

# **Chilliwack Learning Community Society**

## **ANNUAL REPORT**

**June 2011 to May 2012**

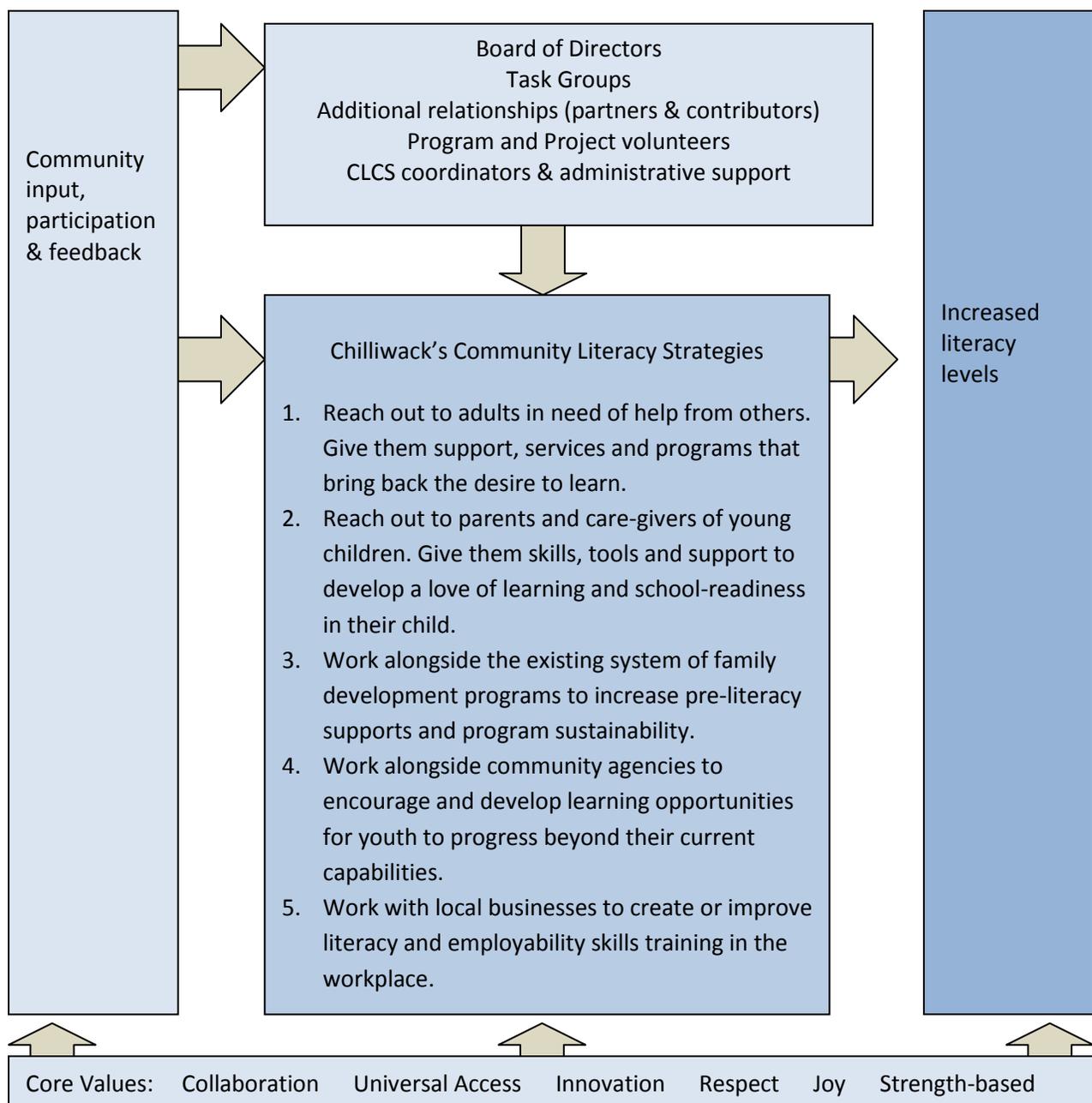
**Prepared for presentation and submission  
to  
Chilliwack School District #33  
June 2012**

## REFLECTIONS ON THE CURRENT YEAR

### 1. **The Task Group:** who takes part and how the work is organized

The Chilliwack Learning Community Society (CLCS) is a not for profit organization with charitable status. The Board of Directors is the Community Literacy Steering Committee, and Steward of Community Literacy Plan related funds.

The Chilliwack Learning Community Society builds relationships and partnerships to better meet the learning needs of all community members, to make possible the successful learning, development and growth of the individual, the family and the community.



Funding for community literacy coordination and programs or projects is provided to the Society from:

- The Province of British Columbia
- Provincial and local fund raising campaigns
- Local and regional foundations
- Personal donations
- In – kind contributions

The CLCS fiscal year is January to December. The 2012 operating budget is \$193,688.00.

The Society operates under a *Learning Communities*<sup>1</sup> asset based community development framework. Representation from 5 key community sectors is important at the Board level as well as on Task Groups (committees). Over 2011/12 the Board of Directors included:

1. Civic (none this year)
2. Public (Fraser Valley Regional Library – Chilliwack Branch)
3. Economic (Envision Credit Union, The Book Man)
4. Education (School District 33, University of the Fraser Valley)
5. Voluntary / community (Sto:lo Nation, Chilliwack Community Services, volunteer community members)

The CLCS currently has 3 designated Task Groups. Task group membership includes an assorted number of volunteers and service providers from the community, as well as at least one representative from the Board of Directors. Each Task Group is dedicated to guiding the actions and implementation of one or two Community Literacy Plan strategies. The following chart shows each task group, the strategies for which it is responsible and 2011/12 membership.

Task Groups and Literacy Plan Strategies	2011/12 Task Group Memberships
<p style="text-align: center;"><b>Adult Literacy Task Group</b></p> <p>#1: Reach out to adults in need of help from others. Give them support services and programs that bring back the desire to learn</p> <p>#5: #5: Work with local business to create or improve literacy and employability skills training in the workplace</p>	<p>Chilliwack Community Services (Immigrant services)</p> <p>Fraser Valley Regional Library (Chilliwack Branch)</p> <p>University of the Fraser Valley (University &amp; Upgrading Program)</p> <p><i>Additional note:</i> A representative from Sto:lo Aboriginal Skills and Employment Training will begin attending as soon as schedules permit</p>

<sup>1</sup> Learning Communities is an asset-based model of community development. Its twin objectives are environmentally sustainable economic development and social inclusion. The model strategically links healthy individual lifestyles with healthy communities. The concept of lifelong learning is used as an organizing principle.

Task Groups and Literacy Plan Strategies	2011/12 Task Group Memberships
<p style="text-align: center;"><b>Early Family Literacy Task Group</b></p> <p>#2: Reach out to parents and caregivers of young children. Give them skills, tools and support to develop a love of learning and school-readiness in their child.</p> <p>#3: Work alongside the existing system of family development programs to increase pre-literacy supports and program sustainability</p>	<p>Business (The Book Man)  Chilliwack Community Services (Child Care Resource and Referral, and Family Literacy)  Chilliwack Early Years Committee  Media (The Chilliwack Times)  Volunteers (x 2)</p>
<p style="text-align: center;"><b>Youth Literacy Task Group:</b></p> <p>#4: Work along community agencies to encourage and develop learning opportunities for youth to progress beyond their current capabilities</p>	<p>School District 33 (x 2)  Chilliwack Community Services</p>

Each task group develops an annual Workplan comprised of action items intended to foster increased literacy levels across the community. Task groups also consider the following when developing Workplans:

- Changes (specific or general)
- Community input, participation and feedback
- Community trends, interests, and needs
- Current and potential capacity (individual, organizational, community)
- Emerging opportunities
- Existing assets
- Existing and potential resources (including funding)
- Previous accomplishments and successes
- The 5 existing literacy plan strategies and intended outcomes

**2. Community Context:** what has happened in the community over the past year that impacts people in the community and the ability of organizations to support literacy development

There are perhaps no major changes that would negatively impact the community's ability to support or be involved with literacy support or development.

- **Employment Programs:** The biggest program change could be the restructuring of employment programs. The number of sites has reduced to 2 main Work BC sites.
- **Municipal Elections:** The 2011 election resulted in some change to the constellation of representatives on City Council and the Chilliwack School District Board of Trustees
- **Libraries:** Plans are well underway for a 3<sup>rd</sup> library to be built in Chilliwack
- **Population and demographics:** Chilliwack has been a growing city for a number of years, and this includes a growing diverse immigrant population. In some ways the city may have less of a rural feel than in the past.
- **Employment:** Chilliwack's unemployment rate is lower than the provincial average

- Business and industry: There have been no significant changes
- Post Secondary Education: The University of the Fraser Valley is currently opening a new Chilliwack campus. There are fewer private funded colleges in Chilliwack than there were in the past.

A number of learning programs for adults have been experiencing increased registration rates (i.e. the University of the Fraser Valley, ELSA classes (English Language Services for Adults) at Chilliwack Community Services, and the CLCS CALL adult learner program. Organizations continue to collaborate and partner on learning initiatives. Media in Chilliwack is highly supportive and involved in promoting learning opportunities.

### **3) Community development and literacy collaboration:** the important collaborations that have taken place to support literacy and the work of the task group; the essential ongoing collaborations; and what makes collaborations work well

The process behind the Community Literacy Plan is based in the theory of community development. At its heart, community development seeks to strengthen individuals and groups of people by providing the resources and skills that people need to affect change in their own communities. Community development is happening when people come together to share their knowledge and ideas with others; develop relationships of mutual trust, understanding and belonging; and feel they are part of “something bigger”.

Source: District Literacy Planning Guide: Working Together for Literacy

The quote (above) has been included because it aptly describes how the CLCS understands community development. Collaboration is a CLCS core value. The CLCS Board and Task Groups provide essential leadership for developing and sustaining collaborative action in the community around literacy. It is important that key literacy stakeholder groups be well represented at these tables. All other additional relationships are extremely important as well. Collaborations work well when collaborators contribute and receive in ways that are tangible, meaningful, and “fit” their organizational or personal mandates/needs. Please see more about collaborations in Question 4 below and in Appendix A.

### **4) Goals and actions for the current year:** Priorities, goals or objectives addressed this year; actions taken to reach these; participating organizations and groups; adjustments made to the plan (as a result of opportunities and changes)

The original literacy plan document, “A Community Literacy Plan for Chilliwack” was published in September 2006, and an updated version “Chilliwack School District Community/District Literacy Plan for Chilliwack” was submitted to the Ministry of Education in July 2009. Although activity related to each literacy plan strategy change to some extent each year, the desired medium and long term outcomes articulated in the plan have not changed. A copy of the plan, including desired outcomes is available at [www.chilliwacklearning.com](http://www.chilliwacklearning.com).

