



**2013-14**

# Regional Community Literacy Plan



**Cariboo-Chilcotin  
Partners for Literacy &  
School District No. 27  
2013-14**

# Acknowledgements

CCPL gratefully acknowledges the contributions of the following institutions, organizations and individuals towards making literacy a positive force in the lives of the community and constituents during 2012-2013.

Learners	The reason for being.			
CCPL Board and Task Group Volunteers	Roxy Barnes Jerome Beauchamp Leslie Bell Rick Gartrell	Bruce Mack Lil Mack Kathy Newell Claire Schreiner	Ex Officio: Lea Smirfitt June Striegler Andy Sullivan	
Volunteers	Hundreds of caring, passionate, regularly, committed volunteers that are deeply appreciated.			
Staff – Employees, Casual, and Contractors	Noreen Beer Carla Bullinger Shelly Joyner Janette Moller	Dianne Neilson Mel Newcombe Mary Packham Anita Price	Stan Rashbrook Claire Schreiner Kirsten Stark June Striegler	Irene Tinney Inga Udlift Kimberly Vance-Lundsbye Jackie Zamorano
Community Partners, Collaborators & In Kind Supporters	100 Mile House (OMH)	Williams Lake (WL)		
	100 Mile & District Hospital 100 Mile & District Women’s Centre 100 Mile Daycare 100 Mile Food Bank 100 Mile Free Press 100 Mile House - City Hall Employees 100 Mile House City Mayor & Council 100 Mile House Emergency Preparedness Program 100 Mile House Fire Department 100 Mile House Lions 108 Lumber Yard 108 Mile Hair Salon 108 Mile Lions 108 Mile Supermarket 108 Resort 99 Mile X-Country Ski Trails A&W Restaurant A. Binns Accounting Agri-Centre, Local Growers and	Atwood Medical Clinic Boitanio Mall Boitanio Park Summer Daycare Boys’ and Girls’ Club Canadian Mental Health Association Cariboo Eye Care Clinic Cariboo Friendship Society Cariboo Memorial Arena & Pool Chamber of Commerce Child Development Centre Children First City of Williams Lake Communities that Care Cool Clear Water Early Childhood Development Network Government Building Gymnastics Club Individual Volunteers Lake City Secondary School (previously known as Williams Lake & Columneetza Secondary Schools) Lionesses		

	<p>Produce  Auroratec Business Solutions  BC Tourism/Information Centre  BJ's Donuts  Book Donators  Bounce Back Program  Brain Injury Society  Carefree Manor  Carefree Manor Residents  Committee  Cariboo Elders' Society  Cariboo Family Enrichment  Centre  Cedar Crest Society for  Community Living  Centennial Law  Central GM  Chamber of Commerce  Child Care Resource and Referral  Children First  Canadian Imperial Bank of  Commerce  Community Futures  Canadian Mental Health  Association  100 Mile Curling Club  Creekside Seniors' Centre  Curves  De Kleine Zeitung mit Herz  Donex  Dusty Rose Pub  Early Bird 108 Lumber Yard  Exquisite Florals  Horton Ventures - Community  Employment Services  Individuals: Susan Kruze, Sharon  Bozzard, Shirley Gibson-  Bull, Ken &amp; Mary Bourne, Fred  Curtis, Amy Rochon, April  Roberts, Armida Brandoli,  friends and neighbours, Dr.  Ramorasata, Elisabeth &amp; Rudi  Tauche, Pat Oldershaw, Duncan  Watson, Dinah Cunningham,  and Riediger Schmidt  Infant Development Program</p>	<p>Ministry of Children &amp; Family  Development  Museum of the Cariboo-Chilcotin  Nenqayni Wellness Centre  Pregnancy Outreach Program  Punky Lake Wilderness Camp Society  Robyn Louise Photography  Salvation Army  Seniors' Activity Centre  Seniors' Village  Social Planning Council  Subway  Success by Six  Taseko  The Hearth Restaurant  The Open Book  The Salt Jar  Three Corners Health  TRU - \$19,600 in kind space  United Way  Welcome Wagon  Welcoming Communities  Williams Lake Association for  Community Living  Williams Lake Seniors' Village  Yuletide Dinner - Salvation Army</p>
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	<p>Jobs BC          Kamloops Immigrant Society          Loaves and Fishes          Ministry of Children and Family Development          Ministry of Social Development &amp; Social Innovation          Nuthatch Bookstore          RCMP          Red Cross          Red Rock Restaurant          Regency Chrysler          ReMax          Rosi's Alpaca Farm          Rotary          Royal Bank of Canada          Safeway          Save-On-Foods          Schmidt Computer Services          Search and Rescue          Service Canada          South Cariboo Arts and Culture Society - Parkside Centre for the Arts and Culture          South Cariboo Chamber of Commerce          South Cariboo Community Planning Council          South Cariboo Dental Clinic          South Cariboo Lioness          South Cariboo Recreation Centre - Canlan Arena          Stojan's Band          Success by Six          Sunrise Ford          Supported Child Development          Sustainability Society          Tim Horton's          Vancouver Public Library          Village Medical Clinic          Vista Radio Limited          Weavers &amp; Spinners          Whimsy Gift Store          Women's Centre Society          Word Magic Editing</p>	
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	Regional – WL & OMH & Rural	Rural	
	<p>Cariboo-Chilcotin Beetle Action Coalition                      Cariboo-Chilcotin Principals’ and Vice-Principals’ Association                      Children First                      Donna Barnett, MLA Cariboo-Chilcotin                      Horton Ventures – WL &amp; OMH Community Employment Services                      Interior Health – Public Health Nurses, Street Nurse, Physicians                      School District No. 27(Graduation Routes Other Ways, Schools, StrongStart Centres, Board of Education, Librarians, Teachers, &amp; Principals)                      Staples Business Depot                      Success by Six                      Thompson Rivers University (TRU - Campus Aboriginal Planning Committee, Staff, ECE Students)                      University of Victoria (UVIC)</p>	<p>Alexis Creek Health Station                      Esketemc First Nation (Alkali Lake Indian Band)                      Esket Health                      First Nations Education Coordinators                      Nenqayni Wellness Centre                      T'exelcemc First Nation (Williams Lake Indian Band)                      Tsi Del Del First Nation (Alexis Creek)                      Eliza Archie Memorial School, Canim Lake                      Tsq'escen' First Nation (Canim Lake)</p>	
Donors, Sponsors & Funder	<p>100 Mile Free Press                      Cariboo-Chilcotin Teachers’ Association (CCTA)                      Cariboo Radio                      Cariboo Regional District Library (CRD Library -100 Mile and Williams Lake Branches)                      City of Williams Lake                      Decoda Literacy Solutions &amp; MOE</p>	<p>Decoda Literacy Solutions/Province of BC – Raise a Reader Funds                      District Principals’/Vice-Principals’ Association                      Farrier Pub                      First Book Canada                      Heartland Toyota                      Ministry of Advanced Education, Innovation and Technology                      Ministry of Jobs Tourism and Skills Training</p>	<p>Retired Teachers’ Association                      Save-On-Foods                      Scholastic Canada                      School District No. 27                      Service Canada                      Shaw Cable                      Telus                      Thyme for Tea                      Toronto Free Press                      Williams Lake and District Credit Union                      Williams Lake Tribune                      Wolf Radio</p>
<b>Please note: in all activity tables below, if there is a primary funding source indicated in bold.</b>			

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## Overview

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**Literacy is...** the "ability to identify, understand, interpret, create, communicate and compute using printed and written materials associated with varying contexts. Literacy involves a continuum of learning in enabling individuals to achieve their goals, to develop their knowledge and potential, and to participate fully in their community and wider society." Please also see Defining Literacy one-pager.

UNESCO

<http://www.unesco.org/new/en/education/themes/education-building-blocks/literacy/mission/>

## Scope and Purpose

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

## CCPL Background

### Foundations

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

- A broad-based definition of literacy has been adopted that is the complex set of skills necessary for daily life, employment, citizenship and personal enjoyment of our modern and diverse society influenced by lifelong learning, changing needs, skills use or retention and health (mental and physical).
- Those involved in CCPL are passionate about teaching, learning, and literacy from cradle to grave.
- Those involved in CCPL support all forms of literacy including, but not limited to: adults, ESL, Aboriginal, family, children, computers, advocacy, essential skills, seniors, financial, life skills, parenting, and inter-generational.
- Who is served - universally - adults, Aboriginal, family, children, parents, seniors, businesses, learners, volunteers, and service providers with a focus on marginalized individuals and groups.

- How are CCPL run – have meetings, recruit, engage, build trust, promote empathy, build confidence, fundraise, build relationships, raise awareness, support, motivate, listen, educate, understand, share resources, coordinate, provide leadership, provide mentoring, plain language training, maintain resources at libraries, volunteer, reduce isolation, provide workforce training for youth, and distribute thousands of books each year.

## **Vision (revised February 2013)**

All those 'with potential' or 'able' will become literate and those with lifelong literacy challenges will be supported.

## **Mission Statement (revised February 2013)**

CCPL are community members committed to promoting literacy through awareness, advocacy and by initiating and supporting learning opportunities.

They work:

- Collaboratively and in partnership with others,
- In response to individual and community needs focused on marginalized learners, and
- To inspire lifelong learning

## **Values (revised February 2013)**

- promotion of lifelong learning
- accountability
- transparency to community
- trust
- advocacy
- integrity
- learner-centred
- respect
- confidentiality
- training for professional growth
- empathy
- reaching most vulnerable

## **Board, Volunteers and Employees**

CCPL is led by a highly qualified Board and employs a team of well-trained community literacy experts and skilled facilitators. The working Board of Directors ensures mission-driven focus to deliver, embed, and advocate for literacy programs and service delivery in the region. CCPL operates as a direct service delivery and an umbrella organization hiring contractors, employees, and casual

support staff and stewarding funds. An Executive Director is currently employed 10 hours/week and an Operations Manager is employed for 15 hours/week to implement the Society's mission and manage organizational performance with a priority on reaching learners through community-based programs and services throughout the region. As well, Board members utilize personal connections to promote literacy with local business, service providers, non-profit groups, municipal and provincial government.

### **Finances**

CCPL employs a qualified bookkeeper (CGA) that prepares financial statements for review by the Treasurer, Board and employees on a monthly and quarterly basis. The books are formally reviewed on an annual basis. CCPL has managed projects with funding from Health Canada, the BC Ministry of Advanced Education, Innovation and Technology, BC Ministry of Jobs, Tourism and Skills Training, the National Literacy Secretariat, BC Ministry of Education, School District No. 27, Decoda Literacy Solutions, Social and Enterprise Development Innovations (SEDI), Thompson Rivers University, Literacy BC and Literacy Now, and Service Canada. The Society also does its own fundraising activities and receives local funding from Rotary, Kiwanis, Williams Lake and District Credit Union, and many sponsoring businesses and community members. CCPL has demonstrated fiscal responsibility in all programs and projects it has delivered.

### **Programs and Services**

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

### **Partnerships and Collaboration**

Community literacy planning is a collaborative effort and the demographics and geography of the Cariboo-Chilcotin region profoundly affect the planning, design, and implementation of literacy programs and services. CCPL's work is based on research and a foundation of community direction in development since 1999, enhanced by Literacy Outreach Coordination (Ministry of Education) funding,

support, and partnership with School District No. 27. CCPL works diligently to build and support community network systems and partnerships while embedding literacy awareness, values, and development principles. Sustainable partnerships have been established with Thompson Rivers University, School District No. 27, Cariboo Regional District Library, Social Planning Councils in both Williams Lake and 100 Mile House, South Cariboo Labour Council Union representatives, Early Child Development networks and teams, Decoda Literacy Solutions, and local service providers, businesses, and industry.

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

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

Communities are highly involved in literacy initiatives. Small rural communities and First Nations communities have also been implementing and planning literacy initiatives for a number of age groups, both in conjunction with CCPL, School District No. 27 and on their own. Together, CCPL, community service providers, service groups, School District No. 27, funders and lots of volunteers are supporting a wide variety of literacy initiatives to meet the needs of Cariboo-Chilcotin constituents.

### **Strategic Planning**

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

- Is this the sort of work CCPL ought to be doing?
- Will this activity contribute to the achievement of the vision and goals?
- Given the scarcity of resources, is this the most strategic action to take? Will it have the maximum impact for the investment of resources made?

- Is this the most appropriate way to go about achieving the goals?

The Regional Community Literacy Plan (RCLP) for the region is developed over the course of the year through strategic planning sessions, action planning, conversations with partners and collaborators and research. A SWOT analysis of the current literacy landscape was completed in February 2013 via Thoughtstream and CCPL identified many strengths, weaknesses, opportunities and threats. In additions to plans, the strategy is influenced by changing community, provincial, national and global factors and landscapes – social, political, economic and structural.

### **Significant Education and Socio-Economic Indicators in the Cariboo-Chilcotin**

Statistics BC (2010) School District No. 27's overview for the region demonstrates a great need for learner-centred adult literacy programming and safe adult learning environments.

