



PEI
Literacy
Alliance

Literacy for All — Learning for Life

2007 - 2008 Annual Report

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**Annual Meeting
AGENDA
Monday, September 8, 2008
6:30 pm
Valiant Room, Delta Hotel**

Business Meeting

Welcome – Angela Larter, Chair

Treasurer’s Report – Karen Chandler

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

Review of Minutes of the 2007 AGM

Chairperson’s Report – Angela Larter

Executive Director’s Report – Catherine O’Bryan

Nominations Report – Angela Larter

Election

Introduction of the new Board

Awards Ceremony

Barbara Macnutt, Department of Education

Feature Presentation

*Exposing Regimes of Truth in ADHD: The Ancient
Mariner Speaks* - Marion Stordy MEd

Minutes of the PEI Literacy Alliance Annual General Meeting 2007

September 10, 2007, 6:00 pm

In attendance:

Troy Bradley, Bradley Shea Handrahan
Matthew Butler and family, GED Award Winner
Ian Carr, Workplace Learning PEI Inc
Karen Chandler, Path to Success
Sonya Corrigan Early Childhood Development Association
Ray Doiron, UPEI
Eric Donovan, PEI Learning Disabilities Association
Norman Finlayson, PEI Literacy Alliance
Jinny Greaves, PEI Literacy Alliance
Lori Johnston, Department of Education
Linda Keel-Hale, Department of Education
Ron Kelly, Seniors' United Network
JoAnne Lajeunesse, Workplace Learning PEI Inc
Angela Larter, Holland College
Wendy MacDonald, PEI Home and School Federation
Barbara Macnutt, Literacy Initiatives Secretariat
Jeni Mutch, Workplace Learning PEI Inc
Catherine O'Bryan, PEI Literacy Alliance
Audrey Penner, Holland College
Wendy Shilton, UPEI
Dianne Smith, Smith Lodge
Carrie St. Jean, PEI Teachers' Federation
Nayda Veeman, Guest Speaker

Welcome

Chair Angela Larter thanked everyone for coming and recognized special guests Barbara Macnutt of the Literacy Initiatives Secretariat, Dr. Audrey Penner of Holland College and Nayda Veeman, our guest speaker.

Auditor's Report

Angela introduced our auditor Troy Bradley of Bradley Shea Handrahan who highlighted items from the financial reports. He said the Alliance is on strong financial footing and has sufficient funds for a one-year reserve.

Award Presentation

Barbara Macnutt presented an award to Matthew Butler for achieving the highest GED score in PEI during the last year. She read a congratulatory letter from Sylvia Robinson of the Washington DC GED office.

Review of Minutes of the 2006 AGM

Angela reviewed the minutes of last year's meeting. Eric Donovan and Audrey Penner noted they were missing from the attendance list. Angela asked for acceptance of the minutes.

Audrey Penner moved, Eric Donovan seconded.
Motion carried.

Chairperson's Report

Angela summarised her report. She also spoke about the community response to last fall's funding cuts, and the Alliance's current interest in literacy research. She asked for acceptance of the report.

Ray Doiron moved and Sonya Corrigan seconded.
Motion carried.

Angela also mentioned:

- √ Premier Ghiz has committed \$50,000 to the PEI Learning Disabilities Association
- √ The Raise-a-Reader campaign raised \$31,000 which was donated to our Summer Tutoring program
- √ The Health and Literacy Summit generated a lot of interest and that work will continue
- √ Allan Quigley was here this week with his Action Research Workshop
- √ This year's Summer Tutoring Program for Kids hired 25 tutors who helped 760 students
- √ Angela Larter and the Alliance staff traveled to the students' schools to present the bursaries and scholarships this year

Catherine moved acceptance of her report and Carrie St. Jean seconded.
Motion carried.

Ray Doiron presented a motion of congratulations to the Executive Director and staff for the excellent state of the Alliance finances.

Ray Doiron moved and Barbara Macnutt seconded.
Motion carried.

Treasurer's Report

Dianne Smith read her report and said that the Alliance is in a healthy financial position.

She moved acceptance of her report and Carrie St. Jean seconded.
Motion carried.

Dianne Smith moved acceptance of the auditor's report and Sonya Corrigan seconded.
Motion carried.

Dianne Smith moved that Bradley Shea Handrahan be appointed auditors for 2007-2008 and Karen Chandler seconded.
Motion carried.

Nominations Report and Election of Board

Angela Larter welcomed returning board members for the 2007-2008 year. They are Angela Larter, Karen Chandler, Audrey Penner, Carrie St-Jean, Dianne

Ray Doiron and Eric Donovan are not returning to the board. Angela thanked them for all their work and presented them each with a gift.

