share information we:

- held our semi-annual meeting in March and our annual meeting in September
- participated in the Raise-a-Reader campaign
- attended Board meetings in Ottawa with the Canadian Literacy and Learning Network
- attended regular advisory committee meetings of Adult and Community Education at Holland College
- attended the Board meetings for Workplace Education PEI Ltd
- participated in conference calls with Executive Directors from across Canada

END B

Barriers to people with low literacy levels will be reduced.

1. Adult learners will know how to access opportunities for learning.
2. People's learning needs will be properly identified.
3. Islanders will be able to use the printed material commonly found in the home, at work and in the community.

In order to reduce barriers we:

- sponsored the Summer Tutoring Program for Kids
- completed several plain language edits for clients such as:
 - Health PEI
 - Department of Health and Wellness
 - Department of Community Services, Seniors and Labour
 - Community Hospitals and Primary Care Division

END C

Islanders will be actively engaged in building their literacy and learning skills for the benefit of their economic, cultural, political, social and personal aspects of life.

1. Policy-makers will know the costs of low literacy in all aspects of Island life.
2. Non-member organizations and businesses will recognize the implications and costs of low literacy.

To inform policy makers, businesses and non-member organizations we:

- presented a Family Literacy Day event at the Confederation Centre Art Gallery
- held regular meetings with our provincial government contact
- produced four issues of *Live and Learn*, our quarterly newsletter
- attended “Essential Skills in the Workplace Learning Event” in New Brunswick

END D

Literacy will be valued and celebrated across PEI.

1. Families will know about the value of literacy and will recognize their role in promoting it.

To celebrate literacy we:

- presented the Harry MacLauchlan and Peter Gzowski scholarships at the Holland College recognition ceremonies
- presented ten bursaries to successful applicants

Executive Director's Report continued

- met with the Charlottetown Rotary Literacy Foundation
- planned and hosted the PGI Golf Tournament for Literacy
- participated in the annual Rotary Spelling Bee at the Summerside Lobster Carnival
- participated in the Post Media Spelling Bee
- organized a celebration of International Adult Learners Week
- distributed new books for children across PEI at Christmas

Special initiatives:

This year the Board and staff formulated a two-year strategic plan. We wrote and approved abuse and harassment policies. We worked with consultants to produce both a human resources and communications plan.

Staff took two days training at NALD in order to be able to update our website in a timely fashion. As a result, with NALD's assistance we have redesigned and expanded our website to include information for employers and jobseekers. Staff also took part in some social media workshops.

As a special initiative the Alliance established a Book Bank housed at the Upper Room Food Bank. We collect donations of gently used children's books to keep the shelves stocked.

I'd like to thank the Board of Directors for their participation at Board meetings and special events. Special thanks to Chair Lori for her enthusiastic support during the year.

As always I would like to thank Norman and Jinny, our wonderful staff, for their teamwork and professionalism throughout the year. Our staff and board members make the Alliance a success.

Catherine O'Bryan

Our Staff



*Jinny Greaves
Project Coordinator*



*Catherine O'Bryan
Executive Director*



*Norman Finlayson
Office Manager*

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Project Reports

Family Literacy Day

On Saturday, January 21st 2012, we hosted a three-hour celebration for Family Literacy Day at the Confederation Centre of the Arts. This year we had 15 volunteers from Katimavik, the Board, and the community. Graham Putnam was the emcee and Word Monster - our Family Literacy mascot. Minister Alan MacIsaac started off the event with a welcome speech.

The Music Man performed many sing-a-long songs and had the children dancing and jumping all around. Corey Tremere from Ocean 100 was our celebrity reader.

He read *Treasures to Find* written by Dale McNevin - a book sponsored by the Alliance. Barb Kissick and her team from the PEI Public Library Service had the children captivated with a puppet show. We had activity booths from the PEI Public Library Service, the PEI Department of Early Education and Childhood Development, Ooka Island, and Usborne Books.

We also provided healthy snacks as well as cookies, juice and coffee. As families left the event, we gave each child a free book. These beautiful brand new Disney books were donated to us by First Book Canada.