- With respect to age structure: 54% of the population are dependents of which 31% children and 24% elderly. In 2019 the elderly percentage is predicted to be 40%.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- In 2006, the percentage of 24-54 year olds without high school completion was ~22% compared to the ~11% Provincial average. School District No. 27 was ranked the 7<sup>th</sup> lowest out of 57 school districts.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- In 2006, the percentage of 18 year olds who did not graduate was ~49% compared to the ~30% Provincial average. School District No. 27 was ranked the 4<sup>th</sup> lowest out of 57 school districts.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- Marked by one of the lowest regional post-secondary participation rates in BC. School District No. 27 was ranked 49<sup>th</sup> out of 57 school districts in the province.  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- The high school non-completion rate for 18 year-olds from 2007-2010 was 47% compared to a 29% Provincial average (52<sup>nd</sup> out of 57 school districts).  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- 33% of students enrolled in English 12 did not write and 25% did not pass the Provincial exam (2007-2010).  
(Retrieved from [http://www.bcstats.gov.bc.ca/data/sep/sd/sd\\_27.pdf](http://www.bcstats.gov.bc.ca/data/sep/sd/sd_27.pdf))
- Statistics show that while 88% of students in the region eventually graduate from high school, only 62% of Aboriginal students graduate. As a result, there is a great need in the region for adult literacy programming, especially targeting increased Aboriginal learners' literacy levels.

- Additionally, EDI results indicate that 31% of children in kindergarten in the region are vulnerable in one or more of the five domains which include physical health and well-being, social competence, emotional maturity, language and cognitive development, and communication skills and general knowledge. (Retrieved from: <http://www.earlylearning.ubc.ca/wp-uploads/web.help.ubc.ca/2010/09/SD-27-CommunitySummary-2010.pdf>)

# Report on Accomplishments 2012/13

## Lifelong Continuum – Programming & Services Goal

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

Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
<b>1. Maintain Books for Babies (B4B) – Regional</b>		
<p>The Books for Babies project in the Cariboo is led by CCPL and has been giving book bags to new parents since 2001.</p> <p>Many people take reading for granted but learning to read and loving to read must be part of everyday life if children and community are to be a healthy vibrant place to live. Providing early learning through books, the Books for Babies programs is one way that can make a difference!</p> <p>Scholastic Canada Books and Toronto Free Press give great, affordable prices on books and CCPL continuously looks for bargain-priced high quality board books.</p> <p><u>In 100 Mile House</u> Book bags in 100 Mile House are distributed by Interior Health Nurses at</p>	<p>Welcome Wagon and Interior Health Nurses say that sharing the book bags with parents is a highlight for them and builds a meaningful bond.</p> <p>During 2012-2013, ~350 bags were given out in the Williams Lake area and ~100 in 100 Mile House. Parents are recognized, celebrated, and supported with resources and information for their children. Parents are encouraged to share books with their children.</p> <p>New parent feedback surveys for the Books for Babies program were developed this year in collaboration with stakeholders and partners.</p>	<p><b>Kiwanis</b> <b>Reach-a-Reader</b> <b>Donations</b> <b>Williams Lake and</b> <b>District Credit Union</b> <b>CCPL</b> Interior Health Health Nurses Welcome Wagon CRD Library Volunteer Coordinators Infant Development Program StrongStart Centres Three Corners Health Esket Health Alexis Creek Health Station Scholastic Canada Toronto Free Press</p>



<p>the first baby visit or 2 month immunization.</p> <p><u>In Williams Lake</u> The Kiwanis Club understands the importance of early literacy and all families with newborns have benefited.</p> <p>Each year the Club donates funding to support the production of a baby book bag that is given out at the hospital.</p> <p>The bag contains four books, a survey and pamphlets about reading. The baby receives a fifth book when the survey is returned to the public library. The new bags are bright blue so they are visible around town....and thanks is given to Kiwanis members for their service to the community!</p> <p>The Welcome Wagon distributes the book bags to the babies in the Williams Lake Hospital. Three Corners Health, Esket Health, the Alexis Creek Health Station, and other Interior Health Nurses deliver bags to families that were missed in the hospital.</p>		
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<b>18 Month Book Bags – Regional</b>		
<p>18 Month Books in Williams Lake – Parents visit the local library at when their child is 18 months and fills out a ‘Books for Babies’ feedback survey then they receive a free book.</p> <p>In OMH this same process is done at the 18 month immunizations with the Public Health Nurses.</p> <p>In OMH new 18 month Book Bags are produced by the local library and distributed by Interior Health Nurses at 18 month immunization when the Books for Babies evaluations are completed. A board book in a reusable CRD Library book bag is accompanied by a library programs information sheet, age appropriate community services information and a coupon for another book that can be redeemed at the local library in OMH.</p>	<p>Promote literacy by putting high quality reading resources into family homes and into the hands of children.</p> <p>Promote a library visit to connect families to a long-term source for free reading resources and children’s programs.</p> <p>Promote Interior Health Nurse relationships through the act of delivering the free book bag to families.</p> <p>Gather Books for Babies program evaluation data from recipient target group.</p>	<p><b>CRD Library</b> <b>CCPL</b> Interior Health Nurses</p>
<b>2. Maintain Bright Red Bookshelf Program (BRB) – Regional</b>		
<b>100 Mile House &amp; Area</b>		
<p>The BRB program collects and re-circulates gently used children’s books. Children can enjoy these books at bookshelf sites and take free books</p>	<p>Hundreds of book donations were dropped off at the local schools and many needed to be picked up. 70 Mile House Access Centre collected over 300 books</p>	<p><b>CCPL</b> <b>Decoda Literacy</b> <b>Solutions/Province of</b></p>

<p>home. In 100 Mile House, the Bright Red Bookshelves are located at Canlan Arena, Cariboo Family Enrichment Centre, Eliza Archie Memorial School (Canim Lake Band), Ministry of Children and Family Development, and Mile 108, Forest Grove, Lac La Hache and Horse Lake Elementary Schools.</p> <p>Throughout the year, Cedar Crest Society for Community Living tends the shelves to make sure they are stocked and in good repair.</p> <p>CCPL manages the shelves at the elementary schools in partnership with School District No. 27 StrongStart Centres. The BRB Coordinator ensures there is a good stock of books in storage, manages book drives, and promotes community awareness and donations. Ads are also placed in the 100 Mile House Free Press and the WL Tribune to advertise new and used book donations.</p> <p>In May 2013 the annual 100 Mile House Book Drive was held. Ads were put in the Free Press, posters were distributed to all schools, to businesses, and to service providers. Large book donation boxes were delivered to schools and</p>	<p>for the book drive. The annual book drive increases public awareness through the ads in the local paper and the posters.</p> <p>In OHM there are approximately 250 books that go to local children each month. The BRB program also provides work for the clients at Cedar Crest. Jared, who manages the shelves with his supervisor, "loves his job!"</p> <p>This program relies on volunteers and donations. Many people in 100 Mile House have said they love the BRB and for some it is the only way their child can own a book.</p> <p>The coordinator's neighbour, a Grandpa, loves getting books from the bookshelf and reading with his granddaughters.</p> <p>The BRB is so successful in raising awareness on how important it is to read with and teach children at a young age the joy of reading. BRB creates public awareness and many families in 100 Mile use the program.</p> <p>Ongoing funding is always a challenge, as well as getting new books and more people to volunteer. CCPL works hard to get the word out to all families about the BRB program.</p>	<p><b>BC – Raise a Reader Funds</b></p> <p><b>Reach-a-Reader Donations</b></p> <p><b>Farrier Pub Donations</b></p> <p>Cedar Crest Society for Community Living CRD Library 100 Mile Free Press WL Tribune Volunteers StrongStart Facilitators SD27 Early Years Coordinator Book Donators All SD 27 schools 100 Mile Free Press Nuthatch Books SD27 – GROW Centre 100 Mile &amp; District Women's Centre 100 Mile House BRB Hosts:</p> <ul style="list-style-type: none"> <li>• South Cariboo Recreation Centre – Canlan Arena</li> <li>• CFEC</li> <li>• Eliza Archie Memorial School (Canim Lake</li> </ul>
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<p>decorated by school children who had fun with art while learning about the book drive.</p>	<p>BRB program supports so many in the community that just do not have resources to buy books.</p> <p>Having the BRB located in town makes it easier for families to have a book to take home and to learn with their children and grandchildren.</p>	<p>Band)</p> <ul style="list-style-type: none"> <li>• Ministry of Children and Family Development &amp; Ministry of Social Development &amp; Social Innovation</li> <li>• Lac La Hache, Forest Grove, Mile 108, &amp; Horse Lake Elementary Schools</li> </ul>
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**Williams Lake**

<p>There are twelve Bright Red Bookshelves in public places in Williams Lake with one more coming in June.</p> <p>Volunteers from Williams Lake Association for Community Living repair, clean, label, and distribute books to the bookshelves weekly. More than 4500 books were circulated in 2012.</p> <p>The annual book drive in April 2013 brought in about 3100 books. Newspaper ads, school newsletters, and our large street wide banner were used to advertize. Heartland Toyota supplied a red Toyota Tundra with door signs to pick up and store books. There are also</p>	<p>The April Book Drive is a wonderful contact with the schools. School participation is acknowledged with gift certificates and book bags.</p> <p>There is a need for free books for families in accessible public places.</p> <p>Each bookshelf has a bulletin board or poster that explains the program and identifies CCPL.</p> <p>The book drive was an excellent opportunity to get local businesses involved and raise awareness without asking for donations. They were highlighted in the community and enthusiastic about their participation. It was a great relationship building project. A lot of personal connections were made to</p>	<p><b>CCPL</b></p> <p><b>Decoda Literacy Solutions/Province of BC – Raise a Reader Funds</b></p> <p><b>Heartland Toyota</b></p> <p>WL Association for Community Living          CRD Library          WL Tribune          The Salt Jar          SD27 Schools          The Open Book          First Book Canada          BRB Hosts:</p> <ul style="list-style-type: none"> <li>• Atwood Medical</li> </ul>
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<p>donation boxes with each bookshelf. Two new bookshelves were built this year by high school students at Columneetza Secondary School.</p> <p>Two grants totaling 200 books was received from the First Book Canada Program for the cost of shipping at \$.75 per book.</p>	<p>the issue and reflections on the value of literacy to individuals.</p>	<p>Clinic</p> <ul style="list-style-type: none"> <li>• Cariboo Eye Care Clinic</li> <li>• Cariboo Memorial Arena &amp; Pool</li> <li>• Child Development Centre</li> <li>• Gymnastics Club</li> <li>• Boitania Mall</li> <li>• Government Building</li> <li>• Ministry of Children &amp; Family Development</li> <li>• Heartland Toyota</li> </ul>
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### 3. Maintain & Explore the Expansion of Aboriginal Literacy and Parenting Skills (ALAPS) – Canim Lake

Please see item #10 – Reaching Learners Program

### 4. Coordinate Family Fest – Williams Lake

<p>Family Fest is an annual family literacy event held in Williams Lake, celebrating families and promoting literacy. The event aims to provide children and their families with a free, educational, and fun event in a warm and safe environment to celebrate families and support lifelong literacy. The main goal is to improve parents’ understanding of their role in</p>	<p>The event was well attended with 426 visitors. Numbers were significantly higher than 2012 and slightly higher than previous years.</p> <p>Additional statistics: Over 250 new books were taken home by children of all ages, 20 lucky door prize winners, and 56 photos with Sir Read-A-Lot, the CCPL Mascot.</p>	<p><b>Success by Six Children First SD27 CCPL</b></p> <p>Significant in-kind support was provided by a number of businesses and service</p>
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<p>encouraging literacy as a family activity through demonstrations, play-based activities, and active involvement in early literacy related events. Every child attending is given at least one book to take home. Family Fest is made possible by community funding, in-kind support and alot of volunteer time.</p> <p>The following activities were made available by hardworking volunteers throughout the entire event: Music making, Storytelling, Puppet shows, Face Painting, I-Spy in the Sandbox, assorted crafts (including make your own scrapbook, bag painting, guitar decorating), and literacy related games (flashcards, jigsaws, etc.). Several groups also prepared displays and provided information to parents on the types of services they offer. Snacks and drinks were continuously served by the Lionesses.</p>	<p>A low cost, well supported event that is relatively simple to coordinate. As with most things in life, a little more funding would go a long way. The event budget was modified significantly due to reduced funding this year however it was delivered adequately within the available funds. The steady decrease in cash funding is becoming a concern for the future viability of the event.</p> <p>The number of hours to coordinate an event of this size must not be underestimated! A significant amount of time is required to organize an event of this size and in previous years the hours billed was significantly lower than those actually required.</p> <p>There was effective communication with participating groups in the planning process to ensure a range of activities for all ages.</p> <p>Set up was additionally challenging this year as the set up volunteers that were being relied upon did not arrive until 15 minutes before the event start time. It was also observed that there was a lack of information about CCPL and its programs compared to the 2012 event.</p> <p>Recommendations for Family Fest 2014: 1) Event date tentatively set for Sunday, February 2.</p>	<p>provider groups in Williams Lake. Approximately 50 volunteers were required to make it happen!</p> <p>StrongStart Pregnancy Outreach Program Subway Cool Clear Water Robyn Louise Photography Interior Health The Hearth Restaurant Williams Lake Tribune</p>
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	2) Work with CCPL Board and other interested parties to address the issues surrounding event funding. 3) Ensure that displays are set up by CCPL. 4) Consider set up of tables, tent, banner, and signs the day before the event. Unfortunately the same 4 people as last year did the majority of the set up work.	
<b>Youth 12-18 Objectives</b>		
Description of Activities	Outcomes, Successes & Challenges	<b>Funders,</b> In-Kind Support, Collaborations & Partners
<b>5. Work on the Development of Youth Initiatives – Regional</b>		
Embedded throughout this document, especially #34. Happy reading!		
<b>6. Donate Books for Youth – Regional</b>		
Embedded throughout this document, especially #34. Happy reading!		
<b>Adults – 19+ Objectives</b>		
Description of Activities	Outcomes, Successes & Challenges	<b>Funders,</b> In-Kind Support, Collaborations & Partners
<b>7. Maintain Partner Assisted Learning, Williams Lake (PALWL)</b>		
<b>Volunteer One-to-One Tutoring</b>		
PAL is a free, learner-centred, one-to-one adult literacy tutoring program involving our tutor team, coordinators, learners, benchmarking and assessments, tutor-learner matches,	PAL-WL anticipates providing long and short term learner support to 110+ learners from September 1, 2012 to August 31, 2013.  Created and maintained effective tutor/learner	<b>CALP Program-AVED IT</b> <b>City of Williams Lake</b> <b>- \$1,800 funding for computer</b>

