

CARIBOO-CHILCOTIN PARTNERS FOR LITERACY (CCPL)  
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# Regional Community Literacy Plan

In Partnership: School District No. 27,  
CCPL and Community



2012-2013

PO BOX 2565, WILLIAMS LAKE, BC V2G 4P2

# Acknowledgements

CCPL would like to acknowledge the contributions of the following institutions, organizations and individuals towards making literacy a positive force in the lives of our community and constituents during 2010-2011.

Learners	Our reason for being.			
CCPL Board and Task Group Volunteers	Bill McDonald Bruce Mack Claire Schreiner Jerome Beauchamp	Kathy Newell Lil Mack Lorraine Smith June Striegler	Pam Hedley-Smith Rick Gartrell Shirley-Pat Gale Andy Sullivan	
General Volunteers	Over 75 other caring, passionate regular committed volunteers that we deeply appreciate.			
Staff – employees, casual and contractors	Anita Price Betty McLennan Carla Bullinger Diana Badke Fred McMechan	Gail Ramier Inga Udlift Irene Tinney Jackie Zamorano Janette Moller	June Striegler Kirsten Stark Mel Newcombe Mary Packham Noreen Beer	Robyn Mumford Shelly Joyner Stan Rashbrook Yvonne Turner
Community Partners, Collaborators & in Kind Supporters	100 Mile House (OMH)	Williams Lake (WL)		
	100 Mile Curling Club 100 Mile Fire Department 100 Mile Food Bank 100 Mile House Free Press 100 Mile House & District Hospital 100 Mile Performing Arts Society Ainsworth Lumber April Roberts, Business Member B.C. Timber Sales Bank of Montreal BJ's Donuts Brain Injury Society Canadian Mental Health Association (CMHA) Carefree Manor Cariboo Family Enrichment Centre (CFEC) Cedar Crest Society for Community Living Centennial Law Chamber of Commerce Canadian Imperial Bank of Commerce (CIBC)	Association for Community Living Atwood Medical Clinic Boitanio Mall Boys' and Girls' Club Canadian Mental Health Association (CMHA) Cariboo Eyecare Clinic Cariboo Friendship Society Cariboo Memorial Arena and Pool Child and Youth Mental Health Child Care Resource and Referral Child Development Centre Children First City of William Lake Communities that Care Cool Clear Water Early Child Development Network Elder College First Nations Education Council First Nations Learning Centre Government Building Gymnastics Club Hearth Restaurant		

	<p>Community Kitchen          Child Care Resource and Referral          Creekside Seniors' Centre          District of 100 Mile House Public Works          Donna Barnett, MLA          Early Child Development Team (ECD Team)          Elsie Edbom          Evangelical Free Church          Financial Service Providers          Fisheries and Oceans Canada          Forest Grove and 100 Mile House Legions          Gary Babcock          Gold Trail Recycling          Infant Development Program          Investors Group          Joy Gawne, Co-owner, Nuthatch Book Store          Karen Bersford, Women's Centre Counselor          Kathleen Pearce, Co-owner, Nuthatch Book Store          Lionesses          Loaves and Fishes          Loon Bay Resort          Ministry Housing and Social Development          Ministry of Children and Family Development          Ministry of Forests, Lands &amp; Natural Resource Operations          Ministry of Social Development          Myra Newstead, Victim Services, RCMP          Nick Goshorn, Curling Coach          Nuthatch Books          Parkside Centre for the Arts and Culture          Physicians/Nurses          RCMP          Restorative Justice          Rotary          Royal Bank of Canada (RBC)          Ruediger Schmidt, Photographer &amp; Web Designer          Safeway Mall          South Cariboo Community Planning Council (SCCPC)</p>	<p>Heartland Toyota          Lionesses          Ministry of Children and Family Development (MCFD)          Municipal Government          Nenqayni Wellness Centre          Northern Shuswap Tribal Council          Pregnancy Outreach Programs          Punky Lake Wilderness Society          Royal Canadian Mounted Police (RCMP)          Retired Teachers' Association          Robyn Louise Photography          Rotary          Salvation Army          Save-On-Foods          Shaw Cable          Social Planning Council (SPC)          Staples Business Depot          Subway          Tasco          Three Corners Health          Welcome Wagon          Williams Lake Association for Community Living          Williams Lake Indian Band          Williams Lake Tribune          Wise Owl Toys          Women's Contact Centre Society          Williams Lake Seniors' Village</p>
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	<p>Service Providers                  Showcase Gallery Café                  South Cariboo Business Centre                  South Cariboo Community Planning Council                  South Cariboo Recreation Centre - Canlan Arena                  Stone Bear Gallery                  Tim Horton's                  Tsq'escen' First Nation (Canim Lake)                  Valda's Bakery                  Verena Berger, author                  Visitor Information Centre                  Western Financial Group                  Women's Centre Society</p>	
	<p><b>Regional</b></p>	<p><b>Rural</b></p>
	<p>Cariboo-Chilcotin Beetle Action Coalition                  Cariboo-Chilcotin Principals' and Vice-Principals' Association                  Cariboo-Chilcotin Teachers' Association (CCTA)                  Cariboo Radio                  Cariboo Regional District Library (CRD Library -100 Mile and Williams Lake Branches)                  ESP Consulting                  Interior Health – Public Health Nurses                  Horton Ventures – Community Employment Services                  Orca Books                  Scholastic Canada                  School District No. 27 (SD27 - Graduation Routes Other Ways Centre; Schools; StrongStart Centres, Board, Librarians, Teachers &amp; Principals)                  Thompson Rivers University (TRU - Campus Aboriginal Planning Committee; Staff; ECE Students)                  Toronto Free Press                  University of Victoria (UVIC)</p>	<p>Alexis Creek Health Station                  Esketemc First Nation – (Alkali Lake Indian Band)                  Esket Health                  Esketemc First Nation (Alkali Lake)                  First Nations Education Coordinators                  Nenqayni Wellness Centre                  T'exelc First Nation (Williams Lake Indian Band)                  Tsi Del Del First Nation (Alexis Creek)                  Eliza Archie Memorial School, Canim Lake                  Tsq'escen' First Nation (Canim Lake)</p>

Donors, Sponsors and Funder	100 Mile House Free Press AVED - CALP Carefree Manor Cariboo-Chilcotin Teachers' Association Children First City of Williams Lake Community Members & numerous businesses Daybreak Rotary Decoda Literacy Solutions Dozens of local businesses Eliza Archie Memorial School – Tsq'escen' First Nation (Canim Lake) ESLSAP Funding	Farrier Pub Government of Canada - British Columbia Labour Market Agreement Heartland Toyota Honda Canada Kiwanis Medieval Market – WL Ministry of Advanced Education – Colleges & Essential Skills ~ SkillsPlus Program – Community Adult Literacy Program (AVED – CALP) Ministry of Education Paul Gallagher Fund Retired BC Hydro Employees	Save-On-Foods School District No. 27 Success by 6 TD/SEDI – Toronto Dominion/Social and Enterprise Innovations Development Telus Thompson Rivers University Thyme for Tea Toronto Dominion Bank/Social Enterprise Development Innovations (TD/SEDI) Volunteers WL Tribune Williams Lake and District Credit Union
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**Please note: in all activities tables below, if there is a primary funding source, it will be indicated in bold.**

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## Overview

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**Literacy is...** the complex set of skills necessary for daily life, employment, citizenship and personal enjoyment of our modern and diverse society influenced by lifelong learning, changing needs, skills use or retention, and health.

### Scope and Purpose

This report reflects community-based literacy activities and impacts related to Literacy Outreach Coordination (LOC) funding and functions documented by Cariboo-Chilcotin Partners for Literacy Society (CCPL), collaborators and participants. It is a supplement to the funding accountability reports required throughout the year. CCPL represents the task group in the communities of Williams Lake and 100 Mile House and also provides outreach support to surrounding rural areas throughout the Cariboo-Chilcotin.

### CCPL Background

#### Foundations

CCPL was formed in 1997, incorporated in 2000 as a non-profit organization, and has been leading literacy activism in the south Cariboo-Chilcotin region ever since. It is the only organization in the region that offers a community vision based on a literacy and essential skills perspective.

- We have adopted a broad based definition of literacy as the complex set of skills necessary for daily life, employment, citizenship and personal enjoyment of our modern and diverse society influenced by lifelong learning, changing needs, skills use or retention and health (mental and physical).
- We are passionate about teaching, learning and literacy from cradle to grave.
- We support all things literacy including, but not limited to: adults, ESL, aboriginal, families, children, computers, advocacy, essential skills, seniors, financial, life skills, parenting and inter-generational.
- Who? We serve: universally adults, aboriginal, families, children, parents, seniors, businesses, learners, volunteers, service providers with a focus on marginalized individuals and groups.
- How? We meet, recruit, engage, build trust, promote empathy, build confidence, fundraise, build relationships, raise awareness, support, motivate, listen, educate, understand, share resources, coordinate, provide leadership, mentor, plain language, training, maintain resources at libraries, volunteer, reduce isolation, workforce training, youth, and distribute thousands of books each year.



## **Vision**

WL: Literacy for All!

OMH: Access to Literacy for All!

## **Mission Statement**

CCPL promotes literacy through awareness and advocacy, and by initiating and supporting learning opportunities.

## **Values**

- promotion of lifelong learning
- accountability
- transparency to community funders
- services reflective of learner needs
- trust
- advocacy
- integrity
- learner-centred
- respect
- confidentiality
- training for professional growth
- sensitivity to learner's stage of change
- empathy

## **Board, Volunteers and Employees**

CCPL is led by a highly qualified Board and employs a team of well-trained community literacy experts and skilled facilitators. CCPL is an umbrella organization that hires contractors, employees and casual support staff. It works under Board direction to deliver, embed and advocate for literacy programs and service delivery in the region. An Executive Director is currently contracted for 8 hours/week and an Operations Manager employed for 15 hours/week to implement the Society's mission and manage organizational performance with a priority on reaching learners through community-based programs and services throughout the region. As well, Board members utilize personal connections to promote literacy with local business, service providers, non-profit groups, municipal and provincial governments.

## **Finances**

CCPL employs a qualified Bookkeeper (CGA) that prepares financial statements for review by the Treasurer, Board and employees on monthly and quarterly time periods. Books are formally reviewed on an annual basis. CCPL has managed projects with funding from Health Canada, the BC Ministry of Advanced Education and Labour Market Development, the National Literacy Secretariat, BC Ministry of Education, SD27, Decoda Literacy Solutions, Social and Enterprise Development Innovations (SEDI), TRU, Literacy BC and Literacy Now. The Society also does its own fundraising activities and receives local funding from Rotary, Kiwanis, Williams Lake and District Credit Union and many sponsoring

businesses and community members. CCPL has demonstrated fiscal responsibility in all programs and projects it has delivered.

## **Programs and Services**

The Society delivers many programs and services which are outlined and referenced throughout this report including: free adult, family and group tutoring, English as a Second Language Settlement Assistance Program (ESLSAP), ESL cafés, tutor training and in-services, Books for Babies, Bright Red Bookshelves, literacy advocacy training, Literacy and Parenting Skills (LAPS) and Aboriginal Literacy and Parenting Skills (ALAPS) training and other First Nations community supports, literacy audits, public awareness events, media promotions, presentations, plain and clear language workshops, community planning and advocacy support. Most of our learners are economically disadvantaged and low income earners, while our programs and services are universally accessible. Please visit our website to learn more about CCPL at [www.caribooliteracy.com](http://www.caribooliteracy.com)

## **Partnerships and Collaboration**

Community literacy planning is a collaborative effort and the demographics and geography of the Cariboo-Chilcotin region profoundly affects the planning, design, and implementation of literacy programs and services. CCPL's work is based on research and a foundation of community direction developed over the past 13 years and enhanced by Literacy Outreach Coordination (Ministry of Education) funding support and partnership with SD27. CCPL works diligently to build and support community network systems and partnerships while embedding literacy awareness, values and development principles. We have established sustainable partnerships with TRU, SD27, CRD Library, Social Planning Councils in both Williams Lake and 100 Mile, South Cariboo Labour Council Union representatives, Early Child Development networks and teams, Decoda Literacy Solutions, and local service providers, businesses, industry.

## **Regional Literacy Landscape: Cariboo-Chilcotin Context**

The Cariboo-Chilcotin is located in the Central Interior of British Columbia. It is comprised of an area nearly equal to the size of New Brunswick. Williams Lake and 100 Mile House are the two primary urban centres while a number of smaller communities are scattered throughout the region. The region is vast with a cultural richness and diversity which is celebrated and honoured. Our regional population is 42,288 with 26% residing in Williams Lake (11,006), 5% residing in 100 Mile House (1,974) and 69% living rurally (29,308) (BCStats Web Site, 2010). Our immigrant population is 4,265 (10%) and aboriginal population is 6,893 (2006) - an aboriginal population of 16.3% compared to the provincial average of 4.8% (BCStats Web Site).