Sharing Our Gifts

Sharing Our Gifts was a two year project that was completed in February 2012. We created two publications, a parents' guide and facilitator's guide. These publications were created to help community groups work with parents to promote family literacy through scrapbooking. We held focus groups with parents and community leaders throughout the project to get feedback on the content and layout of the parents' guide. Both publications are available for free download on our website at www.peiliteracy.ca.



The Music Man



Aiden and Anthony MacKenzie work on a piece to put in their family scrapbook

Summer Tutoring Program for Kids

In May 2011, Jinny Greaves began planning the Summer Tutoring Program. She oversaw 25 tutors across PEI who delivered one-hour tutoring sessions to almost 800 elementary school children throughout July and August. Most of the tutors were B.Ed. students from UPEI who gained valuable practical experience. Tutoring was available in both French and English. We provided EAL tutoring to some new immigrant students. We held most sessions in community libraries thanks to the great support of the PEI Public Library Service.



Tutor Chelsea DesRoches with student Dylan Cobb at the Summerside Rotary Library.

The program was sponsored with funds from the Post-Media Raise-a-Reader campaign, Service Canada's Summer Jobs Program, the Department of Education, the Eastern,

Western and French School Boards, and the Telus Community Foundation.

International Adult Learners Week

We hosted a one-hour event for GED students at Holland College in Charlottetown on March 29th, 2012 to celebrate life-long learning. Audrey Penner of Holland College emceed and welcomed students. Performer Lennie MacPherson made the crowd laugh with his comedy. Kenny Lewis talked about his experience going back to school. Diane Griffin, Director of Human Resources with D.P. Murphy Inc., gave an inspiring talk about success in the workplace. We also awarded a bursary to adult learner Mihrije Braha. To end the event we gave out door prizes.

Visit our You Tube Channel - *PEI Literacy* to listen to some of the speeches from this event.



Dianne Griffin
D.P. Murphy



Kenny Lewis
Adult Learner



Lennie MacPherson
Comedian

2011 PGI Golf Tournament for Literacy

On June 16th a wonderful group of literacy supporters gathered at Green Gables Golf Course for our 21st PGI in PEI.



Terry Affleck won the Learner Achievement Award.



Chair Joanne Ings, left presented the Gzowski Award to Susan MacKenzie.



Long time volunteer Liz Nimmo was in charge of the Literacy Quiz.



The Guardian team enjoyed the round despite the cold weather.

Many thanks to all our sponsors, golf day volunteers, committee members and supporters.

Bursary and Scholarship Winners

Part of the money from our PGI goes directly to adult learners to help them complete their studies. Here are some of our 2011-2012 recipients.



Beverley Boulter



Timmy MacPhee



Robert Kerr



Quinn Stright



Brian Livingstone



Nicole Howatt



Michael Martin

Activities Report

- April 1, 2011—Met with Dave Chamberlain of the Charlottetown Chamber of Commerce
- April 5, August 2—Met with Kerry Anne MacDougall of Insight Marketing
- April 7 —Met with planning committee of Healthy Living Network
- April 7—Board meeting of PEILA
- April 8—Met by phone with Carolyn Vaughn, Literacy Coalition of NL
- April 11-14—Met with Canadian Literacy and Learning Network Board and Executive Directors committee
- April 12—Met with the Office of Literacy and Essential Skills (OLES)
- April 18—Met with illustrator Dale McNevin
- April 20, May 30—Met with Michelle Jay re Atlantic consultation
- April 21—Held PGI planning meeting
- May 4—Attended Recognition Ceremony at Holland College
- May 11—Attended Conference call with OLES
- May 19-20—Hosted Atlantic Coalitions meeting
- May 27—Met with Terri Lee Bolger of Acorn Press
- May 31—Attended Healthy Living Network meeting
- June 2—Held Board meeting for PEILA
- June 15—Presented PGI Night Before event
- June 16—Presented PGI Golf Tournament for Literacy
- June 22—Met Advisory Committee for environmental scan
- June 27—Met with Moses Media about DVD production
- June 30—Met with Jane Laird, new Bard member
- July 6, 21, August 30—Met Advisory committee for Senior's DVD
- July 19—Met with PGI chair, Joanne Ings
- July 26—Met with Tom Hilton re health insurance
- July 27—Met with Melanie Karalis re CLLN evaluation
- August 2—Met with Barbara Macnutt, Department of Innovation and Advanced Learning
- August 9—Met with Danny Corriveau of Cooke Insurance
- August 11—Met with Board of Charlottetown Rotary Literacy Foundation
- August 24—Met with the Premier
- August 31—Met Lewie Greco of the CNIB
- September 8—Held PEILA Annual General meeting
- September 13—Attended Conference call with OLES regarding the annual performance review

