

District/Community Literacy Plan 2011-2012



“Committed to the development of an educational environment in which students have the opportunity to acquire a broad base of knowledge and the ability to apply it in a variety of situations.”

Central Coast School District 49

Bella Coola ♦ Hagensborg ♦ Oweekeno ♦ Shearwater

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Introduction

A group of community members representing service organizations, School District #49, the Nuxalk community, the public library, the local hospital, and other concerned groups gathered in the fall of 2006 to envision improved literacy for the Bella Coola Valley. From that initial meeting, a core group coalesced into the Literacy Now Task Group that has successfully shepherded the process to the completion of this Bella Coola Valley Community Literacy Plan.

The Community of Bella Coola is well poised to take full advantage of the opportunities provided by the Literacy Now initiative. For its population size and remoteness, The Bella Coola Valley possesses considerable literacy assets. The Community Literacy Plan will seek to develop strategies that move literacy programs forward and make them more accessible and effective. It is anticipated that the contents of this plan will serve the Valley as a blueprint – helping to guide successful, sustainable, and joyful learning experiences. Ultimately, we see the Bella Coola Valley as a “Community of Learning” where schools, organizations, the Nuxalk Nation, government, families, and individuals work cooperatively and creatively to improve literacy and learning for all community members.

The Bella Coola Valley Learning Society runs a Community Adult and Family Literacy Program and also operates the Career Center - a source for employment and technology skills learning. Valley schools provide literacy education for everyone from preschoolers to adults and School District #49 is committed to literacy learning for all ages. Organizations from Healthy Beginnings to Success by 6 to the Public Library all support family literacy.

District Context

School District #49, located on the Central Coast of the province, serving the communities of Bella Coola, Hagensborg, Oweekeno, and Shearwater, as of September 2010 has a student population of 240 students representing a full time equivalent of 216.

The Central Coast School District has experienced declining enrollment over the last few years and has undergone one major and one minor restructuring in the past 3 years. The District continues to restructure to serve the needs of our learners better and to become more efficient in delivery of those services directed towards the student achievement agenda. In September 2008, Nusatsum Elementary became an annex of Sir Alexander Mackenzie Secondary. The two schools are located on the same campus and side by side. Previously, Nusatsum Elementary had been a Grade 4-7 school of approximately 50 students. Sir Alexander Mackenzie Secondary made the successful transition to a Grade 6-12 school and Bella Coola Elementary, which previously had been a school consisting of Strong Start to Grade 3, also made a comfortable transition to Strong Start to Grade 5 school. We feel the change has helped us become more efficient in delivering services to our diverse learners.

In addition, the District has two fly-in schools (Oweekeno Elementary & Shearwater Elementary) located on the outer coast. Travel to and from these schools requires a commute accessible only by airplane or boat, which makes traveling to these schools costly, and due to variable weather conditions, difficult.

The District serves a diverse community which includes a predominant First Nations enrollment of 70.4%. The Aboriginal population has increased in real terms and as a percentage of the total population.

BC statistics data point to many vulnerabilities that affect the context for School District # 49. With regard to the indices of Economic Hardship, Crime, Health Problems, Education Concerns, Children at Risk, Youth at Risk, and Overall Socio-Economic Conditions, the Central Coast region is shown to have significant vulnerabilities.

The District supports all its learners from Strong Start to Grade 12 with strong supports for students with special needs, and for our First Nations students designated as ELD.

We offer a wide range of choices - Strong Start to Grade 12, including a daily Strong Start program, a full-day Pre-School and Kindergarten, a Nuxalk Language program, as well as programs in, Carving and Outdoor Education. Further, we continue to develop our adult education programming options expanding this past year to a Log Home Building program in addition to our Welding and Mechanics programs.



Bella Coola Valley Community Profile

Geographic Location

The remote Bella Coola Valley is nestled in the heart of the Coast Mountains some 450 km northwest of Vancouver. The Valley lies at the head of a 100 km inlet from the outer Pacific Ocean. This inlet includes the Burke Channel and the North Bentinck Arm. The Valley stretches west-to-east about 80 km from the head of the North Bentinck Arm to the base of "The Hill" on Highway 20. This eastern extremity of the Valley is about a 400km drive from Williams Lake along Highway 20.

History

The ancestors of the Nuxalk First Nation Band, or Nuxalkmc, have resided in the magnificent mountains and lush rain forests of the Bella Coola Valley for thousands of years. At one time villages were located throughout the Valley and along the surrounding coast. Europeans first encountered the Nuxalk, a culture rich in material and ceremonial wealth, in 1793 when explorer Alexander McKenzie completed the first recorded crossing of North America. McKenzie arrived via the historic Nuxalk-Carrier Grease Trail, a long-established native trading route.