Communities are highly involved in literacy initiatives. Small rural communities and First Nations communities have also been implementing and planning literacy initiatives for a number of age groups, both in conjunction with CCPL, SD27 and on their own. Together, CCPL, community service providers, service groups, SD27, funders and lots of volunteers are supporting a wide variety of literacy initiatives

to meet the needs of Cariboo-Chilcotin constituents. The connection of SD27 efforts with those of CCPL has intensified over the past year with onsite volunteer literacy tutors, more referrals in both directions and the implementation of the Literacy Foundations Curriculum.

## Strategic Planning

A strategy is an overall approach, based on an understanding of the broader context in which an organization functions, its strengths and weaknesses, and the problem or issue being addressed. A strategy provides a framework within which to work, it clarifies what is to be achieved and the approach to be used. It helps us to prioritize work by providing a touchstone against which to answer questions such as:

- Is this the sort of work we ought to be doing?
- Will this activity contribute to the achievement of our vision and goals?
- Given that we have scarce resources, is this the most strategic action for us to take? Will it have the maximum impact for the investment of resources made?
- Is this the most appropriate way for us to go about achieving our goals?

The Regional Community Literacy Plan (RCLP) for the region is developed over the course of the year through strategic planning sessions, action planning, conversations with partners and collaborators and research. A SWOT analysis of the current literacy landscape was completed in February 2012 and CCPL identified many strengths, weaknesses, opportunities and threats. In additions to plans, the strategy is influenced by changing community, provincial, national and global factors and landscapes – social, political, economic and structural.

## Significant Education and Socio-economic Indicators in the Cariboo-Chilcotin

The Cariboo-Chilcotin is located in the central interior of British Columbia. Williams Lake and 100 Mile House are the primary urban centres with a number of smaller communities are scattered throughout the region. Statistics BC's (2010) SD27 overview for the region demonstrates a great need for learner-centred adult literacy programming and safe adult learning environments.

- With respect to age structure: 54% of the population are dependents of which 31% children and 24% elderly. In 2019 the elderly percentage is predicted to be 40%.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- In 2006, the percentage of 24-54 year olds without high school completion was ~22% compared to the ~11% provincial average. SD27 was ranked with the 7<sup>th</sup> lowest out of 57 school districts.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- In 2006, the percentage of 18 year olds who did not graduate was ~49% compared to the ~30% provincial average. SD27 was ranked with the 4<sup>th</sup> lowest out of 57 school districts.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- We are marked by one of the lowest regional post-secondary participation rates in BC - SD27 was ranked 49<sup>th</sup> out of 57 school districts in the province.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))

- Our high school non-completion rate for 18 year-olds from 2007-2010 was 47% compared to a 29% provincial average (52<sup>nd</sup> out of 57 School Districts).  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- 33% of students enrolled in English 12 did not write and 25% did not pass the provincial exam (2007-2010).  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- Statistics show that while 88% of students in the region eventually graduate from high school, only 62% of aboriginal students graduate. As a result, there is a great need in the region for adult literacy programming, especially targeting increased aboriginal learners' literacy levels.
- Additionally, EDI results indicate that 31% of children in kindergarten in our region are vulnerable in one or more of the five domains which include: physical health and well-being, social competence, emotional maturity, language and cognitive development, and communication skills and general knowledge.  
(Retrieved from <http://www.earlylearning.ubc.ca/wp-uploads/web.help.ubc.ca/2010/09/SD-27-CommunitySummary-2010.pdf>)

# Report on Accomplishments 2011/12

## Literacy Infrastructure Focus - Capacity Building, Management & Sustainability

Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>1. Strategic Planning, Management and Capacity Building</b>		
<p>Completed annual strategic planning session.</p> <p>Hosted monthly meetings to maintain performance and address pressing and emergent issues.</p> <p>Held program specific planning sessions with program coordinators and other stakeholders to review progress and assess performance.</p> <p>Participated in informal and regular sharing of information, opportunities, activities, learning and reflections.</p> <p>Engaged in organizational development opportunities.</p>	<p>Our planning sessions are critical to: team building; sharing organizational history; creating a shared, common vision; and discussing successes, challenges and emerging issues.</p> <p>We regularly review our activities and results to find efficiencies and generate innovative solutions to effectiveness challenges.</p> <p>Our February strategic planning session was challenging and gave evidence to growing pains experienced and discussed over the year. As a result:</p> <ul style="list-style-type: none"> <li>➤ CCPL hired an Operations Manager to add capacity to CCPL and support Executive Director activities.</li> <li>➤ CCPL revisited its strategic management process to tighten it up and make it more complete.</li> </ul> <p>Partnership with a student from the University of Victoria resulted in the development of a communications plan for CCPL.</p>	<p><b>CCPL:</b> Board, volunteers, contractors and employees</p> <p>External CCPL stakeholders and constituents are all welcome to participate with CCPL Board, employees and volunteers. This year guests included Decoda Literacy solutions and a student from University of Victoria.</p>

	<p>Partnership with Executive Director, also a Master's student from the University of Victoria, to work on accountability issues such as:</p> <ul style="list-style-type: none"> <li>➤ Evaluating mission focus</li> <li>➤ Performance evaluation: program and people</li> <li>➤ Reporting practices</li> <li>➤ Meeting structure</li> <li>➤ Stakeholder engagement</li> <li>➤ Communication issues</li> </ul>	
<b>Strategic Professional Development</b>		
Professional development gap identified on a local, regional and provincial level.	<p>Majority of stakeholders agreed to financial support of CCPL employees receiving pertinent training.</p> <p>Decision by CCPL pending budget and work plan presentation in August.</p>	CCPL Board and Employees
Seven CCPL representatives attended Decoda Literacy Solutions November 2011 training session in Kamloops.	CCPL was updated on current provincial level efforts, and inspired by neighbouring regional efforts to develop literacy.	<b>Decoda Literacy Solutions</b> <b>CCPL</b>
Many of CCPL participated regularly on the Community of Literacy Practice Website (COLP)	Ongoing professional development supported and information shared.	Decoda Literacy Solutions <b>CCPL</b>

Volunteerism		
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<p>Since volunteers are core to CCPL's functions, developing structures and processes to support this important work as a priority.</p> <p>Created a volunteerism plan and documented process including: volunteer handbook, oath of confidentiality, policy and roles outline.</p>	<p>Implementation will begin in September 2012.</p>	<p>CCPL Board, employees and volunteers</p>
2. Governance		
<p>Board <b>governance</b> issues raised and discussed.</p> <p>Reviewed current governance policies, practices and strategic planning for increasing effectiveness, efficiency and addressing risk.</p>	<p>Adaptation to the growth of the organization is presenting CCPL with governance challenges which are being collaboratively addressed in the areas of:</p> <ul style="list-style-type: none"> <li>➤ New meeting format and schedule planned to get critical people together for the right focus to avoid redundancy, over meeting and wasted time and mileage costs.</li> <li>➤ Policies and procedures reviewed for value and importance to the organizations resulting in policy and procedures development.</li> </ul>	<p>CCPL Board</p> <p>Executive Director</p>

Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>3. Program Development, Addressing Unmet Needs and Fundraising</b>		
Fundraising & Financial Diversification – grant applications, foundations research and social enterprise exploration		
Proposal Writing		
<ul style="list-style-type: none"> <li>– Williams Lake &amp; District Credit Union 2012 – Books &amp; Calendar</li> <li>– Kiwanis – Williams Lake</li> <li>– Province Of BC – Community Adult Literacy Grant Program – PAL, 100 Mile; PAL, Williams Lake; Reaching Learners, 100 Mile &amp; Area; Aboriginal Initiative, Williams Lake.</li> <li>– ESLSAP</li> <li>– Literacy BC, Paul Gallagher Fund</li> <li>– Regional Community Literacy Plan</li> <li>– Success by 6 - Books for Babies</li> <li>– Success by 6 - Family Fest</li> <li>– TRU – SkillsPlus</li> <li>– SD27</li> <li>– Children First for Family Fest</li> <li>– Daybreak Rotary for Family Fest</li> <li>– TD Bank/Social and Enterprise Development Innovations (SEDI)</li> <li>– New Horizons for Seniors 2011 – not funded</li> </ul>	<p style="text-align: center;"><u>Successes</u></p> <ul style="list-style-type: none"> <li>\$2,626 Williams Lake &amp; District Credit Union</li> <li>\$117,229 CALP Funding for 2011-2012</li> <li>\$48,000 for ESLSAP for 2011-2012</li> <li>\$35,000 from MoE through Decoda Literacy Solutions 2012-2013</li> <li>\$4,000 from Kiwanis for Books for Babies</li> <li>\$562 Paul Gallagher in OMH</li> <li>\$3,500 from SD27 for ALAPS</li> <li>\$39,889 funding from SkillsPlus through TRU</li> <li>\$1,000 from Success by 6 (OMH) for Books for Babies</li> <li>\$2,000 from Success by 6 (WL) for Family Fest</li> <li>\$800 from Children First (WL) for Family Fest</li> </ul>	<ul style="list-style-type: none"> <li><b>Williams Lake and District Credit Union</b></li> <li><b>AVED-CALP</b></li> <li><b>Kiwanis</b></li> <li><b>Paul Gallagher Fund</b></li> <li><b>SD27</b></li> <li><b>TRU</b></li> <li><b>Success by 6</b></li> <li><b>Children First</b></li> <li><b>Daybreak Rotary</b></li> <li><b>TD/SEDI</b></li> <li><b>MoE</b></li> <li><b>Decoda Literacy Solutions</b></li> </ul>



# Regional Community Literacy Plan | 2012/13

<p><u>Pending</u></p> <ul style="list-style-type: none"> <li>- Ministry of Advanced Education (AVED), Province of BC – Community Adult Literacy Grant Program (CALP) – WL PAL, 100 Mile PAL; WL Aboriginal Outreach; and Reaching Learners, 100 Mile &amp; Area - \$160,000 requested</li> <li>- New Horizons for Seniors 2012 - \$50,000 requested</li> <li>- ESLSAP - \$55,000 requested</li> <li>- Decoda Literacy Solutions, Ministry of Education - \$35,000 requested</li> </ul>	<p>\$350 from Daybreak Rotary for Family Fest</p> <p>\$49,000 from SEDI – Year 2 of 2</p>	
<p>Scramble for Literacy Golf Tournament – Williams Lake</p>		
<p>Over 20 teams participated</p> <p>Over \$4,000 cleared</p> <p>Learner honoured publically</p>	<p>Raised awareness of literacy issues</p> <p>Raised money for CCPL work</p> <p>Built community commitment towards literacy a foundation for economic prosperity</p>	<p><b>Numerous Volunteers</b></p> <p>Williams Lake Tribune</p> <p>Heartland Toyota</p> <p>Staples Business Depot</p> <p>Save-On Foods</p> <p><b>Dozens of local businesses</b></p>
<p>Reach a Reader, 100 Mile House</p>		
<p>Once again in conjunction with our partners, CCPL held a successful Reach-A-Reader newspaper selling fundraiser on January 25th for</p>	<p>15 articles published for RAR and several pictures</p> <p>20 volunteers including our MLA Donna Barnett</p>	<p><b>CCPL</b></p> <p>Volunteers</p>