Kathleen Eaton of the Provincial Library Service and Wendy Shilton of the University of Prince Edward Island were nominated to the board.

Angela asked three times if there were any nominations from the floor. There were no further nominations. She welcomed the nominees to the Alliance board.

Guest Speaker - Nayda Veeman

Angela introduced our speaker who gave highlights from her study: "Why Do Swedes Read Better than Canadians?" She discussed some cultural and political aspects of Swedish society which result in high levels of participation in adult education.

Angela Larter thanked Nayda and presented her with a gift.

Angela adjourned the meeting and invited people to stay for refreshments.

\$500 Bursaries for Adults

The PEI Literacy Alliance awards ten bursaries to adults who are working toward a grade 12 certificate or grade 12 equivalency (GED). Laubach Literacy students are also welcome to apply. Each bursary is valued at \$500.

For more information and an application form please call 902-368-3620 or visit us on line at www.pei.literacy.ca.

The deadline for applications is November 14, 2008.

Report from the Chair



Examining Literacy

Literacy Alliance members have long understood that the term “literacy” encompasses more than a simple yes or no answer to the questions “Can you read? Can you write?” Literacy exists as a continuum with varying levels of skills. Along with these varying levels of literacy, new types of literacy are emerging and are making their way into our working definitions of “literacy.” How we communicate with each other and how we learn new skills – and the pace at which we must do so – are directly influenced by digital technologies. We are bombarded with information! And we have to make sense of all that information! The result is the emergence of terms such as health literacy, digital literacy, cultural literacy, and information literacy and our job is to incorporate these aspects into our own working vision of literacy.

Expanding Focus

The federal government’s Office of Literacy and Essential Skills (OLES) has reflected the evolution of literacy. The Government of Canada defines Essential Skills as “the skills needed for work, learning and life. They provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change.” The development of Essential Skills has been ongoing at a federal level for many years and has gained prominence in many types of adult learning. The nine Essential Skills identified are “Reading Text, Document Use, Numeracy, Writing, Oral Communication, Working with Others, Continuous Learning, Thinking Skills, and Computer Use.”

You may recognize that these skills and attitudes have long been a part of Alliance values. Indeed, as Essential Skills are now a part of our official mandate, the PEILA is in a good position to demonstrate leadership and confidence in Literacy and Essential Skills projects and goals for PEI.

Moving Forward

As we expand our vision of literacy and the focus of the Alliance, one thing becomes very clear – there is a great deal of work to be done. In addition to our extraordinary staff members, our board members and member groups have a part to play. I would like to thank our outgoing board members for their commitment to literacy, for their contributions over the last few years, and especially for their support during times when our financial future was uncertain. I would like to welcome the new board members. I look forward to working with you to advance literacy and essential skills in the year ahead.

Angela Larter



Executive Director's Report

Our Board indicates the direction for the organization through our "ENDS" or outcome statements, while the job of the executive director is to determine how to work toward these "ENDS".

The Board defines the ENDS statements and adds any elaboration to them. The Executive Director interprets these statements and decides how best to use the financial and human resources available to complete the work.

Here is a recap of our ENDS or outcome statements with some of the activities which helped achieve these ENDS.

END A

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

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

To help achieve this END some of the things we did were:

- held our semi-annual meeting in March and our annual meeting in September
- participated in the Raise-a-Reader campaign
- attended the UPEI Research Breakfast
- participated in a national sector study of literacy programs
- met with the Premier and Minister of Education to brief them about literacy services available in PEI
- hosted an action research workshop
- hosted OLES presentation on latest Call For Proposals

END B

Barriers to people with low literacy levels will be reduced.

Adult learners will know how to access opportunities for learning.

People's learning needs will be properly identified.

Islanders will be able to use the printed material commonly found in the home, at work and in the community.

To help achieve END B some of the things we did were:

- surveyed provincial candidates about their understanding of literacy
- sponsored the Summer Tutoring Program for Kids
- hosted a "Teaching Math to Adults" workshop
- presented plain language information to the UPEI Ethics committee
- presented plain language information to public health dentists
- reviewed the Senior's Guide for plain language
- reviewed a Public Service Commission document for plain language
- completed a plain language edit of an ECDA parent survey
- hosted meeting with health literacy expert Doris Gillis
- provided literacy grants to eight organizations with PGI funds
- delivered two plain language information sessions to nursing students at UPEI

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.