Charts outlining priorities addressed over this reporting period follow. Over 60 organizations collaborated, contributed, partnered, participated or provided resources to CLCS literacy work in Chilliwack between June 2011 and May 2012. These organizations are not included in the following charts; however a complete list is included in this report as Appendix A.

## Adult Literacy

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
Short term activity	Survey to poll service providers about their interest in receiving training about Literacy and/or tutoring	✓ Survey drafted	
Annual project	Work with Ford Mountain Correctional Centre to provide a <i>Christmas Reading to Loved Ones</i> program	<ul style="list-style-type: none"> <li>✓ 7 dads participated for Christmas 2011</li> <li>✓ CD's of dads reading to children completed and delivered (along with books)</li> </ul>	
New collaborative relationship with the Rotary club on this perfect	Assist with sustaining the Rotary Book Shelf Program	<ul style="list-style-type: none"> <li>✓ Program turned over</li> <li>✓ Referrals made</li> <li>✓ Relationship built</li> </ul>	Program leadership shifted from CLCS to Rotary
Established ongoing program	Support Adult learning through the CALL Chilliwack program	<ul style="list-style-type: none"> <li>✓ 70learners recruited and placed</li> <li>✓ 34 tutors trained</li> <li>✓ 56 active tutors</li> <li>✓ English Practice Group sites increased x 1</li> <li>✓ \$96,000 Funding grants received</li> </ul>	
Emerging concern	Service provider brainstorm session to explore and build solutions about ways to provide additional learning support for members of our community who are hardest to serve, and who frequent the library.		This item has been recently added to the Adult Task Group work plan as a result of community concerns/needs

## Early Family Literacy

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
Ongoing relationship and activity	Representation by CLCS at Chilliwack Early Years committee, with goal of collaborative work on early learning opportunities, programs and services	<ul style="list-style-type: none"> <li>✓ Assorted collaborative items (i.e. 80 Success By 6 early childhood development calendars were distributed by the CLCS)</li> </ul>	
Short term activity	Distribute Raise a Reader Family Literacy funds	<ul style="list-style-type: none"> <li>✓ Topic of Family Literacy studied</li> <li>✓ Funding allocation scheme developed</li> <li>✓ Collaborative decision making process used</li> <li>✓ 75% of funds distributed</li> </ul>	This addition of \$10,000.00 in funding for Chilliwack's Family Literacy programs and initiatives was unanticipated.
Established ongoing program	Read While You Wait Book Bin project	<ul style="list-style-type: none"> <li>✓ # of book bin locations increased from 10 to 17</li> <li>✓ Book inventory increased to 1100+</li> </ul>	
New	Family Literacy Training for Volunteers	<ul style="list-style-type: none"> <li>✓ Training plan in development phase</li> </ul>	
Ongoing relationship and activity	Reaching out to isolated, unregistered childcare providers through materials in book bins & book bin volunteers	<ul style="list-style-type: none"> <li>✓ Read While You Wait book bin now located at program</li> <li>✓ Child Care Resource and Referral program video made and aired with Shaw TV</li> </ul>	
Pilots previously completed. CLCS is preparing to establish the program by training volunteers to facilitate the program.	Provide "Marci's Family Literacy Workshop" to community groups	<ul style="list-style-type: none"> <li>✓ Included in volunteer training program above</li> </ul>	

### Youth Literacy (ages 6 to 18)

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
New program	Provide “Stress Free Math Homework for Parents” workshops	✓ 10 classes at Central Elementary	This is a new program: Number of target schools reduced. Stay longer at host schools – goal is development of champions and sustainability
New program (September 2011)	Continue to pilot Xwáyólem Aboriginal Youth Tutoring Youth Program	✓ Piloted until June 2011	Program concept developed at CLCS Youth task group. Program piloted with GW Graham tutors. Transportation between GW Graham and Sto:lo Alternate school is challenging the program
Ongoing relationship and activity	Increase number and type of relationships with agencies at Chilliwack Child and Youth Committee	✓ Assorted collaborative items (i.e. CLCS leadership on Child and Youth Committee website development working group)	
Standing CLCS task group	Secure leadership for Youth Task Group	✓ Strategies are being developed to re-vitalize this group	Task group is without leadership as of March 2012.

### Promotion and Relationship/Partnership Building

Note: This “Promotion and Relationship/Partnership Building” Workplan is new in 2012

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
Short term activity	Revise CLCS Brochure and CALL Chilliwack book mark	✓ Some revisions complete, and some in progress.	
Ongoing	Participate and/or provide displays and activities at community events 2012 goal is 3 events	✓ 2011 included Chilliwack Connects Day and Ford Mountain Correctional Centre community information fairs ✓ 5 YTD 2012	

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
Ongoing	Increase dissemination of information about literacy and lifelong learning, and programs and services, and the CLCS with regular Facebook posts. Annual target is 200 posts	✓ Averaging 3 posts per week	
Ongoing	Increase awareness about literacy programs and services through presentations. 2012 target number is 12	✓ 6 formal presentations YTD	
New 2012	Work with Shaw TV Chilliwack to produce 4 videos in a series to promote literacy and lifelong learning  Produce 4 additional new videos	✓ Goal surpassed as 5 have been produced  ✓ 1 produced YTD ✓ Planning in progress for remainder	
New 2012	Maintain CLCS Youtube channel	✓ Established in 2012 ✓ New videos uploaded	
Ongoing	Upgrade and maintain the CLCS Website	✓ Current site is updated regularly ✓ Focus on upgrading will take place later in 2012	
Ongoing	Build and maintain relationships through the Chilliwack Chamber of Commerce	✓ Presentation to new Executive Director ✓ Attendance at business conference ✓ Attendance at 1 networking event	
New	Work with the Chilliwack Chiefs to produce literacy messaging for video screen at hockey games  Develop and place a static literacy display at the Prospera Centre	✓ Partnership agreement signed ✓ 1 <sup>st</sup> draft of messages developed  ✓ Basic planning started	

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
Ongoing	BC Literacy database: Contact community organizations listed on the database to a) remind them that their programs are listed and b) invite them to make changes or request that the CLCS makes the updates on their behalf	✓ Updated in fall 2011	

### Additional CLCS (non task group related items)

Note: A selected number of relevant items are included below, versus all items and details

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
New: The CLCS has been fortunate to have had an in-kind contribution of office space at the University of the Fraser Valley Yale Road campus. It was decided in 2012 that the CLCS would not move to the new University campus. The space previously provided to the Society has been very appreciated	Acquire new office space for CLCS	✓ Complete	
New 20011	Promote Canada Helps button on CLCS website	✓ Promoted with facebook posts and on CLCS website	
Ongoing	Plan and execute 1 fund raising event	<ul style="list-style-type: none"> <li>✓ Supported and promoted The Book Man's May/June 2012 "Citrus-y Literacy" fund raising event</li> <li>✓ Arranged for a promotional video to be made to accompany the campaign</li> </ul>	The Book Man fund raiser was an unanticipated addition to this year's fund raising.

Notes about the action item, program or project	Priorities	Action Items June 2011 to May 2012	Adjustment
Established annual event	Provide a 2012 City Wide Literacy Challenge	<ul style="list-style-type: none"> <li>✓ Challenge took place Feb. 1 to 21</li> <li>✓ All expectations exceeded with 1598 returned ballots</li> <li>✓ See "Success Indicators" section of this report for more information</li> </ul>	

## 5) Indications of success: How we know that actions taken are working to support literacy; impacts of literacy initiatives; examples; and what supports literacy work

Successes and impacts are monitored in a variety of ways:

- Participation and engagement rates
- Number, type and quality of collaborative efforts and partnerships
- Formal and informal feedback (including anecdotes received from community members from time to time)
- Forward movement on the Community/District Literacy Plan – i.e. type and number of priorities accomplished
- Evidence that learners are making progress on their goals

The following successes are notable:

- ✓ The number of people participating in programs (i.e. CALL Chilliwack) and events (i.e. City Wide Literacy Challenge) has increased
- ✓ A number of projects previously piloted are now becoming established programs (i.e. Ford Mountain Christmas Reading to Loved Ones program). There is some shift in focus now “piloting” to the development of strategies to embed and sustain the programs within the matrix of literacy programs and services available in the community.
- ✓ An increased number of community relationships have been developed in the form of partnerships, collaborators, contributors and participants
- ✓ These relationships have yielded “in-kind” investments to literacy work in Chilliwack of an estimated \$58,000.00 between June 2011 and May 2012. This calculation includes promotions, prizes, literacy resources and furnishings; and does not include meetings space or volunteer time, or staff time provided by organizations.

Yesterday I had the privilege of passing out free reading summer reading material to underprivileged kids at Bernard Elementary! I wish you could have seen their eyes as they sifted through the piles of books you donated!

Thanks so much for providing these resources to us. I can say with confidence they are in beautiful, little and grateful hands!

Enjoy your weekend!

**TODD LUECK**

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### Adult Literacy

Marci Bulloch joined the CLCS team in June 2011 as the new coordinator of the **CALL (Community Access to Literacy and Learning) program**. This program provides learning support to adults who:

- have less than a grade 12 education
- would like to go forward with their formal or informal learning, and
- appreciate help from a volunteer tutor

The **CALL Chilliwack** program is comprised of three components:

Community Adult Literacy Program (CALP) – funded by the Ministry of Advanced Education.

- i. One to one, or small group tutoring

English as a Second Language Settlement Assistance Program (ESLSAP) – funded by the Ministry of Jobs Innovation and Tourism

- ii. One to one, or small group tutoring
- iii. English Practice Groups (EPG).
  - a. These groups are also known in the Chilliwack community as Conversation Circles.

Funding cycles are September to August, and therefore year end statistics for the 11/12 year will be available in October 2012.

3 YEAR LEARNER PARTICIPATION RATE COMPARISONS

Program component	Number of learners 2009/10	Number of learners 2010/11	Number of learners 2011/12 (YTD – May 2012*)
CALP	26	29**	40
ESLSAP	18	18	29
ESLSAP EPG	Included above***	41	26 (as of Dec. 15 <sup>th</sup> , 2011 midterm report)

TUTORS

	2009/10	2010/11	2011/12 (YTD – May 2012*)
Number of new volunteer tutors	20	21	34
Number of training opportunities provided to tutors	6	4	6 (includes 2 full training sessions for community volunteers, 2 full training sessions for Ford Mountain Correctional Centre inmate volunteers as peer tutors, 1 Conversation Circle training session, 1 tutor professional development session.)