<p>National Family Literacy Day with fantastic awareness and marketing achieved through articles, ads and fun columns throughout the local paper on this special day.</p> <p>We had several community partners write articles to support the work been done by CCPL in the community. Article titles included:</p> <ul style="list-style-type: none"> <li>• Never too old to work on literacy skills</li> <li>• Literacy, important tool for employment</li> <li>• Partner Assisted Learning and Learning English</li> <li>• Literacy growth important at Women's Centre</li> <li>• Travelling through time with books</li> <li>• Books take readers to magical places</li> <li>• Books provide important messages</li> <li>• Books provide a lot of lessons</li> <li>• Some books perfect for all ages</li> <li>• Raising funds to reach South Cariboo readers</li> <li>• Community strength in literacy</li> <li>• Reach A Reader 2012</li> <li>• Providing literacy tools important for local youth</li> </ul>	<p>helping to sell the paper at many locations around town including businesses.</p> <p>Raised over \$1,360.00: The Farrier Pub patrons donated \$300.00 &amp; Royal Bank donated \$100.00 from their book club money.</p> <p>Everyone had fun selling the papers.</p> <p>The government has taken some steps towards reinstating its historical dollar for dollar matching - ~\$960 for 100 Mile House Lake was received through Decoda Literacy Solutions in recognition of our fund raising efforts.</p> <p>Challenges:</p> <ul style="list-style-type: none"> <li>➤ It is very cold at that time in OHM and there are not many places to sell the paper</li> <li>➤ Not enough time or volunteers</li> </ul> <p><i>Coordinator reflection: "RAR this year was a really great experience; I worked with many community members to make this happen. Everyone supported RAR and had a lot of fun doing this. Many have already told me that they are looking forward to RAR 2013".</i></p>	<p>100 Mile Free Press</p> <p>Tim Horton's</p> <p>Safeway Mall</p> <p>City Hall</p> <p>RBC</p> <p>Farrier Pub</p> <p>Other local banks</p> <p>Cariboo Family Enrichment Centre</p> <p>South Cariboo Business Centre</p> <p>100 Mile House &amp; District Hospital</p> <p>The following wrote articles to show support for CCPL:</p> <ul style="list-style-type: none"> <li>• Donna Barnett, MLA</li> <li>• April Roberts, Business Member</li> <li>• Mary Packham, ESLPAL</li> <li>• Karen Bersford, Women's Centre Counsellor</li> <li>• Myra Newstead, Victim Services RCMP</li> <li>• Roxy Barnes, CRD Area Librarian - 100 Mile House Branch</li> <li>• Gina Giglioti, CRD Library Assistant</li> <li>• Kathleen Pearce, Co-owner Nuthatch Book Store</li> </ul>
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		<ul style="list-style-type: none"> <li>Joy Gawne, co-owner Nuthatch Book Store</li> </ul>
Reach a Reader, Williams Lake		
<p>Once again in conjunction with our partners, CCPL held a successful Reach A Reader newspaper selling fundraiser on January 26<sup>th</sup> 2012 to celebrate National Family Literacy Day (January 27<sup>th</sup>).</p> <p>Sir Read-a-Lot Moose (CCPL mascot):</p> <ul style="list-style-type: none"> <li>– roamed the streets and businesses including 7-Eleven;</li> <li>– held sessions with parents and tots at the WL Gymnastics Club and Boitano Mall; and</li> <li>– interviewed for SHAW Cable TV.</li> </ul>	<p>24 volunteers in Williams Lake including Mayer Kerry Cook and Councillor Danica Hughes braved the cold to sell newspapers by donation.</p> <p>Fantastic awareness and marketing achieved through articles, and ads. Great online coverage through Shaw Cable.</p> <p>A grand total of over \$2,000 was raised for CCPL -\$500 from the CCTA.</p> <p>The government has taken some steps towards reinstating its historical dollar for dollar matching - ~\$960 for Williams Lake was received through Decoda Literacy Solutions in recognition of our fundraising efforts.</p>	<p><b>CCPL</b></p> <p>Williams Lake Tribune</p> <p>Save-On-More</p> <p>Shaw Cable</p> <p><b>Daybreak Rotary</b></p> <p><b>Cariboo-Chilcotin Teachers' Association</b></p> <p><b>Volunteers</b></p>
Unsolicited Donations		
<p>\$500 from Telus on behalf of a long-time tutor &amp; retired employee.</p> <p>Thyme for Tea, a community-minded local business, organized its' 3<sup>rd</sup> annual Hallowe'en Pumpkin Patch fundraiser for literacy, awareness raising, family fun event which raised over \$2,000 for CCPL in October 2012.</p> <p>~\$1,000 from the Farrier Pub for Bright Red Bookshelf in 100 Mile House area</p> <p>~1,920 from Decoda Literacy solutions for Reach a Reader</p>		<p><b>Telus</b></p> <p><b>Thyme for Tea</b></p> <p><b>Farrier Pub</b></p> <p><b>Decoda Literacy Solutions</b></p>

Implement Literacy Foundations (LF) Curriculum at GROW Sites in Williams Lake and 100 Mile House		
<p>Worked with SD27 to develop and implement LF district wide.</p> <p>Researched what other Districts are doing around the province to identify promising practices and possibilities.</p> <p>Investigated and built relationships with other School Districts implementing LF.</p> <p>Literacy Foundations brief &amp; proposal prepared and presented to SD27. Met with SD27 to identify possible funding relationship between SD27 &amp; CCPL.</p>	<p>CCPL volunteer retired teacher developed English curriculum to support learning outcomes – housed at GROW.</p> <p>CCPL/GROW teacher develop Math curriculum to support learning outcomes – housed at GROW.</p> <p>Learner, intake interview, reading, writing and Math assessment processes implemented at GROW.</p> <p>Multiple intelligences, learning styles, and essential skills tools developed for LF.</p> <p>Over 26 learners assessed at 100 Mile GROW for LF courses.</p> <p>Non-monetary relationship between SD27 &amp; CCPL is established around LF.</p>	<p><b>SD27</b></p> <p><b>CCPL</b></p>
<i>Workplace / Workforce Literacy</i>		
Skills Plus		
<p>Provided the opportunities for business/industry program partners and eligible participants in the region to be assisted in determining their essential skills level through assessment.</p> <p>Developed training plans that integrated workplace essential skills, and that facilitated and supported learning by building self-confidence.</p>	<p>Of the 126 potential participants identified through the CCSP Program – 93 percent or 117 individuals were deemed eligible for program. Of the potential 105 eligible participants all completed intakes and 103 were pre-assessed and had training plans developed. During the program 26 participants were removed due to non-attendance and non-participation. In total</p>	<p><b>AVED - Colleges &amp; Essential Skills ~ SkillsPlus Program</b></p> <p><b>Government of Canada - British Columbia Labour Market Agreement</b></p> <p><b>TRU</b></p>

<p>Provided accurate program evaluation, participant monitoring and reporting.</p> <p>Used the Canadian Literacy Evaluation (CLE) assessment tool.</p> <p>Supported participants with the self-directed learning aspects of their essential skills and provided tutor support.</p> <p>Provided 20 essential skills workshops or GED one-to-one tutoring drop-in sessions that built self-confidence and learner success for all eligible participants over eight weeks.</p> <p>Delivered essential skills curriculum that addressed the workplace skills gaps that was multi-modal, flexible, responsive, accommodating and relevant – focus was primarily on the following four of the nine essential skills: computer use, reading, document use and numeracy.</p> <p>Provided participants with relevant supports, including tutors, textbooks, study supplies, gas coupons or bus tickets, coffee and food.</p> <p><i>This section is based on the Cariboo-Chilcotin SkillsPlus Program Final Report for AVED's Colleges &amp; Essential Skills~ SkillsPlus Program funded through BC Labour Market Agreement and written by Shirley-Pat Gale</i></p>	<p>79 were served and completed their training plans, with 51 participants or 65 percent also completing the post-assessment.</p> <p>All participants increased their essential skills levels and successfully completed at least one industrial certification or essential skills course.</p> <p>All participants increased their essential skills levels in one of the four areas focused in CCSP program (computer use, reading, document use and numeracy); 90 percent increased in two areas; 50 percent increased in three areas; and, 32 percent increased in all four areas.</p> <p>The program engaged the community, utilized communal space and complementary services for participants' learning.</p> <p>The success of CCSP has also fostered a new outlook on essential skills development in organizations that were not initially as receptive.</p> <p>We were challenged by a short program start up, implementation and delivery timeline.</p> <p>Participants were challenged by insufficient time for completion of all desired or required training before the program end date.</p>	<p><b>CCPL</b> ESP Consulting</p>
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<i>New Horizons for Seniors</i>		
Submitted to Service Canada two grant applications for the New Horizons for Seniors for 2*\$25,000=\$50,000 for Williams Lake and 100 Mile House.  Developed new proposals based on Service Canada and further community feedback.	2011 Grant applications were not successful.  Submitted two 2012 proposals.	<b>CCPL</b>
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>4. Accountability</b>		
<b>Accountability Project (University of Victoria)</b>		
Masters' Research Project on Accountability Recommendations & Action Plan Development - continual improvement practices and reporting: governance and performance & mission.  CCPL employees and Board are participating in a Master's research project by providing their input/perspectives on organizational needs for gathering, reflecting on and reporting information, impacts and practice.  Draft final paper with recommendations due to be completed by August 1, 2012.	Interviews with 14 employees, volunteers and Board members completed.  Highlighted the need to change our practice of reporting, documenting, tracking and sharing data, practices, reflections and ideas to support continuous individual and organizational improvement and learning.	CCPL Board members and employees Stakeholders University of Victoria

Continue Improvements to Reporting, Regional Community Literacy Plan and Report Format		
<p>Narrative reporting to funders.</p> <p>Financial reporting to funders.</p> <p>Interim relationship building with funders.</p>	<p>95% of reports to funders are up-to-date and completed.</p> <p>Two outstanding financial reports due to: Decoda Literacy Solutions and SEDI – planned to be completed by July 15, 2012.</p>	<p>CCPL Board, employees &amp; funders</p>
<p>CCPL is in its 2<sup>nd</sup> year of preparing the Regional Community Literacy Plan and submitting online quantitative reporting to MoE and Decoda Literacy Solutions.</p> <p>Participated in District Literacy Planning conference call.</p>	<p>Revisions to format, presentation and content will result following implementation of recommendations through the University of Victoria Accountability Project.</p>	<p>CCPL Board and employees</p> <p>Stakeholders</p> <p><b>CCPL</b></p>
Re-Strategize Financial Accountability Structures		
<p>Hired a Bookkeeper who is located in Williams Lake, is accessible, a CGA and highly skilled.</p> <p>Purchased a laptop dedicated to tracking finances and financial accountability.</p> <p>Purchased Simply Accounting software and created a new set of books.</p> <p>Reviewed current practices and developed a plan for financial policies and procedures.</p> <p>New Treasurer oriented in fall 2011.</p>	<p>Improved communication between staff/Board and Bookkeeper.</p> <p>Employees to take on more responsibility for their own budgets.</p> <p>Implemented new policies, procedures and practices to improve financial effectiveness and efficiency.</p>	<p><b>CCPL</b></p>

Review and assess current methods, plan and deliver thank you recognition in multiple ways to our diverse contributors		
<p>Thank you cards sent for specific events and activities.</p> <p>Recognition certificates prepared and distributed as needed.</p> <p>Newspaper banner ads, website, articles and radio used to give recognition to volunteers, supporters and donators.</p> <p>Learners recognized at Golf Tournament.</p> <p>Annual Tutor recognition events hosted in Williams Lake and 100 Mile House.</p>	<p>Raised awareness: People were not aware how many individuals and groups are involved and how many lives are touched.</p>	<p>Volunteers</p> <p>Learners</p> <p><b>CCPL</b></p>
Learner Focus: Work on developing learner leadership, a learner on our Board and support learners to create their own space within CCPL		
In Progress		
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>5. Managing Data</b>		
Implementing new long-term learner tracking system - <i>more follow up for learner</i>		
<p>Decoda Literacy Solutions is developing a tracking system that should meet our needs.</p>	<p>Waiting on the tool from Decoda Literacy Solutions.</p>	<p>Decoda Literacy Solutions</p>



Attended a training session in Kamloops in November.	While we wait we may be losing valuable data!?	CCPL
<i>Finding a way to securely store and access all files amongst all CCPL Board and employees – web-based research or other?</i>		
Much discussion has taken place over the past year on this topic.	In progress – part of the communication plan to be implemented.	CCPL
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>6. Ongoing Succession Planning for Board and Employees</b>		
Conversations on a strategy are underway.		CCPL
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>7. Human Resource Management</b>		
<i>Self-care: Set realistic limits and say no sometimes</i>		
Ongoing support to set realistic limits and take care of self-voiced. Conversations on a strategy are underway.	Employees and Board members have a common understanding and support the need for self-care through interactions with one another. Passion for literacy still drives many of us too hard and we ignore our boundaries – too much work, too little time.	CCPL

*Holistic organizational volunteerism plan is needed to address volunteer recruitment, development and support instead of depending on ad hoc and program specific efforts*

Please refer to #1 (Strategic Planning, Management and Capacity Building)

