

LITERACY PARTNERS OF MANITOBA
ANNUAL REPORT 2010-2011



TABLE OF CONTENTS

Our Vision, Mission & Strategies 3

Message From The Board Chair And Executive Director 4

2010-2011 Highlights 6

Thank You 10



“Literacy unlocks the door to learning throughout life, is essential to development and health, and opens the way for democratic participation and active citizenship.”

Kofi Annan, former Secretary General to the United Nations

“Our economy is becoming increasingly knowledge-based and all Manitobans need strong literacy skills to fully participate in society and get good jobs.”

Premiere Greg Selinger

OUR VISION

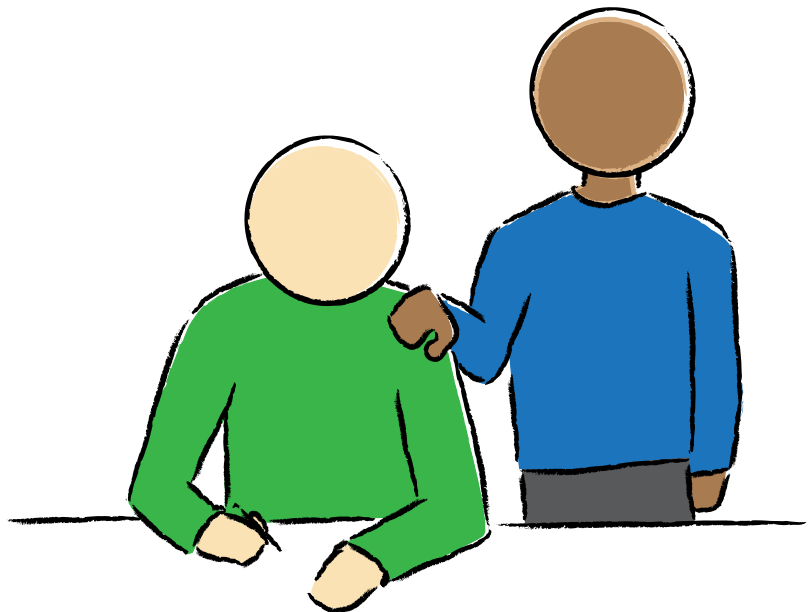
Every Manitoban has the Literacy and Essential Skills to reach their potential in the workplace, the community and in their family life.

MISSION

Literacy Partners of Manitoba is committed to supporting learners and practitioners in their efforts to improve Literacy and Essential Skills in Manitoba, and to raise awareness of the importance of Literacy and Essential Skills with stakeholders and partners.

OUR STRATEGIES

- To engage in a leadership role through which we increase awareness of literacy and essential skills to stakeholders and partners.
- To engage stakeholders and communities in developing capacity for literacy and essential skills improvement across Manitoba.
- To promote and build upon existing literacy services for all Manitobans.
- To identify, promote, and showcase new projects to enhance literacy and essential skills performance of all Manitobans.



MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR



Herman Hansen, President



Wendy Bulloch, Executive Director

On behalf of the Literacy Partners of Manitoba's (LPM) board and staff, we are pleased to share our 2010-2011 Annual Report. As a non-profit organization, LPM is committed to supporting learners and practitioners in their efforts to improve literacy and essential skills in Manitoba, and to raising awareness of their importance with stakeholders and partners.

The support of the Government of Canada – Office of Literacy and Essential Skills has allowed LPM, in consultation with a variety of stakeholders and partners, to implement our strategic plan and undertake an environmental scan this year. The environmental scan identified key areas to focus on within the literacy and essential skills realms, and included several key findings, challenges and opportunities. It was through these areas that we moved forward to increase knowledge, capacity, and awareness of literacy and essential skills among Manitobans.

Manitoba is unique as it is one of two jurisdictions where there are separate structures to support workplace essential skills and adult literacy. In order to continue to build knowledge and expertise in both areas, the board struck an advisory council, which met three times over the year and has plans for further meetings in 2012. Community engagement and input are critical to LPMs success and everyones participation in this endeavour is highly valued.