<p>support and tracking. Tutoring is tailored to the learner's needs in literacy, numeracy, life skills development, and other subjects.</p> <p>Learners range in age from 18 to seniors, come from varied ethnic backgrounds, and have diverse abilities. The main program activities cover:</p> <ul style="list-style-type: none"> <li>- Learners participated in one-to-one and group sessions</li> <li>- Created and maintained effective tutor/learner matches</li> <li>- Ensured PAL tutors were skilled and confident</li> <li>- Delivered orientation and tutoring training sessions each year - monthly in-session tutor training sessions - 9/year or as required by tutors</li> <li>- Facilitated mentoring with experienced tutors</li> <li>- Provided resource materials for tutor development</li> <li>- Planned and delivered tutor recognition - usually June events plus ongoing year-round giving thanks</li> <li>- Maintained resource library</li> <li>- Prepared and distributed newsletters -3 times per year</li> <li>- Promoted PAL program and literacy</li> </ul>	<p>matches 32+ learners one-to-one and 38+ in short term one-to-one have been assessed with an Individualized Education Plan and are progressing. Providing regular community-based one-to-one drop in and group learning opportunities with our seniors group and computer literacy at the library - 60 + learners supported in small group sessions to date continues.</p> <p>Tutor Training - September 2012 -Currently there are 4 new volunteer tutors recruited and trained while providing support to 24 existing tutors participating in further development.</p> <p>Note: The 24 existing tutors that are volunteers for the program are fantastic and commit wholeheartedly.</p> <p>The challenges and solution-seeking being worked on include:</p> <ul style="list-style-type: none"> <li>- The PAL office is located in Thompson Rivers University. This is a gratefully utilized and donated space, however since the University moved outside the downtown core, the location itself is creating a barrier to connect with marginalized learners. Rent is not affordable but the search at deepening partnerships and/or acquiring a donated storefront location in downtown Williams Lake in 2013-14 continues.</li> </ul>	<p><b>equipment</b></p> <p>TRU - \$19,600 in-kind space</p> <p>SD27</p> <p>CRDL - \$ 5,200 in-kind space for computer training</p> <p>Seniors' Village</p>
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<p>awareness in the community</p> <ul style="list-style-type: none"> <li>- Participated in professional development and training in order to acquire and share new skills with tutors and learners</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of sufficient funding limits the amount of time to effectively seek out and serve the most vulnerable learners. Solutions being pursued include ongoing collaboration with other organizations to embed literacy into everyone’s mandate. Work closely with School District No. 27 to collaborate on supporting learners in the Literacy Foundations curriculum and meeting, planning, and collaborating with organizations across the community to address unmet literacy needs continues.</li> <li>- Piloting the Decoda Literacy Solutions Adult Learner Database to see if it will meet the needs better to monitor learner progress, stay connected to them, and identify the long-term impact and results of our literacy services continues.</li> <li>- Learners in crises, flux, or with issues too challenging for volunteer tutors - a skilled RLA/P will continue to be a great solution to this challenge.</li> <li>- It has become harder to attract tutors due to slow economic conditions, learner challenges, and many find it difficult to travel to tutor.</li> </ul>	
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There is a need to continue to increase community capacity and to work to identify and explore the gaps. Tutoring is tailored to the learner’s needs and building their confidence in reading, writing, math, oral, and computer literacy. The learners range in age from age 18 to seniors. Work will continue to develop community relationships with the downtown core and to find a storefront in that area as many of the learners feel comfortable attending sessions there. It is important that there is close work with the service providers/agencies as they are pleased to provide referrals to PAL. Participation in community activities continue to embed the program in the community and striving for future growth.

**Learner Story** – “I have been attending the Partner Assisted Learning (PAL) program since October 2012. I noticed the PAL advertisement at a bus stop and decided to call and inquire about the program. After my meeting with the Coordinator I was matched with an amazing tutor who I see for help on a weekly basis. As well, I attend group sessions at Thompson Rivers University (TRU) on Thursdays with the PAL Co-Coordinator June Striegler. Because I have been working with the ladies from the PAL program I have gained confidence in my reading and writing skills. Knowing there is support for me in our community makes it easier to take steps to move forward with my education.”

### Computer Literacy Learning at the Library

In January 2012, PAL partnered with the Public Library in Williams Lake to help people in the city tackle their computer issues. On the second and fourth Tuesday of the month, anyone can book an hour to work with a PAL tutor on a computer in the Library. There is no charge and people can book as many sessions as they may need.

The Government of Canada lists development of computer literacy for all Canadians as one of the necessary work skills. People need computer skills to apply for a job. Using email for keeping in touch with friends and family is much cheaper than telephone.

CCPL started with one tutor and now often need four tutors as there are four computers allowed in the Library. During this time at least 120 people have been helped. There are often referrals for people hoping to upgrade their work skills. Some were referred to GROW or TRU when they were ready to take on a structured course. Weekly sessions weekly if tutors are available would be preferable.

The one-to-one time with the clients is most appreciated. This is a relaxed, non-threatening environment. People can proceed at their own pace. Recently there was a number of new iPad users asking for help. This has been a learn-as-we-go process.

CRD Library  
Salvation Army  
Horton Ventures  
Williams Lake  
Employment Centre

### Seniors' Village

Please see item #13 for details.

## 8. Improve Aboriginal Outreach Project - Williams Lake

CCPL has worked with urban and rural Aboriginal communities for many years to plan and implement literacy initiatives. In 2011-12 a successful Aboriginal CALP was coordinated that focused on facilitating Aboriginal gatherings and providing personalized consultation, expertise, and program development support to service providers wishing to offer site-identified services in response to local needs. In 2012-13, CCPL partnered with local urban Aboriginal organizations, professionals, and learners in order to address unmet literacy needs. Over the past year, the gathering of information, receiving of feedback, and strengthening of partnerships to address the literacy needs of Aboriginal adult learners in the community continued. Although this program has been very successful, it is still in its development stage. The continuation of this initiative during the 2013-14 funding cycle is planned.

Maintaining and growing partnerships with existing Aboriginal organizations to deliver services on-site where the clients already attend is planned. There is a proposal to continue embedding literacy services and supports throughout the community through focused outreach at the following partner sites: Cariboo Friendship Society (CFS), Nenqayni Wellness Centre (NWC), and Salvation Army (SA). These sites have active programs directly linked to the urban Aboriginal population together with providing literacy outreach. CCPL's Urban Aboriginal Engagement Program (UAEP) will link, enhance, and expand the activities offered in each host site. The goal of the UAEP is to collaborate with organizations serving Aboriginal clients to provide direct literacy support within the established programming offered by the partners.

<p>The Urban Aboriginal Engagement Program provides personalized consultation, expertise, and program development support, focusing on four flexible work sites: Cariboo Friendship Society, Nenqayni Wellness Centre, Salvation Army, and CRD Library.</p> <ul style="list-style-type: none"> <li>- Advertised and marketed program using Facebook, the CCPL website, newspaper, and television</li> <li>- Provided long and short term learner support</li> <li>- Assessed learners, created, and maintained effective tutor/learner</li> </ul>	<p>Provided support to 65+ urban Aboriginal learners.</p> <p>By August 2013, it is anticipated 90+ learners will be recruited and supported to increase confidence and literacy and essential skills.</p> <p>Learner support to 90+ learners by August 2013 is anticipated. Learners will participate in one-to-one and small group sessions.</p> <p>Good relationships with partners were key to the program's success. Regular on-site presence, visits, and activities to all of the partner sites, supported program development by sharing information and</p>	<p><b>CALP Program - AVED-IT</b></p> <p>Nenqayni Wellness Centre                  Cariboo Friendship Society                  CRD Library                  Salvation Army                  TRU                  City of Williams Lake</p>
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<p>matches</p> <ul style="list-style-type: none"> <li>- Developed small groups</li> <li>- Maintained regular and ongoing learner monitoring and evaluation.</li> <li>- Referred potential learners to other service providers where appropriate</li> <li>- Encouraged and developed learner leadership</li> <li>- Evaluated progress, services and relationships</li> </ul>	<p>ideas with coordinators on-site, and collaboration with on-site service partners to ensure long-term support and success was provided.</p> <p>13+ learners have been assessed and matched with a tutor. 65+ learners have participated in programs and workshops in a group setting providing motivation, encouragement, goal setting, time management, and budget and money management.</p> <p>Workshops were facilitated at Nenqayni on literacy /essential skills, financial literacy, goal setting and communication, and computer basics.</p> <p>Strong relationships were built with the partners.</p> <p>There was increased learner self-esteem and confidence through interaction.</p> <p>Learners worked towards self-sufficiency and social awareness.</p> <p><b>What was challenging?</b></p> <ul style="list-style-type: none"> <li>- Time to follow-up with the tutors and learners</li> <li>- Commitment for some learners</li> <li>- Learners dealing with child care, lack of confidence, poverty, transportation, and addictions often impede their attendance</li> <li>- Funding for food, supplies, and travel dollar's</li> <li>- Matching volunteer tutors with learner</li> <li>- Learners are often late or do not show up</li> <li>- Lack of tutors due to slow economic conditions</li> </ul>	
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	<ul style="list-style-type: none"> <li>- A component of the library partnership was to work with the sites and identify resources and/or possible field trips to the library. The learners were not at this point. This would be a potential emerging component of the program.</li> </ul>	
<p><b>What was done? How was it done?</b>          The development of a literacy component was supported for the Elders’ program at Cariboo Friendship Society. There was a meeting with the Executive Director, Program Manager, and CCPL representatives to discuss how to support/embed literacy into their Elders’ program.</p>	<p><b>What was the most successful?</b>          The partnerships that were fostered and developed really helped make this literacy component within the Elders’ program happen. It supports the concept of embedding literacy and developing community capacity. Because CCPL is plugged into the community dialogue and emerging needs, it was a natural extension of the work being done in the community.</p> <p>Were able to reach the “hard to reach” adult learner. The work was very responsive to the needs of the individual and the group.</p> <p><b>What was challenging?</b>          Some of the programs in which a literacy component is embedded are project-based funded. This means it is often short term and so the long term work required is not realized.</p> <p><b>What was learned?</b>          Literacy Outreach Coordination takes time. The need to develop relationships and be in tune with service providers, their clients, and emerging needs.</p> <p>However, once this ground work is laid, true collaboration evolves and the programs created are</p>	<p><b>CCPL          Cariboo Friendship          Society</b></p>

	meaningful, intentional, and cost-effective.	
<p><b>What was learned?</b> The general profile of the learners who participate in the UEAP program lack self-confidence, social skills, education, and face poverty and discrimination. These barriers may have blocked them from initiating their learning opportunities. The typical learner is usually assessed at a level 1 or 2 using the CALP benchmarks. Most have low literacy skills, are multi-barriered, have addiction issues, and/or are unemployed. They often lack transportation that prevents them from fully participating. Attendance is encouraged to aid in their successes. A collaborative effort to work closely with the coordinators/partners and define their needs takes place. It was demonstrated through this pilot that we have developed meaningful partnerships and have established good working relationships.</p>		
<p><b>9. Partner Assisted Learning, 100 Mile House (PALOMH)</b></p>		
<p><b>One-to-One Volunteer Tutoring Program</b></p>		
<p>Free one-to-one volunteer adult tutoring program coordination, tutor team development, learner monitoring and assessment, and tutor-learner matching, supporting and tracking.</p> <p>Resource library maintained and expended by volunteer tutors at the PAL rental office located at Parkside Centre for the Arts.</p> <p>Main activities included:</p> <ul style="list-style-type: none"> <li>- Engaged new learners and tutors: Fall Fair, Canada Celebration word of mouth, newspaper, and radio ads, approached new community members such as Loaves and Fishes and Cedar Crest to access learners</li> <li>- Provided tutor training: Four-day tutor training and in-services</li> </ul>	<p>New learners and tutors were engaged, trained, and matched.</p> <ul style="list-style-type: none"> <li>- Cedar Crest: 8 new learners</li> <li>- Fall Fair: new tutors</li> <li>- Presentation to Youth Zone</li> </ul> <p>Challenges included:</p> <ul style="list-style-type: none"> <li>- Need for new tutors and learners</li> <li>- Serving new types of learners</li> <li>- Pain and psychiatric issues when working with a learner to address the need for CPP Disability</li> </ul> <p>What was learned:</p> <ul style="list-style-type: none"> <li>- Success approaching service groups such as Cedar Crest</li> <li>- Newspaper ads and articles and radio ads get attention and inform the community</li> <li>- Make radio ads more meaningful by having them voiced by a learner</li> </ul> <p>Other Statistics:</p>	<p>CALP – AVED-IT Parkside Centre for the Arts and Culture CRD Library Cedar Crest Society for Community Living Loaves and Fishes Free Press Wolf Radio</p>

<ul style="list-style-type: none"> <li>- Assessed learners: Benchmarks</li> <li>- Matched learners and tutors: introductory meeting</li> <li>- Provided interim support for CPP Disability forms</li> <li>- Organized tutor appreciation event</li> </ul>	<ul style="list-style-type: none"> <li>- New tutors: 6 and 2 tutors refreshed</li> <li>- New learners: 12</li> <li>- New matches: 12</li> <li>- New partners: Cedar Crest</li> <li>- Newsletters: 3</li> <li>- Many articles in newspaper</li> <li>- Ads in newspaper: 40</li> <li>- Radio campaigns: 2</li> </ul>	
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## Roaming Advocate One-to-One Support