By virtue of the Grease Trail and the Valley's position between coast and plateau, the Nuxalkmc had long acted as traders and "middle-men" - controlling the flow of goods from one region to the other. Indeed, by the time of McKenzie's arrival, trading between the native peoples of the coast and the Europeans was common. The trading activity increased from 1848 onwards, when Bella Coola became a busy port and supply center for the interior. During the 1860's, thousands of gold seekers traveled by ship up the coast to Bella Coola as this shortened the land portion of the journey to the gold fields of the Caribou. In 1867 the Hudson Bay Company established a trading post in Bella Coola. By 1892, sixteen non-native residents had settled in the Valley; two years later homesteads were granted to a large group of Norwegian-speaking colonists - many of who became the Valley's first commercial loggers, fishermen and farmers.

But the increased European presence had dire consequences for the Nuxalkmc. During 1862 and 1863 the native villages in the Bella Coola Valley and surrounding coast were decimated by a small pox epidemic. It has been estimated that the population was reduced by 70 - 90%. This horrific loss of life led to the eventual congregation of all native villages at one location, Q'um'kuts, where the Bella Coola reserve remains today. The descendants from the many villages now live in the Bella Coola and 4mile reserve.

Through the first half of the twentieth century Bella Coola remained largely isolated from the rest of the province. Although Union Steamships offered weekly service between Vancouver and Bella Coola from 1906 to the mid-1950's, pack-trails continued to be the main transportation route linking the Valley and the plateau. Local labour and volunteer effort changed that in 1953, when the "Freedom Road" was pushed over the mountains to Anahim Lake. Now connected to the provincial highway system, the Valley became the "Third Outlet to the Pacific".

Over the final half of the last century the community grew and bustled with the development of large resource-based industries of commercial fishing and logging. By the late 1990's however, over-harvesting and habitat disturbance had led to diminished fish counts, while the accessible high-value timber had been extracted. The local fishing industry declined rapidly while logging companies and then the Forest Service pulled out of the Valley. During the past decade, Bella Coola has been experiencing the "bust" phase of the

“boom-bust” resource-extraction life cycle, resulting in a steeply declining economy and a halving of the population.

Today, the six small communities of the Bella Coola Valley – Bella Coola, 4Mile Reserve, Hagensborg, Firvale, Stueie, and Atnarko – are struggling to redefine themselves in an evolving economy. Lacking any industry beyond the remains of fishing and logging, along with a fledgling but growing tourism sector, the number of Valley residents continues to decline. Many of those who have chosen to stay have been left in transitional circumstances without the skills necessary to bridge to new opportunities. However, these challenges are being confronted by a dedicated non-for-profit sector of organizations, groups, and volunteer commissions working with local government agencies and the Nuxalk community to revitalize Bella Coola and help the Valley take advantage of the opportunities of the new millennium.

Socio-Economic Profile

Note: It is difficult to ascertain precise data for Bella Coola since the Valley is not recognized as a demographic unit and detailed information regarding the Nuxalkmc (Bella Coola 1, Indian Reserve) is suppressed. Hence, where necessary some of the data here is taken from the Central Coast Regional District (CCRD) census numbers that cover a much larger geographic area and include communities outside the Valley. The demographic statistics of the CCRD broadly represent those of Bella Coola and the Valley makes up approximately 60% of the population of the CCRD. The data presented here is from the 2006 Census unless otherwise stated.

Population

The population of the Bella Coola Valley is 1,900. Population growth in the valley from 2001 to 2006 was – 17.8% (5.3% BC.) The population decline rate is several percentage points higher among the non-aboriginal population than it is for the Nuxalkmc.

Age Distribution

The median age for Non-Aboriginals in the Bella Coola Valley is about 45 (approx. 41 BC.) According to the 2001 census, median age for Nuxalkmc was 28.

Population by age group in the CCRD:

Age Group	CCRD (%)	BC (%)
0 – 4	7.7	4.9
5 – 14	13.6	11.6
15 – 24	13.5	13.1
25 – 64	55.0	55.8
65+	10.7	14.6

The CCRD as a whole has a higher percentage of young and school-aged children than provincial averages. This is especially true among the First Nations communities.

Family Structure

The percentage of households with children at home in the CCRD is 25.8% (26.3% BC.) The percentage of families headed by a single parent is 23.0% (12.2% BC)

Ethnic Identity

The Bella Coola Valley community is approximately 52% Non-Aboriginal and 48% Aboriginal Nuxalkmc (4.8% Aboriginal in BC). While the number of individuals self-identifying as aboriginal is almost exactly ten times the provincial average, the Valley has a minute visible minority population (0.8%) when compared to the province (24.7% BC). Virtually the entire visible minority population in the Valley is of Chinese descent.

Education

This region continues to have the lowest level of literacy rates in the province. The CCRD has the third highest number of 18 year olds who did not graduate from high school - 2004-2006 at 57.9% (23.2% BC.)