## Community Development Focus

Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>8. Community Literacy Coordination: Collaborations, Partnerships &amp; Embedding Literacy</b>		
Williams Lake		
<p>Met with senior staff of service organizations.</p>	<p>CCRR has embedded a financial literacy component in its training for non-licensed daycares.</p> <p>Salvation Army has made its site available to CCPL for one-on-one tutoring, small group work, and financial literacy workshops.</p> <p>Discussions with Cariboo Friendship Society facilitated embedding literacy programming within existing service.</p> <p>Challenges: Turnover in staff at organizations, so it is important to nurture relationships and touch base regularly to see how things are going and if new issues are emerging. As people become more knowledgeable about low literacy and its impacts, they become more aware of the barriers.</p>	<p>Women's Contact Society</p> <p>Salvation Army</p> <p>Cariboo Friendship Society</p> <p>Child Care Resource and Referral</p>
<p>Participated on Communities that Care, Children First, Early Childhood Development Network (ECDN) tables.</p> <p>Communities that Care is a collaborative</p>	<p>StrongStart Facilitators strongly support the project. A picnic is planned towards the end of June on Scout Island and will invite Pregnancy Outreach Program to join them. They will find out which bus drives by</p>	<p>Boys' and Girls' Club</p> <p>Interior Health</p> <p>Women's Contact Society</p>

<p>community-based prevention focused approach to promote positive, healthy behaviour among youth while understanding the root causes of negative behaviour. The Williams Lake Community Literacy Coordinator (CLC) sits at this table. One of the projects the community tabled is working on is making transit more accessible. Williams Lake is a community that is spread out and if you don't have a vehicle it is difficult to access events, services, and Scout Island, a beautiful natural park which is right on Williams Lake. Families who don't have their own transportation cannot spend a hot summer day with their family enjoying nature and a cool lake. We know that being out in nature is important for our physical and mental health. We held focus group sessions and identified the following barriers: people are afraid to use transit; they don't know the bus routes; they don't know how to read the schedule; they don't know that if they call transit a day in advance, the driver on a specific route will do a detour so families can get off at Scout Island. The CLC shared this information at the Children First and ECDN tables.</p>	<p>Scout Island, practice reading routes and schedules with clients, and enjoy a picnic with a wide range of families.</p> <p>Further suggestions to invite transit to public events so that people can ask questions and become more familiar with this service.</p> <p>The Children First table organizes the Children's Festival and invited transit to participate, and they showed up with a big bus and activity sheets. There is still work to be done, but there is a lot of energy circling around this project.</p>	<p>Cariboo Friendship Society          City of Williams Lake          Child and Youth Mental Health          Williams Lake Indian Band          Punky Lake Wilderness Society          Canadian Mental Health Association          CRD Library          RCMP          TRU          Concerned citizens          SD27          Williams Lake StrongStart Centres</p>
<p>Presentation to Human Service students at TRU.           Presentation on literacy and how it fits with community development. Discussion on the</p>	<p>Developing a student volunteers package to potentially partner with TRU to provide community practice opportunities for students.</p>	<p>TRU <b>CCPL</b></p>

<p>impacts of low literacy; IALS results; many of their future clients might have multiple barriers including low literacy; the relationship between low literacy and health, employment, poverty; and strategies on how to incorporate/embed literacy in our practice.</p>		
<p>Mental Health Literacy provincial initiative promoted.</p> <p>Displays at the library. Presentations and one-on-one discussions with agencies and community tables. Distribution of resource materials for families and resource manual for practitioners.</p>	<p>Challenges: People have limited time, and there was a perception that this was yet another thing on their overflowing plates. Some made a commitment to make resources available from their locations ( i.e. waiting rooms). Difficult to measure the impact of this campaign. Had to restock the handbooks at the library display many times, so clearly there is interest in this topic.</p>	<p>Child and Youth Mental Health - MCFD</p> <p>Interior Health</p> <p>CMHA Williams Lake</p> <p>Boys' and Girls' Club</p> <p>Cariboo Friendship Society</p> <p>Social Planning Council</p> <p>Communities that Care</p> <p>CRD Library</p> <p>Children First</p> <p>ECD Network</p> <p>SD27</p> <p>Salvation Army</p>
<p>Participated in strategic and other planning sessions.</p> <p>Initial discussions with CRD Library to help them review and vet their current adult literacy</p>	<p>Literacy has been identified on the strategic plans of the Social Planning Council and City of Williams Lake.</p> <p>Plain language is a strategic goal in Children First</p>	<p>Social Planning Council</p> <p>City of Williams Lake</p> <p>Children First</p>

## Regional Community Literacy Plan | 2012/13

<p>collection, make recommendations for future acquisitions, and raise the profile and promote usage of the collection.</p>	<p>Strategic Plan. Youth Gang Prevention Fund (NCPC) – youth literacy identified as a component in a letter of intent to the National Crime Prevention Centre.</p>	<p>CRD Library Communities that Care Northern Shuswap Tribal Council TRU Child Development Centre</p>
<p>100 Mile House</p>		
<p>100 Mile House Community Relationship Responsibilities - We worked on a list of all the groups, service providers, media, learning and education organizations that we hope to contact over the next year and talk to them about all the programs and work being done in the community by CCPL and volunteers.  In the list we assigned who would be best from our group to be the contact with the organization.</p>	<p>Still under development...currently only ad hoc implementation. Our plan is to have it implemented alongside the communication plan.</p>	<p><b>CCPL</b></p>
<p>Adult Learning Team – Under review: at the February 2010 Strategic Planning Meeting in 100 Mile House we identified an opportunity of setting up an Adult Learning Team. At that meeting we also identified several groups and people from the community that we hoped would become part of the Adult Learning Team. The goal of the team was to develop a system for sharing the best fit for the learner and ensure</p>	<p>Over the past couple of years it has been very challenging to get different service providers and groups to commit to the ALT. This is now under review whether this is a good fit for our time.</p>	<p>Canadian Mental Health Association Cariboo Family Enrichment Centre CRD Library <b>CCPL</b> Cedar Crest Society for</p>

<p>that the learner is referred to the right places.</p>		<p>Community Living          ESP Consulting          Horton Ventures          Ministry Housing and Social Development          Municipal Government          Restorative Justice          SD27          South Cariboo Community Planning Council          TRU          Tsq'escen' First Nation (Canim Lake)          Women's Centre Society</p>
<p>Regional (not attached to existing programs)</p>		
<p>Met with a Social Worker at Canim Lake Band to discuss education/literacy plan for the community for 18-20 young adults.</p>	<p>The Social Worker has presented this to her Band and had a good reception.           In progress.</p>	<p><b>CCPL</b>           Tsq'escen' First Nation (Canim Lake)</p>

Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>9. Enhancing Literacy in Community: Presentations, Learning Lunches and Promotion</b>		
Clear and Plain Language Promotion and Expertise Sharing		
<p>Plain &amp; Clear Language embedded in all the services we deliver and a regular part of conversations in the community.</p>	<p>Improved communication with clients.</p> <p>Community is more knowledgeable about literacy issues.</p> <p>Community is using Plain Language when communicating with clients.</p> <p>Community is changing how they perceive clients with literacy issues.</p> <p>Community is more compassionate to clients who have literacy issues.</p> <p>Businesses and organizations are making changes in practices to address literacy needs of their clients and employees.</p>	<p>CCPL</p> <p>Service providers</p>
<b>Introductions, presentations, meetings and advocacy...</b>		
<p>Made presentations.</p> <p>Recruited volunteers.</p> <p>Focused attention on addressing community literacy needs through the facilitation of existing</p>	<p>Increased direct donations to CCPL.</p> <p>Promoted and increased awareness and recognition of PAL, CCPL services and resulted in subsequent invitations for participation in community level committees, focus groups and more presentations to</p>	<p><b>CCPL</b>  <u>Williams Lake</u>                      Association for Community Living                      Canadian Mental Health                      Association                      Cariboo Friendship Society –</p>



<p>program development and support.</p>	<p>other groups.</p> <p>Increased requests for Clear Language support, editing documents, and a few referrals to PAL.</p> <p>Increased the number of volunteers.</p> <p>Made connections and built partnerships.</p> <p>Positive and enthusiastic - financial service providers expressed their keenness to participate in our financial literacy project.</p> <p>New CLC established in Williams Lake.</p> <p>Continued gap analysis work through contact with both agencies and client bases.</p> <p>City of Williams Lake's official Community Plan 2012 identifies literacy as a distinct goal under social well being and literacy: "Promote literacy programmes and encourage the implementation of literacy programmes by workplaces and community organizations".</p>	<p>Pregnancy Outreach Programs                  Child Development Centre                  Daybreak Rotary                  Elder College                  ESP Consulting                  First Nations Education Coordinators in reserve communities                  First Nations Education Council                  First Nations Learning Centre                  Municipal Government SD27                  Social Planning Council                  Three Corners Health                  TRU Campus Aboriginal Planning Committee &amp; TRU Staff                  Women's Contact Society</p> <p><u>100 Mile House</u>                  All financial service providers (i.e. financial planner, tax consultants, Bank of Montreal, CIBC, Royal Bank &amp; Williams Lake &amp; District Credit Union                  Rotary                  SCCPC                  Tsq'escen' First Nation (Canim Lake)</p>
<p>Strategic participation of Board/staff and volunteer dual roles on community tables.</p> <p>Participation on Social Planning Councils, Early</p>	<p>Regularly inform and share information on programs.</p> <p>Greater awareness of what CCPL is doing and impacts by participating.</p>	<p><u>In Williams Lake:</u>                  Early Child Development Network                  SD27 Board &amp; Librarians</p>

<p>Child Development networks and numerous other tables in both communities.</p>	<p>Changed people's views on others being lazy to an understanding of the real barriers faced by individuals.</p> <p>CCPL learns about others' activities and services and keeps the pulse of the community and unmet needs.</p> <p>We participate in community planning processes and influencing embedding literacy into all.</p> <p>Generated volunteers.</p> <p>Lionesses are more involved in broader service activities than before and more aware of interconnections.</p> <p>Recognition and sensitivity to low literacy cues.</p> <p>Getting to know businesses in the community through the Chamber of Commerce and connecting them with essential skills vocabulary.</p>	<p>Social Planning Group                  CC Beetle Action Coalition                  Rotary                  Retired Teachers' Association                  TRU                  CRD Library</p> <p><u>In 100 Mile House:</u>                  South Cariboo Community Planning Council                  Early Child Development Team                  Chamber of Commerce                  Lionesses                  Adult Learning Team                  StrongStart Facilitator Team</p>
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<p><b>10. Learner Focus</b></p>		
<p>Address barriers and promote access to learners we are not reaching</p>		
<p>Embedded in programs providing direct service to learners. Please see other section reports.</p>		
<p>Develop learner leadership, a learner on our Board and support learners to create their own space within CCPL</p>		

Embedded in programs providing direct service to learners. Please see other section reports.		
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>11. Work on the Development of Youth Initiatives with Stakeholders</b>		
Please refer to #8 (Community Literacy Coordination: Collaborations, Partnerships & Embedding Literacy).		
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>12. Marketing, Branding, and Awareness</b>		
<i>Different audiences, target population, outreach</i>		
Newspaper Promotion		
<p>Over the last year (September to present) 100 Mile House has had 30 articles with pictures for our various events and workshops.</p> <p>Set up guidelines and activities for submitting articles and ads in the local paper.</p> <p>Developing a mechanism for centralizing our marketing and awareness work to increase efficiency and effectiveness.</p> <p>Banner ads run weekly in both community papers.</p>	<p>30 articles published in the 100 Mile paper to support CCPL events and workshops.</p> <p>Getting the information from staff in a timely fashion for articles.</p> <p>Established a great working relationship with both papers to help promote literacy.</p> <p>Both papers have supported our work while encouraging new ideas and articles.</p> <p>Long-term, dedicated effort to develop strong personal connections with media decision makers has resulted in</p>	<p>100 Mile Free Press</p> <p>Williams Lake Tribune</p> <p><b>CCPL</b></p>

	<p>more articles being published, calls to CCPL for input and advice on related matters, significantly reduced costs for coverage, and increased participation in promoting literacy.</p>	
<p>Photo Literacy Contest - The contest ran during September/October 2011. With a goal to encourage the community to have fun while taking pictures of friends, family and co-workers using their literacy skills. The idea of the contest was to encourage everyone to think about what literacy is in real life. They took a photo of someone reading, writing and using his or her literacy skills.</p> <p>The contest had 4 winning categories - one for best random photo, one for best adult photo, one for best youth photo and one for best child photo.</p>	<p>Over 25 photos were submitted - all great pictures. Our youth photo from Ashley Sinclair's entitled "Literacy Matters" (youth entry) was used on the CCPL Annual Report and on CCPL's thank you cards.</p> <p>Challenge - having a budget for the prizes and advertising.</p> <p>By the end of the contest, quite a few community members shared how much fun they had taking photos and that they had never really thought of the literacy skills used in everyday life. They are looking forward to next year's contest and will be telling all of their friends. The contest was fun.</p>	<p>100 Mile Free Press Community Members <b>CCPL</b></p>

<i>Social Media and Other Tools - Marketing and Awareness</i>		
<ul style="list-style-type: none"> <li>• New CCPL Website designed and running.</li> <li>• Facebook is active.</li> <li>• Twitter is established.</li> <li>• Updated brochure.</li> <li>• Professionalized emails.</li> <li>• Business card format formalized and adopted organization-wide.</li> <li>• Promoted on the Radio and through Shaw Cable.</li> <li>• Attended events with information.</li> </ul>	<p>Maintained and increased visibility.</p> <p>Tutor recruitment.</p>	<p><b>CCPL</b></p> <p>Cariboo Radio</p>
<i>Slogan development...(i.e. Learn to Live!)</i>		
To accompany communication plan implementation.		
<i>Increase participation on new marketing technologies: website, twitter, facebook</i>		
To accompany communication plan implementation.		
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>13. Increase CCPL's Voice to Government Stakeholders</b>		
To accompany accountability report and communication plan implementation.		

Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<b>14. Participate in Community Events</b>		
Williams Lake		
Family Fest		
<p>Organized the Annual Family Literacy Festival in Williams Lake on Sunday, February 5, 2012.</p> <p>The event aim was to provide children and their families with a free, educational, and fun event in a warm and safe environment; celebrating families and supporting lifelong literacy.</p> <p>Activities included: Music making, storytelling, puppet shows, face painting, sandbox, assorted crafts (including making your own scrapbook, bag painting, guitar decorating) and literacy-related games (flashcards, jigsaws etc.).</p>	<p>There were 277 event visitors (107 adults and 170 children).</p> <p>Over 400 new books were taken home by children of all ages.</p> <p>18 lucky door prize winners.</p> <p>52 photos with Sir Read-A-Lot, The CCPL Mascot.</p> <p>1 visitor all the way from Frog Lake, Alberta.</p> <p>45 event day volunteers!</p> <p>The biggest challenge to this event is funding. The level of in-kind support and volunteers is phenomenal, but finding dollars for paid coordination is hard and many activities are conducted on a shoestring budget. A small increase in funding for this event would have a significant impact on the range of activities available.</p>	<p><b>Success by 6</b></p> <p><b>Children First</b></p> <p><b>CCPL</b></p> <p><b>Daybreak Rotary</b></p> <p>SD27</p> <p>Wise Owl Toys</p> <p>Subway</p> <p>Tasco</p> <p>Cool Clear Water</p> <p>Robyn Louise Photography</p> <p>Interior Health</p> <p>The Hearth Restaurant</p> <p>Boys' and Girls' Club</p> <p>Strong Start</p> <p>CRD Library</p>

Lionesses  
TRU - ECE Students



Sir Read A Lot @ Family Fest 2012



## Puppets and Literacy – Williams Lake

Puppets are a wonderful connection to stories and poems for all ages. In the past year, a few CCPL volunteers have had the opportunity to work with the children's Librarian at the Williams Lake Public Library to develop and perform three puppet shows: one in October, one in January and one in May. Each date had a different theme with a feature puppet show and then shorter plays and poems using puppets. Our CCPL mascot, Sir Read-a-Lot, the moose, made a special appearance in January. Audience participation is encouraged. Between 40 and 75 children and parents attended each performance. Simple stick puppets, poetry compilations and some children's books were available for to be taken home. This type of workshop is also available for schools and can be adapted to fit their individual needs.

The Summer In the Park Daycare Program in Williams Lake asked for two puppet-making workshops in August. The children were presented with examples of simple puppets to tell poems. Then in small groups they chose a poem to perform with stick puppets they made from the materials provided. Each group performed their "play" for the other children using a small, portable stage. They were encouraged to take their work home to share. There were 25 students in each group.

We also performed six puppet shows at Williams Lake Senior's Village: two at Halloween, two at Christmas and two in June. We used fairy tales and a scene from Macbeth, combined with group readings and poetry. The audience could appreciate the humour and remember some of the stories from their youth.





<i>Aboriginal Day</i>		
Participated - Underway, report not yet complete.		
<i>Children's Festival</i>		
Participated - Just finished, report not yet complete.		
100 Mile House		
Fall Fair		
Please refer to PAL #21 (Partner Assisted Learning).		
Book Give-Away		
CCPL has donated books to Christmas hampers and community dinner projects around the South Cariboo for over 7 years and allocates funds for these activities on an annual basis.	Over 500 children's books were given to local charity dinners and food hampers at Christmas time. 300 books were donated to the 100 Mile House Winter Carnival. Many supporters choose book-giving as a priority for the money they donate.	<b>CCPL</b> 100 Mile Food Bank Loaves and Fishes Yuletide Dinner – Salvation Army Cariboo Family Enrichment Centre Boys' and Girls' Club

Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<p><b>15. <i>Promote Sir Read-a-Lot Moose Mascot</i></b></p>		
<p>CCPL Moose Mascot - Our large full body moose mascot was made by a volunteer in April 2010. Sir Read-a-Lot is available to make appearances at schools and literacy events.</p> <p>This year Sir Read-a-Lot made appearances at Reach a Reader Day (even made a TV appearance), Williams Lake Children's Festival, Family Fest 2012, Aboriginal Day and numerous school visits. The mascot also was central in our April 2012 Bright Red Bookshelf Book Drive.</p>	<p>He was greeted with smiles and waves wherever he goes and is often caught giving books to children!</p>	<p>Many host organizations Volunteers to be the Moose <b>CCPL</b></p>
Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants
<p><b>16. <i>Develop Local Materials/Resources</i></b></p>		
<p>Wish list objective – unable to dedicated the required time.</p>		

## Maintain Current Programs and Projects Strategically, Effectively & Efficiently

Description/Activities	Results/Impacts & Successes/Challenges	Collaboration, Partners & Participants			
<b>17. Books for Babies &amp; 18 Month Book Bags</b>					
<b>Books for Babies</b>					
<p>The Books for Babies project in the Cariboo is led by CCPL and has been giving book bags to new parents since 2001.</p> <p>So many of us take reading for granted but the truth is we must make learning to read and loving to read a part of everyday life if we want our children and our community to be a healthy vibrant place in which to live. Providing early learning through books, the Books for Babies program is one way that we can make a difference!</p> <p>The Books for Babies program has been an important part of the Cariboo-Chilcotin Partners for Literacy Society (CCPL) since literacy begins with spoken language - babies love to hear their parents' voice and books give parents something to talk about. When read over and over and over again, a good story gives children the chance to learn language.</p>	<p>Welcome Wagon and Interior Health nurses say that sharing the book bags with parents is a highlight for them and builds a meaningful bond.</p> <p>During 2011-2012, ~350 bags were given out in the Williams Lake area and ~95 in 100 Mile House.</p> <p>Parents are recognized, celebrated and supported with resources and information for their children.</p> <p>Parents are encouraged to share books with their children.</p> <p>Feedback from Parents:</p> <table border="1" data-bbox="800 1166 1419 1393"> <tr> <td data-bbox="800 1166 1419 1230"><i>It makes kids feel special when you read to them.</i></td> </tr> <tr> <td data-bbox="800 1230 1419 1344"><i>To have books to read to children from an early age is a great learning tool and gives me time to share and be with my child one-on-one.</i></td> </tr> <tr> <td data-bbox="800 1344 1419 1393"><i>Encourages my son to learn new words.</i></td> </tr> </table>	<i>It makes kids feel special when you read to them.</i>	<i>To have books to read to children from an early age is a great learning tool and gives me time to share and be with my child one-on-one.</i>	<i>Encourages my son to learn new words.</i>	<p><b>Kiwanis</b></p> <p><b>Success by 6</b></p> <p><b>Williams Lake and District Credit Union</b></p> <p><b>CCPL</b></p> <p>Interior Health Public Health nurses</p> <p>Welcome Wagon</p> <p>CRD Library</p> <p>Volunteer coordinators</p> <p>Infant Development Program</p> <p>StrongStart Centres</p> <p>Three Corners Health</p> <p>Esket Health</p> <p>Alexis Creek Health Station</p> <p>Scholastic Canada</p>
<i>It makes kids feel special when you read to them.</i>					
<i>To have books to read to children from an early age is a great learning tool and gives me time to share and be with my child one-on-one.</i>					
<i>Encourages my son to learn new words.</i>					

<p>Scholastic Canada Books and Toronto Free Press give us great, affordable prices on books and we continuously look for bargain-priced high quality board books in our travels.</p> <p><u>In 100 Mile House</u> Book bags in 100 Mile House are distributed by Public Health nurses at the first baby visit or 2 month immunization.</p> <p><u>In Williams Lake</u> The Kiwanis Club understands the importance of early literacy and all families with newborns have benefited. Each year the club donates funding to support the production of a baby book bag that is given out at the hospital. The bag contains four books, a survey and pamphlets about reading. The baby receives a fifth book when the survey is returned to the public library. Our new bags are bright blue so look for them around town....and take time to thank Kiwanis members for their service to the community!</p> <p>The Welcome Wagon distributes the book bags to the babies in the Williams Lake Hospital. Three Corners Health, Esket Health, the Alexis Creek Health Station, and other public health nurses deliver bags to families that are missed in the hospital. New parent feedback surveys for the Books for Babies program were developed this year in collaboration with stakeholders and partners.</p>	<p><i>Promotes early literacy and love for books at an early age.</i></p> <p><i>Spend more time reading with baby.</i></p> <p><i>Not all parents can afford to supply their children with new books or spend much time reading with them reading especially if they work, but the program is a great way to do this!</i></p> <p><i>It helps children to get a good start before school.</i></p> <p><i>Books are fun.</i></p> <p><i>She loves it and it helps with her brain development. It is now our bedtime routine.</i></p> <p><i>Introduces facilitating literacy and makes reading a fun family activity.</i></p> <p><i>My kids love books and it's because they've always had books around them and read to them. The books selected for this program are always favourites of theirs.</i></p> <p><i>Because it opens up their imagination.</i></p> <p><i>Reminds parents and maybe also educates them more on the importance of literacy.</i></p> <p><i>Literacy is important to promote at any age.</i></p> <p><i>Literacy is so important to development and imagination. My son loves books.</i></p>	<p>Toronto Free Press</p>
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18 Month Book Bags		
<p>18 Month Books in Williams Lake – visit your local library at 18 months, fill out a ‘Books for Babies’ feedback survey and receive a free book. In OMH this same process is done at the 18 month immunizations with the health nurses.</p> <p>In 100 Mile House new 18 month Book Bags are produced by the local library and distributed by health nurses at 18 month immunization when the Books for Babies evaluations are completed. A board book in a reusable CRD Library book bag is accompanied by a library programs information sheet, age appropriate community services information and a coupon for another book that can be redeemed at the local library in OMH.</p>	<p>Promotes literacy by putting high quality reading resources into family homes and into the hands of children.</p> <p>Promotes a Library visit to connect families to a long-term source for free reading resources and children’s programs.</p> <p>Promotes health nurses’ relationship through the act of delivering the free book bag to families.</p> <p>Gather Books for Babies program evaluation data from recipient target group.</p>	<p><b>CRD Library</b></p> <p><b>CCPL</b></p> <p>Interior Health nurses</p> <p><b>Volunteers</b></p>
18. Bright Red Bookshelf Program		
<p>The Bright Red Bookshelf Program (BRB) provides good used children’s books free to families at 11 public locations in Williams Lake and 100 Mile House and area have 3 bookshelves in public locations, 4 in rural schools and bins at all seven StrongStart Centres and Kindergym.</p> <p>The new bookshelves for this year were built by the senior woodworking class at Columneetza</p>	<p>More than 8,400 books were distributed within the region through the Bright Red Bookshelf Program. ~400/month in WL and ~250/month in OMH on shelves and ~100/month in bins at StrongStart.</p> <p>Public awareness of the importance of books and reading to literacy development and the value of reading as family time.</p>	<p><b>CCPL</b></p> <p><b>Decoda Literacy Solutions / Province of BC – Raise a Reader Funds</b></p> <p><b>Volunteers</b></p> <p>Cedar Crest Society for Community Living</p>

