

# *Live and Learn*

The Newsletter of the PEI Literacy Alliance



Winter 2012

Photo courtesy of johnsyvester.com

## Celebrate Family Literacy

Norm “Grampa Beans” Finlayson reads to his grandson Milo during a recent visit. According to the Family Literacy Foundation, having a parent or other caring person read aloud with their children helps children learn listening skills, vocabulary and language skills, as well as develop imagination and creativity.

Education and Early Childhood Development Minister Allan McIsaac declared Friday, January 27th as Family Literacy Day in Prince Edward Island.



Photo by Ara Finlayson

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Bursary winners ■ Resume Tips ■ Family Literacy Day photos

Live and Learn – Winter 2012

## ***Live and Learn***

The Newsletter of the PEI Literacy Alliance

Published by the PEI Literacy Alliance.

Edited, written and designed by Catherine O'Bryan, Norman Finlayson and Jinny Greaves.

We would like to hear from you if you have:

- learners' stories
- creative writing by learners
- articles or news about teaching adults
- upcoming events
- new resources for adult education

Please send your material to:

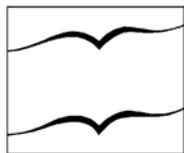
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**PEI  
Literacy  
Alliance**

*This publication is made possible by funding from the PGI Golf Tournament for Literacy.*

### **Minister Recognizes Family Literacy Day**



Education and Early Childhood Development Minister Allan McIsaac declared Friday, January 27th as Family Literacy Day in Prince Edward Island. To mark the celebration, he was joined by young Naara Gillis and mother Aislin Gillis as well as Program Coordinator Jinny Greaves and the Word Monster from the PEI Literacy Alliance.



### **Employment Journey**

Gloria Welton and her staff have been busy updating their website and would like to share some of the revisions:

- Continuous job related information through Twitter
- Mandarin Blog by a Study Abroad student
- On the Job on PEI videos linked to N3XT TV website
- Many PEI industry profiles updated to 2012

Check them out:

[www.employmentjourney.com](http://www.employmentjourney.com)

### **Welcome to the Alliance**

The Centre for Education Research at UPEI is our newest member, bringing our total to 39 member organizations.

## Canada slipping down the learning curve

OTTAWA, Oct. 11, 2011 /CNW/ - Canada continues to slip further down the learning curve and is falling behind the international competition in many stages of education and learning, says a new report released by the Canadian Council on Learning (CCL).

"The principal cause of this unacceptable and deeply troubling state of affairs is that our governments have failed to work together to develop policies to improve the learning futures of Canadians of all ages," says Dr. Paul Cappon, President and CEO of CCL.

To address this issue, CCL recommends the creation of a Council of Ministers on Learning—a federal/provincial/territorial body responsible for coordinating lifelong learning across the country. The report also recommends establishing clear and measurable national goals for each stage of learning as well as independent monitoring to assess Canada's progress on meeting these goals.

In what is its final report, CCL describes Canada's performance in each stage of learning—from early childhood through to the senior years. The report, *What is the Future of Learning in Canada?*, outlines positive developments in each area as well as troublesome trends and makes recommendations for improvement. The full report is available at: [www.ccl-cca.ca/CCL/Home/](http://www.ccl-cca.ca/CCL/Home/)

Some key findings from the report include:

- Early childhood education and learning (ECE) affects a child's health, well-being and skills development, yet research indicates that 25% of Canadian children entering school lack the foundation needed for successful acquisition of literacy and numeracy skills.
- Canadian high-school students had an early advantage over other countries and consistently performed above the average in standardized international testing, but we are now losing the lead and falling behind other countries.
- Despite having excellent post-secondary institutions, Canada has no national system for post-secondary education (PSE) and is losing ground in the areas of research, innovation and productivity.
- Canada is making no progress in adult and workplace learning and as a result our productivity remains low, our adult-literacy levels poor, and lifelong-learning opportunities limited.

Cappon will meet with groups across the country to share and discuss the report's findings and recommendations. "Through our final report and meetings with groups across Canada, CCL seeks to inform Canadians about the mechanisms we believe need to be put in place to improve the learning futures of Canadians of all ages," says Cappon. All federal funding was completely withdrawn on March 31, 2010. CCL will cease activities in the spring of 2012.

## Family Literacy Day 2012

The Alliance held a literacy celebration on January 21 at the Art Gallery with 350 visitors. Minister McIsaac began the day with a welcome to families. Then the Music Man had all the children singing and dancing. Barb Kissick from the PEI Public Library performed two puppet shows which had everyone laughing. Corey Tremere from Ocean 100 read *Treasures to Find*, a beautifully illustrated book by Dale McNevin.



Corey Tremere with his wife Autumn and son Emerson

Before the day was over, Word Monster popped by for a visit and met several happy children. Everyone who came received a free Disney book and enjoyed other activities such as a scavenger hunt, face-painting, fishing for letters, a reading tent, and games and books online. Ocean 100 and the Confederation Centre of the Arts were the event sponsors.