In the CCRD, of the total population (2,500) 15 years or older:

- 1,010 (40.4%) have no certificate, diploma or degree (20% BC)
- 675 (27.0%) have high school or equivalent (27.9% BC)
- 230 (9.2%) have an apprenticeship or trades diploma (10.9% BC)
- 75 (3.0%) have university certificate, diploma below bachelor level (5.4%)
- 235 (9.4%) have university certificate, diploma or degree (19.3% BC)

Of the total population (425) between the ages of 15 - 24:

- 235 (55.3%) have no certificate, diploma or degree (37.3 BC%)

Of the total population (370) between the ages of 25 -34:

- 135 (36.5%) have no certificate, diploma or degree (9.4% BC)

Of the total population (1,370) between the ages of 35 - 64:

- 450 (32.8%) have no certificate, diploma or degree (13.1%BC)

Economic Profile

Percent of individuals in the Valley with annual incomes less than \$20,000 is 26% (12% BC) and those with annual incomes over \$80,000 is 15% (28% BC.) The average full-time, full-year earnings for persons on the Nuxalk reserve is \$26,400 (\$44,307 BC.) Unemployment in the Valley as a whole, is 12% and on the reserve 29% (6.0%BC).

In the CCRD, of the total population (2,500) 15 years and older 1,390 reported being in the labor force:

- 45 (3.2%) in Manufacturing industries (8.6% BC)
- 205 (14.7%) in Agriculture and Resource based (4.9% BC)
- 70 (5.0%) in Construction (7.6% BC)
- 10 (0.7%) in Wholesale trade (4.2% BC)
- 135 (9.7%) in Retail trade (11.4% BC)
- 15 (1.1%) in Finance and Real Estate (6.2%)

- 160 (11.5%) in Health Care and Social Services (9.7% BC)
- 200 (14.4%) in Education services (7.0% BC)
- 140 (10.1%) in Business services (19.9% BC)
- 410 (29.5%) in Other services (20.6% BC)

The Literacy NOW Initiative in the Bella Coola Valley

Vision: We envision a community where accessible, appropriate and creative literacy and learning opportunities support and enhance a high quality of life and promote life-long learning for all Bella Coola Valley residents.

Initiative Background

The Literacy NOW initiative in the Bella Coola Valley began to take shape in the fall of 2006 when Nuxalk Nation member and Community Adult Literacy Program - Community Liaison Sam Moody, invited Bernadette Rhymer from Literacy NOW to the Valley. The Bella Coola Valley Learning Society hosted the initial meeting on October 26th at which twelve community members attended. A core group of supporters was developed and continued to meet over the first few months of 2007 to keep the initiative moving forward.