\*Year to date

\*\* The CLCS did not receive a CALP grant this year. The program carried on using funds from CLCS

\*\*\* Pilot project at that time

The **Ford Mountain Christmas Reading to Loved Ones** program has happened for 3 years in a row. Other communities in the Fraser Valley have made inquiries about how to run this program. The CLCS has a 2012 goal to repeat and expand the program. Included below are anecdotes from the 2011 program.

An inmate whose child was in hospital for a transplant thought dad was in the recording and would try talking to him. They would play the cd doing dialysis.

CD's today. The kids have listened to them and are thrilled! I saved the recordings right to their computer and put a shortcut on their desktop, so they can hear his voice whenever they want... It's the first time in 7 months they've heard his voice. Thank you for facilitating this program - it is such a gift for us... Merry Christmas to you and yours...

## Early Family Literacy

The CLCS appreciated the opportunity to apply for and receive \$10,000.00 for Family Literacy programs from **Raise-a-Reader** via Decoda Literacy Solutions. This project is still in progress, however, the current results include:

- Increased amount of Raise-a-Reader funds for Family Literacy programs and services in Chilliwack
- New relationships between service providers
- Increased CLCS Early Family Literacy task group membership
- Increased collective knowledge about the topic of Family Literacy, and Chilliwack's programs and initiatives
- Feedback from all participating groups has been positive

Please see Appendix B for a full list of funds distributed to date

The **Family Literacy Volunteer Training program** is currently being developed a) as a way to invite more community members to participate in literacy initiatives, and b) as a way to grow and sustain flourishing programs, and specifically the "Read while You Wait" book bin program, and Marci's family Literacy Program. The training program will also be open to existing CALL program tutors to increase their knowledge about Family Literacy development. Volunteers trained through this program will register with Chilliwack Community Services for coverage under their liability insurance, as the CLCS does not carry this type of insurance. This contribution is very much appreciated.

The **Read While You Wait Book Bin Project** has reached its goal to increase the number of book bin location in the community by 60%. There are now 17 locations, an inventory of over 1,000 books, and new sites on a waiting list. Informal feedback with site hosts is positive. Additional evidence that the books are being used is:

- They disappear (presumably to homes)
- They sometimes re-appear at other locations
- They become worn
- Sometimes "other" books are found in the bins because people trade or contribute books



## Youth

The amount of participation, collaboration and feedback from the new "**Stress Free Math Homework for Parents**" course has been very favorable. The goal is to build family capacity to like, learn and understand math when the children are young. To date 11 parents and 9 children have participated in learning fundamental math concepts at Chilliwack Central Elementary School. The school, PAC, community school and School District have been very involved and supportive.

From parents via feedback forms - The most important thing I learned was.....

- Curriculum and math tricks
- Finding all the difference ways to get to the same answers. And, how to have fun with math.
- To be flexible...many ways to do a problem.
- New ways to help my kids.
- Not to be afraid of numbers.

## Promotion and Relationship/Partnership Building

**6 videos** have been produced about Chilliwack programs and services to promote literacy and lifelong. The videos have:

- aired on Shaw TV Chilliwack
- had over 700 Youtube views
- been used by the CLCS and other organizations to promote literacy programs and services, as well as one literacy fund raising event
- a value of over \$16,000.00
- The videos can be viewed on chilliwacklearning youtube channel



## Other additional items

The CLCS challenged everyone in Chilliwack to read for 20 minutes per day for 21 days during the February 1<sup>st</sup> to 21<sup>st</sup> **City Wide Literacy Challenge**.

This event was piloted in 2009, and repeated in 2010. It was not held in 2011. It was amazing to note the overall outstanding increase in community participation in 2012.

Item	% Increase	Figures 2012 vs. 2010
Value of in-kind promotional support	1001 %	\$22,225.00 vs. \$2,000.00
Number of locations for ballot return	25%	65 vs. 52
Number of Readers	280%	1598 vs. 422
Value of prizes	45%	\$640.00 vs. \$440.00

We can surmise a number of reasons for the remarkable participation rates. The project was:

1. Very accessible to the community, in that:
  - a. It was free
  - b. all age groups were invited to participate
  - c. the information was available to people advertised through all possible mediums
  - d. there were 65 location options for ballot return
2. Flexible, respectful, reader (learner) centered and friendly, because:
  - a. participants chose what to read, and when to read
  - b. people could be read to, or read to another
  - c. people were welcome to return their ballots even if they did not read on each of the 21 days
  - d. it was based on an honor system
  - e. there were prizes, and the winners chose their prize from the array provided

Hi Debbie,

I just wanted to let you know how much the Literacy Challenge was appreciated at Doorway.

In total we had **15 families participate** (out of 36) with 18 doorway kids and 24 older children also participating. This is a huge increase from last year and a big stretch for some.

We also had many volunteers who also participated.

Thank you for your ongoing work in providing families with a vehicle to practice their literacy.

Karin Rempel  
Sardis Doorway  
(Children's Program  
Coordinator)

Because of the amount of participation and investment by the community of Chilliwack for this project, the CLCS nominated it in May 2012 for a Council of the Federation Annual Literacy Award.

Decoda Literacy Solutions facilitated an opportunity for the CLCS to produce a letter to express **appreciation to the Province of British Columbia** for funds received towards Literacy Outreach Coordination in Chilliwack. Two letters were produced and are attached as Appendix C to this document.

**Below is a list of things that support literacy work:**

- Concrete community wide literacy plan
- Task group work plans paired with annual budgets
- Relationships, relationships, relationships
- Government and agency mandates that promote collaboration and literacy as a priority
- Funding and assorted other resources
- Access to local, regional and provincial expertise
- In kind contributions
- Learning opportunities
- Literacy resources
- A community that is aware of and cares about literacy
- Volunteers
- Learners
- Communication (i.e. media and partner promotional support)
- Committed and passionate leadership
- Skilled coordination and assistance
- Input, participation and feedback

## **6) Challenges:** the difficulties and what would help

Although, not insurmountable, there are “every day” ongoing challenges. And, for example:

- Moving forward with annual goals and priorities, and at the same time, finding ways and means to respond to new and emerging opportunities. Quarterly review of Workplans and budgets (progress, changes, delays) is helpful as this provides opportunity to re-prioritize as needed
- Changes in leadership: The CLCS has experienced a large turnover of Board of Directors in 2012. It is challenging for new members not be overwhelmed with the amount of information associated with the implementation of the multi faceted literacy plan. The organization has taken two actions this year to help this: 1) a basic Orientation for Board and Task Group members was developed and piloted in May 2012 and 2) the Society has applied for funding to hire Board Development coaches and trainers.
- The previous Cross Sector Workplace Essential Skills project ended in 2011. The project coordinator, Michael Berger is no longer with the CLCS. It has been challenging to keep momentum for this area of work without Michael’s expertise. Actions to mitigate this circumstance has included:
  - Relationship building with the Chilliwack Chamber of Commerce
  - Working with the Rotary Club to continue placing adult books (with shelves) in businesses and workplaces
  - Welcoming the CLCS board member with great expertise in Workplace Essential Skills as a new member to the Adult task group

## **FOR THE COMING YEAR:**

### **1) Are there new opportunities, challenges or issues in your community? How will you respond to those?**

In last year's report, the CLCS noted a hope that Decoda Literacy Solutions (BC's new provincial literacy organization) would be able to "take literacy to the next level by expanding partnerships, finding and providing sustainable funding, and using literacy as a key strategy to help solve fundamental societal issues and economic challenges in BC.". The CLCS is very pleased to report that the organization has received valuable support, training and funds through this organization over the past year; and are looking forward to future work with this organization.

A growing opportunity has presented itself in the strengthening of relationships with Ford Mountain Correctional Centre. Inmates have been trained as peer tutors in order to work with other inmates who have learning goals. An increasing number of inmates who are ESL has led to an interest in training volunteer inmates as Conversation Circle facilitators.

Unforeseen opportunities, challenges and issues will be addressed at Board and Task Groups as they emerge.

### **2) What goals, priorities or objectives will you work on in the coming year? What actions are planned against those goals?**

- Please find annual Workplans attached for each literacy strategy included as Appendix D in this report.
- Existing projects will go forward in their current form, except for the Workplace Essential Skills project as it is now complete. The CLCS will continue to focus on Workplace Essential Skills in a variety of ways
- Current emphasis on promotion and fund raising will continue

### **3) What will be required to meet the goals and effectively employ actions for the coming year**

The following list is a repeat of the list provided in question 5 above – things that support successful community literacy work.

- Concrete community wide literacy plan
- Task group work plans paired with annual budgets
- Relationships, relationships, relationships
- Government and agency mandates that promote collaboration and literacy as a priority
- Funding and assorted other resources
- Access to local, regional and provincial expertise
- In kind contributions
- Learning opportunities

- Literacy resources
- A community that is aware of and cares about literacy
- Volunteers
- Learners
- Communication (i.e. media and partner promotional support)
- Committed and passionate leadership
- Skilled coordination and assistance
- Input, participation and feedback

## Chilliwack Learning Community Society Relationships (June 2011 – May 2012)

	Organization	Relationships/Participation/Contributions
1.	98.3 The Hawk radio	✓ Advertising of Community Access to Literacy and Learning (CALL) program in-kind contribution
2.	Ann Davis Transition Society	✓ Received presentation about CALL (Community Access to Literacy and Learning) program ✓ Relationship through Chilliwack Child and Youth Committee
3.	Art of Living Productions	✓ Provided script and set coaching in preparation for the Shaw Literacy and Lifelong Learning video series ✓ Produced the “intro” and “extro” included in each video ✓ Produced a video to promote The Book Man’s Citrus-y Literacy fund raising campaign
4.	Cedar Ridge Tertiary Care Unite	✓ Received CALL program presentation
5.	Central Community School Society	✓ Assisted CLCS with child care details for “Stress Free Math Homework for Parents” workshop
6.	Central Elementary School Parent Advisory Council	✓ Provided leadership on working group for “Stress Free Math Homework for Parents” workshop
7.	Cheam Leisure Centre	✓ Host a Read While You Wait book bin ✓ Location of CALL program English Practice Group, ✓ In-kind donation through 50% reduction in room rental costs
8.	Chilliwack Alliance Church	✓ Provides space for tutor/learner pairs to meet under the CALL program
9.	Chilliwack Chamber of Commerce	✓ CLCS attended and provided a display booth at the fall 2011 business conference ✓ New Executive Director received presentation about CLCS in Jan. 2012 ✓ Hosted a City Wide Literacy Challenge ballot return box
10.	Chilliwack Chiefs Hockey Club	✓ Promoted the City Wide Literacy Challenge on their website, at hockey games and through a newspaper article in numerous ways ✓ Hosted a City Wide Literacy Challenge ballot return ✓ Currently working in partnership with the CLCS to develop literacy messages to play on hockey season 2012/12 video screen ✓ Has invited the CLCS to have a permanent static display at the Prospera Centre
11.	Chilliwack Child and Youth Committee	✓ The CLCS is a member, along with 17 other organizations ✓ Also an active member along with 8 other organizations on the Chilliwack Early Years committee ✓ Was a member of the Interagency Parenting committee until May 2012, when the committee ceased to exist
12.	Chilliwack Community Correctional Centre	✓ Hosted City Wide Literacy Challenge ballot return box ✓ Received a presentation about the literacy and CLCS programs
13.	Chilliwack Community Services	✓ Host a Read While You Wait Book Bin (Child Care Resource and Referral Program) ✓ Leadership and active membership on CLCS Board (Youth Services) and all task groups (Child Care Resource and Referral, Family Literacy/Gateway, Immigrant Services)