September 19—Met Dr Don Glendenning regarding the Community Foundation
September 20—Hosted orientation meeting with Jane Laird
September 27—Attended Confederation Centre Library CNIB presentation of alternate format materials
September 28—Participated in Raise-A-Reader Day
September 30—Attended Charity Law Workshop
October 4th—Attended Seniors Abuse workshop
October 4—Attended Board meeting for Workplace Learning PEI
October 16 and November 23—Met with Birt MacKinnon of SkillsPEI
October 18—Met with Dawn and Kerry-Anne of Insight Marketing
October 20—Attended Biz to Biz Expo
October 23 –25—Attended Literacy New Brunswick conference
October 26—Attended Conference call with Nilhambri Ghai
November 7—9—Attended CLLN conference
November 10—Attended Board meeting of PEI Volunteers for Literacy
December 6—Met with Audrey Penner and Natalie Worthen, Holland College
December 6—Met Craig MacLeod. Graphic Communications Group
December 13—Met CLLN Accountability Task Group
December 15—Met Steven Dowling, Belvedere Golf Course
January 4—Attended OLES call regarding annual performance review
January 5—Met with Sherri Barrett, Mi'kmaq Confederacy
January 25—Presented “Recognizing Life’s Work” in Summerside
January 25—Met with Barbara Macnutt and Lori Johnston
January 26—Met Mike MacDonald regarding Book Bank
January 27—Met with ED and president of the Learning Disabilities Association
January 27—Presented workshop to Holland College instructors
January 31—Met David MacCallum of Kiwanis Club
February 29—Presented Essential Skills to Rotarians in Montague
March 1—Presented workshop with Dr Leigh O'Brien
March 3—Hosted semi-annual meeting for PEILA
March 5—Met Dr Greg McKenna, Holland College
March 8—Held “Breakfast and Learn” with Bill Sterling
March 13—Presented Essential Skills to Rotarians in Summerside
March 22—Met Gerry Seaward, Holland College
March 29—Hosted International Adult Learners Week celebration
Monthly—Attended Provincial and territorial coalitions conference calls

Treasurer's Report

The Alliance has had another prosperous year. In November we entered the second year of a two-year contribution agreement with the Office of Literacy and Essential Skills. We have been asked to write a workplan for November 2012—June 2013 that they will include in an amendment. With their support we continued to promote literacy and essential skills across PEI.

Financial Highlights

1. The Post Media Raise-a-Reader campaign headed by the Guardian and Journal-Pioneer newspapers raised \$10,000 and was held September 28, 2011. The funds raised were donated to our Summer Tutoring Program for Kids.
2. The 2011 Summer Tutoring Program for Kids hired 25 tutors and tutored 800 students. Our sponsors were Service Canada, all the school boards, the Department of Education, the Public Library Service, Raise-A-Reader, Club Richelieu and the Rotary Club of Charlottetown Royalty.
3. The 2011 PGI Golf Tournament for Literacy raised \$33,168 for literacy in PEI.
4. We began production of a senior's health DVD that should be finished by June 2012.
5. We sponsored a book authored and illustrated by Dale McNevin titled "Treasures to Find".
6. This year we completed a communications plan with the help of Insight Marketing and re-designed our website and PGI page with Graphic Communications.

The Alliance continues on a firm financial footing and we look forward to another successful year.

Gerry Seaward, Treasurer

Notices

Bursaries Available

Each year the PEI Literacy Alliance awards up to ten \$750 bursaries to adult learners.