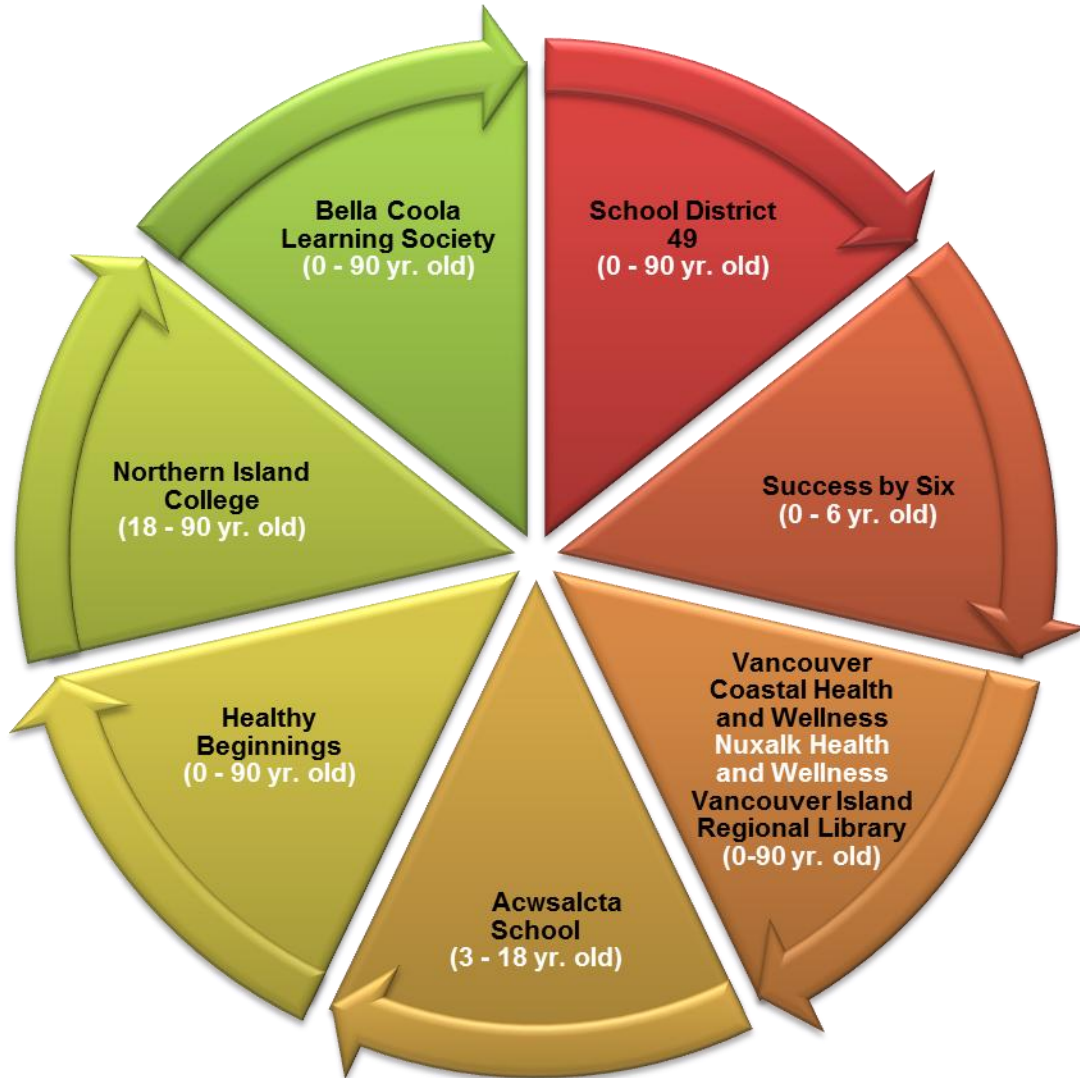
A Literacy NOW Launch Meeting was held on June 7, 2007 and was attended by 12 individuals. Attendees shared strong feelings about working together to provide better literacy opportunities in the Valley. Each person was excited about the potential of resource sharing and planning together for a clearly defined view of our community in terms of literacy. School District #49 expressed openness in sharing resources with a look to further joint use of facilities. The Bella Coola Valley Hospital expressed excitement that this would undoubtedly help patient care. The Director of Nuxalk Health & Wellness pledged support as literacy is named as a leading concept in the 10-year health plan for the Nation.

A Literacy NOW Task Group was formed and a list of community partners and supporters was generated. (An updated list is provided below.) By the end of 2007, the Bella Coola Valley Learning Society continued on as the host organization and agreed to act as Steward for Phase 2 of the initiative and an Application for Community Planning funds was submitted to Literacy NOW. Funding was approved and a Community Researcher was hired to assist the Task Group in the completion of The Bella Coola Valley Community Literacy Plan.

TASK GROUP MEMBERS/COMMUNITY PARTNERS/SUPPORTERS

Task Group Members Are willing to be active, attend 5 meetings annually, prepare proposals, oversee the process and keep others involved	Community Partners Are willing to attend regular meetings.	Supporters Want to be kept informed.
Janice Kyle Community Adult & Family Literacy Program Coordinator bcvls_alp@yahoo.ca 250-799-5666, 5822	Lori Campbell Executive Director Bella Coola Valley Learning Society bcvls@yahoo.ca 250-799-5811	Fawn Gunderson Strong Start Program Facilitator SD 49 fawngunn@hotmail.com 250-799-5556
Nam Nguyen Bella Coola Elementary School Principal & District Literacy Rep. SD 49 nnguyen@sd49.bc.ca 250-799-5556	Pat Lenci Public Health Nurse Vancouver Coastal Health pat.lenci@vch.ca 250-799-5311, 5722	Jeremy Baillie Sir Alexander Mackenzie School Principal & 08/09 DLR SD 49 jbaille@sd49.bc.ca 250-982-2355
Gail Moody Healthy Beginnings Program Manager Nuxalk Health & Wellness healthybeginnings@belco.bc.ca 250-799-5914, 5951	Tamara Hynd Literacy Outreach Coordinator Literacy Now bellacoolaloc@live.ca 250-799-5822	Lawrence Northeast Lip'alhayc Learning Centre Director lnortheast@gmail.com 250-799-0038
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Success By Six Representative Open Seat		Joy McKay Chief Administrative Officer Central Coast Regional District ccrd.admin@belco.bc.ca 250-799-5291

Literacy Now Partnerships



Mission Statements, Bella Coola Literacy Now Partners

Acwsalcta: To provide access to quality educational experiences through the rediscovery and revitalization of traditional Nuxalk language and culture. A strong sense of identity rooted in traditional Nuxalk knowledge and teachings will produce students best able to succeed in an academic, social or work environment.

The Bella Coola Valley Learning Society:

- Developing individual and community potential.
- Building and enhancing education and training services.
- Developing respectful partnerships with other service providers.
- Supporting students in their educational endeavors.