<p>Secondary School. We hope to have two more built this fall. We continue the partnership with Williams Lake Association for Community Living and Cedar Crest Society for Community Living who have volunteers clean and prepare donated books for distribution to the bookshelves a few times each week. Circulation of books on the shelves continues to increase each year.</p> <p>In April 2012 we ran simultaneous book drives in Williams Lake and 100 Mile House. The WL Tribune ran four articles, seven ads and fifteen pictures during the month. OMH Free Press ran three articles (Next Chapter: Bright Red Bookshelf; Assistance Sought for Books for Babies Program; Bright Red Bookshelf Drive Underway) and pictures. Our biggest support came from the local elementary schools that announced the Book Drive in their school newsletters and encouraged the students to check for books to donate. Schools with the most donated books received gift certificates for books. In Williams Lake 4000+ books were donated and 100 Mile House collected 3500+ books in the month.</p>	<p>BRB's are the first tangible interaction some people have with CCPL. It's a public face for the organization. A simple 'right thing to do' idea for a community that values literacy, learning and children universally. We display a Bright Red Bookshelf at community events because this is a very visible and tangible literacy project.</p> <p>The success of the program depends on dedicated volunteers and availability of books - purchased or donated.</p> <p>More than 7,500 books were donated and collected region-wide during the book drive month – almost double from 2011. The book drive was an excellent opportunity to get local businesses involved and raise awareness without asking for donations. They were highlighted in the community and enthusiastic about their participation. It was a great relationship-building project. During the drive many people were surprised to learn that literacy is such a pressing community issue. A lot of personal connections were made to the issue and reflections on the value of literacy to individuals.</p> <p>In 100 Mile House we collected over 3,500 books and received a cash donation of \$300 from the Farrier Pub to help purchase books.</p>	<p>Williams Lake Association for Community Living</p> <p>Williams Lake Partners/BRB Hosts:</p> <ul style="list-style-type: none"> <li>• Atwood Medical Clinic</li> <li>• Cariboo Eyecare Clinic</li> <li>• Cariboo Memorial Arena and Pool</li> <li>• Child Development Centre</li> <li>• Gymnastics Club</li> <li>• Boitania Mal</li> <li>• Government Building</li> <li>• Ministry of Children and Family Development</li> <li>• Heartland Toyota</li> </ul> <p>100 Mile House BRB Hosts:</p> <ul style="list-style-type: none"> <li>• Canlan Arena</li> <li>• Cariboo Family Enrichment Centre</li> <li>• Eliza Archie Memorial School (Canim Lake Band)</li> <li>• Ministry of Children and Family Development</li> <li>• Ministry of Social Development</li> <li>• Lac La Hache Elementary, Forest Grove Elementary, Mile 108 Elementary Schools</li> </ul> <p>All SD27 schools</p> <p>100 Mile Free Press</p> <p>Williams Lake Tribune</p> <p>Book donations</p>
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	<p>Nuthatch Bookstore donated a box full of new books as a prize for one school. Customers of the Nuthatch Bookstore used their points to purchase and donate books as well.</p> <p>Challenges:</p> <ul style="list-style-type: none"> <li>• The elementary schools are very far apart and it takes quite a bit of time to go to all the schools.</li> <li>• Not enough help or volunteers in OHM.</li> <li>• Need more \$</li> </ul>	<p>Nuthatch Books SD27 – GROW Centre 100 Mile &amp; District Women's Centre</p>
<p><b>19. Aboriginal Literacy and Parenting Skills (ALAPS)</b></p>		
<p>More than thirty-five (35) parents, grandparents, caregivers, teachers, staff and children from Eliza Archie Memorial School at Canim Lake attended a monthly support group meeting. Lunch was provided and guest speakers on various topics were invited to attend. Sessions this year have included: homework routines, parent-teacher meetings (parent empowerment), math skills &amp; website and other resources to help improve math skills.</p>	<p>Parents and grandparents are more knowledgeable about resources available in the community.</p> <p>Parents, grandparents and caregivers are more comfortable with homework routines and how much homework is practical at the various grade levels.</p> <p>Parents, grandparents and caregivers are more comfortable talking with teachers and know when it is appropriate to ask for a parent-teacher meeting.</p> <p>Parents, grandparents and caregivers have many resources and activities to use with their children at home to help them improve math</p>	<p><b>Eliza Archie Memorial School – Tsq’escen’ First Nation (Canim Lake)</b> - Dedicated a parent at Canim Lake to assist with coordinating and planning monthly meetings.</p> <p><b>SD27</b> - Committed \$3500 additional funds for the program.</p> <p><b>AVED - CALP</b></p> <p><b>Cariboo Family Enrichment Centre</b> - Committed a staff member and \$1000 to pay for food and food preparation for the program.</p>

	<p>skills.</p> <p>Parents, grandparents and caregivers showed a significant increase in participation and enthusiasm about the group.</p> <p>Canim Lake Parent Representative was a young mother of two who lost her husband and the groups did not run for two months.</p>	
<p><b>20. Aboriginal Outreach Project, Williams Lake</b></p>		
<p>Aboriginal Outreach Project is in its first year in Williams Lake.</p> <p>Coordinated and promoted Aboriginal Outreach Program.</p> <p>Provided personalized consultation, expertise, and program development support to surrounding communities and Williams Lake.</p> <p>Collaborated with local aboriginal organizations, professionals, and aboriginal learners to address unmet literacy needs in the urban and rural populations.</p> <p>Advertised and promoted the program.</p> <p>Made presentations and facilitated Aboriginal Empowerment Gatherings - group topics included:</p> <ul style="list-style-type: none"> <li>- Motivation and Encouragement</li> <li>- Goal Setting</li> </ul>	<p>Provided support to 52+ short term learners in one-to-one and group formats.</p> <p>11+ learners have been assessed and matched with a tutor.</p> <p>Learners participating in the program increased confidence, literacy and essential skills.</p> <p>Collaborating with communities to deliver service established/strengthened open lines of communication and working relationships and improved their understanding of literacy issues.</p> <p>Currently assessed 9+ learners with individualized plans and progressing towards goals working one-to-one.</p> <p>Gaps in literacy services and expertise for aboriginal learners have been identified</p> <p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>- Time to follow-up with the tutors and</li> </ul>	<p><b>AVED – CALP</b></p> <p>TRU</p> <p>Cariboo Friendship Society</p> <p>Nenqayni Wellness Centre</p> <p>Salvation Army</p> <p>CRD Library</p> <p>Esketemc First Nation – (Alkali Lake Indian Band)</p> <p>T'exelcemc First Nation (Williams Lake Indian Band)</p>



<ul style="list-style-type: none"> <li>- Time Management</li> <li>- Budget and Money Management</li> <li>- Nutrition</li> <li>- A community forum – using what we have learned</li> </ul> <p>Provided roaming advocacy services and outreach.</p> <p>Provided long and short term learner support to urban and rural communities.</p> <p>Supported, enhanced and increased the literacy and essential skills work of rural aboriginal communities.</p> <p>Created and maintained effective tutor/learner matches.</p> <p>Facilitated workshops at Nenqayni Wellness Centre on literacy/essential skills and budget/money management.</p>	<ul style="list-style-type: none"> <li>learners.</li> <li>- Commitment continues to be a challenge for some learners.</li> <li>- Learners often come to us with many barriers/challenges (i.e. childcare, lack of confidence, poverty, and punctuality often impedes their attendance).</li> <li>- Applying plain language to communication.</li> <li>- Funding cuts for food, travel, materials and supplies, hours to provide service – create a shortage in all areas.</li> <li>- Harder to attract tutors due to slow economic conditions, many tutors find it difficult to travel.</li> <li>- Learners are often late or not show up.</li> </ul> <p>The work is at times a challenge due to the vast area and the distance between the city and the communities. Difficulties included coordination of scheduled activities due to weather conditions, distance, and often commitment by the participant. We will continue to increase community capacity, working well to identify and explore the gaps. The advertising has helped, and working closely with the Gathering Place at TRU has been of great assistance for the learners and the program. Many of our learners feel comfortable meeting or attending sessions in the Gathering Place or at the local Library. The gathering sessions/workshops have been highly successful.</p>	
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**Learner Story** - *Through the help of PAL I am achieving my Goals.*

*All my life I had been in a special class and it made me feel like I was not good enough. In my adult years I felt I could not obtain a job that I could be proud of. I thought that I would not ever follow directions as I had trouble with spelling and reading.*

*Then one day while I was working with ESP Consulting I was told about the PAL program. Around that time the PAL Coordinator, Janette Moller walked into ESP and I was introduced to her. She explained the program to me, I thought about it and finally had the confidence to phone Janette and make an appointment.*

*Janette said we will help you and I was matched with my tutor, Charlene. We are working on my spelling, reading, and grammar. As a result of Charlene helping me, my confidence is increasing and I feel great when she corrects me. I now volunteer in the community of Williams Lake and I help other people.*

*I know that the PAL team is there for me. If I can do it, you can do it! N."*

**21. Partner Assisted Learning**

**Williams Lake**

<p>Free one-to-one volunteer adult tutoring program involving: coordination; tutor team development, learner monitoring, benchmarking and assessment; and tutor-learner matching, supporting and tracking.</p> <p>Promoted PAL Program and literacy awareness/sensitivity in the community and provided professional development</p> <p>Recruited and trained new volunteer tutors and continue to support existing volunteers - tutor orientation training and ten-2 hour in-service</p>	<p>Anticipate that we will provide short-term support to 65+ learners to August 31, 2012. Currently providing support to 28+ learners.</p> <p>Currently training 6 tutor training volunteers. 24 existing volunteers attend tutor training when able.</p> <p>Tutor Training – September 16, 2011 Orientation (4 hrs.) &amp; 8 in-services sessions (2 hrs. each, totalling 16 hours) to date.</p> <p>Challenges:</p>	<p><b>AVED – CALP</b></p> <p>TRU</p> <p>Women’s Contact Centre Society</p> <p>City of William Lake</p> <p><b>Paul Gallagher Fund</b></p> <p>CRD Library</p>
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<p>sessions offered annually.</p> <p>Provided long and short term learner support.</p> <p>Promotion of radio and newspaper ads are ongoing.</p> <p>Presentations made to business and service agencies.</p> <p>Roaming Advocacy and Outreach including outreach to First Nations.</p> <p>Created and maintained effective tutor/learner matches.</p> <p>Developed new registration, intake, and assessment forms and procedures.</p> <p>Resource library maintained by the tutors at the PAL offices located at TRU in our donated in-kind space.</p> <p>Learners participated in one-to-one and group sessions.</p> <p>Continued to work with the tutors and provided professional development - topics for training sessions are developed for our tutor training feedback and informal dialogue with tutors.</p>	<ul style="list-style-type: none"> <li>➤ Time to follow-up with the tutors and learners as the contact hours has been reduced.</li> <li>➤ Funding cuts have meant that the travel budget has been eliminated, impacting the learners in the rural communities.</li> <li>➤ Commitment continues to be a challenge for some learners.</li> <li>➤ Learners often come to us with many barriers/challenges (i.e. child care, lack of confidence may impede their attendance).</li> <li>➤ Expense of advertising.</li> <li>➤ Scheduling times to facilitate the training when most can participate.</li> <li>➤ Harder to attract tutors due to slow economic conditions - many find it difficult to travel to tutor.</li> </ul>	
<p><b>Volunteer Story</b> – <i>" It is very rewarding to be a volunteer tutor in the PAL program. The learner usually begins the program with very low self-esteem and doubts about her literary capabilities because of past negative experiences.</i></p> <p><i>The one-on-one sessions promote communications and new doors are opened for the learner. It is eye opening to find out and understand all of the barriers the learner has endured and overcome. After a few sessions, the learner becomes aware that she is capable of learning and knows much more than she and her family/friends have ever given her credit for. The pride of learning and accomplishment is</i></p>		

*rewarding to the tutor and learner. The tutor learns many things from the learner.*

*PAL offer stimulating workshops to support the tutor and has a great resource room of materials. The program also advises of other community resources that might assist the learner."*

100 Mile House

One-to-One Volunteer Tutor Program

Free one-to-one volunteer adult tutoring program coordination, tutor team development, learner monitoring and assessment and tutor-learner matching, supporting and tracking.

Resource library maintained and expended by volunteer tutors at the PAL rental office located at Parkside Centre for the Arts.

Promotions:

- Fall Fair promotion table.
- Quarterly PAL newsletters produced and distributed to tutors, learners and CCPL.
- Radio and newspaper ads are ongoing.
- Presentations made to business and service agencies.

Drop-in volunteer literacy tutors assist learners at GROW in a variety of subjects.

New tutor in-service trainings were developed and delivered about the special needs brain, assessing learners and benchmarking, numeracy

By February 2012, 34 learners had been served and we anticipate serving over 65 by mid-July.

Our tutoring space is busier than ever, and tutors and learner pairs spill out to another space across the hall.

Low literacy learners consistently attend tutoring sessions at GROW.

Specific examples of highlights include:

- A tutor assisted a learner to complete a high school math program.
- A tutor is supporting a stroke victim to read again.
- A learner worked on Trade Math for a promotion for him at a mill in the field of millwright.
- A learner is working on reading for a carpentry apprentice after an injury has forced him to do less physical work.