Organization	Relationships/Participation/Contributions
	<ul style="list-style-type: none"> <li>✓ Provided prizes for the City Wide Literacy Challenge (Child Care Resource and Referral)</li> <li>✓ Hosted 3 ballot drop boxes for the City Wide Literacy Challenge</li> <li>✓ Promoted and facilitated City Wide Literacy Challenge participation in various programs (i.e. Immigrant Services)</li> <li>✓ Participated in the Shaw TV Literacy and Lifelong Learning promotional series (Family Literacy, Child Care Resource and Referral)</li> <li>✓ Provides liability coverage under their umbrella for CLCS volunteers (Volunteer Chilliwack)</li> <li>✓ Relationship through Chilliwack Child and Youth Committee and Early Years committee</li> <li>✓ Received First Books for distribution to families</li> <li>✓ Recipient of Raise-a-Reader funds (Family Literacy Programs and Central Gateway for Families)</li> <li>✓ Provide meeting spaces at no cost to CLCS</li> <li>✓ Provides space for learner and tutor to meet under the CALL program</li> <li>✓ Hosts tutors during practicum portion of CALL tutor training</li> <li>✓ Immigrant Services provides referral service for learners, space for learners and tutors to meet, and computer access to learners and tutors</li> </ul>
14. Chilliwack Connect planning committee	<ul style="list-style-type: none"> <li>✓ CLCS participated in October “Chilliwack Connect” event</li> </ul>
15. Chilliwack Hospice Society	<ul style="list-style-type: none"> <li>✓ Recipient of First Books</li> <li>✓ Member of Chilliwack Child and Youth Committee</li> </ul>
16. Chilliwack Landing Leisure Centre	<ul style="list-style-type: none"> <li>✓ Host a Read While You Wait book bin</li> </ul>
17. Chilliwack Probation Office	<ul style="list-style-type: none"> <li>✓ Received CLCS as a guest and presenter during their “Literacy Audit” pilot project with Decoda Literacy Solutions</li> </ul>
18. Chilliwack Resource Centre	<ul style="list-style-type: none"> <li>✓ Received an informal presentation about the CALL program and promotional material about the CALL program</li> </ul>
19. Chilliwack School District 33	<ul style="list-style-type: none"> <li>✓ Key partner/leadership at CLCS Board table and Youth Task Group</li> <li>✓ Highly collaborative DLP/CLP partner</li> <li>✓ Sanctioned and hugely supported/participated in the City Wide Literacy Challenge</li> <li>✓ Provided leadership on working group (Central Elementary School Principal, Curriculum Department), space and refreshments for 10 classes of “Stress Free Math Homework for Parents Workshops”</li> <li>✓ Included CLCS as invited guest/presenter at a retirement event for Dr. Wiebe</li> <li>✓ Provides space for one learner and tutor pair for the CALL Chilliwack program</li> <li>✓ Working relationship with school at Ford Mountain Correctional Centre</li> </ul>
20. Chilliwack Society for Community Living	<ul style="list-style-type: none"> <li>✓ Hosted City Wide Literacy Challenge ballot return boxes</li> <li>✓ Relationship via Child and Youth and Early Years committees</li> <li>✓ CALL presentation to staff</li> </ul>

	Organization	Relationships/Participation/Contributions
21.	Chilliwack Times Newspaper	<ul style="list-style-type: none"> <li>✓ In-kind donation to CALL program through reduced advertising cost for Conversation Circle</li> <li>✓ Published articles about literacy, the CLCS, ESL Conversation Circles, volunteer tutor training and the City wide Literacy Challenge</li> <li>✓ Lead partner in City Wide Literacy Challenge</li> <li>✓ Hosted a City Wide Literacy Challenge return box</li> </ul>
22.	Chilliwack YMCA	<ul style="list-style-type: none"> <li>✓ Member of the Chilliwack Child and Youth Committee</li> <li>✓ Host a Read While You Wait book bin</li> <li>✓ Hosted a City Wide Literacy Challenge ballot return box</li> </ul>
23.	City of Chilliwack	<ul style="list-style-type: none"> <li>✓ Hosted a City Wide Literacy Challenge ballot return box</li> <li>✓ Hosted the Literacy Challenge prize draws (Mayor Gaetz)</li> <li>✓ Mayor and Council received a March 2012 CLCS delegation to thank the City and report on the Literacy Challenge results</li> <li>✓ Provided a letter of support for the CLCS nomination for a Council of the Federation Literacy Award</li> </ul>
24.	City Life Centre	<ul style="list-style-type: none"> <li>✓ Recipient of First Books</li> </ul>
25.	Coles Bookstore	<ul style="list-style-type: none"> <li>✓ Previously provided prizes for the City Wide Literacy Challenge (and we had enough left over to include some in this year's array)</li> </ul>
26.	Council of the Federation Literacy Award for British Columbia Selection Committee	<ul style="list-style-type: none"> <li>✓ The CLCS accepted an invitation to participate as a member of this committee for the 2011 award</li> </ul>
27.	Creative Centre Society	<ul style="list-style-type: none"> <li>✓ OWL (Outreach regularly at Cheamview Clubhouse,</li> <li>✓ CALL presentation to staff</li> </ul>
28.	Decades Coffee Club	<ul style="list-style-type: none"> <li>✓ Hosted the first Shaw video that introduces the CLCS and the topic of Literacy</li> <li>✓ Hosted a City Wide Literacy Challenge ballot return box</li> </ul>
29.	Decoda Literacy Solutions	<ul style="list-style-type: none"> <li>✓ Provides ongoing supports and resources</li> <li>✓ Is the conduit for Literacy Outreach Coordinator position funding, and Raise-A-Reader funds</li> </ul>
30.	Downtown Chilliwack Business Improvement Association	<ul style="list-style-type: none"> <li>✓ Hosted a City Wide Literacy Challenge ballot return box and promoted the event</li> </ul>
31.	École La Vérendrye	<ul style="list-style-type: none"> <li>✓ Hosted a City Wide Literacy Challenge ballot return box</li> </ul>
32.	Elder College	<ul style="list-style-type: none"> <li>✓ Hosted a City Wide Challenge ballot return box</li> </ul>
33.	Envision Financial branches: <ul style="list-style-type: none"> <li>• Chilliwack City</li> <li>• Sardis</li> <li>• Yarrow</li> </ul>	<ul style="list-style-type: none"> <li>✓ Provided leadership on CLCS Board of Directors (Executive) to January 2012</li> <li>✓ Hosted drop boxes for City Wide Literacy Challenge</li> <li>✓ Host a Read While You Wait book bin (Sardis)</li> </ul>
34.	First Book Canada	<ul style="list-style-type: none"> <li>✓ Provided 1384 new books for children and youth for distribution throughout the community of Chilliwack.</li> </ul>
35.	Ford Mountain Correctional Centre	<ul style="list-style-type: none"> <li>✓ Provide the material, and build the "Read While You Wait" lady bug book bins</li> <li>✓ Support and participate in the CALL Chilliwack program: <ul style="list-style-type: none"> <li>○ 8 trained peer tutors</li> <li>○ from FMCC for inmates needing tutors,</li> <li>○ provide space for learners and tutors to meet,</li> </ul> </li> </ul>

Organization	Relationships/Participation/Contributions
	<ul style="list-style-type: none"> <li>○ and allow inmates and peer tutors to meet with each other during their work day.</li> <li>✓ Host an annual internal Literacy Challenge and provide the number of participants to the CLCS for addition to the participation count</li> <li>✓ Donated prizes to the City Wide Literacy Challenge</li> <li>✓ Host a Christmas Reading to Loved Ones program</li> <li>✓ Include CLCS in Information Fairs for inmates</li> </ul>
36.	Fraser Health ✓ Public Health nursing staff received CALL program presentation
37.	Fraser Valley Child Development Centre ✓ Recipient of First Books ✓ Member of Chilliwack Child and Youth Committee, and Chilliwack Early Years Committee
38.	Fraser Valley Literacy Gatherings ✓ This is an informal group of literacy practitioners who gather 3 or 4 times per year to network and share information and resources about literacy programs and services throughout the Fraser Valley. CLCS coordinates have greatly benefited from relationships made through this group
39.	Fountain Tire ✓ Host a Read While You Wait Book Bin
40.	Fraser Valley Regional Library: <ul style="list-style-type: none"> <li>• Chilliwack Branch</li> <li>• Yarrow branch</li> </ul> <ul style="list-style-type: none"> <li>✓ Leadership and active membership on CLCS Board of Directors and Adult Literacy Task Group</li> <li>✓ Promote and refer learners to the CALL program (including community members interested in learning about computer use)</li> <li>✓ English as a Second Language Conversation Circle program host (and provide space, photocopying and promotional poster)</li> <li>✓ Provide photocopying Use of photocopy</li> <li>✓ Provides promotional flyer for the above noted program</li> <li>✓ Hosted City Wide Literacy Challenge ballot return boxes</li> <li>✓ Received First Books for distribution to families</li> <li>✓ Received Raise a Reader funds</li> <li>✓ Included CLCS in Book Blitz event</li> </ul>
41.	HUB International Barton Insurance Brokers ✓ Hosted a City wide Literacy Challenge ballot return box
42.	Mertin <ul style="list-style-type: none"> <li>• GM</li> <li>• Hyundai</li> <li>• Nissan</li> </ul> <ul style="list-style-type: none"> <li>✓ Host Read While You Wait book bins</li> </ul>
43.	Michelle's Family Hair Salon ✓ Host a Read While You Wait book bin
44.	Ministry of Children & Family Development ✓ Contributed funding to the Read While You Wait Book Bin project <ul style="list-style-type: none"> <li>✓ Host a Read While You Wait book bin</li> <li>✓ Hosted a City Wide Literacy Challenge ballot return box</li> <li>✓ Received First Books for distribution to families</li> <li>✓ Relationship through Chilliwack Child and Youth Committee and Early Years Committee</li> </ul>
45.	Ministry of Education ✓ Provides funds for the Literacy Outreach Coordinator position <ul style="list-style-type: none"> <li>✓ Provides direction for annual reporting</li> <li>✓ Extended invitations in 2011 and 2012 to CLCS Literacy Outreach Coordinator to be a member of the Council of the Federation Literacy Award selection committee</li> </ul>