The Music Man

## Tignish Elementary also celebrated Family Literacy Day (FLD)



Tignish Elementary celebrated FLD with a week-long project called Help Frosty Grow. For each book or chapter children read with their parents, they got to make a snowball to build Frosty. Each class now has a snowman like the one pictured here. This was an excellent initiative to involve parents and engage the children in the love of literacy.

They also hosted story time in the library. Parents and their children snuggled together for a few stories.

Children were asked why they think literacy is important. Here are a few of their responses:

“So you can get a job”.

“So you can read good books”.

“So you know how to read signs — like bathrooms or ice cream signs to order the best kind.”



Scott Arsenault with his son Denver

### Bursary winners December 2011



L to R: Instructor Lois Praught presents a bursary to Alison Hickey



L to R: Kenneth Lewis is happy to receive a bursary from his instructor Jane Laird



L to R: Shawn MacKenzie of Kwik Kopy presents a bursary to Michaela Roy



L to R: Jerry LeBlanc of APM presents a bursary to Richard Cudmore



L to R: Chrissy Church is happy to receive a bursary from her instructor Jane Laird

ESSENTIAL SKILLS RESOURCES

## Looking for a Job? Ask the Right Questions



There are questions that you, the candidate, can ask an interviewer to learn more about the job you are applying for.

As a person being interviewed, it's sometimes easy to forget that interviews are a two-way street. You have as much right to find out whether the job is right for you as the employer has to gauge whether you are the best fit for their company. One of the most effective ways to accomplish this is through your own questions about the job and the company you are looking to work for.

One thing to recognize is that there are some questions an applicant should not ask during the interview.

Anything that is overly focused on your needs, rather than the employer's, is best avoided at this stage. Generally, this would include questions about benefits, holidays, vacation, leaving early on specific days, employee discounts, lunch hour arrangements, and the like.

Other questions to avoid include: "What does your company do?" (something you should have researched before attending the interview), "Do you require a drug test?" and "Do you check references?" Both of the last two questions are common practice, so asking about them could raise red flags.

Here are some "winning" questions you could ask an employer during a job interview:

Can you describe the responsibilities of this job?

How much travel would be expected?

What is the potential for advancement (or relocation)?

How would you describe this company's management style?

What do you like about working for this company? What would you change?

If I am offered the job, when would you like me to start?

When can I expect to hear the results of this interview?

For more information on questions to ask during an interview, check out online resources such as [www.jobsearchonline.bc.ca/Interviews/questionstoask.htm](http://www.jobsearchonline.bc.ca/Interviews/questionstoask.htm). It may help you improve your interview performance and land the job.

– Dave MacFadden, Postmedia News

## ESSENTIAL SKILLS RESOURCES

## Optimize Your Resume with Keywords

Many of today's employers rely on scanning technology to go through the volume of resumes that come in to their offices for each open position. If your resume contains the right keywords and is "keyword rich" according to what the employer enters for the scanning technology, your resume has a greater chance of getting to the top of the stack for review. So your chance at an interview will likely be missed if the scanning technology or human eye does not see keywords that tell them you are relevant for the job.

There are simple ways to figure out what keywords should go on your resume.

1. **Review the job posting.** The job posting typically tells you the title or position, specific experiences, skills and education desired or required of a candidate. Highlight all these keywords and work them into your resume.
2. **Job description.** Conduct searches on career or job board websites for job descriptions of the position you are applying for. You will notice common keywords coming from each of the job descriptions that you can also use for your resume.
3. **Company/Organization website.** Review its website. You will notice there are field or industry specific terms that are commonly used that should also be applied to your resume in an appropriate way.

Keep in mind that after the resume is scanned and selected with technology, it goes through a review by the human eye. You don't want to pack your resume with keywords to the point that your sentences do not make sense or effectively demonstrate your qualification for the job. Keep the use of keywords in context. Good writing and overall presentation still counts in making a solid first impression.

*Don Goodman, President of About Jobs ([www.GotTheJob.com](http://www.GotTheJob.com)) is a nationally recognized Expert Resume Writer, Certified Career Management Coach and Job Search Strategist who has helped thousands of people secure their next job.*

- Don Goodman

*This information was excerpted from an article posted September 28, 2011 in [Resume & Cover Letters](#)*

## The Back Page



Matt Rainnie of CBC with Mike MacDonald, general manager of the Upper Room Food Bank

### Book Bank

The Alliance has established a Book Bank at the Upper Room Food Bank. We are collecting gently-used children's books to distribute to the clients of the Food Bank. Clients are invited to take books home for their children to encourage reading at home.

If you have gently-used children's books that you would like to donate call us at 368-3620.

Our PGI Golf Tournament for Literacy has a new web site. Check it out at [peipgigolf.ca](http://peipgigolf.ca)

Thanks to Craig and everyone at graphcom group for the design.



### Lights, camera, action!

Shooting is underway on a film about communicating health information to seniors. At left, Joey Weale and Jason Rogerson ® of Moses Media set up the stage for Viola Murley and Ron Irving who are acting out a scene. The PEI Literacy Alliance is sponsoring the project with support from our PGI Golf Tournament for Literacy.