<p>Weekly, free one-to-one tutoring by a paid tutor at sites where clients are already connected. Supported the short term literacy needs of learners such as advocacy, filling out forms, applications, and urgent reading materials.</p> <p>Maintained activities including:</p> <ul style="list-style-type: none"> <li>- Collaborated with on-site service providers and local programs to ensure long-term support and success for participants</li> <li>- Supported the literacy needs of learners in creative, flexible, and responsive ways including arranging and facilitating group tutoring sessions, workshops, staff development, and individualized supports for learners at service sites where they already access</li> <li>- Created safe learning environments</li> <li>- Supported the long term literacy</li> </ul>	<p>Forty-one learners completed concrete literacy tasks that challenged them. Learner tasks have included income tax returns, GST/HST credits, disability forms, childcare subsidy applications, court filings for custody/support/divorce, student aide applications, debt reconciliation, Revenue Canada debt, computer skills, web design, e-readers and tablets, GIS supplement, math, formal writing, CPP, CPP-D, OAP, and academic upgrading.</p> <p>Learners supported in addressing critical steps/barriers that challenge them and are able/ready to move on to further learning, work or other long-term goals with more stability.</p> <p>Learners referred from/to other community programs to address various needs such as mental health, physical health, abusive relationships, substance abuse, legal aid, counselling, etc.</p>	<p><b>CALP - AVED-IT</b></p> <p>Individuals            Cariboo Family            Enrichment Centre            Ministry of Social            Development            Ministry of Children and            Family Development            Horton Ventures –            Community Employment            Services            Women’s Centre Society            SD27 – GROW Centre            Physicians/Nurses            Community Mental            Health            100 Mile and District            General Hospital            Brain Injury Society</p>
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<p>needs of learners by defining goals and developing individualized action plans</p> <ul style="list-style-type: none"> <li>- Explored current events and life skills issues with learners</li> <li>- Secured resources, enrolled and/or referred learners to the appropriate programs to meet their needs and goals</li> <li>- Reduced barriers to participation when possible including transportation, childcare, food, and security issues</li> </ul>	<p>There has been a high demand this year to assist learners to complete disability and tax credit applications as well as access and complete government documents found on-line. Many learners have attended individual sessions at a time when they are facing a personal crisis and had found that they were unable to navigate the internet resources and complete documents that were required without additional help. These learners frequently return after their primary task has been completed seeking further assistance to address other learning goals.</p> <p><b>New this year:</b> Worked collaboratively with 100 Mile and District General Hospital—weekly in-service hours with patients. The one-to-one support has expanded to include meeting with patients (and families) at the hospital during a health crisis.</p> <p>Services included assistance with complex documents (legal representation agreements, Living Wills &amp; Power Of Attorney processes), exploring financial needs (tax filing, deductions, tax credits, and disability benefits), and providing information on community services that are able to help once the patient is discharged.</p> <p>This has been a very exciting collaboration as all family members learn together while ensuring that</p>	
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the patient's wishes and concerns have been heard.

**Learner Story:** *A learner speaking about his successful disability application: "The increase in finances with the PWD designation will make such a difference in my life. [The Outreach Worker's] manner and encouragement kept me focused on the positive aspects and helped me write my personal statement to complete my application. She always made me feel in control of my goals and supportive of my ability to complete tasks. I believe that the Roaming Outreach position is invaluable for many who, 'just need a little support' in order to move forward in their lives. "*

**Outreach Worker Story:** *"I helped one learner (a terminal patient at the hospital) reconnect with his family so that his final wishes could be heard and a P.O.A. and Living Will could be put in place. It took many visits to the hospital as some days he was unable to function due to the level of pain medications he was taking; however, when we did work together, the learner appeared to enjoy the company. This learner has since passed; however, I am confident that he appreciated the help he so desperately needed."*

## Seniors Reading Program

Please see item #13 for details.

## 10. Roaming Literacy Advocate - 100 Mile House

### Computer Literacy Classes

Offered in three sessions of 6 weekly classes, learners participated in group instruction covering introduction to computers, terminology, internet and e-mail, Microsoft Word, Photo Gallery, shopping on-line and internet safety.

Coffee, tea, and snacks were provided during the breaks.

Many learners who initially registered for the classes were found to have barriers that would make it difficult for

Twenty-eight learners ranging in age from 30 to 55+ participated in 16 hours of computer instruction.

All learners are now more comfortable with navigating the internet and using e-mail and skype to communicate with family, friends and co-workers.

All learners have an increased vocabulary and understanding of computer terms. All learners can create and edit a document and use the formatting ribbon.

**CALP – AVED-IT  
SD27 – GROW Centre**

<p>them to achieve their goals in a group format (i.e. - a physical barrier or a stroke). These learners were re-assigned to one-to-one tutoring to more appropriately meet their learning needs (pacing &amp; repetition).</p>	<p>Several learners plan to take more advanced computer courses when available.</p> <p>This is a very popular course and funds from other programs had to be re-allocated to meet the demand. Expanding the program to 4 group sessions has been planned for next year to meet the community need.</p>	
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**Learner Stories:** Four (4) learners wrote about the Computer Literacy Classes: "The classes have enabled us to become more familiar and comfortable with computers and using programs to communicate with our friends and family."

**Group Tutoring**

<p>Group Tutoring meets for 4 hours each week from September through to the end of June (40 sessions/year) at the Cariboo Family Enrichment Centre in a four component family literacy program including childcare, lunch, crafts, celebrations, and storytime.</p> <p>Group topics and individual one-to-one help are a regular part of the program.</p> <p>All participants are working on short and long-term career goals. Subjects this year included Medical Office Assistant, Medical Lab, Midwifery, Early Childhood Educator, Traffic Control, Creative Writing, Driver's Licence, and Family Childcare Training Levels 1 &amp; 2.</p>	<p>Twenty-two adult learners and 35 children have attended the program this year with 7 adult learners and 9 children continuing to attend the program regularly, however some have decided to discontinue with the program for personal reasons.</p> <p>The learners in this group were well established and had some challenges adjusting to the changes that occurred this year—a new location and a new facilitator. Other learners have obtained employment this year or are pursuing other interests as their child/children are now school age.</p> <p>It has been a challenge to build trusting relationships with this group as they have been together for a couple of years now. The staff have worked very hard to encourage the group to "own" the program</p>	<p><b>AVED – CALP</b>                  Cariboo Family                  Enrichment Centre                  SD27 - GROW Centre</p>
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<p>Parents and children participated in Mother Goose activities.</p> <p>Plans are underway to have guest speakers to discuss some issues that are a concern for many of the parents in the group. In September, Step-Parenting, Healthy Relationships, and Access Agreements will be covered.</p> <p>Recruitment of new learners has been ongoing through advertisements, word of mouth, referrals from service providers and staff attendance at StrongStart and community events.</p> <p>Promotions will continue throughout the balance of this year and include advertising with local employers.</p> <p>Learners are completing course work and achieving personal goals in a supportive family environment.</p>	<p>by promoting weekly dialogues around programming, concerns, and suggested changes to more successfully meet the learner’s needs. Many learners have left for meaningful employment in the community. Six learners are enrolled in post-secondary education.</p> <p>A cohesive social-emotional parent support network has developed around friendships, exchange supports (childcare reciprocity, clothing exchanges and gifting), and a safe environment for discussing parenting issues.</p> <p>Children engaged in quality activities with well trained, long term and creative childcare providers. The children have established trusting and caring relationships with secondary caregivers.</p> <p>Parent and child bonds were strengthened through Parent-Child Mother Goose song time.</p> <p>Reduced barriers to learning by providing childcare with hot, nutritious food, and transportation.</p> <p>Mealtime is a time for the children to share their learning/crafts/activities with their parent (encouraging a habit of talking to one’s children at mealtimes).</p>	
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	<p>One of the other focuses for this year has been on engaging the older children in activities that model positive behaviours to the younger children (table manners, setting and clearing the table, sharing, loading the dishwasher, and putting away toys). The older children are quite proud of their achievements with their "special tasks" and their increased independence.</p>	
<p><b>Aboriginal Literacy &amp; Parenting Skills (ALAPS) – Canim Lake</b></p>		
<p>Parents better understand and meet the cognitive, social-emotional and physical learning needs of their children while developing their own literacy and essential skills. <i>ALAPS</i> is a program designed for people with an Aboriginal background who want help in assisting their children's literacy development and are willing to talk about their parenting strategies. <i>ALAPS</i> encourages participants to examine their own literacy development and to begin the process of improvement. This program has been running for 5 years at Tsq'escen' First Nation (Canim Lake). Lunch is provided and guest speakers on various topics are invited to attend.</p> <p>Sessions this year have included study skills and setting up homework stations and routines, how to work with the school system to address concerns, how to find</p>	<p>More than 35 parents, grandparents, caregivers, teachers, staff, and children from Eliza Archie Memorial School at Canim Lake attended monthly support group meetings. Lunch was provided.</p> <p>Parents, grandparents and caregivers:</p> <ul style="list-style-type: none"> <li>• Are more knowledgeable about resources available in the community</li> <li>• Are comfortable with homework routines and how much homework is practical at various grade levels</li> <li>• Are more comfortable talking with teachers and know when it is appropriate to ask for a parent/teacher meeting</li> <li>• Have many resources and activities to use with their children at home to help them improve math and reading skills - theme bags</li> <li>• Showed a significant increase in participation and enthusiasm as the year progressed and relationships developed</li> </ul>	<p><b>Eliza Archie Memorial School – Tsq'escen' First Nation (Canim Lake)</b> - Dedicated a parent liaison to assist with coordinating and planning monthly meetings</p> <p><b>SD27</b> - Committed \$2000 additional funds for the program</p> <p><b>AVED - CALP Cariboo Family Enrichment Centre</b> – Donated \$1000 for theme bag materials and \$500 for food and food preparation</p>

<p>out what your child is learning at school (creative ways to enhance communication through game play), parent-teacher meetings (parent empowerment), math skills benchmarks, information on local resources and service agencies, and resources to help improve math skills.</p>		
<p><b>Community Learning Café</b></p>		
<p>This was the second year of the pilot project. Last year’s program was held Tuesday evenings but attendance was low. In order to address the low attendance, reportedly due to inclement road conditions and driving in the dark, the Café hours were changed to 10 am to 2 pm on Saturdays.</p> <p>The Café didn’t start until mid-year due to the acquisition of new facilitator however it has proven to be very popular.</p> <p>The goal of the learning café is to provide personalized support to learners outside of work hours in a drop-in, group setting while building social-emotional support networks and supporting lifelong learning.</p> <p>Part of the focus was on building</p>	<p>Thirty-eight learners have completed 204.5 learning hours during the first 18 weeks of this year’s program.</p> <p>Seven learners are attending every week and have created strong friendships with each other. This core group enjoys sending emails to each other for practice and to share stories of family.</p> <p>Others accessing the Café have focussed on accessing information on post-secondary programs or working on academic upgrading and Adult Dogwood.</p> <p>Many learners have stated that, “it is the only time I can take the time to do something for myself.”</p> <p>The large attendance of learners new to computers really emphasizes how the way we learn has changed dramatically.</p>	<p>CALP – AVED-IT SD27 – GROW Centre</p>

<p>relations and learning through conversations. Group generated discussion topics were explored each week in addition to studies.</p>	<p>Learners are accessing multiple programs. Several learners completed the Computer Literacy classes and then began attending the Learning Café on Saturdays to refine and expand upon their new skills.</p> <p>Additional location: The local First Nations Band last year requested that we set up a similar group at Canim Lake. Plans for this are underway as Canim Lake members have just begun attending the ABE program through TRU. The Canim Lake Café will provide a place to go for tutoring and support that is close to home.</p>	
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**Learner Stories:** *Four learners wrote about the Community Learning Café: "It has been a great opportunity for adults and seniors to advance their skills and feel more in tune with new technology. It has also been a great opportunity to have a program that is free to use and provides space to learn and make new friends in a welcoming environment."*