	Organization	Relationships/Participation/Contributions
46.	Ministry of Advanced Education	✓ Granted Community Adult Literacy Program funds for the CALL program
47.	Ministry of Social Development	✓ Host a Read While You Wait book bin
48.	Ministry of Jobs, Innovation and Tourism	✓ Provide funding for the English as a Second Language Settlement Assistance program tutoring and English Practice Group (Conversation Circle) components of the CALL Chilliwack program
49.	Money Concepts	✓ Host a Read While You Wait book bin
50.	Mountainview Cleaning	✓ Host a Read While You Wait book bin
51.	MTI College	✓ Host a Read While You Wait book bin ✓ Hosted a City Wide Literacy Challenge ballot return box
52.	Oasis Outreach society	✓ Received an informal presentation and promotional material about the CALL program
53.	Pacific Community Resources	✓ Received First Books for distribution ✓ Member of Chilliwack Child and Youth Committee
54.	Rotary Club of Chilliwack	✓ Current interest in having a representative on the CLCS Board of Directors ✓ expression of interest for Have expressed interest in representation of the CLCS Board of Directors
55.	Salvation Army	✓ Received informal presentation and promotional material for the CALL program
56.	Sardis Doorway	✓ Participated in the City Wide Literacy Challenge ✓ Received Raise a Reader funds
57.	Science World	✓ CLCS participated in winter Community Science Celebration event
58.	Shaw TV Chilliwack	✓ Produced 5 literacy and lifelong learning videos with CLCS
59.	Skills Connect	✓ Received CALL program presentation
60.	Star 98.3 radio	✓ Provided large in kind media coverage donation for City Wide Literacy challenge ✓ Hosted the CLCS on a morning radio show to talk about the results of the Challenge ✓ Provided an electronic copy of the radio chat
61.	Starbuck's Coffee - Promontory	✓ Hosted a Read While You Wait book bin
62.	St. Mary's Catholic School	✓ Hosted a City Wide Literacy Challenge ballot return box
63.	Sto:lo Nation	✓ Represented on the CLCS Board of Directors (Sto:lo Aboriginal Skills & Employment Training) ✓ Recipient of Raise a Reader funds (Aboriginal Supported Child Development Program) ✓ Recipient of First Books for distribution to families (Aboriginal Supported Child Development Program) ✓ New representation at CLCS Early Family Literacy Task Group (A:Imelhawtxw Early Education Centre (and includes Head Start Family program, Aboriginal Parents as Literacy Supporters, Mother Goose, Nobody's perfect) ✓ New representation at CLCS Adult Literacy Task Group ((Sto:lo Aboriginal Skills & Employment Training) ✓ Relationship through Chilliwack Child and Youth Committee, and Chilliwack Early Years Committee

	Organization	Relationships/Participation/Contributions
64.	StreetHope of the Fraser Valley	<ul style="list-style-type: none"> <li>✓ Hosted a City Wide Literacy Challenge ballot return box</li> <li>✓ Assisted the CLCS with acquiring furnishings and moving to a new office space</li> </ul>
65.	The Carbon Farmer	<ul style="list-style-type: none"> <li>✓ Donated a prize to the City wide Literacy Challenge</li> </ul>
66.	The Book Man	<ul style="list-style-type: none"> <li>✓ Active member on CLCS Early Family Literacy Task group</li> <li>✓ CLCS Board member to May 2012</li> <li>✓ Lead planning and promotional partner for the City Wide Literacy Challenge</li> <li>✓ Hosted the City Wide Literacy Challenge on-line ballot option on their website (linked from the CLCS website)</li> <li>✓ Provided prizes for the City Wide Literacy Challenge</li> <li>✓ Spearheaded the CLCS promotional videos project. CLCS members sometimes refer to the project as "Amber's Promotional Project"</li> <li>✓ Hosted a "Citrus-y Literacy" fund raiser for the CLCS in May/June 2012</li> </ul>
67.	Ultra Wash	<ul style="list-style-type: none"> <li>✓ Host a Read While You Wait book bin</li> </ul>
68.	University of the Fraser Valley	<ul style="list-style-type: none"> <li>✓ Hosts OWLs on practicum, space for learners and tutors, space for tutor training, referral through University Upgrading and Preparation department</li> <li>✓ Provided office space, furnishings, phone/internet access until May 2012</li> <li>✓ Provide membership and leadership to the CLCS Board of Directors and Adult task group</li> </ul>
69.	Willow Dental	<ul style="list-style-type: none"> <li>✓ Host a Read while You Wait book bin</li> </ul>

Please accept our sincere apologies for any items that may have been inadvertently missed on this list

## Raise-a-Reader funding distribution to May 31, 2012

<b>Family Literacy Programs (programs with 4 or more Family Literacy Components)</b>	
Chilliwack Community Services' Families in Motion program The Raise a Reader funds will contribute to the wages for the Adult Facilitator position as well as program curriculum materials and supplies.	\$1750.00
Chilliwack Community Services' Family Literacy Program at Central Gateway for Families The Raise a Reader funds will be contributed to the wages for the Adult Facilitator position as well as program curriculum materials and supplies.	\$1000.00
<b>Family Literacy Initiatives (Programs with less than 4 Family Literacy Components)</b>	
Chilliwack Learning Community Society's Marci's Family Literacy Workshop Funds will be used to purchase workshop supplies, and take home kit supplies for parents. Targeted numbers are 8 parents x 3 workshops	\$500.00
Sardis Doorway program for single mothers and their children Funds will be used to facilitate a minimum of 4 workshops for the parents, the 'hands on' components and supplies for the parents to take what they learn home as well as purchasing the books needed for the year's home reading program and other books to be used as children's Christmas gifts.	\$1250.00
Chilliwack Learning Community Society Stress Free Math Homework for Parents Funds will contribute to take home math activity kits and the facilitator's fee, Child Care costs and stationary. Targeted goal is 24 math classes in 2012, with a maximum of 12 parents per class.	\$1750.00
Aboriginal Supported Child Development Story Time in the Park (2 summer sessions) Funds will purchase a new book for each infant and toddler attending the program. Other related program supplies may also be purchased (i.e. Food/refreshments)	\$250.00
Fraser Valley Regional Library, Chilliwack Branch Books for Babies The Raise a Reader funding provided to the library will be used to purchase parts of the Books for BC Babies kits for 2012.	\$250.00
<b>Other notes/progress</b>	
Chilliwack School District PALS programs (Parents as Literacy Supporters) A representative from the School District will be in touch with the CLCS about this as soon as possible.	\$750.00
A representative from Sto:lo Nation early childhood and family programs attended the May CLCS Early Family Literacy meeting. Raise-a-Reader funding information was then forwarded, and an expression of interest for funds has been received..	
Contingency: These funds will be given to additional programs (i.e. perhaps Sto:lo above) and/or divided between the existing list by Sept. 1, 2012	\$2500.00
<b>Total</b>	<b>\$10,000.00</b>



April 13, 2012

Brenda LeClair  
Chief Executive Officer  
Decoda Literacy Solutions  
Suite 560, 510 Burrard Street  
Vancouver, BC V6C 3A8

Dear Brenda;

Thank you for providing an opportunity for our group to gather thoughts and express appreciation about the value of the Literacy Outreach Coordinator position in Chilliwack.

Our Literacy Outreach Coordinator has contributed in numerous ways to the many successful literacy initiatives our community has achieved in recent years. This position has allowed for consistent, knowledgeable, in-depth community development that has built on the goals of our Community Literacy Plan. The Coordinator has played a significant role in providing strong leadership and education to the Chilliwack Learning Community Society Board of Directors and task groups.

The Coordinator acts as a valuable bridge between literacy promotion and community groups. Community groups are keen to get involved and contribute significantly to Chilliwack literacy work in funds, materials and volunteers. However, without the work of the LOC to request and give direction to their contributions, it wouldn't be happening.

Our Literacy Outreach Coordinator has a wealth of knowledge, experience, and connections on all aspects of enhancing literacy. She is a vital point person for people in our community who work in education (early childhood, public school, adult), corrections, immigrant settlement, library services, media, service clubs, businesses, and more. She literally puts a face to our community literacy programs on Shaw TV.

This position is absolutely imperative. Every life that is touched with literacy is a miracle unto itself, and the work provided by the Literacy Outreach Coordinator is invaluable to ensuring that community literacy is a living, breathing entity.

Coordinated community level literacy work is an essential component and contribution to *putting families first* in British Columbia. The absence of the position could result in decreased continuity of service and fewer literacy volunteers, which would result in fewer people receiving the help they need.

Our community values the work of our LOC and appreciates the provincial support for this important work. Money put towards literacy is an investment, not an expense. This investment pays dividends in a better educated workforce with stronger essential skills of reading, writing, document use, computer

skills, and more. Low literacy is hard on families and individuals. It is correlated to underemployment and crime. Building literacy is a wise investment for all.

Thank you for remembering the absolute importance of literacy for all citizens of our Province. Literacy unlocks the keys to success in life, and investing in literacy initiatives and Literacy Outreach Coordinators is investing in the success in the citizens of British Columbia. The Province of BC should be commended for their foresight and commitment to financially supporting the coordination positions in our communities.

Sincerely, on behalf of the Chilliwack Learning Community Society Board of Directors

Julie Pariseau

President

Phone (604) 393-3251

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Jennifer Douglas

Vice President

Phone (604) 792-1941 ext 233

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To Whom It May Concern-

I am writing this letter to express my views regarding the position of Literacy Outreach Coordinator for Chilliwack. I am the Community Child and Youth Coordinator for Chilliwack, and am quite familiar with the work of Debbie Denault.

From what I have observed, Debbie is a tireless literacy champion in the Chilliwack community. Debbie sits on a variety of community tables that I am involved with; her involvement as a LOC helps agencies in our communities stay aware of the literacy issues, events and projects in Chilliwack; relating to children, youth, and families.