SB6 Mission Statement: To build the capacity of parents and our community in the Central Coast so that children aged 0-6, can be healthy, safe and secure, socially engaged and responsible, and successful learners.

Healthy Beginnings Vision Statement: To foster an enriched quality of life for all family members, by promoting healthy lifestyles that contribute to the health of babies and mothers.

School district #49 (central coast): Is committed to the development of an educational environment in which students have the opportunity to acquire a broad base of knowledge and the ability to apply it in a variety of situations. Students should develop values and personal and inter-personal skills which enable them to lead productive and satisfying lives as citizens in our present and changing world.

Vancouver Island Regional Library: To enrich lives and communities through universal access to knowledge, lifelong learning, and literacy.

North Island College: North Island College is committed to meeting the education and training needs of adults within its service region by: providing high quality, affordable higher education and skills training, collaborating with our partners to create pathways to learning, and empowering individuals to achieve their full potential.

Vancouver Coastal Health: We are committed to supporting healthy lives in healthy communities with our partners through care, education and research.

Discussion of Issues Identified

- For its population size, the Bella Coola Valley possesses considerable literacy assets. It has been consistently observed that many of these resources are underutilized. Lack of awareness of literacy and learning resources and lack of motivation are significant causes.
- The existing Community Adult Literacy Program/Centre was especially underutilized. Lack of human resources prevented the Program from being fully accessible and from broadening its mission to be a centre and focus for the improvement of community literacy.
- “Strategic planning and coordination needs to continue on a community network level and with only 7 hours/week paid time for coordination of CALP programming, the LOC position is invaluable to our program and the community’s literacy service providers.”* *2009/10 Literacy Now Implementation Report*
- There exists some overlap of services throughout the spectrum of learning resources, though it is especially true at certain age levels, for instance Adult Basic Education Programs. There is a need for greater coordination and communication between educational service providers to maximize the limited learning resources available in the Valley.
- There is a lack of effectively linking literacy to other community issues like health, nutrition, employment and a need for active “liaising” with related support services programs. It is important to build community-wide literacy awareness so that service providers are able to make knowledgeable referrals between programs.
- Nuxalk language and cultural literacy is intimately tied to the health and well-being of the Nuxalk Community. There is concern about the continued erosion of cultural learning and the future of the Nuxalk language as the number of fluent speakers continues to decline. A fully literate Bella Coola Valley populace includes the reinvention of Nuxalk art, culture, and language.
- The lack of viable local industries and work opportunities in the Valley has a negative effect on community literacy. There is an understandable reticence on the part of Valley residents to gain skills that ultimately require their leaving the Valley in order to utilize them. Many young adults see their future outside of the Valley and tend not to participate in or support local learning opportunities.
- In Nov.2009 & Mar.2010, BC Healthy Living Alliance, BCV Literacy NOW, Lip’alhayc Learning Centre teamed together to host a series of leadership workshops provided by Peer Net BC with the funding provided by LIRN BC. The attendance was high with approximately 18 people participating in each workshop, including one day specifically for 20 youth in leadership roles.
- Much of the literacy and learning resources in the Valley are centered in school classrooms or other settings that deter certain segments of the populace. There is a need for projects that go beyond “traditional” literacy classes including fun and informal family literacy events such as storytelling, poetry reading, drama, puppet shows, etc. and linking these activities with local artists, writers, and performers.

The following are some examples of new programming since July 2009, continuing into March 2012:

- The Literacy Centre/New Leaf Learning Centre has Story Time once a month and a craft program every Saturday afternoon for children 3- 9 years old. There is also a movie night for children every Friday. Summer programming is currently being developed and may include partnering with the Nuxalk Nation Youth Council.
- Literacy NOW and the Arts Council have started the bi-annual "Word in the Valley". People can read their own creative writing or recite selected works. It's a supportive environment for creative writers.
- Literacy NOW and the Arts Council started a monthly Writer's group May 28, 2011 and will host a weekend workshop with author and artist Chris Czajkowski Oct 22/ 23, 2011.
- Readers' Theatre hosted by Acwsalcta Grade 5 class had an Elder, a Nuxalk artist, and a published local author share stories with one another in front of an audience.

Celebrating Past and Present Participation

Here is a list of the events that the Literacy NOW Task Group participated in by organizing, funding or attending. This list does not include many organizations' programs, resources or contests such as the Canadian Aboriginal Writing & Arts Challenge and CBC Canada Reads that the Task Group supports and the Literacy Outreach Coordinator promotes in the community.

2009

Grand Opening of Literacy Centre – June 18

SAMSS Outdoor Ed. Year Wrap Up Slide Show - June

International Literacy Day Celebration– Sept. 18

SAMSS Outdoor Ed. Hammer Lakes Hiking Trip – Sept 15 - 18

PeerNetBC Leadership Workshops –Project Management, Group Development & Power & Diversity Nov. 13 & 14

Susan Munzer Play to Learn & Learn to Play Storytelling Workshop for ECE workers and Educators – Nov.