Policy-makers will know the costs of low literacy in all aspects of Island life.

Non-member organizations and businesses will recognize the implications and costs of low literacy.

To help achieve END C some of the activities we did were:

- worked on the program committee for the Atlantic Summer Institute on Healthy and Safe Communities
- presented a Family Literacy Day event at the Art Gallery
- worked on the "Between the Lines" project with UPEI Faculty of Education
- presented a Family Literacy Forum
- presented a study skills workshop for adult educators
- started a literacy blog for information to the public
- gave a donation to the Charlottetown Rotary Literacy Foundation

END D

Literacy will be valued and celebrated across PEI.

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

To help achieve END D some activities we did were:

- presented the annual Peter Gzowski and Harry MacLauchlan scholarships at the Holland College closing ceremonies in Summerside and Elmsdale
- presented ten bursaries to successful applicants
- highlighted literacy programs in our newsletter
- met with the Charlottetown Rotary Literacy Foundation
- planned and hosted the PGI Golf Tournament for Literacy
- participated in the annual Spelling Bee at the Summerside Lobster Carnival
- met with the Family Literacy Network

On the following pages I briefly describe some of our projects.

I listed the conferences and workshops we attended, the committees we worked on and people we met throughout 2007-08.

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

Thanks to Norman and Jinny, supporting staff of the Alliance for their teamwork and professionalism throughout the year. Their support helps make the Alliance a success.

Catherine O'Bryan



Jinny Greaves



Norman Finlayson

Project reports

Health Literacy

In March 2007, the Literacy Alliance began working on the issue of health literacy. We held a summit on the topic and over 70 people attended representing policy makers, health professionals, adult learners and community workers. At the end of this day-long event it was clear we needed more research specific to PEI before we could move the issue forward. There was consensus that the first step should be to conduct a needs assessment.

We completed two of the three parts of this needs assessment with funding from ALKC. The first part was a needs assessment of adult learners when they try to get and use health information. The second part was a needs assessment of health professionals when they communicate health information. This research was featured on the front page of *The Guardian* newspaper which was distributed province-wide. These articles generated public discussion through *The Guardian* newspaper's online forum.

This fall we are planning to complete a needs assessment of seniors getting and using health information. When we compile the results of all three studies we will prepare recommendations for the provincial government.

2007 Summer Tutoring Program for Kids

In June 2007 we hired B.Ed. graduate Shauna Gunn to coordinate our summer program. She coordinated 25 tutors across PEI who delivered one-hour tutoring sessions to 760 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. Most sessions were held in community libraries thanks to the great support of the PEI Library service.

With funds from the Raise-a-Reader campaign we were able to purchase some of the levelled readers to add to our resources. A large donation of books from Scholastic enabled us to give each child a gift of books to take home at the end of the summer.

Service Canada provided support through its Summer Jobs program. The Department of Education, Eastern, Western and French School Boards all contributed to help defray the salary and travel costs of tutors.

A GREAT DAY FOR LITERACY

We held the 17th PGI Golf Tournament for Literacy in PEI on June 14, 2007



At 8:00 a.m. on a chilly Thursday, 124 people gathered at Andersons Creek Golf Course to tee off in our best PGI ever.

We recognized our special **Literacy Leader** teams at the entrance to the golf course.



PGI Committee chair Joanne Ings presented Charlottetown businessman and long-time literacy supporter Bob McGee with the Gzowski award.

Thanks to our sponsors, teams, donors and volunteers, we raised \$36,000 for Island literacy.

2007- 08 Bursary and Scholarship Winners



Cheryl Anne Trainor



Donna Jean Lamont



Daniel Bernard



Monsurat Hassan



Joanne Joy



Ericka MacDonald



Cindy Newcombe



Simone Arsenault



Joanne Hannah



Nora Richard

This year we also awarded two \$1500 scholarships to Holland College students.



On the left, Catherine O'Bryan presents Jennifer Dyment with the Harry MacLauchlan Memorial Scholarship. On the right, Norm Finlayson congratulates Bethany MacDonald on her Peter Gzowski Memorial Scholarship.

Literacy Grants Awarded

In November 2007 the Alliance awarded special project and operational grants with funds raised through the PGI Golf Tournament for Literacy. Over \$10,000 was distributed to a variety of groups that will help advance literacy in PEI. The following is a list of the project grants.