One of our most important projects this past year has been the coordination of an Aboriginal Literacy Symposium. This project began in February 2010, after a board motion to host the first Aboriginal Literacy Roundtable, which we held in June. A second Aboriginal Literacy Roundtable was held in late September, where LPM was given support to move forward on an Aboriginal Literacy Symposium, planned for November 2011.

We extend sincere thanks to board member and committee chair of the Aboriginal Literacy Symposium, Mr. Edward Kidd, for his significant contribution to this event. A network of partnerships has been created through this initiative and Literacy Partners of Manitoba will continue to support and host annual stakeholder meetings to promote an Aboriginal Literacy Strategy.

In addition to supporting the Aboriginal Literacy Symposium, the board endorsed four other new initiatives this year, including a Practitioner of the Month Program, Regional Scholarships, an LPM Reader in Residence, and Go to LEARN: Your Go to Guide for Adult Learning in Manitoba. Go to LEARN is an on-line tool to help adults find literacy and learning programs. Each of these initiatives recognizes and builds upon the demand and delivery of literacy and essential skills services to Manitobans.

LPM continues to support new immigrants and new Canadians through ongoing meetings with New Directions and Labour and Immigration. LPM partnered with the Immigrant Centre during Literacy Month last September, to host the first Open Farm Gate Literacy Day tour. Thirty-five

new immigrants/Canadians toured four farms in south eastern Manitoba, gaining insight into rural life and farming practices. The tour culminated with a “fall supper” of Manitoba foods and food products at the Steinbach Heritage Museum.

Championing the cause of improved literacy, Literacy Partners of Manitoba again participated in and administered Raise a Reader grants with Post Media this year. Over \$37,000 in Raise a Reader grants was provided to family literacy programs across Manitoba, reaching a variety of populations, including Aboriginal and New Immigrant/New Canadian populations.

LPM continues to be a member of the International Adult Learner Week Manitoba committee and was especially pleased to highlight the week in Write ON! magazine and at local events. This included a partnership with Workplace Education Manitoba and the Alliance of Manitoba Sector Councils, to host Mr. Rick Miner and his presentation “People without Jobs - Jobs without People.”

The IALW Manitoba committee was also successful in having three Provincial Ministries – Manitoba Advanced Education and Literacy; Entrepreneurship, Training and Trade; and Labour and Immigration – sign a joint proclamation declaring International Adult Learner Week. We also gained significant attention when these initiatives were shared nationwide through UNESCO and IALW networks. Thanks to the work of LPM staff and board member Mr. Jim Lewis, Write ON! magazine received a face-lift for International Adult Learner Week as well, and was recognized at UNESCO’s national summer meeting.

Another group that we were very excited to have connected with this past year was the Manitoba Institute for Patient Safety, who we partnered with on an updated “Going to the Doctor” series. By mid-April we had distributed over 3,000 copies of the booklet to a variety of organizations, including settlement groups, adult English groups, Occupational Health workers, literacy programs, and learning centres.

Indeed, our partner and stakeholder network has grown substantially in 2010-2011, and we are very grateful for the many opportunities to work with such a broad variety of individuals and organizations. The diverse groups we have had the honour of working with this year demonstrate the relevance and reach of literacy in our lives.

We were pleased to add a new staff position to our organization – that of Literacy and Essential Skills Coordinator, that will empower us to continue our work on advancing the profile of literacy and essential skills to all Manitobans.

This work would not be possible without funding support from the Government of Canada - Office of Literacy and Essential Skills, a grant in support of the LEARN Line provided by Adult Learning and Literacy – Manitoba Advanced Education and Literacy, Province of Manitoba, and Winnipeg Foundation grants for plain language resources and office equipment, as well as donations and membership revenue received from individuals and organizations.