Healthy Choices Fair – Nov.

2010

Family Literacy Fair hosted by Acwsalcta School– Jan. 28

PeerNetBC – Youth Leadership & People Who Work with Youth Leadership Workshops- Feb.

BCE Olympic Sports Day – Feb.

Word in the Valley - March

Bella Coola Science Fair - April

SAMSS Outdoor Education - Eucott Bay Trip - May

Literacy Centre 1 Year Anniversary – New Leaf Learning Centre- June 20

New Leaf Learning Centre Summer Program – Ages 6- 14 years - July & Aug

Career & Literacy Initiative Project – Sept thru Dec

DEAR – Drop Everything and Read – Oct. 25

Word in the Valley – Oct. 29
Community & School Career Fair – Nov. 4

2011

Family Literacy Fair hosted by Bella Coola Elementary– Jan. 20
Entrepreneurial Fair – Jan. 31
Strengthening Connections Fair – Feb. 1
Word in the Valley – March 4
Biggest Choosers Internet Info Session - Mar
Career & Literacy Initiative Project – Jan- April
SAMSS Outdoor Ed. Winter Trip – Mar. 11-13
Bella Coola Science Fair – April
Ready, Set, Learn! – May 5
Teddy Bears’ Picnic – May 15
Acwosalcta Childrens’ Potlatch & Expansion Completion – May 26
New Leaf Learning Centre Second Year Celebration Open House – May 27
Writers’ Group – Started May 28
Spoken Word at Discovery Coast Music Festival - July
Word in the Valley – October
Author & Writers’ Weekender with Chris Czjakowski – October 22/23
Career Fair – November

Ongoing programs at the New Leaf Learning Centre for 2011/2012:

Computer Drop-In- 4 days per week
Seniors’ Computer Drop-In once a week starting June 6
Tutoring through CALP
Beginner Computer Courses
Story Time for ages 3 – 9years
Collaboration with adjacent Thrift Store
Toastmasters Group beginning in September
Loaning Library including Easy Reads section

Bella Coola Valley Community Literacy Plan Objectives' Accomplishment Rating for YEAR 1 & 2 Implementation

Not Yet Accomplished	In Initial Stage of Implementation	Accomplished	Exceeding Expectations and/or Encultured
1	2	3	4

OBJECTIVE 1: Establish a centralized Community Literacy Centre to provide services and programs. Hire a Literacy Outreach Coordinator to coordinate community literacy activities.

The Community Adult Literacy Program (CALP) currently provides a range of services targeted to adults. CALP is a program of the Bella Coola Valley Learning Society whose staff includes the Adult Literacy Coordinator and the Community Literacy Liaison – both very part-time positions. Objective 1 seeks to broaden CALP into a Community Literacy Centre with expanded services and hours of operation and additional staff (Literacy Outreach Coordinator.) This is seen as essential to improving the accessibility and effectiveness of existing literacy resources.

YEAR ONE STRATEGIES (2009 – 2010)

- 3 Secure funding for Community Literacy Plan implementation.
- 4 Secure agreement with BCV Learning Society to continue to act as Steward.
- 4 Secure agreement with BCV Learning Society to broaden Community Adult Literacy Program space into an expanded Community Literacy Centre.
- 4 Contract a Community Literacy Outreach Coordinator - hired June 1st, 2009.
- 4 Community Literacy Coordinator is working with CALP Coordinator and has developed integrated work plan and a Centre program schedule.
- 3 Inventory existing materials/equipment and create a needs assessment.
- 4 Formally launched Community Literacy Centre with expanded hours and services on June 20th, 2009, a year ahead of schedule. Received 739 drop-in clients -a dramatic increase.

YEAR TWO STRATEGIES (2010 -2011)

- 4 June 2010 renamed Literacy Centre the “New Leaf Learning Centre” with logo. Received 706 drop-in clients June '10 – May '11.
- 3 Develop comprehensive, multi-year plan to address identified gaps (youth) in services and emerging community needs. Revised and continue to develop multi-year plan. JCP Project has touched the youth with the two Career Fairs with the schools.
- 4 Research and secure funding sources for new materials/equipment and for the continuation of literacy plan implementation. Continue for Year 3. Acwsalcta Principal provided \$20,000 in funding from New Pathways to education. Partnership well established.

Bella Coola Valley Community Literacy Plan

Objectives' Accomplishment Rating for YEAR 1 & 2 Implementation - continued

Not Yet Accomplished	In Initial Stage of Implementation	Accomplished	Exceeding Expectations and/or Encultured
1	2	3	4

OBJECTIVE 2: Develop increased public awareness about the importance of literacy and the range of literacy services available in the Valley.