Hundreds of community members engaged

**AVED – CALP**

**Volunteer Tutors**

Brain Injury Support Society

SD27 - GROW

Parkside Centre for the Arts and Culture

Service Providers

<p>and using manipulatives in tutoring. CALP assessments and benchmarking for all long-term learners. 2-day tutor training and in-service sessions offered annually.</p>	<p>with coordinators and volunteer tutors at the Fall Fair. Learners live in remote areas and often struggle with transportation. Newsletters support learning and connecting tutors who live over a wide geographic area. Gas vouchers also provide support.</p>	
<p>Drop-In Volunteer Tutoring at GROW</p>		
<p>Partner Assisted Learning (PAL) Tutors were matched with learners currently enrolled in school but working below grade 10 level. Graduation Routes Other Ways (GROW) Centres exist in many communities within the District, and constitute not only one of the main measures for adult high school completion. Currently, GROW Centres exist in 100 Mile House and Williams Lake.</p>	<p>Learners were assisted with course work that challenged them. Many learners have improved confidence. More learners could be helped than with the traditional PAL program. Learners received more individualized attention than can be given by GROW staff.</p>	<p><b>AVED – CALP</b> SD27 – GROW Centre <b>Volunteer tutors</b></p>
<p>Roaming Advocate One-to-One Support</p>		
<p>Weekly, free one-to-one tutoring by a paid tutor at sites where clients are already connected to support and short term literacy needs of learners such as advocacy, filling out forms, applications, and urgent reading materials.</p>	<p>45 of 60 learners served have completed concrete literacy tasks that challenged them. Learners supported in addressing critical steps/barriers that challenge them and are able/ready to move on to further learning, work</p>	<p><b>AVED – CALP</b> Individuals Cariboo Family Enrichment Centre Ministry of Social Development</p>

<p>Collaborate with on-site service providers and local programs to ensure long-term support and success for participants.</p> <p>Support the literacy needs of learners in creative, flexible and responsive ways including: arranging and facilitating group tutoring sessions, workshops, staff development, and individualized supports for learners at service sites they already access.</p> <p>Create safe learning environments.</p> <p>Support the long term literacy needs of learners by defining goals and developing individualized action plans. Explore current events and life skills issues with learners.</p> <p>Secure resources, enrol and/or refer learners to the appropriate programs to meet their needs and goals.</p> <p>Reduce barriers to participation when possible including: transportation, childcare, and food security issues.</p>	<p>or other long-term goals with more stability. These are often Dogwood Diploma or other educational goals.</p> <p>Learners referred from/to other community programs to address various needs such as mental health, physical health, abusive relationships, substance abuse, legal aid, counselling, etc.</p> <p>Contract hours have been further reduced while demand for support is increasing. Trying to train volunteer tutors to do more specialized support, but the fit to a 'volunteer' is often not appropriate. More paid tutor time is planned for 2012/13.</p>	<p>Horton Ventures - Community Employment Services</p> <p>ESP Consulting</p> <p>Women's Centre Society</p> <p>SD27 – GROW Centre</p> <p>Physicians/Nurses</p> <p>Community Mental Health</p> <p>Canadian Mental Health Association</p> <p>Library</p> <p>Community Resource and Referral</p> <p>Brain Injury Society</p>
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**22. Roaming Literacy Advocate, 100 Mile House**

**Seniors Reading Program – 100 Mile House**

<p>Ten residents of Carefree Manor (assisted living facility) meet weekly for a one hour reading and</p>	<p>This has been an enjoyable and positive year</p>	<p><b>AVED – CALP</b></p>
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<p>chat session. Only half the members are still able to read on their own but all enjoy being read to.</p> <p>By the end of June we will have completed 43 weekly sessions and read 5 books. This year we branched out from our pioneer stories to read <i>Water for Elephants</i>, a very poignant story of a young man's life with the Circus during the 1930's. This story was enhanced by watching the movie based on the book.</p> <p>We had 2 authors come to speak to us about their books. Marianne Van Osch, <i>Spar Trees &amp; Mammoth Tusks</i> and <i>A Teacher's Story: Forest Grove 1951</i>. Chris Czajkowski, <i>Diary of a Wilderness Dweller</i>, gave us a wonderful slide presentation. Meeting her in person gave the Book Club members a much better understanding of how an individual can accomplish so much by themselves in a very isolated area.</p>	<p>for the Book Club resulting in:</p> <ul style="list-style-type: none"> <li>• Seniors connected to a social group and feeling less isolated.</li> <li>• Seniors practicing literacy skills in three domains - speaking, listening and reading.</li> <li>• Participants enjoy listening and sometimes reading stories from the Cariboo.</li> <li>• Seniors enjoy working their memory connections and engage their minds through conversations about shared history and experiences.</li> </ul> <p>Our challenges again this year have been health issues and the loss of a number of Book Club members. We supported each other through these changes and look forward to the coming year.</p>	<p><b>CCPL</b></p> <p><b>Carefree Manor</b></p>
<p><b>Computer Literacy Classes</b></p>		
<p>Sixteen learners ranging in age from 30-55+ participated in 14 hours of computer instruction.</p> <p>Offered two sessions of 6-weekly classes.</p> <p>Introduction to Computers, Internet &amp; E-mail, Word, Publisher &amp; Excel were covered.</p>	<p>All learners are now more comfortable with navigating the internet and using e-mail to communicate with family, friends and coworkers.</p> <p>All learners have an increased vocabulary and understanding of computer terms.</p>	<p><b>AVED - CALP</b></p> <p><b>SD27 – GROW Centre</b></p> <p><b>ESP Consulting</b></p>

	<p>All learners can create and edit a document and use the formatting ribbon.</p> <p>Several learners feel more comfortable using computers in the workplace.</p> <p>Several learners plan to take more advanced computer courses for the workplace.</p> <p>The previous year we offered three sessions but a decrease in funding only allowed for two sessions this year.</p> <p>This is a very popular course and funds from other programs had to be reallocated to meet the demand.</p>	
<p><b>Group Tutoring</b></p>		
<p>Twenty adult participants and twenty-two children met for 4 hrs weekly from September – June (40 sessions/year) in a four component family literacy program. Childcare, lunch, crafts, celebrations and storytime are provided. Group topics and individual one-to-one help are a regular part of the program. All participants are working on short-term and long-term career goals. Subjects this year included: Dogwood Diploma, Medical Office Assistant, Medical Lab, Real Estate Diploma Program, Business Plan, Midwifery &amp; Early Childhood Educator.</p>	<p>Learners are completing course work and achieving personal goals in a supportive family environment.</p> <p>Many learners have left for meaningful employment in the community. On many occasions learners from the group were recognized for their high skill levels and work ethic.</p> <p>Several learners obtained employment and requested Friday off so that they can work on educational goals with the group.</p> <p>Two learners completed coursework and</p>	<p><b>AVED – CALP</b></p> <p>Evangelical Free Church</p> <p>Cariboo Family Enrichment Centre</p> <p>SD27 - GROW Centre</p> <p>Paul Gallagher Community Access Fund</p>



<p>Parents and children participated in Mother goose activities.</p> <p>Group activities this year included: Volunteerism &amp; Budgeting for Christmas. Several participants volunteered to help with projects for CCPL. Four participants participated in a Skills Plus project and completed Foodsafe, PED First Aid and Family Childcare Training Level 1 &amp; 2. They also provide childcare for the group when needed.</p> <p>Plans are underway to have a guest speaker to discuss some issues that are a concern for many of the parents in the group. Step-Parenting, Healthy Relationships and Access Agreements will be covered in September.</p>	<p>graduated with their Adult Dogwood.</p> <p>Six learners are enrolled in post secondary education.</p> <p>Many learners who have relocated stay connected to the group. We hope to have a reunion in the summer.</p> <p>A cohesive social-emotional parent support network has developed around friendships, exchanges support (childcare reciprocity, clothing exchanged and gifted), and a safe environment for discussing parenting issues.</p> <p>Children engaged in quality activities with well trained, long term and creative childcare providers. The children have established trusting and caring relationships with secondary caregivers.</p> <p>In exchange for free space at the Church, the learners hosted the Christmas dinner for 150 guests at the Church.</p> <p>Parent &amp; child bonds were strengthened through Parent-Child Mother Goose song time.</p> <p>Reduced barriers to learning by providing childcare with hot, nutritious food and transportation.</p> <p>Sometimes learners that required a lot of individual help left the group because the</p>	
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	<p>facilitator couldn't take enough time with them.</p> <p>The group could be too large for more timid learners.</p>	
<p>Learner Story: <i>"I am a working mother of seven children; two that are pre-school age. I attend group tutoring to give my two young ones an opportunity to socialize and build strong skills to prepare for school themselves while I work on my studies in confidence that my children are being well watched over and can come say hello when they need a mommy lift. This past year I have finished my Principles of Math 12, phew not an easy task with no math background. Group Tutoring provided me with the encouragement I needed to continue. The facilitator challenged me by posing the question "what can you do every day to get closer to your long term goal" which for me pushed me in the direction to volunteer at Fisher Place and had me jumping at the opportunity to apply for the amazing position I have now as a Domestic Aide. In the future I plan to be working as an X-Ray Technician in our hospital and as my group tutoring facilitator has challenged me next year and every year until I am in that department you can bet I will be a part of group tutoring, plucking away."</i></p>		
<p><b>Community Learning Café</b></p>		
<p>This was the first year of a pilot project.</p> <p>The goal of the learning café was to provide personalized support to learners after work in a group setting while building social-emotional support networks.</p> <p>Part of the focus was on building relations and learning through conversations. Group generated discussion topics were explored each week in addition to studies.</p> <p>Another focus was to support lifelong learning.</p> <p>A social networking site has been developed with links to online learning opportunities in BC.</p>	<p>Café didn't start until mid-year due to lack of funding.</p> <p>The Grand Opening was very well supported with the Mayor making a speech that supported and embraced lifelong learning. The Mayor spoke of some learning that he had recently taken part in. He had learned how to make animal balloons by watch a video on you tube. This really emphasized how the way we learn is changing dramatically.</p> <p>Local First Nations Band has requested that we assist them to set up a similar group at Canim Lake.</p>	<p>SD27 – GROW Centre</p> <p><b>AVED – CALP</b></p> <p>Showcase Gallery Café</p>

	<p>To date we have had 14 different learners attending.</p> <ul style="list-style-type: none"> <li>• Seven learners completed an introduction to computers.</li> <li>• Two learners are working on their GED.</li> </ul> <p>Several learners are attending Group Tutoring on Fridays and the learning Café on Tuesday.</p> <p>Participants say it is the only time they can focus on educational goals.</p> <p>Some of the challenges that participants have mentioned have been the need for childcare.</p> <p>Session start time was adjusted to make sure moms had time to make supper for their families.</p>	
<p><b>23. English as a Second Language Settlement Assistance Program, 100 Mile House</b></p>		
<p>Regular ESLSAP Levels 1-6</p>		
<p>25 learners currently matched with tutors.</p> <p>We will have offered 22 regular English Cafés and 13 Advanced Cafés by the end of July with over 65 unique participants. These Cafés include field trips throughout the region, guest speakers, internal celebrations and attendance at community functions and events. One aim is to connect the learners to the other services in the</p>	<p>The ESLSAP program is greatly oversubscribed.</p> <p>The social, emotional and economic impacts of our ESLSAP programs are deep and diverse as demonstrated through self reports, anecdotal and quantifiable coordinator/facilitator observations.</p> <p>Learners network, share experiences and form</p>	<p>AVED – CALP Grant – ESLSAP Funding</p> <p>Service Providers</p> <p>Volunteer Literacy Tutors</p> <p>Ainsworth Lumber</p> <p>Garry Babcock</p>