## 11. Maintain English as a Second Language Settlement Assistance Program - 100 Mile House

<p>ESLSAP services provided a place for learners to share experiences and discuss understandings of specific, local and relevant issues.</p> <p>Enhanced English listening, speaking, reading, writing, and pronunciation skills including the use of idioms and grammar and address settlement issues including those in <i>the BC Newcomer's Guide to Resources and Services</i> and</p>	<p><u>Number of events:</u></p> <ul style="list-style-type: none"> <li>English Café: 20 cafés, 464 participants, representing 51 individual participants, 11 individual tutors and staff.</li> </ul> <p>Sixty-five cafés were hugely successful in terms of the topics presented, guest speakers (29), field trips, learner participation (883), and community service provider awareness. See details in next column.</p> <p>– Learners requested topics and presented some topics. This was new for this year!</p>	<p><u>Tutor Training:</u> 100 Mile and District Public Library – free space</p> <p><u>Tutoring:</u> PAL Resource and tutoring -space 100 Mile and District Public Library -space</p> <p><u>Advertising:</u></p>
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<p>work-related issues.</p> <ul style="list-style-type: none"> <li>- Engaged new learners and tutors and guest speakers: Fall Fair, Canada Celebration Day, Horton Venture’s Job Fair, word of mouth, newspaper articles, newspaper ads website articles, and radio ads, approached new community members such as Loaves and Fishes and Cedar Crest to access and support learners who may want tutoring support</li> <li>- Provided tutor training: Three day tutor training and two in-services</li> <li>- Assessed learners: Benchmarks</li> <li>- Matched learners and tutors: introductory meeting</li> <li>- Offered, developed and promoted four types of English Practice groups: English Café, Advanced English Café, Advanced Book Club Café, and the new pilot After Work Café.</li> </ul> <p>Cafés were based on input from participants as much as possible and included guest speakers, field trips, seasonal events, books chosen by learners, and work-related topics chosen from a list of possible topics. New tutors: 3 and 2 additional tutors refreshed</p>	<ul style="list-style-type: none"> <li>- A new format of instructional make-and-take café was also successful and included making pie, making Czech potato pancakes, and making Christmas swags at three separate cafes</li> <li>- Recreational opportunities for learners such as snowshoeing and cross-country skiing were very successful and introduced learners to new recreational opportunities and contacts</li> </ul> <p>Our Christmas International Potluck was well attended and was used as a theatre to invite community service providers, in-kind funders and municipal guests to showcase the work done and raise awareness in the community about ESL learner needs in the community.</p> <p>Having guest speakers attend cafés is an opportunity to engage community members and increase awareness about newcomers’ presence and needs in our community.</p> <p>Having regional, provincial and federal guest speakers was informative and led to interesting ripple effects such as introductions to other potential guest speakers, and opportunities to support a new ESLSAP coordinator by inviting her to attend the tutor training and sharing resources with her.</p> <p>The newsletters were well received and showcased</p>	<p>Free Press Wolf Radio De Kleine Zeitung mit Herz</p> <p><u>English Café:</u> Armida Brandoli (visit to her ranch) Village of 100 Mile (use of Centennial Park &amp; Valley Room) 108 Resort (use of tennis courts for pickle ball); Shirley GibsonBull, facilitator 100 Mile Fire Dept Training Centre; Daryl Blades, fire chief 100 Mile Florist Shop (purchase of ribbons for (Christmas Craft) Curling rink Canlan (rental of snowshoes); Susan Kruze, facilitator PSO (rental of home economics room); learner-led cooking 99 Mile X-country Ski Trails; tutor led</p>
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<p>New learners: 6          New matches: 6          Guest speakers: 29          Community Supporters: 58          Presentations: 4</p> <ol style="list-style-type: none"> <li>1. ESLSAP Tutor Training</li> <li>2. Kamloops Immigrant Society Website presentation</li> <li>3. Using Games in Tutoring</li> <li>4. Powerpoint presentation at the Provincial Adult Basic Education Association of British Columbia (ABEABC) Conference</li> </ol> <p>Publications: 10</p> <ol style="list-style-type: none"> <li>1. Three newsletters</li> <li>2. Six newspaper articles in the Free Press</li> </ol> <p>An article published in the Groundwork ABEABC magazine</p>	<p>learner submissions as available.</p> <p>Our partnership with Community Employment Services (CES) allowed in-kind space, guest speakers, and a contact name and face for learners who need CES services.</p> <p><u>Challenges this year included:</u></p> <ul style="list-style-type: none"> <li>- Learning the need to apply for new Citizenship and Immigration funding.</li> <li>- New regulations require newcomers to pass the CLB 4 language test in listening and speaking to proceed to becoming Canadian Citizens.</li> </ul> <p><u>What as learned:</u></p> <ul style="list-style-type: none"> <li>- There are women married to Canadian men or are newly landed immigrants who are isolated geographically and emotionally.</li> <li>- There are many newcomer women who are unemployed or underemployed.</li> <li>- The most successful immigrants began their immigration documents in their home country.</li> <li>- The idea of volunteerism is new to many newcomers and it is crucial to getting local job experience and getting known to potential employers. Hence there were lots of discussions about the value of volunteerism here and opportunities to do so in a variety of cafés.</li> <li>- Many newcomers are delighted to be here but are</li> </ul>	<p>facilitator          Carole Morrison, Service Canada, Citizen Services specialist          Ambulance station;          learner led facilitator          Ken &amp; Mary Bourne (biochar)          (Bounce Back Program)          Canadian Mental Health Elisabeth &amp; Rudi Taucher (visit to ranch)          Rosi &amp; Thomas Salzbrenner (Rosi's Alpaca Farm)          Fred Curtis (fishing next week)          Weavers &amp; Spinners          Stojan's band music at year end cafe          Cariboo Elders Society (rental of seniors' park)  <u>Advanced Café:</u>          Brian Oster, Pharmacist, Donex          Angela Binns, A. Binns Accounting, Income Tax          Valerie Brice, Public Health Nurse, Interior</p>
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	<p>challenged to learn about differences in the culture here. They appreciated having a tutor to talk over ideas individually and coming to the cafés for group discussions.</p> <ul style="list-style-type: none"> <li>- There were newcomers from new countries including Bulgaria and Finland.</li> <li>- Many advanced newcomers knew words with multiple meanings but many have trouble with idioms. The new deck of idiom cards has been useful to support new learning.</li> <li>- The book club offered learners opportunities to reduce isolation, discuss how things are different in Canada, and choose titles of books and express their opinions on topics of special interest to them.</li> <li>- The programs have helped newcomers network and many friendships have resulted. Learners and tutors have benefited from help with woodcutting, gardening advice, and shared plant materials, moving day help, car-pooling, and invitations to meals and seasonal community events.</li> <li>- The round robin format at the beginning of each café helps newcomers gain experience in speaking to a group in English and has helped learners become confident in public when the need arises.</li> <li>- There is community support given the numbers of guest speakers that were engaged and the 13</li> </ul>	<p>Health, BC Health Guide  Tacey Ruffner,  Kamloops Immigrant  Services, Seniors Guide  Ralph Fossum, District  of 100 Mile Councilor,  Age Friendly  Communities  Liz Jones, Emergency  Preparedness, 100 Mile  House Co-coordinator  Peter Crawshay, Search  and Rescue, 100 Mile  House Training Officer  Corinne Granger  Home and  Community Care Nurse,  Interior Health  Patricia Spencer Food  Security and  Sustainability  Rita Giesbrecht, Agri  Centre, Local Growers  and Produce  BJ's Donuts  A&amp;W Restaurant  <u>Advanced Café Book  Club:</u>  Red Rock Restaurant</p>
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	<p>community service providers and businesses who wrote letters of support for the welcoming communities.</p> <ul style="list-style-type: none"> <li>- There are community members who do not know there is an ESL program in 100 Mile House.</li> <li>- That learners are very willing to share their experiences for our newspaper articles.</li> <li>- There is some bias among business people who feel that services for newcomers should not be free/paid for by taxpayers.</li> <li>- There is a need for local Canadians to learn about and understand the benefits of having newcomers in Canada. An article has been written to explain that newcomers are hired by Canadians, they volunteer, and help drive the economy and pay taxes.</li> <li>- Café participants feel more comfortable speaking about employment and venturing out into the business world because of the knowledge they now have. Examples included legal, marketing, and insurance matters in setting up a business and becoming incorporated.</li> <li>- A learner learned where she could get help dealing with her difficulties in her workplace.</li> <li>- The cafés helped several people realize that they had rights at work and many of them will look at their pay stubs more carefully.</li> <li>- The cafés helped business owners define and confirm and clarify understanding of workplace</li> </ul>	<p><u>After Work Café:</u>          Community Employment Services provided space and speakers!          Tacey Ruffner,          Kamloops Immigrant Society          Carmen, Ulli &amp; Caren from CES          Jobs BC, job fair          Daryl Blades, fire chief          Becky Lewis, Red Cross          Angela Cole, Chamber of Commerce          Carole Morrison, Citizen Services Specialist,          Service Canada          Larry Stranberg, Projects Manager,          Community Futures          Doug Dent, Centennial Law          Angela Binns, chartered accountant          Alexis Greenwood, Skilled Immigrant Coordinator, Vancouver Public Library</p>
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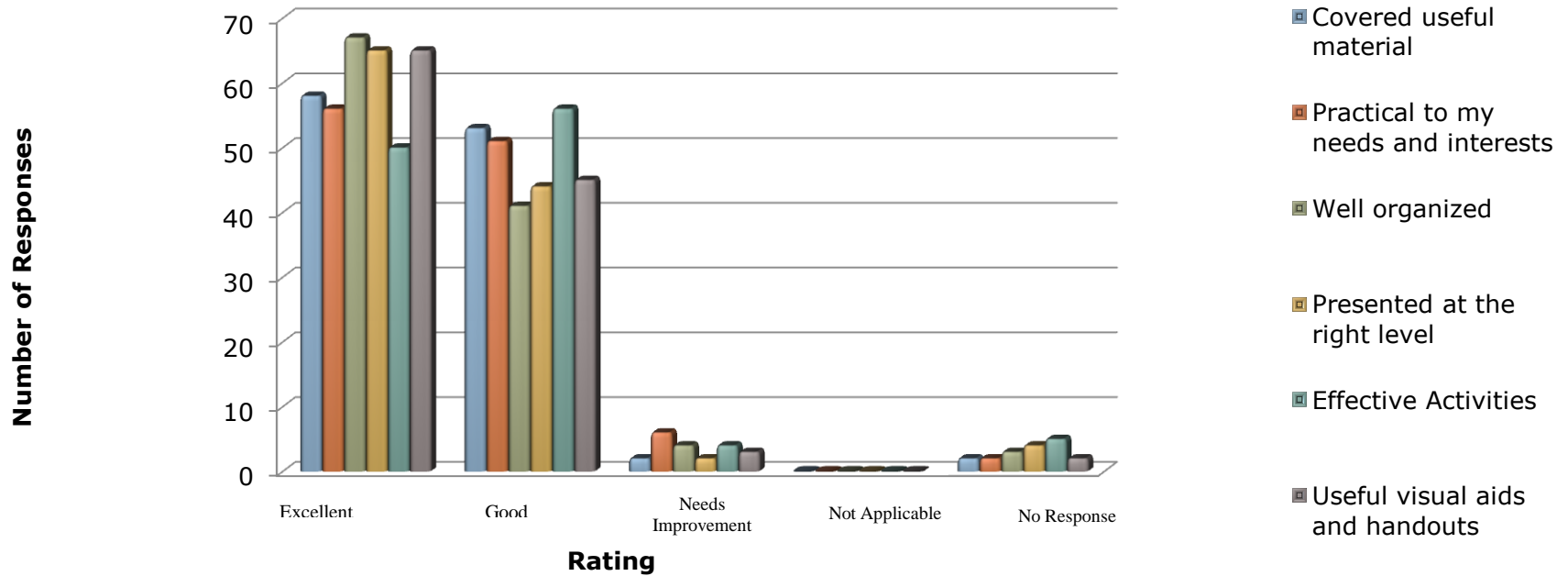
	<p>ethics, employment standards, practices in the workplace, etc.</p> <ul style="list-style-type: none"><li>- A learner felt more confident about seeking work just for the winter. Potential employers were discussed and options explored that learners would not have thought about or known about.</li><li>- The focus on retirement income/pensions was excellent as it was well suited to many of the participants and provided information they did not previously have.</li><li>- In the Advanced Café, the Welcome BC Guide chapter themes help build new words. Learners were asked to develop questions for guest speakers who came and spoke the following session. The learners felt comfortable asking questions and understood the topic when the background work had been done.</li><li>- All Advanced Café information and new words were sent out to all the advanced learners after each session.</li><li>- The background provided by the Advanced Café sessions helped learners get through challenging personal situations with a much greater degree of comfort than before they came to the group.</li><li>- How local, regional, provincial, and federal service providers were willing to speak at the cafés and support of the programming!</li></ul>	
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<b>Advanced ESL Cafés - Level 6+</b>		
See above	Number of events: Advanced English Café: 19 cafés, 162 participants, representing 34 individual participants.	See above
<b>After Work Cafés</b>		
See above	Number of events: Advanced Book Club: 8 monthly book club meetings, 40 participants, representing 9 individual participants.	See above
<b>ESL Book Club</b>		
See above	Number of events: After Work Cafés: 18 events, 217 participants, representing 26 individual participants.	See above
<b>12. Completed, Adapted &amp; Extended Financial Literacy Project</b>		
<p>Delivery of financial literacy workshops throughout the region to any group expressing an interest.</p> <p>Delivery of a series of free community workshops.</p>	<p>The number of participants who have attended workshops in Williams Lake and area has increased from 71 to 120. One hundred fifteen have completed workshop evaluation forms.</p>	<p>Working with all members of the community, from youth to seniors, and providing service in urban and rural</p>

<p>Provision of one-to-one tutoring to any individual seeking assistance.</p>	<p>112/115 participants indicated that their expectations were met</p> <p>113/115 participants would recommend a financial literacy workshop to others</p> <p>92/115 participants indicated they would like to attend one or more financial literacy workshops on other topics</p> <p>15 clients have received one-to-one support with financial literacy issues. 4 are currently active.</p> <p>Funding to support clients and deliver further workshops is limited. Additional funds are required to deliver more community workshops and new outreach ideas. Support to existing and new clients can be provided through other CCPL programs.</p>	<p>locations, including several Aboriginal communities.</p>
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Graph showing feedback from financial literacy workshops to date in Williams Lake and area:

### Q.3 Response Summary



13. Pursue Workplace/Workforce Initiatives		
Currently being pursued and delivered by TRU.		
Seniors (55+) Objectives		
Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
14. Explore Seniors Programming Opportunities		
Please note the computer literacy support offered regionally supports a high proportion of seniors.		
Seniors' Village - Williams Lake		
Please see PAL-WL report.		
Seniors' Reading Book Club at Carefree Manor – 100 Mile House		
<p>Ten residents of Carefree Manor (assisted living facility) meet weekly for a one hour reading and chat session.</p> <p>By the end of June 2013 41 sessions and read 3 books will have been completed.</p> <p>A local Williams Lake author, Verena Berger, wrote our first book of the season. <i>Kool-Aid and Cariboo Stew</i> is the story of Verena's immigration to Canada, a new marriage and making a home in the Cariboo. Verena came to speak to our group and brought her story to life.</p>	<p>A lot was learned from the stories. The strength of character, skills, and perseverance of all the people in our books amaze us. It was not sure that this could be accomplished with so much in such isolation.</p> <p>The books have brought out many individual stories from the book club members. Many of who grew up in rural areas and pioneer conditions.</p> <p>Two of the members are former teachers of one-room schoolhouses. The challenges of being young, newly out of teachers college, and facing the first cold winter in primitive conditions with a wide variety of grades to teach brought forth many good stories.</p>	<p><b>CALP – AVED-IT</b>                  CCPL facilitates group gatherings and covers the cost of books for the group.                  Carefree Manor continues to allow us the use of their lounge for weekly meetings.                  Carefree Manor Residents Committee committed to purchase one copy of each book the Book Club reads. This copy</p>

<p>The second book, <i>Ruffles on My Longjohns</i> by Isobel Edwards is about the isolation of the Artnako Valley in the 1930's and a young city woman's half year visit to her husband's family. This turns into a lifelong experience with many new skills to be learned.</p> <p>The last book continues the Artnako Valley story, <i>Packtrains and Airplanes</i> by Trudy Edwards. Trudy was born and grew up on a wilderness farm with her family at Lonesome Lake. Her stories of growing up in such an isolated area with no formal schooling and few social contacts has been very interesting.</p> <p>There were also two outings this year.</p> <p>Several members enjoyed a presentation at the Library by author Chris Czajkowski and attended the Seniors' Community Dinner in December.</p>	<p>The latest book has provided many opportunities to learn new words.</p> <p>Trudy is very descriptive about her work with horses which presented the opportunity to learn about the parts of a horse and the structure of a wagon. Piaffe was a word that none of us knew. The internet gave us a description, the history of the word, and a wonderful video of a horse marching in place. Now it is understood exactly the action Trudy was describing.</p> <p>Major challenges are still health issues and the changing population at Carefree Manor.</p> <p>The success is looking forward to the weekly Book Club, sharing stories, and learning new things and about each other.</p> <p>It is very important and meaningful to the 10 Book Club members to have their own copy of each book.</p> <p>Many read along as the story is being read to them or read the chapters on their own when they have returned to their rooms. They also enjoy sharing the stories and books with their families and friends.</p>	<p>will be put into the Carefree library to be shared by all the residents.</p> <p>Nuthatch Books is always helpful with ideas for new stories. They order books in a timely fashion and have increased the discount to 20%.</p>
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**15. Consider Re-Submission to New Horizons**

<p>In March 2013, notification was received from Service Canada that the Williams Lake New Horizons for Seniors Program (NHSP) project proposal was funded. The grant was received in late March and the process began on April 25. There is a deadline date of the end of March 2014 to complete the project.</p> <p>The NHS project partners students with senior citizens. Students will teach the seniors basic computer and cell phone use and then record the seniors' life stories and anecdotes. The Museum of the Cariboo-Chilcotin will house these published stories.</p> <p>Lake City Secondary School supports the project. Cynthia Thomson, the Career Program Advisor, is selecting students to participate. There are three student volunteers already working until the end of June. The students participated in a one-hour communication workshop and a separate computer basics workshop.</p> <p>There are residents at the Seniors' Village on Western Avenue who have volunteered. PAL tutors will be used to transcribe the recordings the students and seniors make.</p> <p>In September, work will begin with new</p>	<p>As this program has just begun, an assessment of the results is not available but the students and seniors are eager to work together.</p> <p>Students are learning valuable communication and empathy skills.</p> <p>Seniors will be able to use technology for communication and learning.</p> <p>Training of 15 to 20 more students and engagement the same number of seniors is planned.</p>	<p><b>Service Canada</b> SD27 Lake City Secondary School (previously known as Williams Lake and Columneetza Secondary Schools) Museum of the Cariboo-Chilcotin WL Seniors' Village Seniors' Activity Centre PAL Williams Lake June Striegler</p>
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<p>students and new seniors. Participants at the Seniors' Activity Centre, Glen Arbor Manor and in the newspaper will be recruited.</p> <p>Five laptops with accessories and five notecorders have been purchased.</p>		
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## *Literacy Infrastructure Goal*

<b>Program Development, Unmet Needs &amp; Fundraising Objectives</b>		
Description of Activities	Outcomes, Successes & Challenges	<b>Funders,</b> In-Kind Support, Collaborations & Partners
<b>16. Strategic Professional Development, In-Service Expertise, Sharing &amp; Volunteerism</b>		
<p>There are regularly scheduled monthly CCPL/Board, WL team and OMH team meetings.</p> <p>The in-service program highlighting sharing and training has been formally scheduled into the monthly meeting structure.</p> <p>Monthly program and project reports are shared with all Board members and employees.</p>		<b>CCPL</b>
Professional Development Policy and Procedures are under development.	Professional development funds were allocated with criteria for the following purposes:	<b>CCPL</b> CCPL Board members

	<ul style="list-style-type: none"> <li>- To benefit personal learning and development</li> <li>- To benefit the organization and the program(s) worked within</li> <li>- To choose something that is interesting and will work towards supporting lifelong learning</li> <li>- To share and present to the CCPL team, a summary of the attended Pro D. The presentation can be done as a group or individually. Hand-outs, articles, books or powerpoint may be used. The idea is to mainly highlight your experiences of the conference/course/workshops.</li> </ul>	CCPL employees
<b>17. Prepare Annual CCPL Budgets to Support the Strategic Plan</b>		
<p>Work plans and associated budgets for all CCPL directed activities were prepared for the 2012-13 year. Budgets were reviewed, revised, and presented to the Board for approval prior to September 1, 2012.</p> <p>Below are the Strategic Plan and the Budget Templates.</p>	<p>Being well prepared and allocating budgets prior to the year start-up was a critical step in solidifying CCPL's management of operations. The Board is well prepared for any new business and ideas that come up during the year.</p> <p>Employees, volunteers, and contractors are clearer about their roles, responsibilities and the parameters of their work. Employees are involved in the development of their action plans, activities, rationale, and feasibility.</p>	CCPL Board CCPL employees

# Regional Community Literacy Plan **2013/14**

Strategic Plan Action Item Template – Title			
Who will be the key beneficiaries?			
What will be the key benefits?			
<b>Overview of Actions/Tasks Required</b> <i>What actions must be undertaken to complete the activities and achieve the objectives? Start each item with an action word (eg. make, deliver, purchase, write, submit...).</i>	<b>Responsibility</b> <i>Who will be responsible for the actions? ( job title, name of partner, others)</i>	<b>Timeline</b> <i>How long will the actions take and at what point in the year must it be started? (months and weeks)</i>	<b>Resources &amp; Partners</b> <i>What human, material, and financial resources are needed to carry out actions?</i>
i.			
ii.			
<b>BUDGET TEMPLATE</b>			
<b>Describe Expenses and Income</b> <small>(Please include updated account codes and group similar items)</small>	<b>Item Cost</b>	<b>Sources of Revenue and In-kind Contributions</b>	
<b>An example...</b> <b>5310 – Wages and Salaries</b> <i>Coordination (\$___/hr * ___ hrs = \$___)</i>	\$___	0	\$___
<b>TOTAL</b>			

<b>18. Pursue Mission-Driven Financial Diversification</b>		
<p><u>Funding Requests for 2012-13</u></p> <ul style="list-style-type: none"> <li>- Kiwanis – Williams Lake</li> <li>- Province Of BC – Community Adult Literacy Grant Program – PAL-100 Mile, PAL-Williams Lake, Reaching Learners-100 Mile &amp; area, Aboriginal Initiative-Williams Lake</li> <li>- ESLSAP</li> <li>- Regional Community Literacy Plan – Decoda Literacy solutions/MOE</li> <li>- Success by Six - Family Fest</li> <li>- Children First for Family Fest</li> <li>- Daybreak Rotary for Family Fest</li> <li>- New Horizons for Seniors 2012</li> <li>- Gaming Grants – not funded</li> <li>- Welcoming Communities</li> </ul> <p><u>Pending 2013-14</u></p> <ul style="list-style-type: none"> <li>- Ministry of Advanced Education (AVED), Province of BC – Community Adult Literacy Grant Program (CALP) – WL PAL, 100 Mile PAL; WL Aboriginal Outreach; and Reaching Learners, 100 Mile &amp; Area - \$160,000 requested</li> <li>- ESLSAP - \$41,250 requested</li> <li>- Decoda Literacy Solutions, Ministry of Education - \$35,000</li> </ul>	<p><u>Successes</u></p> <p>\$4,000 from Kiwanis for Books for Babies</p> <p>~\$159,000 CALP Funding for 2012-2013</p> <p>\$55,000 for ESLSAP for 2012-2013</p> <p>\$35,000 from MOE through Decoda Literacy Solutions 2012-2013</p> <p>\$_____ from Success by 6 (WL) for Family Fest</p> <p>\$_____ from Children First (WL) for Family Fest</p> <p>\$_____ from Daybreak Rotary for Family Fest</p> <p>~\$20,000 from Service Canada for New Horizons for Seniors</p> <p>\$67,500 from JSTS for Welcoming Communities</p>	<p><b>Williams Lake and District Credit Union</b></p> <p><b>AVED-CALP</b></p> <p><b>Kiwanis</b></p> <p><b>SD27</b></p> <p><b>TRU</b></p> <p><b>Success by Six</b></p> <p><b>Children First</b></p> <p><b>Daybreak Rotary</b></p> <p><b>TD/SEDI</b></p> <p><b>MOE</b></p> <p><b>Decoda Literacy Solutions</b></p> <p><b>Service Canada</b></p>

<ul style="list-style-type: none"> <li>- Citizen and Immigration Canada CFP</li> <li>- Gaming Grants</li> <li>- Williams Lake and District Credit Union</li> <li>- Kiwanis</li> </ul>		
<p>In 100 Mile House and area, CCPL has been the leading and sole organization providing engagement and support for immigrant newcomers with the English as a Second Language Program since 2005. For over seven years one-to-one tutoring, English practice groups (English Cafés) and support for settlement issues has been provided including: networking, navigating the community, reducing isolation, exploring Canadian culture, employment, recreational and volunteer opportunities, and medical, legal and financial needs. Clients with very low level English language skills need accompaniment, interpretation, translation, and personal advocacy services to acquire these services in the community. Dynamic services to new immigrants and ESL clients that have grown as community needs have been identified and opportunities to meet those needs have been secured.</p> <p>In our leadership role, an application to JTST was submitted for a Welcoming Communities BC Grant and was successfully funded for \$67,500 for December 2012-March 2014. There will be a report out on the progress of this project in next year’s Regional Community Literacy Plan however many partners and supporters were actively engaged in the application process and are listed.</p>		<p>South Cariboo Arts and Culture Society  Interior Health  Schmidt Computer Services  Curves  Word Magic Editing  Cariboo Family Enrichment Centre  Community Employment Services  South Cariboo Chamber of Commerce  CRD Library  Ministry of Children and Family Development  Mitch Campsall, Mayor, 100 Mile House</p>

		Donna Barnett, MLA Cariboo-Chilcotin TRU
<b>Accountability Objectives</b>		
Description of Activities	Outcomes, Successes & Challenges	<b>Funders,</b> In-Kind Support, Collaborations & Partners
<b>19. Participate in University of Victoria Accountability Project</b>		
This study assesses CCPL’s internal organizational perspective on accountability and summarizes external accountability requirements. The research began with a systematic literature review of the fields of non-profit accountability and current practice. Staff and Board data was then collected from individual interviews and group conversations. Reporting documents were collected to collate the information required through obligatory funding relationships. From this, a summary of the organizational culture and list of important information for CCPL to collect, document, and account for was generated.	The research has led to a set of strategic recommendations for action to move CCPL forward in their accountability practices.  The second stage of research was qualitative as CCPL’s internal performance and mission accountability issues, challenges, and needs were identified through individual interviews using responsive interviewing practices of semi-structured, conversational format and open ended questions. Open-ended interview processes were very important to this project as they allowed for co-construction of meaning between participants and the researcher, gave voice to experience, and allowed individuals to build upon their insights. This project is still in progress with an anticipated report completion date in July 2013.	CCPL Board CCPL Employees Shelly Joyner – Master’s student University of Victoria

## 20. Complete Policies & Procedures Manual

The Policies and Procedures Manual is well started and is being added to as elements are completed. The first steps were to research typical non-profit policy and procedures areas, determine which ones were relevant and important for CCPL to develop and/or adopt, collect sample policies and procedure templates, and then prioritize which to complete first.

Following these steps the manual and policy template was developed. To date 6 new policy documents have been drafted as well as 10+ procedural support documents. Good progress has been made in this area during 2012-13 and will be continued next year.

## 21. Improve Regional Community Literacy Plan & Reporting

CCPL has reviewed the RCLP and the feedback on the format was positive. CCPL will maintain the current format of the report with the addition of a literacy-independent photo album - [www.caribooliteracy.com](http://www.caribooliteracy.com). In order to gather more comprehensive reporting, more structure was provided to employees and Board members regarding their report submissions this year however there are still inconsistencies that will be addressed next year.