A significant barrier to improved literacy in the Valley is the lack of awareness of what "literacy" is and how it affects peoples' lives. Many Valley residents do not realize the direct connection between literacy and quality of life. Objective 2 seeks to build the valuing of literacy and learning as fundamental to health and well-being and to improve visibility for literacy services.

YEAR ONE STRATEGIES (2009 - 2010)

- 3 Design strategic community awareness campaign that promotes literacy, develops an understanding of the importance of life-long learning, and provides comprehensive information about community services.
*Communication Strategy for local print venues complete.
*Working with Task Group to narrow and specify specific tasks/projects to achieve objectives.
*List of Literacy providers in community with their mandate and resources and post in school newsletters, Nuxalk Flyers.
- 3 Explore partnerships with related human service organizations to heighten literacy awareness among clients. Still need to continue and strengthen.
- 3 Increase media attention about literacy issues in the community.

YEAR TWO STRATEGIES (2010 -2011)

- 1 Research, plan and create Literacy website promoting literacy issues, solutions, and programs in the community.
- 4 Implement strategic community literacy awareness plan.
- 3 Engage partnerships with interested human service organizations.
- 2 Continue to research and identify barriers to community literacy. CALP & LOC formed survey for four community events.

Bella Coola Valley Community Literacy Plan

Objectives' Accomplishment Rating for YEAR 1 & 2 Implementation - continued

Not Yet Accomplished	In Initial Stage of Implementation	Accomplished	Exceeding Expectations and/or Encultured
1	2	3	4

OBJECTIVE 3: Enhance community-wide coordination of existing literacy resources and related support services.

There are several groups, agencies, and institutions currently addressing literacy issues in the Valley. Coordination amongst these organizations is often lacking or haphazard. Objective 3 seeks to provide more intentional and consistent coordination to improve efficiency, create synergistic effects, and avoid duplication of services.

YEAR ONE STRATEGIES (2009 – 2010)

- 3 Coordinate activities with the Literacy NOW Task Group.
- 3 Hold monthly meetings – getting back on track.
- 3 Daily weekly/emails and face to face contact.
- 3 Develop partnerships with existing literacy programs and services.
- 3 Liaise with service providers and develop materials that allow knowledgeable and effective referrals between programs/organizations. LOC would like to work more with the District; report any changes to their programs to LOC, Gail Moody says they have a simple local referral form too.
- 3 Improve communications between programs and services. Met with LOC networking and want to continue well into Year 3.
- 3 Build connections between schools, parents and literacy programs.

YEAR TWO STRATEGIES (2010 -2011)

- 3 Coordinate activities with the Literacy NOW Task Group.
- 3 Created meeting schedule for Year 3 Task Group meetings.
- 2/3 Imbed literacy materials and information into complimentary programs in the community, such as health and family support services.
- 3 Explore workshops and training opportunities for service providers to build skills and enhance delivery of services. Continue to build on the foundation we've established.
- 1 Explore partnerships with local businesses to support workplace literacy.
- 3 Develop partnerships with existing literacy programs and services. Expand partnership with SD 49 schools in Year 3.

Bella Coola Valley Community Literacy Plan

Objectives' Accomplishment Rating for YEAR 1 & 2 Implementation - continued

Not Yet Accomplished	In Initial Stage of Implementation	Accomplished	Exceeding Expectations and/or Encultured
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OBJECTIVE 4: Create new literacy and learning opportunities and services that support the development of early literacy, school literacy, adult and family literacy, Nuxalk language and cultural literacy, and work place literacy associated with Valley-based businesses and cottage industries.

Many existing literacy services do not impact segments of the population discouraged by “classroom style” learning. Objective 4 seeks to engage the entire community in creative learning environments that include traditional Nuxalk cultural forms and involve local artists, and support work place literacy programs for locally-base businesses.

YEAR ONE STRATEGIES (2009 - 2010)

- **1** Develop a regular “Family Literacy” program calendar. LOC suggests partnership with BCV Tourism website. NIC suggested other methods to simplify technical component.
- **3** Pilot several events that include fun, informal gatherings. Engage local artists and art groups to participate in literacy programs.
- **3** CALP coordinated with Nuxalk language and cultural teachers and Nuxalk Band Administration to explore strategies on expanding Nuxalk literacy.
- **1** Target several existing/emerging local businesses/industries and research literacy-based needs/training.

YEAR TWO STRATEGIES (2010 -2011)

- **3** Expand Family Literacy program into regular series of events and build on successes. Met with all the Fairs participants.
- **3** Support the implementation of Nuxalk language literacy strategies.
- **4** Facilitate literacy-based training opportunities and services that develop a skilled labour pool for targeted Valley-based small businesses and cottage industries. The CLIP/JCP project has far exceeded this goal.
- **3** Coordinate “Word in the Valley” Coffee Houses in partnership with the BCV Arts Council for authors in the valley to share their writing through public readings of their work twice annually.