For information and to print an application go to our website at www.pei.literacy.ca or call 368-3620.

The next deadline for applications is October 31, 2012.

\$1500 Scholarship Program

The PEI Literacy Alliance awards three \$1500 scholarships with money we raise at the PGI Golf Tournament for Literacy.

The memorial scholarships honour these three literacy champions: Peter Gzowski, Harry MacLauchlan and Bill Hancox.

You can apply for one of these awards if you are an adult who had trouble with reading and you are continuing your education at UPEI or Holland College. To find out more, contact your admissions office.

Nominations Report September 2012

This year we are very fortunate that six Board members have another year of their two year term or have re-offered for another term.

Earlier this year Mary Burke of PEI Volunteers for Literacy left the Board and Natalie Worthen of Holland College resigned to pursue work opportunities. In June the Board welcomed Gerry Seaward from Holland College to fill a vacancy on our Board. This year marks the completion of Joey Seaman's term as Past Chair. We recently learned that Jane Laird is moving to Nova Scotia and is unable to continue on the Board.

According to our Constitution we can have from 7 - 10 Board members so there is room for four more. We can accept nominations from the floor. At printing time these members of our Board are reoffering for the 2012 - 2013 term:

Lori Johnston	Chair
Gerry Seaward	Treasurer
Tom Hilton	Vice-chair
Colette Arsenault	Director
Trina O'Brien Leggott	Director
Karyn Noble	Director



Literacy for All — Learning for Life

Our Member Organizations 2012

AIDS-PEI	Canadian Literacy and Learning Network
Canadian Mental Health Association-PEI	Canadian Union of Public Employees
Centre for Education Research, UPEI	Community Legal Information Association
Culture PEI	Early Childhood Development Association
Frontier College	Holland College - Adult and Community Education
Institute of Advanced Learning	Learning Disabilities Association of PEI
Mi'kmaq Confederacy of PEI	Native Council of Prince Edward Island
PEI Advisory Council on the Status of Women	PEI Association for Newcomers to Canada
PEI Association for Community Living	PEI Business Women's Association
PEI Council of People with Disabilities	PEI Department of Community Services, Seniors and Labour
PEI Department of Education and Early Childhood Development	PEI Federation of Labour
PEI Home and School Federation	PEI Literacy Initiatives Secretariat
PEI Professional Librarians' Association	PEI Public Library Service
PEI Senior Citizen's federation	PEI Teachers' Federation
PEI Trucking Sector Council	PEI Volunteers for Literacy
PEI Writers' Guild	Seniors United Network
Service Canada	Société éducative de l'Île-du-Prince Édouard
The Acorn Press	The Employment Journey
Transition House Association	University of Prince Edward Island
Women's Network PEI	Workplace Learning PEI Inc.

Thank You to our Supporters

ABC Life Literacy Canada	Island Press
APM	Jack Desroches
Andrew Sprague	Jim Day
Armour Transport	Joanne Ings
Atlantic Lottery	Kim McGrath Myers
Bad Habits Blues Band	Kwik Kopy Design and Print Centre
Barbara Macnutt	Maritime Electric
Bernard Gillis	Matt Rainnie
Cavendish Farms	Meaghan Blanchard
CBC Charlottetown	Metro Credit Union
Commission scolaire de langue française	Mi'kmaq Confederacy of PEI
Connie Kaldor	National Adult Literacy Database (NALD)
CUPE	Office of Literacy and Essential Skills
Department of Education and Early Childhood Development	Patti-lynn Taylor Photography
Department of Innovation and Advanced Learning	PEI Public Library Service
Department of Community Services, Seniors and Labour	Peter Mullins
Donna MacEwen, McInnes Cooper	Rachael Mella
Doug Gallant	Senator Catherine Callbeck
Dr. Michael Connolly	Service Canada
Eastern School District	Telus Community Foundation
GAIA Management	Terry Affleck
Graham Putnam	The Guardian
Heidi Duchesne	The Journal-Pioneer
Holland College	UPEI
Island Coastal Services	Western School Board
	Workplace Learning PEI