## 22. Plan & Deliver Thank You Recognition in Multiple Ways

Thank you notes and recognition for the many supporters, volunteers, collaborators, and donors is one of the most important parts of my role. A thank you is so important to write - the person receiving the note understands how much CCPL appreciates their gift of time, money, or support.

After every article that is published in either newspaper the Editor is sent an

As a result of saying thank you strong relationships have been built that support CCPL again and again. It is hard to count all the ways that a smile and thank you come back. Some examples are:

- Ken Alexander at the Free Press has written a letter of support and helped establish guidelines for the articles. He encourages new ideas and refers to CCPL staff for input and advice on any literacy events and articles.
- The many people who have helped out at RAR to sell papers and who come back each year.
- Local businesses that have donated and supported CCPL many times. Building good relationships with everyone is so important.
- Nuthatch Books has given us a bag of books to use as prizes in the Book



email with a thank you. A card is also sent a couple times of year and a personal thank you to the Editor, Publisher and Advertising staff takes place. Putting together the paper is their job but the people who work for both the Free Press and the WL Tribune have gone the extra mile many times for CCPL. It is so important that they know it is appreciated.

After events like Reach-A-Reader, thank you notes are sent to all the volunteers, businesses, and everyone who helped make it happen and be so successful. A thank you is also placed in the weekly banner ads.

Personal visits to businesses that have helped just to say thank you takes place and friends, family and other people are encouraged to support those businesses.

For individuals who have helped many times like the Cedar Crest Society for Community Living staff Alma and Jared, a personal visit takes place, just to see how they are doing. Pictures have been taken for Jared and thank you cards and a cake

Drive. They collect books, put up posters, and advertise the programs and workshops.

- Other service providers like the Women's Centre promote the work of CCPL and they ask for advice when they have a low literacy client.
- South Cariboo Planning Council sends out CCPL's program, workshop and event information on their email distribution list.

One of the most successful partnerships again this year is with the OMH Free Press and the WL Tribune. By working collaboratively with them and thanking them, they have continued to support and encourage the CCPL's work. Both papers have given great rates for the weekly banner ads and always give special discounts on event advertising like the Photo Literacy Contest. They call and ask for articles and do special write ups on the staff (an article on Bruce Mack in January and June Striegler in January).

#### Challenges:

- Getting the thank you cards out right away. Sometimes it's because of lack of time, not having complete address information, or not being asked by other staff to send out a card.
- Finding creative ways to say thank you to long-time supporters (dropping off balloons or a cake), also looking into professional development (writing better thank you cards).
- Time and budget.

#### Learned:

- I has always been known that saying thank you was important, but simple honest thank you's come back in so many ways.
- Stopping in to say thanks has also opened other learning opportunities. The newspapers share how the paper is set up and printed, what makes a good article, and how to submit banner ads.

<p>and ice cream in June is planned for them. This will be after the Book Drive. Sample "Books for Babies" bags have been given to donors like the Farrier Pub Patrons who donated several times in 2012. This shows them where their money is going and encourages them to think of us for their next donation.</p>	<ul style="list-style-type: none"> <li>- Other businesses like Nuthatch Bookstore explain how ordering books is done, why they pick certain books, etc.</li> <li>- How everyone is onnected in a community.</li> </ul>
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**Marketing, Branding & Social Awareness Objectives**

Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
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**23. Implement Communications Plan**

**Newspaper Promotions**

<p>The Marketing Coordinator promotes CCPL's mission, vision, values, Board members, staff, contractors, programs, workshops, volunteer opportunities and special events, focusing on providing opportunities to improve literacy skills in the individual, family, businesses and community as a whole.</p> <p>The promotion of CCPL is done in a variety of ways - weekly banner ads in</p>	<p>Created weekly banner ads for both newspapers, the WL Tribune and the 100 Mile Free Press. The banner ads promoted CCPL, welcomed new staff members, promoted current staff members, promoted programs, workshops, special events, volunteers, and volunteer opportunities. The banner ads give learners the opportunity to read about a program, see a staff member's picture increasing their comfort level when they decide to contact CCPL.</p> <p>Over the past year 24 articles were published in the</p>	<p><b>CCPL</b> The 100 Mile Free Press - In-kind cost of an ad is \$178.36 plus tax per issue - the Free Press gives us the ads for \$14.42. For a total of \$8,522.80 donation. Williams Lake Tribune</p>
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<p>the local newspapers, articles submitted to the local newspapers, the website, Facebook, brochures, contests, radio ads, posters, newsletters, email broadcasts and email distribution lists.</p> <p>Working with SD27 to promote events in the school newspaper and with the South Cariboo Community Planning Council's "Well on the Way" newsletter.</p> <p>Hosting special events like Reach-A-Reader and an Annual Book Drive. Participating in community events like Canada Day, the Children's Festival, the Fall Fair, and other community events.</p> <p>Going into the community and doing presentations while building partnerships and collaboration with other service providers. Presenting to local service clubs, small businesses, other service providers, our MLA, City Council, and learners. While promoting CCPL programs volunteering is also promoted.</p>	<p>100 Mile House Free Press supporting CCPL staff, programs, events and workshops.</p> <p>Over the past year 38 articles were published in the Williams Lake Tribune supporting CCPL staff, programs, events and workshops.</p> <p>Continued to build on a great working relationship with both newspapers while promoting literacy.</p> <p>Worked with established guidelines, articles that were submitted went to press.</p> <p>Both papers continue to support the work encouraging new ideas and articles. Both papers have called CCPL Board and staff to discuss new programs and have advertised the contests and helped build the trust with learners.</p> <p>Through the ads many more service providers, businesses, and learners recognized CCPL staff and felt more comfortable seeking program information and help.</p> <p>Challenges:</p> <ul style="list-style-type: none"> <li>- Getting the Board and staff to write articles to promote the great work being done and following the submission guidelines.</li> <li>- Getting more learners and service providers to</li> </ul>	<p>- In-kind cost of an ad is \$178.36 plus tax per issue - the WL Tribune gives us the ads for \$14.42. For a total of \$8,522.80 donation.</p> <p>SD27 Local Elementary Schools South Cariboo Community Planning Council</p>
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	<p>write articles that show the clear link of low literacy skills to hardships in everyday living.</p> <ul style="list-style-type: none"> <li>- Having learners show and tell how CCPL staff and programs have helped to improve their literacy skills.</li> <li>- Limited time and budget.</li> </ul> <p>Learned:</p> <ul style="list-style-type: none"> <li>- To be patient and try to be encouraging when asking others for articles or ad information.</li> <li>- How dedicated the Board and staff members are to learners.</li> <li>- To create better ads.</li> </ul>	
<p><b>Photo Literacy Contest</b></p>		
<p>The second annual Photo Literacy Contest was held in Williams Lake, 100 Mile House and surrounding communities.</p> <p>The goal of the contest is to have fun, take a picture of someone reading, writing, and learning while using their literacy skills. The contest is open to everyone.</p> <p>Ads were placed in both the WL Tribune and the 100 Mile House Free Press. An article was submitted that explained the rules and how to enter. Posters were put</p>	<p>We received 22 photos from both communities. All the photos clearly followed the contest rules of showing a person reading and writing.</p> <p>First place winner, Coach of South Cariboo Rhythmic Gymnastics, took a picture of her team reading the sports section while stretching together. First prize was a night at the South Cariboo Theatre with popcorn and drinks.</p> <p>Second place winner in the adult category was Linda Colbert from 100 Mile House. Linda's photo showed Grandma Majda reading to her granddaughter, Violet. Linda won a night at the South Cariboo Theatre.</p>	<p><b>CCPL</b>                  OMH Free Press - In Kind: the ads for the contest were in color of \$225.00 - paid \$75.00. A savings of \$450.00                  WL Tribune - In Kind: the ads for the contest were in color of \$225.00 - paid \$75.00. A savings of \$450.00                  22 Community</p>

<p>up in the Malls, small businesses, and the schools.</p> <p>All photos were emailed, collected, and put into an album. Entries were sent to 3 other staff members in CCPL to judge which photo was the best. All the photos were great and very thoughtful.</p>	<p>Linda's photo is on the front cover of the CCPL brochure.</p> <p>The third place winner was Cathy Dobby of Williams Lake. Her photo was of her son, Adam, playing Monopoly. Cathy won a gift certificate for Boston Pizza.</p> <p>The success of this contest is how creative everyone was with their pictures. They took pictures that were fun and clearly showed how we all use our literacy skills in our everyday lives. Everyone who entered said how much fun it was and brought back great childhood memories.</p> <p>The challenges of a contest like this are getting more people interested in it and reaching out to more people. Also to find ways to make the contest more appealing to teens and younger people and working within a limited budget for prizes.</p> <p>When promoting a program it would be nice to have more people able to submit photos by regular mail and will also try using Facebook next year. The use of Facebook, the website, and posters to advertise this contest would assist to get the word to more people.</p>	<p>members who sent in photos</p>
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## Social Media and Other Tools

Created new CCPL Brochure - gathered information from Board, staff, Executive Director on programs, highlights, mission and vision statement. Utilized photos from staff and the Photo Literacy Contest 2012.

Created a new CCPL website - researched website tools, looks, content, ease of use and with Board approval decided on using Weebly to create the website. Built a website that would work for CCPL and appeal to the wide audience of service providers, staff, learners, tutors, and small businesses.

Participated in free online training provided by Weebly.

Used Facebook to promote literacy events.

CCPL emails - continued to use professionalized emails and ensured that all used the caribooliteracy.com email address.

By creating and improving all the tools - the brochure, website, and business cards - there has been an increased awareness of CCPL. The tools have shown in a positive way, how to change the view of "who low literacy learners are" and "how to create a kinder environment". It has helped learners identify CCPL, know who CCPL is, and how they can access the services.

Learners, service providers, and businesses receive the same message from using standardized promotional materials. It helps everyone "recognize" CCPL.

Using all the tools has increased how people learn about CCPL and giving them different choices. It has helped to attract volunteers.

The staff and Board members have commented that they are glad to be using the same materials to promote CCPL, giving the materials a more polished professional look and feel.

The old website had many great features but it was difficult to update and change and asking the website host to make changes was expensive. After considerable research, another website tool was

**CCPL**  
 Auroratec Business Solutions  
 Vista Radio Limited - In-Kind: non-profit rate on the ads.  
 Staples Business Depot

<p>Worked with the Operations Manager to create a standard CCPL business card.</p> <p>Promoted Reach-A-Reader and other events on the Wolf Radio.</p> <p>Continued to build on community relationships by putting together a package of CCPL information that included our business cards and brochures to other service providers and small business to promote CCPL.</p>	<p>selected that met all of the requirements - Weebly. It is inexpensive, easy to use, fun to work with, and easy to keep updated and make changes. A new website was designed that even new learners to the Internet will find easy to use. The current host is maintaining the professional emails and helping out when they can. It is a win/win solution.</p> <p>Successes:</p> <ul style="list-style-type: none"> <li>- Easier to explain who CCPL is and what they do.</li> <li>- Gives learners more places to find out what CCPL does and how they can access the programs and services.</li> <li>- Defined a strategy to promote CCPL using standard branded material.</li> </ul> <p>Challenges:</p> <ul style="list-style-type: none"> <li>- Gathering all the materials and information needed to create a brochure, business cards, and website.</li> <li>- Creating materials that CCPL Board and staff members were proud to use.</li> <li>- Having the content easy to understand by learners and all community members.</li> <li>- Making sure that CCPL's mission, vision, values and programs were clear and easily understood.</li> <li>- To keep the website and brochure fresh and interesting.</li> <li>- Time and budget.</li> </ul>	
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<b>Managing Data Objectives</b>		
Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
<b>24. Establish a System for Filing, Storing, &amp; Maintaining Documents</b>		
<p>CCPL has been piloting Drop Box for many months now as an organizational file management system and working document repository. A number of lessons have been learned and a more comprehensive procedures document and filing structure is in the process. Overall, the use of a centralized, accessible file storage system has been of great value for accessing and sharing information, working on projects and communicating broadly and quickly. The system however is still limited by the skill of its users but ongoing progress has been made to improve the skill levels through mentoring and hands-on training sessions.</p>		
<b>25. Implement a Long-Term Learner Tracking System</b>		
<p>The Decoda Literacy Solutions Adult Learner Database is being piloted to see if it will meet the needs better to monitor learner progress, stay connected to them, and identify the long-term impact and results of the literacy services.</p>		
<b>Human Resource Management Objectives</b>		
Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
<b>26. Set/Implement Timelines &amp; Processes for Strategic Planning</b>		
<p>The following planning processes have been agreed to and are in either the first or second year of implementation.</p>	<p>Board members and employees have an understanding of what is expected in planning processes.</p>	<p>CCPL Board CCPL employees</p>



<ol style="list-style-type: none"> <li>1. CCPL Internal SWOT Thoughtstream</li> <li>2. CCPL Vision, Mission &amp; Goals Board work</li> <li>3. Full Day Strategic Planning Meeting/ Retreat</li> <li>4. External Stakeholder Thoughtstream</li> <li>5. Accountability Project</li> <li>6. Organizational Monitoring &amp; Evaluation Plan</li> <li>7. Prepare Work Plans and Budgets for 2013-2014</li> <li>8. 2013-2014 RCLP</li> <li>9. Training &amp; Professional Development Plan</li> </ol>	<p>CCPL is gathering unfiltered feedback from external stakeholders to enable better reflective practices on quality and appropriateness of service and assessment of community needs.</p> <p>Performance management framework elements have been and are being introduced in a slow, manageable organizational improvement/development process.</p>	
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**27. Determine Needs and Update/Adapt/Develop Human Resource Management Processes and Tools**

Underway – a draft Employee Policies Guide, Orientation Procedures, and Documents Process have been developed and drafted. CCPL hopes to have it finalized in September and fully implemented in the fall.