<p>community.</p> <p>ESLSAP services provided a place for learners to share experiences and discuss understandings of specific, local &amp; relevant issues.</p> <p>Hosted a tutor appreciation dinner event.</p> <p>Weekly themed regular and advanced cafés are well attended and included field trips, guest speakers, recreational opportunities and English language practice opportunities for new vocabulary, grammar, idioms, and collateral learning.</p> <p>Community service providers facilitated discussion and learning on legal and health topics chosen by advanced learners including wills, insurance, etc.</p> <p>Learners worked on acquiring confidence to navigate in the community in English.</p>	<p>new friendships.</p> <p>Increased social inclusion and reduced isolation – many ESLSAP learners live remotely.</p> <p>Learners have built confidence in English language, Canadian culture, and knowledge about how institutions function such as: health services, RCMP, and the Canadian political system. Many ESLSAP learners are business owners and participation in the program has improved the quality of their customer service, efficiency of their operations and effectiveness of their managerial/supervisory duties due mainly to improvements in the English language.</p> <p>Many ESLSAP learners have increased their employability and employment as many have gained or moved up in their positions as a result of skills gained in the program.</p> <p>Learners demonstrate an increased capacity to lead and support others in the group, their families and the community at large. Relationship and interconnection building has been a cornerstone to the program.</p> <p>Referrals of ESLSAP learners to other services have been made and followed up on with relationship counsellors, trauma counselling, subsidized and other housing support,</p>	<p>Forest Grove and 100 Mile House Legion</p> <p>Gold Trail Recycling</p> <p>Creekside Seniors Centre</p> <p>Stone Bear Gallery</p> <p>Elsie Edbom</p> <p>Fisheries and Oceans Canada</p> <p>District of 100 Mile House - Public Works</p> <p>B.C. Timber Sales</p> <p>Ministry of Forests, Lands &amp; Natural Resource Operations</p> <p>Community Kitchen</p> <p>100 Mile Fire Department</p> <p>Valda's Bakery</p> <p>Nick Goshorn, Curling Coach</p> <p>100 Mile Curling Club</p> <p>Ruediger Schmidt, Photographer &amp; Web Designer</p> <p>BJ's Donuts</p> <p>Verena Berger, Author</p> <p>Peter Skene Ogden Secondary School</p>
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	<p>volunteer opportunities, and family support services.</p> <p>Specific examples of ripple effects over and above learning English include:</p> <ul style="list-style-type: none"> <li>• A learner has begun volunteering at the local Community Kitchen program for young parents after meeting the facilitator at a Community Kitchen Café.</li> <li>• A tutor is assisting a learner to acquire work related vocabulary and confidence for her Chiropractic Receptionist position.</li> <li>• A tutor assisted a new immigrant to do a work search and the learner is now working part-time.</li> </ul>	<p>CRD Library Visitor Information Centre</p>
<p>Advanced ESL Cafés - Level 6+</p>		
<p>Learners must have reached level 6 in at least one language domain.</p> <p>The Advanced Café for learners at Benchmark 6 is growing in number of participants.</p> <p>A new monthly Advanced Café Book Club is being developed for advanced learners without tutors who want to learn to express their ideas and learn about topics of interest to them.</p>	<p>Please see notes above.</p>	<p>Loon Bay Resort Centennial Law 100 Mile Performing Arts Society Gary Babcock Investors Group Western Financial Group CIBC</p>

**24. Financial Literacy Project**

Our three-part community-based financial literacy project includes: local resource development, direct participant/learner/client services and community mobilization activities. During the development of Money Matters we have been mindful of inclusion, transparency, and empowerment issues and have built upon existing programs, working relationships and community assets.

In the 2<sup>nd</sup> year of a two-year project. CCPL will deliver financial literacy services within 100 Mile, Williams Lake, Canim Lake and Chilcotin communities. CCPL aims to: increase participation in adult learning opportunities, particularly economically disadvantaged and low skilled adults who are hard to reach, by utilizing a broad range of learning environments and inclusion strategies; improve the financial literacy of community members by addressing knowledge and understanding, skills and competence and responsibility issues; enable clients to set financial management, planning, choice and knowledge goals; and build important client/learner essential skills and financial literacy skills that are transferable from one context to the next.

Successful marketing and awareness campaign.

Project launch luncheon held for financial organization representatives and service providers.

Displays at key locations and local community events.

The biggest challenge has been to reach workplaces.

Roaming Advocate was a successful service that reached over 135 individuals.

71 participants at 10 financial literacy workshops. 64 completed workshop evaluation forms.

63/64 participants indicated that we had met their expectations.

64/64 participants would recommend a financial literacy workshop to others.

55/64 participants indicated they would like to attend one or more financial literacy workshops on other topics.

6 clients registered for one-to-one support.

Participants gained confidence in money

**TD/SEDI**

First Nations Communities

CRD Library

Women's Contact Society

Fully networked with all local financial organizations.

Horton Ventures - WL Employment Services

Salvation Army

Pregnancy Outreach Program

Nenqayni Wellness Centre

Working with all members of the community, from youth to seniors and providing service in urban and rural locations, including several aboriginal communities.

<p>Increased awareness of financial literacy issues in the community.</p> <p>Delivered a roaming practitioner service at key locations to promote the community workshops, increase awareness and provide information.</p> <p>Delivered financial literacy workshops throughout the region to any group expressing an interest.</p> <p>Delivered a series of free community workshops.</p> <p>Provided one-to-one tutoring to any individual seeking assistance.</p>	<p>management skills.</p> <p>Participants became more knowledgeable about community resources.</p> <p>Participants increased confidence with respect to financial matters.</p> <p>Participants committed to making more informed choices and taking effective action to improve financial well being.</p> <p>Financial service providers have better knowledge and understanding of financial literacy issues.</p>	
<p>Some Workshop Feedback:</p> <ul style="list-style-type: none"> <li>- <i>I was scared to come. It was interesting.</i></li> <li>- <i>Very informative.</i></li> <li>- <i>Made me realize how much I'm losing on slurpees!</i></li> <li>- <i>OMG – great awareness.</i></li> <li>- <i>Face reality – re: wastes/wants.</i></li> <li>- <i>I enjoyed the workshop and how much money I could save and how much I have wasted.</i></li> <li>- <i>Do more with this like introduce ways of budgeting for all ages. From post-secondary (student) to pension getters.</i></li> <li>- <i>It was great. You should go into the schools and teach the children about finances.</i></li> <li>- <i>Fantastic! Thank you for offering this workshop in the community.</i></li> <li>- <i>Thank you for the information/awareness. I have very risky attitudes/behaviours about WANTS + unnecessary expenses.</i></li> <li>- <i>I would like to do all these workshops. I wish I knew these tips before I got into debt.</i></li> <li>- <i>This was valuable for me. Not to avoid my financial situation. Not to take cash out on my credit card.</i></li> </ul>		

# Strategic Management Plan

## Goals and Broad Objectives for 2012-13

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Please, note: Objectives are numbered under focus areas and are what CCPL sets out to do in addition to normal program deliverables. Based on renewal of current funding, our plan to do list items is marked by regular font, while our wish list is in *italics*.

### Lifelong Continuum - Programming & Services Goal

To serve the literacy development needs and the literacy challenges faced by our community members with a purposeful focus on marginalized adults. Although our programs are built on the principle of universal access, we will work to connect individuals with existing community supports and focus our time on those who are underserved. Early years, youth and family literacy initiatives will centre on promotion, direct services to adult learners, parent-child together time and/or inter-generational literacy activities. We strive to promote quality opportunities for individuals to reach their potential through learning, support, sensitivity and understanding individual capabilities.

#### Early Years – 0-5 & Family Literacy Objectives

1. Maintain Books for Babies (B4B)
2. Maintain Bright Red Bookshelf Program (BRB)
3. Maintain and explore the expansion of Aboriginal Literacy and Parenting Skills (ALAPS)/Literacy and Parenting Skills (LAPS)
4. Coordinate Family Fest (FF)

#### Youth - 12-18 Objectives

5. Work on the development of youth initiatives with stakeholders to embed and share expertise, but no direct service delivery.
6. Donate books for youth if requested.

#### Adults – 19+ Objectives

7. Maintain Partner Assisted Learning (WLPAL) in Williams Lake.
8. Improve Aboriginal Program in (WLAP) Williams Lake.
9. Maintain Partner Assisted Learning (OMHPAL) in 100 Mile House.
10. Maintain Roaming Literacy Advocate services in 100 Mile House.
11. Maintain English as a Second Language Settlement Assistance Program (ESLSAP) in 100 Mile House.
12. Complete, adapt and extend Financial Literacy Project.
13. Pursue workplace/workforce initiatives within literacy expertise and focus areas.

#### Seniors – 55+ Objectives

14. *Explore seniors programming opportunities, but weigh very carefully.*
15. *Consider resubmission to New Horizons for Seniors.*



## Literacy Infrastructure Goal

CCPL will be a cohesive, networked, and mission-driven non-profit organization practicing clear direction and consistent operating principles. CCPL will work towards increasing internal (board members and directors, employees/contractors, volunteers) accountability to mission, governance and performance - tools and processes will be developed to promote individual and organizational learning, document history and improve organizational communication.

### Program Development, Unmet Needs and Fundraising Objectives

16. Build capacity through strategic professional development, in-service expertise sharing and volunteerism.
17. Develop annual CCPL budgets and project budgets to support the annual strategic plan as determined by the board.
18. Pursue mission-driven financial diversification – grant applications, foundations research and social enterprise exploration.

### Accountability Objectives

19. Participate in accountability project (University of Victoria): Continual improvement practices and reporting: governance and performance & mission.
20. *Complete policies and procedures manual.*
21. Make improvements to Regional Community Literacy Plan and reporting.
22. Review and assess current methods, plan and deliver thank you recognition in multiple ways to our diverse contributors.

### Marketing, Branding, and Social Awareness Objectives

23. Implement Communication Plan.

### Managing Data Objectives

24. Establish a system for filing, storing and maintaining documents.
25. *Implement a long-term learner tracking system – Decoda.*

### Human Resource Management Objectives

26. Set and implement timelines and processes for Board strategic planning.
27. Determine needs and update/adapt/develop human resource management processes and tools.
28. *Ongoing succession planning for Board and employees.*
29. Promote self-care.
30. Develop a documented plan for volunteer recruitment, development, support and recognition.

## Community Development Goal

CCPL will support and link other service providers in the community by providing unique services, avoiding competition for common funds, and working with other groups to embed LES services, understanding and expertise. CCPL will take a leadership role on: raising literacy awareness and understanding; increasing value for learning, literacy and essential skills (LES) as core individual and community foundations; viewing issues through a LES lens, promoting lifelong learning (formal and informal).

### Local Fundraising Objectives

31. Coordinate Reach a Reader.
32. Coordinate Golf Tournament in OMH for 2012 (alternate OMH/WL annually).
33. Support the Pumpkin Patch project – Time for Tea.

### Community Literacy Coordination Objectives

34. Maintain Community Literacy Coordination role.
35. Embed literacy perspective in public, private and non-profit sector services.
36. Make presentations and maintain a voice at community meetings.
37. Provide service provider & volunteer expertise development.
38. Promote and share Clear and Plain Language expertise.

### Community Event Participation/Involvement Objectives

39. Participate in Children's Festival in WL.
40. Participate in Aboriginal Day in WL.
41. Participate in the Fall Fair in OMH.
42. Participate in one to be determined event in WL.
43. Participate in one to be determined event in OMH.
44. Promote Sir Read-a-Lot Moose mascot.
45. Donate books to the Winter Carnival or one other similar event in OMH.
46. Donate Christmas books to hamper projects in WL and OMH.
47. Explore other possible tag-on events for maximizing impact.

### Community of Learners – Our Target Group Objectives

48. Keep the vulnerable learner targets in sight at the forefront of decision making...embed.
49. Address barriers and promote access to learners we are not reaching.
50. Develop learner leadership (a learner on our Board).

51. Support learners to create their own space within CCPL.

### **Partnerships and Collaborations Objectives**

52. Implement Regional Community Literacy Plan (RCLP).

53. Develop a broad Memorandum of Understanding with key stakeholders.

54. Maintain and nurture key partnerships/collaborations.

55. Establish and cultivate new partnerships/collaborations.

56. Increase CCPL's voice to government stakeholders.

### **Acronyms**

AVED – Ministry of Advanced Education

CALP – Community Adult Literacy Program

CCPL – Cariboo-Chilcotin Partners for Literacy

EA – Executive Assistant

ED – Executive Director

ESLSAP – English as a Second Language Settlement Assistance Program

LOC – Literacy Outreach Coordination

MoE – Ministry of Education

OMH – 100 Mile House

PAL – Partner Assisted Learning

SD27 – School District No. 27

TD/SEDI – Toronto Dominion/Social and Enterprise Innovations Development

TRU – Thompson Rivers University

WL – Williams Lake

## Signatures

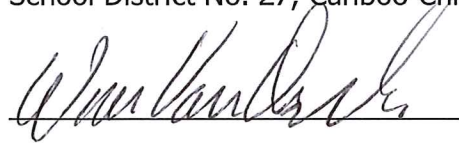


Ms. Diane Wright

Date: July 9, 2012

Superintendent of Schools

School District No. 27, Cariboo-Chilcotin



Mr. William vanOsch

Date: July 9, 2012

Chairperson, Board of Education

School District No. 27, Cariboo-Chilcotin



Mr. Bruce Mack

Date: July 3, 2012

President

Cariboo-Chilcotin Partners for Literacy Society