Applicant	Name of project	Activity	Award	Contact
1) Faculty of Education, UPEI	WorldReaders: creating a global community of young readers	Create an on-line space for upper elementary students from different parts of the world to share their reading	1500	Ray Doiron 566-0694
2) Evangeline School Council/ Tutoring Club	A resource centre library	Establish a resource centre for volunteer tutors and their students	1200	Monique Arsenault or Lucy Ryan 854-2491
3) Bluefield High School	Literacy and Essential Skills Initiative	Acquire resources for preliminary project development, identification and assessment of student participants and essential work skills	1750	Tamara Hubley-Little 675-7480 or 7481
4) Main Street Family Resource Centre	Bookworms	Operate a 12 week reading program for parents and children	1750	Darcy Brown 687-3928
4) Englewood School	Literacy Improvement Plan	Purchase a number of text sets to implement Guided reading in grades four, five and six	1200	Lynn Hufnagel 658-7850
5) Centre Petite Souris	Operational funding	Purchase needed materials and support special outings.	1200	Tina White 687-7178
6) Spring Park Elementary School	Increased French Novel collection	Purchase French novels for classroom library	250	Pamela MacMillan 368-6400
7) Colonel Gray Senior High School	Literacy Resource at the Secondary School	Purchase appropriate reading materials at independent and instructional levels of high interest/low level readability	1200	Sandra Skeffington 368-6860
8) PEI Volunteers for Literacy	Operational funding	Support volunteer tutors travel costs	2000	Mary Burke 368-4695

Activities

Conferences/Presentations/Meetings

- April 2-4 - MCL executive meetings
- April 11 - “Advancing Adult Education on Prince Edward Island: A Meeting of Minds” meeting
- April 28 - Early Childhood Development Conference
- May 28th - Kate Nonesuch workshop
- September 4-6 - Allan Quigley Action Research workshop
- October 3 - Raise-a-Reader campaign day
- October 16 - UPEI presentation by Dr. Audrey Penner
- October 23 - Orientation of new Board members
- November 4-9 - Movement for Canadian Literacy Board meetings
- November 2 - Lennox Island Health Fair
- November 21 - Dr. Carla Digiorgio presentation
- November 30 - Doris Gillis presentation
- December 13 - CLIA Open House
- January 8 - MCL teleconference
- January 28 - Family Literacy Day
- February 1 - ASI conference call
- February 6-7 - MCL executive meetings
- February 21 - Health Canada consultation

- March 11 - OLES conference call
- March 12 - Conference call re Family Literacy Forum
- March 19 - Semi-annual meeting
- March 26 - Bursary presentations in Wellington and Summerside
- March 28 - Panel at the Career Development Association meeting

Committees and Boards

- PGI Golf Tournament for Literacy Planning Committee
- Movement for Canadian Literacy Executive Committee
- Movement for Canadian Literacy Board
- Holland College Adult Education Advisory Committee
- Charlottetown Rotary Literacy Foundation Board of Directors
- UPEI Family Literacy Committee
- Holland College Advisory Committee
- Atlantic Summer Institute (ASI) Program Committee
- Health Advisory Committee
- Eating Between the Lines Advisory Committee

Consultations

- Barbara Macnutt, Director, Literacy Initiatives Secretariat
- Sonya Corrigan, Executive Director Early Childhood Development Association

Donna Murnaghan, School of Nursing UPEI
French Principals meeting, Abram Village
Patsy Beattie-Huggan, Atlantic Summer Institute
Steve McQuaid, Atlantic Evaluation Group
Mary Jean McCarthy, UPEI School of Nursing
Nishka Smith, Atlantic Evaluation Group
Rosemary Hebert, Ethics Committee UPEI
Peter Larose, Director General OLES
Lorraine Poole, Department of Health
Tracey Comeau, UPEI
Lorne Moase, Charlottetown Rotary Literacy
Foundation Board
Ray Doiron, co-chair Literacy Research Network
Shawn Murphy, MP Charlottetown
John Eldon Green, private consultant
Satya Brink, Statistics Canada
Erin Casey, Family Literacy Day coordinator
Delbert Reeves, Department of the Environment
Ann Thurlow, media consultant
Barbara Wynne, UPEI researcher
Sue Folinsbee, MCL researcher
Doris Gillis, health literacy researcher

\$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, Bill Hancox and Harry MacLauchlan.

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.

Treasurer's report

In February this year we began negotiating a two-year “core” funding agreement with the Office of Literacy and Essential Skills (OLES). This is a different funding arrangement from previous years where we have received grants. This is a Contribution Agreement which requires monthly reports of activities and financial status. None of these funds are unrestricted and must be spent in the approved categories according to the contract that we will sign. This will require increased fundraising on our part to maintain our staffing and activity level.