As I am sure you are already aware of, literacy is the cornerstone for success. As many Chilliwack residents struggle with poverty, apathy, and a general lack of skills, the Literacy Outreach Coordinator is essential in organizing and creating literacy programs to fill the void. From “cradle to grave”, these services are available and accessible to everyone, of all ages. From community read-while-you-wait book bins for children, math “literacy classes for parents to help their children, to a series of informational videos produced by Shaw, to the Chilliwack Literacy Challenge; the list of services and events are plentiful.

If Chilliwack did not have a Literacy Outreach Coordinator, the connection between the CLCS and the community agencies would be lost. The diversity and scope of exciting promotions and activities surrounding literacy in Chilliwack would also disappear. Debbie is truly the “literacy spark” in our community; she inspires, informs, and engages.

I would like to take this opportunity to thank the provincial government for their support of this important position in our community. The more investment in children, youth, and families, the greater the return to our community.

Yours Truly,

Cynthia Parasiliti

Child and Youth Coordinator-Chilliwack

(604)845-2258

chwkchildandyouthcoord@gmail.com

**CLCS Adult Task Group (excludes CALL)  
Draft 2 Workplan 2012**

**Strategy #1:** Reach out to adults in need of help from others. Give them support, services and programs that bring back the desire to learn.

**Strategy #1 Outcome:** To have service providers working with literacy coordinator: creating programming that weaves literacy into the service they provide and directing their clientele toward available programming so that their clientele seek out this programming.

**Adult Task Group**

**1. Increase CLCS Adult Task Group membership (ATG)**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & CALL Coordinators Meeting space TG Leadership	The ATG is thriving	Promote Adult Literacy Task Group and Workplan	Identify and invite and orient new members	TG membership list  Increased membership noted in ATG reports	TG membership is increased to at least 6 Members attend & enjoy meetings	Ongoing 2012	Current TG members and Coordinators

**Weaving Literacy into the Community of Chilliwack**

**2. Training for service providers**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs (products)</b>	<b>Success Indicators</b>	<b>Time line</b>	<b>Responsibility</b>
LOC & CALL Coordinator	Short term: The CLCS makes well informed decisions about what literacy training to offer community service providers	Survey the community to establish interest In OWL or Weaving Literacy into programs and services training  Note: include question for organizations about interest in Christmas Reading program	<ul style="list-style-type: none"> <li>• Purchase CLCS Survey Monkey subscription</li> <li>• Develop survey</li> <li>• Distribute</li> <li>• Collect</li> <li>• Collate results</li> <li>• Discuss/plan at Adult Task group</li> </ul>	1 survey  Results report  Training plan (if warranted)	CLCS understands and responds to community interest/need	2012	LOC and Adult task group

### 3. Learning Disabilities (LD)

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs	Success Indicators	Time Line	Responsibility
\$ LD carry forward funds	Increased community knowledge about the topic Learning Disabilities, and what programs, services and expertise exists in our community	Choose next steps from those identified at Community Conversation	Review LD report Plan Implement	<ul style="list-style-type: none"> <li>- A “next steps” plan</li> <li>- 1 LD mtg./event</li> <li>- Press release/articles in 2 newspapers</li> </ul>	<ul style="list-style-type: none"> <li>- action items are realized</li> <li>- service providers report that they gained understanding and directing their clients to seek programming and/or including literacy programming into services</li> </ul>	By Dec. 2012	LOC and TG members

### 4. Christmas Reading Program

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs	Success Indicators	Time Line	Responsibility
\$: (CLCS & FMCC) LOC, Annette & volunteers Program supplies	People are reading for each other	Implement annual reading program at Ford Mountain Correctional Centre	Record & edit adults reading books for their loved ones	Recorded CDs and books delivered to FMCC	+ feedback from FMCC	Oct. to Dec.	LOC
				Recorded CDs and books delivered to one new site (i.e. Chilliwack Community Correctional Centre)	One new site involved + feedback		

### 5. Computer Training

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs	Success Indicators	Time Line	Responsibility
LOC and Annette time	Easy access to computer training	Promote Adult Computer literacy/learning opportunities	Identify sources for courses Create and post Establish update routine	List posted on CLCS website (incl. CLCS course – Marci)	Community members accessing list	2012	LOC

## 6. WES/Rotary Book Shelf Program

Inputs	Outcomes	Activities	Steps within activities	Outputs	Success Indicators	Time Line	Responsibility
Rotary Club leadership  LOC & Annette	The WES/Rotary book shelf program is well established	Promote the Rotary book shelf program	Contact Rotary quarterly for check in/updates	Location list posted on CLCS website and facebook	Rotary and CLCS refer new locations to each other for adult book shelves and Read While You Wait book bins  Book Shelf locations posted on CLCS website and facebook	2012	LOC (and EFL when appropriate)

### Changes made to Workplan (items from 2011)

- “Family Literacy” items have been removed from the Adult Task Group Workplan
- The following items have been moved to a new “Promotions and Relationship/Partnership Building” Workplan
  - WES facebook
  - Amber’s Promotional project (Shaw videos)
  - Chilliwack Chamber of Commerce items

## CALL CHWK WORKPLAN 2011-2012

ACTIVITIES	RESPONSIBILITIES	TIMELINE	RESOURCES	OUTCOMES	PERFORMANCE MEASUREMENT
<b>Goal 1</b>					
<p>1.a) Recruit learners</p> <p>b) presentations to community organizations that support marginalized adults or support adults who are ESL</p> <p>c) assess learning needs; set goals; match learners/OWL</p> <p>d) assess progress</p> <p>e) assist ESL adults to feel settled in the community through opportunities to practice English</p> <p><b>CHALLENGE:</b> time delays in matching tutors with learners <b>RESOLUTION:</b> small group sessions until tutor availability allows one-on-one matches</p>	<p>a-c) CALL Chwk Coordinator</p> <p>d) Owls &amp; CALL Coordinator</p>	<p>a) Ongoing</p> <p>b) bi-monthly and as requested</p> <p>c) on intake, and as learner needs change</p> <p>d) Monthly (OWLs); quarterly and upon departure from program (Coord.)</p> <p>e) ongoing</p>	<p>Support from community-based agencies</p> <p>c/d) "Crosswalk" table (CALP, CLB, WES, ALFE) Appendices A-D</p> <p>e) rental space for conversation circles</p>	<p>40 individualized learning portfolios</p> <p>20 individualized transition plans</p> <p>Intake, interim and exit benchmark assessments reported to stakeholders and funders</p> <p>ESL adults learn about community resources, develop friendships, and improve their English</p>	<p>Database tracking of learners</p> <p>CALP Benchmarks and Appendices A-D</p> <p>Canadian Language Benchmarks</p> <p>Tutor progress reports show learners are progressing</p> <p>Matches stay in place over a period of time</p> <p>Learners continue to meet with tutor</p> <p>Target number of learners is met</p> <p>Increased number of referrals from businesses and community agencies</p> <p>ESL learners continue to attend conversation circles, and use them as a springboard to attend classes requiring more proficient English</p>

ACTIVITIES	RESPONSIBILITIES	TIMELINE	RESOURCES	OUTCOMES	PERFORMANCE MEASUREMENT
<b>Goal 2</b>					
<p>2.a) recruit volunteers to train as OWLs</p> <p>b) train OWLs in adult learning competencies, one-to-one tutoring principles</p> <p>c) provide ongoing support to OWLs</p> <p>d) provide resources and instructional materials</p> <p><b>CHALLENGE:</b> UFV fiscal restraint prevents in-kind contribution for tutor training.  <b>RESOLUTION:</b> tutor training through pooled community resources</p>	<p>CALL Chwk Coordinator, media and business partners</p> <p>CALL Chwk Coordinator., CLCS Adult Task Group, UFV</p>	<p>Sept 1 2011 – Aug 31, 2012</p>	<p>CALP funding ESLSAP funding</p> <p>Media campaign</p> <p>Promotional Materials &amp; activities</p> <p>CLCS &amp; ESLSAP Website</p> <p>ESLSAP online training Conversation Circle training</p> <p>Check in calls/emails office visits btwn CALL Coord and OWLs</p> <p>Instructional materials sourced from VCC, Decoda, ESLSAP, NALD, ChwkComm Services</p>	<p>20 OWLs recruited</p> <p>2 VALT workshops provided by CLCS stakeholder reps</p> <p>New OWL internet based resource site</p> <p>Upgraded CALL data base &amp; tracking system</p>	<p>Focus groups</p> <p>Satisfaction surveys</p> <p>Usage of online resources</p> <p>Tutor training practicum evaluation</p> <p>Existing and new tutors commit to tutoring this year</p> <p>Tutors commit to ongoing training sessions</p>

ACTIVITIES	RESPONSIBILITIES	TIMELINE	RESOURCES	OUTCOMES	PERFORMANCE MEASUREMENT
<b>Goal 3</b>					
<p>3a) presentations to community services/FMCC staff/probation officers/RCMP community liaison/Chamber of Commerce</p> <p>3b) media campaign, liaison with family literacy coordinator; liaison with agricultural community to access farm workers</p> <p><b>CHALLENGE:</b> increasing # of non-English speaking farmers employing low literacy workers  <b>RESOLUTION:</b> presentation to local agricultural committees</p>	<p>CLCS Adult Task Group, District Literacy Plan stakeholders, CALL Chwk Coordinator, community service organizations, media partners, community corrections representatives</p>	<p>ongoing</p>	<p>Statistical reports on literacy levels and their effect on communities</p> <p>Promotional materials</p> <p>Brochures</p> <p>Websites</p>	<p>Service providers and referral agencies report increased knowledge about literacy and tutoring</p> <p>Inmates and Parolees using OWLs</p> <p>Successful embedding strategies</p>	<p>Database tracking</p> <p>Performance surveys</p> <p>Feedback from agencies after presentation</p> <p>Referral protocol established with Ford Mtn Correctional Centre, community probation offices and RCMP</p> <p>Increased use of OWLs in the workplace</p> <p>OWLs placed in service orgs/ classrooms/workplaces</p>

## January - December 2012 Work Plan – for CLCS Early Family Literacy Task Group

### ACRONYMS

EY	Early Years	CCS	Chilliwack Community Services	CLCS	Chilliwack Learning Community Society
CLP	Community Literacy Plan	ECD	Early Child Development	EFL	Early Family Literacy
ESL	English as a Second Language	FLP	Family Literacy Program	FRP	Family Resource Programs
LOC	Literacy Outreach Coordinator	MEIA	Ministry of Employment and Income Assistance (BC)		
OWLs	Outreach Workers for Literacy	SM	Social Marketing	TG	Task Group
UFV	University of the Fraser Valley	WES	Workplace Essential Skills		

**Strategy # 2<sup>i</sup>** Locate and support isolated parents with young children at risk of not being reading-ready for Kindergarten & isolated & unregistered child care providers to gain awareness, skills and tools to foster pre-literacy & emerging literacy development in young children in their care.