BCV Community & District Literacy Year 3 Implementation Strategies 2011/12

OBJECTIVE 1: Establish a centralized Community Literacy Centre to provide services and programs. Literacy Outreach Coordinator to coordinate community literacy activities.

The Community Adult Literacy Program (CALP) currently provides a range of services targeted to adults. CALP is a program of the Bella Coola Valley Learning Society whose staff includes the Adult Literacy Coordinator and the Community Literacy Liaison – both very part-time positions. Objective 1 seeks to broaden CALP into a Community Literacy Centre with expanded services and hours of operation and additional staff (Literacy Outreach Coordinator.) This is seen as essential to improving the accessibility and effectiveness of existing literacy resources.

- Continue to offer 10 hours per week computer drop-in.
- Offer more beginner computer classes at NLLC.
- Offer Toastmasters Program in partnership with CALP.
- Hold Story Time once a month on the same Saturday the adjacent Thrift Store is open.
- Promote CALP services/programs and Career Centre workshops.
- Promote “Good Reads”(ABC Life Literacy Canada), a new easy reading section to the Lending Library
- Research and secure funding sources for new materials/equipment and for the continuation of literacy plan implementation.

OBJECTIVE 2: Increased public awareness about the importance of literacy and the range of literacy services available in the Valley.

A significant barrier to improved literacy in the Valley is the lack of awareness of what “literacy” is and how it affects peoples’ lives. Many Valley residents do not realize the direct connection between literacy and quality of life. Objective 2 seeks to build the valuing of literacy and learning as fundamental to health and well-being and to improve visibility for literacy services.

- Design and implement strategic community awareness campaign that promotes literacy, develops an understanding of the importance of life-long learning, and provides comprehensive information about community services.
 - Develop a detailed directory of literacy services and providers using the Community Literacy Inventory * BC Literacy Directory - \$5000 is available to achieve this task.
 - Promote Career Posters with school visits by LOC.
 - Promote “Where Are They Now” with SAMSS.
 - Place advertisements with tips for parents in school newsletters & Nuxalk Flyer.
 - Place ad in Coast Mountain Newspaper defining literacy as 9 Essential Skills.
 - Attend school staff meetings to network, promote other literacy and family service providers, and encourage use of Healthy Beginnings referral form.
 - LOC to organize Family Literacy Fair in partnership with Acwsalcta School.

BCV Community & District Literacy Year 3 Implementation Strategies 2011/12 continued

OBJECTIVE 3: Enhance community-wide coordination of existing literacy resources and related support services.

There are several groups, agencies, and institutions currently addressing literacy issues in the Valley. Coordination amongst these organizations is often lacking or haphazard. Objective 3 seeks to provide more intentional and consistent coordination to improve efficiency, create synergistic effects, and avoid duplication of services.

- Hold 9 Literacy Now Task Group meetings.
 - Schedule meeting dates annually starting May 18, 2011:
 - May 18, June 8, Sept 21, Oct. 19, Nov. 16 - Nov. meeting for Family Literacy Fair planning, Jan. 11, 2012, Feb. 15, Mar. 14, April 18
 - 3:15pm at the New Leaf Learning Centre unless otherwise rescheduled.
- Schedule Literacy plan review quarterly.
 - Sept. 21, 2011, Jan. 11 2012, March 14, 2012.
- Develop a regular “Family Literacy” program list. LOC suggests partnership with BCV Tourism website. NIC suggested other methods to simplify technical component.
- LOC to research method for event calendar and liaise with local organizations, provide template and to update and distribute changes to organizations.
- Edit Healthy Beginnings referral form. Instruct other organizations how to use it.
- LOC to outreach to Health Services - local physicians, LPN and Counselors with Literacy Program resource list.

OBJECTIVE 4: Create new literacy and learning opportunities and services that support the development of early literacy, school literacy, adult and family literacy, Nuxalk language and cultural literacy, and work place literacy associated with valley-based businesses and cottage industries.

Many existing literacy services do not impact segments of the population discouraged by “classroom style” learning. Objective 4 seeks to engage the entire community in creative learning environments that include traditional Nuxalk cultural forms and involve local artists, and support work place literacy programs for locally-base businesses.

- Continue partnering with Arts Council.
 - Organize two Word in the Valley Coffee Houses
 - Promote BCV Arts Council Monthly Writers’ Group
 - Organize author and writers weekend with Chris Czjakowski on October 22/23
- Promote Nuxalk language classes organized by CALP at the New Leaf Learning Centre with posters and word of mouth.
- Continue to partner with Thrift Store with timing of Story Time one Saturday per month.
- Promote CALP’s Toastmasters group at NLLC commencing September 2012.
- Contact Success by Six to hire a local representative