1) By March 31, 2008 we completed 14 months of a 19-month grant from OLES.

2) The second Raise-a-Reader campaign headed by the Guardian and Journal Pioneer newspapers raised \$13,000 locally for our Summer Tutoring Program. The next Raise-a-Reader campaign is September 24th.

3) The 2007 Summer Tutoring Program for Kids hired 25 tutors and tutored 760 students.

Our sponsors for the summer program were Service-Canada, all the school boards, the Department of Education, the Provincial Library Service, Mi'kmaq Confederacy, Raise-A-Reader, Club Richelieu and the Rotary Club of Charlottetown.

4) The 2007 PGI Golf Tournament for Literacy raised over \$35,000 for literacy in PEI.

5) We received two small grants from the Adult Learning Knowledge Centre.

We conducted two health literacy needs assessments. The first with with adult learners and the other with health professionals to determine their health information needs. We received their recommendations about the needs and how best to address them.

Respectfully submitted,

Dianne Smith, treasurer

Nominations report

Each year our board has some people retire and others offer for two-year terms. These board members will be retiring after two two-year terms:

Audrey Penner **Carrie St. Jean**

Dianne Smith **Karen Chandler**

We thank these women for their work on behalf of the Alliance over the past four years.

Both **Wendy MacDonald** and **Sonya Corrigan** have re-offered for a second two-year term. **Angela Larter** has offered to stay on as chair for another term. **Kathleen Eaton** and **Wendy Shilton** will return for the second year of their two-year terms.

The following people have been nominated by member organizations to our board:

Lori Johnston, Workplace Education PEI

“I have been working for Workplace Learning PEI since Sept 1999 and I see first hand how literacy affects every aspect of people’s lives. We work hard to provide a second chance to adults who for various reasons were not successful the first time around.”

Peter Love, PEI Teacher’s Federation (PEITF)

Peter is a teacher with West Royalty School. He has volunteered on the board of the United Way, YMCA, PEI Executive of the PEITF and the Board of Governors for the PEITF.

Joey Seaman, Host program/ESL Tutoring Program, PEI Association for Newcomers to Canada

“Encouraging the importance of literacy and lifting the barriers it creates is the central part of my work. I fully understand that literacy is a major element of a person’s overall contribution to society and enjoyment of life.”

Natalie Worthen, Program Manager at Holland College.

“The main portion of my career has been in the field of adult education which encompasses literacy issues. It is particularly rewarding to see students progress in areas that they thought impossible and to read the testimonials of students whose world has opened up because of reading interventions provided by Adult Education.”

Member Organizations

AIDS PEI

Canadian Mental Health Association - PEI

Community Legal Information Association

Early Childhood Development Association

Education Assessment Program

Frontier College

Holland College

Service Canada

Learning Disabilities Association of PEI

Movement for Canadian Literacy

PEI Association for Newcomers to Canada

PEI Association for Community Living

PEI Council of People with Disabilities

PEI Department of Education

PEI Federation of Labour

PEI Home and School Federation

PEI Literacy Initiatives Secretariat

PEI Professional Librarians' Association

PEI Teachers' Federation

PEI Provincial Library Service

PEI Volunteers for Literacy

PEI Women's Network Inc.

Société éducative de l'Île-du-Prince Édouard

Seniors United Network

Transition House Association

University of Prince Edward Island

Workplace Learning PEI Inc

Staff:

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Executive Director

Norman Finlayson
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Thanks to our supporters

ABC CANADA Literacy Foundation	Island Coastal Services
Aliant	Island Press
Atlantic Lottery Corporation	Journal-Pioneer
Barbara Macnutt, Literacy Initiatives Secretariat	Metro Credit Union
Canada Post Corporation	Office of Literacy and Essential Skills
Cavendish Farms	Patrick Ledwell
CBC Charlottetown	PEI Advisory Council on the Status of Women
Charlottetown Rotary Club	PEI Library Service
Child Find PEI	Raise-a-Reader
Club Richelieu Port - LaJoye	Royal Bank of Canada
Corkum & Associates	Scotiabank
Department of Education	Service Canada
Donna MacEwen, McInnes Cooper	The Co-operators – John Young and Associates
Dr. Michael Connolly	The Guardian
Eastern School District	UPEI
French Language School Board	Western School Board
Holland College	

Thanks to our 2007-2008 governing board

Angela Larter, Chair	Sonya Corrigan
Karen Chandler, Vice-chair	Kathleen Eaton
Dianne Smith, Treasurer	Audrey Penner
Wendy Shilton	Carrie St. Jean
Wendy MacDonald	