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs (products)	Success Indicators	Time Line	Respons ibility	Status of Activity
\$4,750 from Literacy Now  \$2,658.59 carry forward funds <sup>ii</sup>  MCFD grant \$2,629 CLCS & tg members  staff  volunteers  EY partnership ?  equipment & supplies  in-kind facility space for meetings, forums, etc.	Increased child engagement with books and parental reading with children	a) Books-and-community-readers-outreach: Phase 2 <sup>iii</sup> – 2010 Increase availability and accessibility of quality children's literature by enhancing and expanding EY Book Bins project	Activities: i. Solicit & distribute more book bins. Complete & distribute parent brochures with bins.  ii. Resolve insurance liability coverage for book bin / community reader volunteers  iii. Recruit, train, deploy and support volunteers to maintain book bins in sites throughout the community.  iv. Develop a tool(s) and method for gathering info on use and impact of book bins	Books, materials  coverage  Trained volunteers Assignment list  Data- gathering tool	Bins in 60% more locations than in Jan 2011 (10 bins)  coverage  Coordinator reports sites are well main- tained Volunteers report satisfaction with their roles and support. Data available for evaluating use & impact.	By Dec 2012  May 2012  Pilot in 2012  Collect data every 4-6 weeks	EFL tg  LOC/EFL tg  EFL tgs  EFL / SM TGs	15 bins Mar 2012 Inventory of 1153 books  Request made to the Library  Not started
	Increased parental awareness of the role they can fulfill in their children's pre- and emerging literacy	b) Develop and pilot family literacy workshops in early childhood / family programs with intent to recruit and train volunteers to replicate the FLW <sup>iv</sup>	i. Deliver 3 workshops with trainee facilitator(s)	3 workshops At least one new facilitator	Facilitator confident to deliver workshops	By Dec 2012	Marci	

	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs (products)</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>	<b>Status of Activity</b>
<u>Constraints</u> Liability insurance coverage for book bin volunteers  supervision of OWLs / volunteers  \$500 ?	Increased literacy of parents who are isolated or struggle with literacy and reading - readiness of their children	c) Recruit, train & place OWLs / volunteers to support families with young children and EFL early years projects	i. Develop / deliver training specific to early & family literacy for OWLs, family literacy workshop facilitators & community readers  ii.. Place OWLs in family development programs and volunteers in projects. OWLs support staff in literacy focus and build relationships with families who can benefit from matches  iv. Support emerging matches with individual parents	Training curriculum & facilitators  Trained EY OWLs & volunteers  OWL-family matches	OWLs express confidence in their role and skills  Programs satisfied  Parents setting & progressing on lit. goals	Ongoing	LOC  LOC  LOC / OWLs / volunteers  LOC	Training plan with facilitators almost complete  Ongoing, e.g. FRP's, Doorway, CCS FLP's  New stats available in the fall of 2011?
<u>Constraint</u> Task group members time  Difficulty in locating isolated, unregistered childcare providers	Previously isolated, un-registered childcare providers have increased lit. activities and connections to community supports	d) Reach out to isolated, unregistered childcare providers through materials in book bins & book bin volunteers	Develop promo material targeted to childcare providers who can benefit from additional supports & locate it with book bins. Use in Shaw promo project	Targeted messaging	Unregistered childcare providers contact CLCS or CCRR due to materials		EFL TG and LOC	Approved plan to provide boxes of books to un-registered providers & info on benefits of registering
Time availability of home visiting staff given workload	Home visiting personnel are adequately informed to facilitate connection of isolated, vulnerable families to early years programs.	e) Orient home visiting personnel, (e.g. health, child protection) to EY programs and how to connect isolated, vulnerable families to them. Orient EY programs to literacy outreach initiative and how to connect families with OWLs	i. Identify Target particular home visiting programs that see families with young children  ii. Collaboratively with EY Committee, develop an action plan to provide orientation to home visiting personnel to early years programs and how to connect isolated, vulnerable families to them	Meetings with home visiting programs  An action plan	Home visiting programs report increased effort to connect families to programs		LOC/EFL	Debbie & Marci met with HU personnel  To be reviewed in 2012

**Strategy # 3** Collaborate with EY Committee to develop a long-term sustainability plan for the neighbourhood-based system of high-quality family development programs for children in their early years and their families. Promote local support to increase program sustainability. [Review relevance of # 3 at this time.](#) [Consider recommendation to board for updating over the coming year.<sup>v</sup>](#)

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs (products)	Success Indicators	Time line	Respons ibility	Status of Activity
EY Strat Plan  Time from EY members and EFL TG  Supplies / printing \$ from Literacy Now	Raise a Reader funds distributed  Clarity & consensus between EY Committee & CLCS on the framework & programs desired.	a) Establish understanding within EY Committee of need for identified framework & programs that fit criteria	i. Draft CLCS process to allocate Reader funds in community for board approval.  Draft criteria to define family literacy programs as distinct from other early years & family programs. Seek meeting with EY chairs to discuss partnership issues including a working agreement on definition. <sup>vi</sup>	Document outlining process agreed upon criteria	Community & stakeholder satisfaction with process  EY Committee & CLCS report satisfaction on shared vision definitions			
CLCS members  staff  equipment & supplies  \$4,000 MEIA funds <sup>vi</sup>  Community donations  EY grant \$4,978	Increased awareness among potential local funders of the value of EY programming & need to support them financially on a long-term continuing basis.	b) In collaboration with SM, raise public awareness about the importance of early childhood and of early childhood, parent support and family literacy programs and how they inter-relate.  c) Raise awareness of the need for community support of programs and of sponsorship opportunities.	i. Compile tools / information for EFL TG member orientation to local early years network and data. Incorporate plan to review TG Terms of Reference annually. ii. Collaborate with SM TG to plan a Literacy Celebration  iii. Collaborate with SM TG to assemble/develop material to present need, benefits and opportunities of early & family literacy. Use in Shaw project & Book Sellers or other Breakfasts? iv. Raise awareness among business connections & bridge to EY Coordinator	presentations materials  A series of coordinated literacy events  New materials e.g. posters, video brochures, Power Point, TV slots) Proposal to EY Material targeting business	TG members more familiar with network & data  Increase in connections with non-traditional partners  Materials being used or distributed  New community sponsorships	2012          2011	EFL & SM TGs       EFL & SM TGs    EFL TG	To be started  Exploring SM & EY interest  In progress  Proposal denied Link EY to Kershaw talk to Chamber

<sup>i</sup> Strategies 2 and 3 are reversed in positioning subsequent to the original version of the CLP

<sup>ii</sup> MEIA funds are to assist with activities that support / increase / promote social inclusion

<sup>iii</sup> Phase 1 acknowledges that the Book Bins project originates with the Early Years Committee and includes the initial partnering of CLCS-EFL to solicit additional gently used books. Phase 2 is the expansion and enhancement made possible in part through the Chilliwack Foundation. Phase 3 of the plan is for future development of Community Reader volunteers to read in book bin and other sites.

<sup>iv</sup> Earlier editions of the plan stated in error that the intent was to train service providers in their own programs, as opposed to training volunteers.

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<sup>v</sup> E.g. Promote and support no-cost family literacy programming that is integrated into the network of services for families with young children, collaborating with the Early Years Committee where possible and appropriate.

<sup>vi</sup> MEIA funds are to assist with activities that support / increase / promote social inclusion

<sup>vii</sup> A working local agreement with EY on a definition of family literacy programs will provide a foundation for collaborating on sustainability and potentially for CLCS EFL funding decisions

DRAFT

**CLCS Youth Literacy Task Group  
Work Plan 2012 (January to December)  
Draft 2: March 2012**

<b>Inputs</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within Activities</b>	<b>Outputs (products)</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>	<b>Status</b>
TG & Coordinator time	The CLCS <b>Youth Task group</b> is an effective stakeholder group within the community.	The CLCS will remain a regular member at the CYC table	LOC attend CYC meetings regularly.	LOC attendance at CYC noted in LOC reports	CYC members can say they are more informed about the work of the CLCS  The CLCS receives requests/referrals from CYC member organizations	2012	LOC	
			Take information back and forth between CYC, Youth Matters and CLCS Youth TG	CYC updates included in Youth Tas Group reports	The TG members can say that they are more informed of the work of the CYC	2012	LOC and TG members	
Funds: \$5698.00  Math workshop Facilitator  Partnerships  LOC time	Long term: An increased number of students are not struggling with grade 7 math  Short Term: An increased number of parents and OWLs have the knowledge and confidence to help someone else with basic math.	Provide <b>workshops about elementary school level math concepts</b> for parents and their children  Determine ways for CLCS OWLs to benefit and/or contribute to the program	Standard workshop planning steps and collaborative planning with stakeholder groups	24 math sessions @ 2 hours each, with math kits, child care and refreshments provided	Parents attend and report increased knowledge and confidence  Children have opportunity to play “math games” with parents  The program is deemed “sustainable” in one school by Dec. 2012	2012	LOC,  Math facilitator  CLCS CALL Coordinator,  additional community stakeholders	

Inputs	Outcomes	Activities	Steps within Activities	Outputs (products)	Success Indicators	Time Line	Responsibility	Status
School District 33 staff  Task Group & LOC Time	An increased number of <b>Aboriginal Youth are receiving tutoring to support them in continued learning.</b>  An increased number of Aboriginal youth are reporting success in learning and/or graduating	Assess the feasibility of extending the Aboriginal youth-to-Aboriginal youth tutoring program	Discuss this item with SD 33 reps. To determine if the program will continue at GW Graham only, and/or with Shxwetetilthet	A program: training curriculum, training, tutors & learners, evaluation	Aboriginal stakeholders are working with CLCS on the development of this project  Youth participate as OWLs and learners  Evaluation is complete  Recommendations are made	2012	Youth Task Group	
Chilliwack Child and Youth Committee  LOC time  Please note <sup>1</sup>	<b>Goal #1</b> - Continue to develop <b>community engagement</b> strategies & tools to improve client access to services.  1.1.1 Increased community/youth participation at the annual conference	CLCS attend annual ABC conference	Promote event within CLCS  Register for attendance and display table  Provide feedback on event	ABC Conference post on Facebook  CLCS display table at event	ABC participants visit CLCS table. Interest is generated for CLCS Youth Task Group, CLCS Family Literacy and CALL programs	April 2012	LOC	
Chilliwack Child and Youth Committee  LOC time	1.2 Building <b>partnerships with Aboriginal service Providers</b>	1.2.2 Replicate Building Bridges event/conference	Peruse opportunity for the CLCS to be involved in the planning and implementation of a Building Bridges event	Building Bridges event  CLCS representation on planning committee	CLCS has more relationships with Aboriginal program service providers	2012	LOC	

Inputs	Outcomes	Activities	Steps within Activities	Outputs (products)	Success Indicators	Time Line	Responsibility	Status
Chilliwack Child and Youth committee  LOC time	Increased numbers of parents and service providers <b>access information about programs and services</b>	1.4 Develop CYC website; options include partnering with City of Chilliwack Website and with Early Years web site initiative.	CLCS representation on website development committee	Input re: design and population of site	Website population is complete  Relevant CLCS programs and services are represented/included on site	CYC goal is by March 31 2012	LOC	
Chilliwack Child and Youth committee  LOC time	Community Stakeholders have <b>up to date information about the CYC</b> and its activities	1.6 Update and facilitate annual presentations to key stakeholders: City Council, SD #33, Fraser Health, Chamber of Commerce, MCFD, FVAACFS, faith groups.	CLCS assistance or representation if/as needed	LOC in attendance at at least one engagement	CLCS contributes in some way to this item	2012	LOC	

Acronyms:

ABC Action Builds Community

CLCS Chilliwack Learning Community Society

CYC Child and Youth Committee

FVAACFS ?