As we approach our 25th year, Literacy Partners of Manitoba wishes to extend their most sincere and grateful thanks to our past and present Board members, LPM staff, partners, members, and stakeholders across Manitoba, for all their outstanding work in the field of adult literacy and essential skills.

Herman Hansen, Chair

Wendy Bulloch , Executive Director

Highlights from the Year: Reaching out to Communities, Partners, Members & Stakeholders

Over the past year Literacy Partners of Manitoba has strived to **play a lead role in increasing peoples' awareness of the importance of literacy and essential skills** – we have been able to achieve this through a variety of projects, partnerships and events:

- Raise a Reader Day on Sept. 29, 2010, hosted by Post Media and the Winnipeg Free Press, continues to garner significant attention. In the Spring of 2011 LPM administered over \$37,000 in Raise a Reader grants to a variety of family literacy programs across Manitoba.
- Presentations to Healthy Child coalitions across Manitoba highlighted the important role LPM plays in literacy and essential skills.
- Our first Take 5 and Read Challenge during International Literacy Day on September 8, 2010 attracted attention to the importance of taking 5 minutes to read – read to a child, read a newspaper, read a book, read a work document, preview a meeting agenda – just READ. We were pleasantly surprised by the response and thanks go out to the Winnipeg Blue Bombers for their support in the form of the grand prize, tickets to a Bomber game.
- During Library Month last October we partnered with the Provincial Library group to share over 5,000 LEARN Line bookmarks, for distribution to 120 centres across rural Manitoba, reaching 300,000 Manitobans.
- 64% of callers to the LEARN Line this past year cited that they were calling to improve their opportunities to enter post-secondary education or upgrade for employment purposes.
- Our attendance at the Association of Manitoba Municipalities conference in fall of 2011 enabled us to reach out to a variety of reeves, councilors and other organizations, highlighting the importance of literacy and essential skills and availability of the LEARN Line to people in rural communities.
- LPM was invited to participate in the selection committee for the Lieutenant Governor's Medal for Literacy and The Council of the Federation Literacy Award.
- LPM launched their social media platforms, providing an interactive communication format with which to share literacy and essentials skills information, via Facebook and Twitter.



LPM continues to work with communities to build tools, knowledge and expertise around literacy and essential skills in Manitoba:

- Our second Aboriginal Literacy Roundtable with a variety of organizations resulted in us hosting an Aboriginal Literacy Symposium, which allowed us to work with a variety of communities to build knowledge and expertise around literacy and essential skills, and led to the Symposium itself in 2011.
- Plain Language workshops held last September, October, January and August allowed us to connect with a variety of groups and share information on communicating in Plain Language.
- LPM, in collaboration with Workplace Education Manitoba, hosted T. Scott Murray and his presentation on Aboriginal Literacy Statistics.
- In the summer of 2011 LPM worked with SEED Winnipeg, Community Futures and the Aboriginal Business Service Network to highlight the importance of financial literacy and to plan fall Financial Literacy Week events.
- As a member of ABC Life Literacy Program and Resources Committee, LPM continues to promote resources such as Money Matters to learners across Canada.

LPM CHALLENGES
MANITOBA
to Take 5 and READ



LPM worked during the year to showcase and broker the best projects, people, and practices in the field of literacy and essential skills:

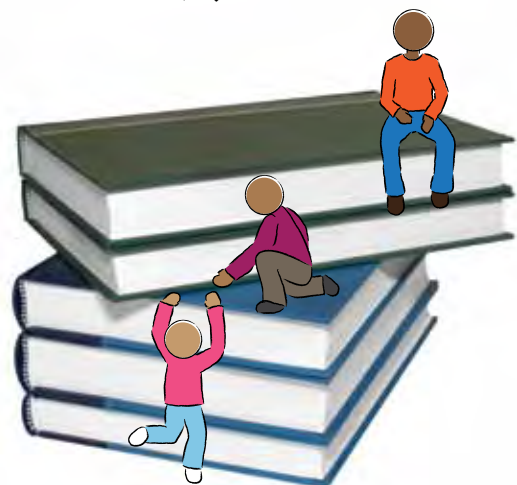
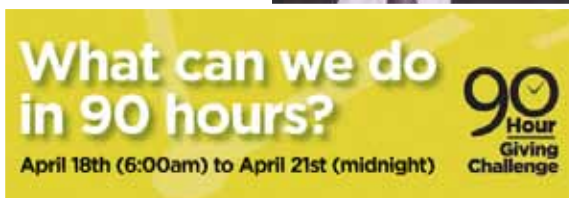
- LPM, as a supporting member of the Adult Secondary Education Council, highlighted various Essential Skills tools available through the Office of Literacy and Essential Skills office at the fall and spring ASEC conferences, and later had Carla Teolis of HRSDC provide two workshops with resources to over 100 practitioners and adult educators in the province.
- LPM, in partnership with ASEC, coordinated the Recognition of Life's Skills workshop from Project READ Literacy Network in Ontario, encouraging greater understanding of the potential transfer of life skills to employment opportunities.
- In partnership with Project READ Literacy Network, LPM hosted Essential Skills for Women over 40 workshops last November in Brandon and Winnipeg, for practitioners and adult educators. We learned of this workshop at the Ontario Literacy Coalition conference.
- Endorsement and launch of Practitioner of the Month will continue with recognition and highlighting of the best people and practices in the field of literacy and essential skills.
- As a member of the International Adult Learner Week (IALW) Manitoba committee, LPM showcased a number of initiatives during International Adult Learner Week. LPM also co-hosted two stakeholder meetings in Winnipeg and one in Brandon about IALW and the opportunities it held.
- Upon release of a new Write ON magazine during International Adult Learner Week we shared it with Manitoba MLAs to draw attention to adult literacy learners and programs, and their work.
- LPM partnered with Workplace Education Manitoba and the Alliance of Manitoba Sector Councils to host Rick Miner's presentation "People without Jobs: Jobs without People" during IALW week.
- LPM joined the Professional Development group led by Adult Learning and Literacy to identify opportunities for professional development for those working in the field of adult literacy.
- GO to LEARN: Your Go to Guide for Adult Learning in Manitoba, a new interactive on-line tool to help adults find adult learning and literacy programs in Manitoba, was launched this fall. GO to LEARN was developed by Literacy Partners of Manitoba.



Go to LEARN ▶ Your Go To Guide for Adult Learning in Manitoba

A strong proponent of **building networks and forming partnerships with stakeholders across the field of literacy and essential skills, LPM participated and collaborated in the following partnerships:**

- Through a partnership with Adult Learning and Literacy, Manitoba Advanced Education and Literacy, LPM was pleased to host the Breakfast of Champions, which included awarding of the Manitoba Council of the Federation Literacy Award by Premier Selinger. This award was presented to Angela Keno from the Westgrove Learning Centre. In the spring edition of Write ON! magazine Angela shared her story “My Literacy Journey”.
- By partnering with a variety of organizations in Winnipeg, LPM assisted in highlighting Family Literacy Day on January 27 in downtown Winnipeg, with over 1000 packages of books given to families in attendance.
- Practicum student Lynn Church conducted a comprehensive study of family literacy programs and needs in Manitoba, and made a full report to LPM.
- A unique partnership with Manitoba Institute for Patient Safety has encouraged LPM to continue with the Going to the Doctor Series of plain language booklets. The Going to the Doctor booklet was revamped and reprinted last spring and 3000 copies have gone out. A second printing was done in August.
- The Being SAFE at Work resource was a collaboration between SAFE Work Manitoba and the Workers Compensation Board, with funding from SAFE Work Manitoba, The Workers Compensation Board of Manitoba and The Winnipeg Foundation.
- LPM sits on the board of the Canadian Literacy and Learning Network, the national body for the provincial territorial coalitions.
- LPM met with staff at the Saskatchewan Literacy Network and the Saskatchewan Aboriginal Literacy Network to learn about their literacy and essential skills programs and build interprovincial partnerships.
- LPM met with staff at Workplace Education Manitoba to learn about Essential Skills programming currently being delivered in Manitoba.
- LPM staff attended the Summer Institute 2011: Workplace Literacy and Essential Skills: Embedding Practice, Preparing Providers, which took place in Montreal, QC.