LOC Literacy Outreach Coordinator

MCFD Ministry of Children and Family Development

SD School District

TG Task Group

<sup>i</sup> Items below this point are from the CYC Action Plan.

**CLCS Promotions and Relationship/Partnership Building  
Work Plan 2012 (January to December)  
Draft 2: March 2012**

*The Chilliwack Learning Community Society builds relationships and partnerships to better meet the learning needs of all community members, to make possible the successful learning, development and growth of the individual, the family and the community.*

**1. Amber's Promo project**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC , Amber and additional participants' time  production funds  Set materials	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	Continue to produce videos about Chilliwack's literacy and learning programs and services	Identify themes and producers  Plan & produce videos	4 new videos	CLCS likes them, and is promoting and using videos  People tell us they have connected with CLCS as a result of viewing a video	2012	LOC & Amber and....

**2. BC Literacy Database**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC and Annette time	The database of literacy programs and services in Chilliwack is up to date on the CLCS website	Update the information	Contact community organizations listed on the database to a) remind them that their programs are listed and b) invite them to make changes or request that the CLCS makes the updates on their behalf	Up to date database	Quarterly review and updates	2012	LOC & Annette

**3. Chilliwack Chiefs**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC and CALL Coordinator time  Chiefs Hockey Club interest/time	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	Develop a plan for CLCS promotion with/by the Chilliwack Chiefs Hockey Club	Meet with Chief's representatives to agree on an action plan	Permanent CLCS display at Prospera. Lit. and educ. items on Chiefs game screen	People let us know that they have connected with the CLCS as a result of our promotional presence	2012	LOC and CALL Coordinator

**CLCS Promotions and Relationship/Partnership Building  
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**4. CLCS Promotional Material**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC, CALL Coordinator and Annette time	The CLCS has increased its array of promotional material	Purchase at least one new CLCS sign/banner to use at displays	Design banner, obtain at least one quote, choose company, purchase banner/sign	1 new sign/banner	The CLCS is satisfied with the new product	2012	LOC & CALL Coordinator
Funds	The CLCS has new contact info. on promotional material	Revise and reprint CLCS material	Gather quote, make revisions, purchase products	Updated brochures, book marks and business cards	Completion of this task soon after new office space is secured		

**5. Community events**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC and CALL Coordinator time  CLCS promotional material  Activity supplies	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	CLCS participation in community wide events	Pursue or respond to invitations to events  Plan/produce tailor made display (and sometimes activities) for each event	Displays at 3 community events	People tell us they have connected with CLCS because of our attendance  Our display is well attended, and we are satisfied with the type and amount of material distribution or activity participation	2012	LOC & CALL Coordinator  With help from Annette, Board and task group members as needed

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**6. Facebook**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & Annette time	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	CLCS maintains its Facebook group page	LOC & CLCS members identify items for posting  Annette posts	1 post on each topic area per week = approx. 5 posts per week, and 200 posts per year  Topic areas are: 1. CALL promotion (volunteers or tutor recruitment or success), 2. an item from National Adult Literacy Database, 3. CLCS news 4. Invitation to donate to CLCS programs and services, 5. A partner organization learning event.	Dec. 2011 statistics are maintained or increased: "likes" – 128  People tell us they have connected with CLCS because of our page	2012	LOC and Annette (and CALL Coordinator and CLCS board and Task group members as needed)

**7. Presentations about CLCS**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & CALL Coordinator time  CLCS promotional material	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	Presentations to individuals or groups interested in the CLCS	Identify target groups and/or respond to invitations	12 formal presentations	New or increased relationship or participation with CLCS and/or referrals as a result	2012	LOC and CALL Coordinator, CLCS board and task group members

**8. Website**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & Annette time  Funds to upgrade website	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	Upgrade the CLCS website and maintain it	Choose designer Build, review, approve and launch	New site  2 "new site" promos	CLCS is satisfied  People let us know that they have connected with the CLCS as a result of our website	2012	LOC (and Annette, CALL Coordinator, CLCS Board and Task group members as needed)

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**9. WES/Chamber of Commerce**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC time  CLCS Chamber membership  Funds for ads in Chamber material	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	The CLCS is an active Chamber member	Review of Chamber emails and publication  Direct communication with Chamber as needed	Participation and/or attendance at 6 Chamber events/surveys	The CLCS has benefited from its Chamber membership  Increased CLCS presence in Chamber material/publications etc.  Evidence that literacy, lifelong learning, workplace essentials skills are valued by the Chwk. Chamber	2012	LOC

**10. Youtube**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC and Annette time	Interested people can learn about the CLCS and community literacy programs by viewing our videos on Youtube	Add any new videos to the Youtube channel	Collect electronic copies of videos from producer	Videos posted to chilliwacklearning Youtube channel	The number of people viewing the videos regularly increases	2012	LOC

**LOC non Task Group**  
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*The Community Literacy Coordinator is the link between the Chilliwack Learning Community Society and the community of Chilliwack. She understands and supports the Community/District Literacy Plan, the literacy work going on in the community, facilitates CLCS sub-committees and provides leadership for community development processes.*

**1. Administration**

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs	Success Indicators	Time Line	Responsibility
Time: LOC, CALL coordinator and Annette  Board leadership	The CLCS is in good standing with CRA, BC Societies Registry, Ministry of Education, Decoda Literacy Solutions	Record keeping and reporting as required	Design or maintain record keeping systems	Regular and annual reports  Workplans	CLCS and stakeholder satisfaction	2012	LOC and Board of Directors and Task Group Chairs
Funds for office	The CLCS has a new affordable office/storage space that is centrally located and easily accessible	Acquire new office space	Work with CALL coordinator and CLCS board to secure and set up	1 new space	Task complete  CLCS satisfied	2012	LOC & CALL Coordinator and Board of Directors

**2. Communication**

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs	Success Indicators	Time Line	Responsibility
Time: LOC	Community partners, stakeholders and other interested people receive information requested about the CLCS or literacy and learning opportunity	Phone and email inquiries	action	Phone calls and emails	People are satisfied  New/different trends included in LOC reports	2012	LOC

**3. Literacy event – City Wide Literacy challenge**

Inputs (Resources)	Outcomes	Activities	Steps within activities	Outputs	Success Indicators	Time Line	Responsibility
Time: LOC and Annette materials	Chilliwack has access to an event encouraging everyone to develop or celebrate the habit of reading	Provide a City Wide Literacy Challenge	Planning Implementation Wrap Up	21 day Challenge	2011 successes reached or surpassed	2012	LOC &....a task group?

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**4. Regional/Provincial initiatives and events**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & Annette time	CLCS has access to information that informs us about literacy trends, programs, and resources  Other communities benefit from CLCS (expertise or participation)	Attendance at 4 regional and/or provincial literacy gatherings	varied	Reports to CLCS	CLCS has benefited  Others have benefited from CLCS	2012	LOC

**5. Resources - Finances**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & Annette time  Board of Directors  Task Groups	The CLCS is a good steward of our funds	Budgeting, monitoring and reporting finances	Consultation  Record keeping  Report production	Annual budgets  Monthly financial statements	Budgets produced on time  CLCS stakeholders feel well informed  CLCS satisfied	By Dec. 31 <sup>st</sup>	LOC (with assistance from Annette, CALL Coordinator, Board of Directors and Task Groups)

**6. Resources – Funding Applications**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & Annette time  Board of Directors  Task Groups	The CLCS has the resources it needs to further the Community/District Literacy Plan	Write funding proposals	Identify and/or respond to funding opportunities  Produce apps.  Provide proposals to Board of Directors for final approval	2 grant applications	Successful applications	2012	LOC (with assistance from Annette, CALL Coordinator, Board of Directors and Task Groups)

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**7. Resources – Fund Raising Events**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
LOC & Annette time Board of Directors Task Groups	The CLCS has the resources it needs to further the Community/District Literacy Plan	Fund raising event/activity	Plan, implement, evaluate, learn	1 new event or activity	Funds raised at low cost to Society	2012	LOC with help from others

**8. Resources – Canada Helps Button**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
CLCS website  Facebook  Time: LOC & Annette	The CLCS is benefiting from Canada Helps	Canada Helps	Maintain and  Promote	New initiatives added to donor choice list  Invitation to donate included in Facebook posts each week	Funds are raised through Canada Helps	<b>2012</b>	LOC & Annette

**9. Resources - Human**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
Time: LOC	The CLCS stakeholders and contractors are well supported and/or resourced by the LOC	variable	variable	Support/resource activity included in LOC reports	Happy, thriving, productive teams	2012	LOC

**10. Resources – Other Contributions**

<b>Inputs (Resources)</b>	<b>Outcomes</b>	<b>Activities</b>	<b>Steps within activities</b>	<b>Outputs</b>	<b>Success Indicators</b>	<b>Time Line</b>	<b>Responsibility</b>
Time: LOC	New and existing individuals and organizations have helped literacy work in Chilliwack through their contributions	variable	Variable  Contributors are thanked	New resources included in LOC reports	Resources are received, celebrated, distributed and recorded	2012	LOC