THANK YOU...

Literacy Partners of Manitoba Board 2010-2011

- **Herman Hansen, President** Boeing Canada Technology, Senior Manager, Human Resources, Employee Relations, Training & Development
- **Holly Banner, Vice-President and Treasurer** KLINIC, Director of Finance & HR
- **Ellen Olfert, Secretary** Executive Director, Safe Workers of Tomorrow (Retired)
- **Peggy (Margaret) Archer** Teacher
- **Gail Fishman** Stevenson-Britannia Adult Literacy Program, Education Director
- **Edward Kidd** CIBC Regional Manager, Western Region Aboriginal Banking
- **James R. Lewis** Lewis Communications Inc., President and Managing Consultant
- **Anita Martens** Adult Learner Representative
- **Deborah Schnitzer** University of Winnipeg, Professor, English Department
- **Phil McBurney, Ex-Officio** Adult Secondary Education Council, Director
- **Wendy Bulloch, Ex-Officio** Literacy Partners of Manitoba, Executive Director

LPM Staff

- **Wendy Bulloch**, Executive Director
- **Jeremy Johnson**, LEARN Line Coordinator (August-April)
- **Jeremy Johnson**, Coordinator, Literacy & Essential Skills (April-Aug)
- **Hannah Hogan**, LEARN Line Coordinator (May-June)
- **Kathy Pavlik**, Administrative Assistant/Membership Services
- **Connie Bell**, Financial Administrator
- **Lindsay Walsh**, Contract Communications Coordinator (Sept-Dec)
- **Jennifer Heinrichs**, Contract Communications Coordinator (Jan-Aug)
- **Glenn Timchishen**, Computer Software Developer (May-August)

Volunteers and Practicum Students

- **Susan Hamilton**, Resource Library Coordinator (retired)
- **Lynne Church**, University of Winnipeg
- **Hannah Hogan**, University of Winnipeg
- **Burgess Mertens**, Red River College Graphic Design Program

Funders

Literacy Partners of Manitoba (LPM) is a non-profit organization governed by a volunteer Board of Directors and is supported by a community-based membership, individual and corporate donors. Primary funding is received from the Government of Canada – Office of Literacy and Essential Skills. Additional grants have come from the Province of Manitoba Adult Learning and Literacy Branch and the Winnipeg Foundation.

Supporters

LPM received \$2000 from UNESCO to support International Adult Learner Week activities. The money was used to print the first ever full colour version of Write-ON magazine of learner writing. Graphic design and editorial services for the magazine were provided in-kind, by Lewis Communications.

LPM was in receipt of considerable in-kind advertising space for various events and campaigns throughout the year in the Winnipeg Free Press.

Partners

Literacy Partners of Manitoba has been working with stakeholders for almost 25 years, to help advance the profile of literacy in Manitoba. These relationships include working with:

- The Winnipeg Free Press to raise funds for family literacy programs through Raise-A-Reader Day
- The Winnipeg Public Library, The Children's' Museum, Frontier College, IRCOM, Bookmates, and Communities for Families to celebrate Family Literacy January 27
- Workplace Education Manitoba & The Association of Manitoba Sector Councils to bring Rick Miner to Winnipeg to talk during International Adult Learner Week
- The Winnipeg Foundation, MB Institute for Patient Safety, and SAFE Work Manitoba/ the WCB to develop plain language resources

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