**28. Ongoing Succession Planning for Board and Employees**

<p>Ongoing conversations and promotions. An organizational introduction letter of request this year was developed.</p>	<p>Maintained 6 Board members. Gained 3 new Board members: 1 Board member returned this year; 1 new Board member joined; and 1 ex-officio Board member joined.  Lost 3 Board members: 2 moved out of the area and 1 retired after 8 years to pursue other community</p>	<p>CCPL Board Executive Director</p>
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	<p>interests.</p> <p>Maintained 8 employees.</p> <p>Gained 3 new employees: 2 for new programs and 1 for a position that opened up.</p> <p>Lost 2 employees: 1 retiree and 1 quit</p>	
<p><b>29. Promote Self-Care</b></p>		
<p>Ongoing – some initiatives this year included use of technology to reduce driving, developing a staff benefits package, Christmas party and other gatherings to celebrate achievements and people.</p>		
<p><b>30. Develop a Documented Plan for Volunteer Recruitment, Development, Support, and Recognition</b></p>		
<p>Underway – a draft Policy and Procedures document has been drafted and CCPL hopes to have it finalized in September and implemented in the fall.</p>		

## Community Development Goal

Local Fundraising Objectives		
Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
<h3>31. Coordinate Reach-A-Reader – Regional</h3>		
<p><b>Radio Ads – Regional</b></p> <ul style="list-style-type: none"> <li>– Radio ads were scheduled to air over 4 consecutive days running between 6 am and midnight totalling 40 commercials.</li> <li>– 20 airing on CKBX - The Wolf in 100 Mile House from January 20 - January 23</li> <li>– 20 airing on CFFM - The Rush in Williams Lake from January 21 - January 24</li> </ul>		
<h3>Williams Lake</h3>		
<p>Formed a RAR Committee for Williams Lake.</p> <p>Worked closely with the RAR Coordinator in 100 Mile House to maximize energy and resources, and to create efficiencies and a seamless delivery of the event.</p> <p>Had City of Williams Lake proclaim last full week in January as Family Literacy Week.</p>	<p>Excellent media coverage. The community knows and anticipates the event. Approximately \$4000 was raised.</p> <p>Reading at the inner city school was very successful. Great participation and appreciation.</p> <p>Having one person organize the overall media coverage ensured consistency and that there was a common consistent approach. Also made it more efficient.</p>	<p><b>CCPL</b> City of Williams Lake Save-On-Foods (\$150.00 in gift certificates) WL Tribune (lots of media coverage before, during, and after, and newspapers to sell that day)</p>

<p>Worked with the City of WL to ensure the Reach-A-Reader banner was prominently displayed before and during Family Literacy Week.</p> <p>Contacted businesses to garner support and/or request financial contributions.</p> <p>Recruited approximately 24 volunteers to sell newspapers on the day and help out at the WL Tribune office.</p> <p>Organized a school district-wide read for 15 competition, "Readers are Leaders", to raise awareness of the importance of literacy.</p> <p>Collaborated with the CRD Library to support their efforts and activities in celebrating Family Literacy every day during that week.</p> <p>Moose mascot travelled the streets and visited an inner city school.</p> <p>Did a reading with the Moose at an inner city school.</p>	<p>The number of volunteers, organizations, and businesses that supported the effort.</p> <p>Read for 15 "Readers are Leaders" – many schools embraced the opportunity to approach their daily reading in a unique way. The partnership with the library in promoting this event and family literacy week.</p> <p><u>Challenges:</u></p> <ul style="list-style-type: none"> <li>– Getting enough volunteers to cover all locations and time slots.</li> <li>– It is an incredible amount of work for the amount of money that is raised.</li> <li>– The weather and conditions can be very challenging particularly because many of the volunteers are seniors.</li> </ul> <p><u>Learned:</u></p> <ul style="list-style-type: none"> <li>– The consistent effort in putting on this event has paid off in that it is well known and anticipated.</li> <li>– Generally people are aware of CCPL and literacy due to the excellent coverage received from the newspaper in terms of who CCPL are and what CCPL does.</li> </ul>	<p>School District No. 27 (distributed pencils and supported the Read for 15 effort in every way)</p> <p>Cariboo-Chilcotin Principals' and Vice-Principals' Association (\$1,000 donation)</p> <p>Cariboo-Chilcotin Teachers' Association (\$500.00)</p> <p>CRD Library Williams Lake</p> <p>25 volunteers (\$1,000)</p> <p>Many local businesses that allowed us to sell newspapers from their location</p>
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## Articles in Williams Lake Tribune Newspaper

- \* Thursday, January 17th - Family Literacy Week Goes January 20 - 26, by Monica Lamb-Yorski, editor WL Tribune
- \* Thursday, January 17th - Bruce Mack: A Passion for Literacy by Greg Sabatino, WL Tribune staff
- \* Tuesday, January 22nd - Help Support Literacy by Williams Lake Tribune staff
- \* Tuesday, January 22nd - Literacy Week Kicks Off - Williams Lake Tribune staff
- \* Tuesday, January 22nd - Buy a Paper and a Chance To Win \$10 - photo of Carla Bullinger, Lil Mack, and Mark Law
- \* Thursday, January 24th - Experiencing the Joy of Life-Long Learning (about June Striegler) by LeRae Haynes, Special to the Tribune
- \* Thursday, January 24th - The Hobbit, a Childhood Favourite Read
- \* Thursday, January 24th - Literacy Week Kicked Off with Song - WL Tribune staff
- \* Thursday, January 24th - PAL Co-Coordinator Reviews Moloka'i by Janette Moller
- \* Thursday, January 24th - Book a Reminder to Encourage Childhood Imagination and Creativity by Carla Bullinger
- \* Thursday, January 24th - Bright Red Bookshelves Provide Free Books for Kids by Claire Schreiner
- \* Thursday, January 24th - PAL Support Changes Lives by Learner Kayla Curtis
- \* Thursday, January 24th - Buddy Reading Promotes Literacy by WL Tribune staff
- \* Thursday, January 24th - Volunteer Literacy Tutors Make a Difference by June Striegler
- \* Thursday, January 24th - Readers are Leaders: Read for 15 Today on Reach-A-Reader Day by Carla Bullinger
- \* Thursday, January 24th - Literacy the Invisible Barrier Says Partners for Literacy Co-coordinator by Janette Moller
- \* Thursday, January 24th - FRONT PAGE Reach-A-Reader Supports Literacy by Greg Sabatino, WL Tribune staff
- \* Thursday, January 24th - Computer Literacy: A Necessary Foundation Skill by Claire Schreiner

## 100 Mile House

- \* Set up a folder in Drop Box - CCPL folder for Reach-A-Reader. The folder contains the RAR work plan, articles, and any other information needed for RAR. Example charitable receipts, script for RAR, etc.
- \* Developed a work plan for both WL and OMH. The work plan is also a

"When a child opens a book, it opens their mind to a world of adventure. On January 23, Reach-A-Reader Day, say yes when a volunteer asks you to buy the 100 Mile Free Press. You'll be enriching the lives of the children in our community. All funds raised buys new books for the Bright Red Bookshelves and Books for Babies. Happily ever afters don't just happen in

**CCPL  
WL Tribune  
Free Press  
Vista Radio  
Williams Lake  
District Credit  
Union**

<p>place to record the events such as articles, volunteers, locations, budgets and much more.</p> <ul style="list-style-type: none"> <li>* Coordinated with newspapers in Williams Lake &amp; OMH for the days.</li> <li>* Elicited contributions from CCPL staff and Board.</li> <li>* Developed promotional package for service clubs and local businesses asking for engagement and permission to sell papers at their sites including: "Dear Supporter" letter, "Literacy, the Invisible Barrier" article, CCPL Brochure, and contact information.</li> <li>* Contacted businesses: Central GM, Sunrise Ford, Regency Chrysler, Farrier Pub, Nuthatch Bookstore, Dusty Rose Pub, 108 Grocery Supermarket, Doves Diner, Save-On-Foods, and many more.</li> <li>* Recruited volunteer paper sellers: 100 Mile Lions, South Cariboo Lioness, and others in the community to ask for their help in volunteering.</li> <li>* Promoted on Facebook and advertised in both papers and the Rush and Wolf Radio.</li> </ul> <p><b>Reach-A-Reader Day - 100 Mile House - Wednesday, January 23</b></p> <ul style="list-style-type: none"> <li>* Picked up the Free Press newspaper at</li> </ul>	<p>fairytale. They also do when you support Cariboo-Chilcotin Partners for Literacy, Reach-A-Reader Day, January 23."</p> <p>Reach-A-Reader was very successful in 100 Mile House and raised \$953.50 from the newspaper donations. Sellers said that most people really like RAR.</p> <p>Farrier Pub Patrons donated \$500.00.</p> <p>Williams Lake Credit Union donated \$100.00.</p> <p>Volunteer hours on the day of the paper sales in 100 Mile House were estimated at approximately 56 hours. This included selling and delivering the papers, and collecting the money and signs.</p> <p>Volunteer hours were 35 hours during the RAR fundraiser.</p> <p><u>Challenges:</u></p> <ul style="list-style-type: none"> <li>- Trying to get articles on time. Both the Free Press and Tribune asked to have the articles earlier so that they can better plan their advertising. A suggestion for RAR 2014 that articles are ready by early December and collect articles throughout the year.</li> <li>- Getting up at 5:30 am to deliver papers!</li> <li>- Not enough help to contact businesses and service clubs to ask for donations and permission to sell papers. Many businesses and service clubs are missed.</li> <li>- Recruiting volunteers, updating the work plan,</li> </ul>	<p>The Farrier Pub          100 Mile City Council          Tim Horton's          Safeway          Save-On-Foods          Nuthatch Bookstore          Cariboo Family              Enrichment Centre          CIBC          108 Lumber Yard          100 Mile Lions          Whimsy Gift Store          Central GM          Regency Chrysler          Sunrise Ford          100 Mile City Hall              Employees          Royal Bank          Dusty Rose Pub          100 Mile Hospital          South Cariboo Dental              Clinic          Village Medical Centre          Volunteers for paper          selling:</p> <ul style="list-style-type: none"> <li>- Tim's - volunteers              Lory, Mary, and              April Roberts</li> <li>- Safeway -              volunteers Amy</li> </ul>
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<p>6:30 am to deliver to different locations, set up tables with brochures, RAR script, pencils "Readers are Leaders", coffee cans for collection, etc.</p> <p><b>Wrap-Up</b></p> <ul style="list-style-type: none"> <li>- Sent out thank you cards to everyone who made RAR successful.</li> <li>- Hand delivered thank you cards to Farrier Pub, Save-On-Foods, Tim's, Safeway, April Roberts, Erica Henderson, The Free Press, Duncan Watson, Sharon Bozzard, and Pat Oldershaw.</li> <li>- Placed thank you ads in the Free Press and Tribune weekly banner ad thanking everyone who helped make RAR successful and everyone who donated for the paper.</li> </ul>	<p>learners' involvement, and just not enough hours.</p> <p><u>Learned:</u></p> <ul style="list-style-type: none"> <li>- Need to ask for help with RAR before we start the fundraiser. Make sure that roles are clearly defined and more staff and learners are involved in fundraising.</li> <li>- Have more patience.</li> <li>- The people in the Cariboo are great and really give when asked. Everyone likes RAR and once more people get involved, they will promote this fundraiser.</li> </ul>	<p>Rochon, Pat Oldershaw, Sharon Bozzard</p> <ul style="list-style-type: none"> <li>- Save-On-Foods - volunteers Anita, Dinah Cunningham, Duncan Watson</li> <li>- District of 100 Mile House - Councillor Bill Hadden</li> <li>- Hospital - Noreen Beer</li> <li>- Cariboo Family Enrichment Centre - Erica Henderson</li> </ul>
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<p><b>Articles in Free Press Newspaper</b></p> <ul style="list-style-type: none"> <li>* Wednesday, January 16th - Literacy, The "Invisible Barrier" But Help Is Available by Janette Moller</li> <li>* Wednesday, January 16th - Reach-A-Reader: All About Improving Literacy by Shelly Joyner</li> <li>* Friday, January 18th - Reach-A-Reader - Raising Money for Bright Red Bookshelf by Mel Newcombe</li> <li>* Wednesday, January 23rd - ESL Cafés Are a Fun and Social way to Learn English by Anita - picture of ESL taken by Ruediger</li> <li>* Wednesday, January 23rd - My Favourite Books - Noreen Beer</li> <li>* Wednesday, January 23rd - Our Favourite Books - Shelly Joyner</li> <li>* Wednesday, January 23rd - My Favourite Books - Mel Newcombe</li> <li>* Wednesday, January 23rd - My Favourite Books - Lory Rochon</li> <li>* Wednesday, January 23rd - My Favourite Books - Mary Packham</li> </ul>
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- \* Wednesday, January 23rd – Reach-A-Reader – Raising Money for the Bright Red Bookshelf by Mel (note this article was in the Connector and Free Press)
- \* Wednesday, January 23rd - ESL Learners Want to Work in Canada – Mary Packham
- \* Wednesday, January 23rd - Literacy Learner Writes About Experiences - Jim Beck - photo by Mary Packham
- \* Friday, January 25th - Literacy Ladies Selling Free Press Paper By Donation - picture by Free Press staff of Pat Oldershaw, Amy Rochon and Sharon Bozzard

## **32. Coordinate Golf Tournament in 100 Mile House for 2013**

Raising funds can be so much fun when there is a scramble for literacy! In addition to raising funds for local literacy programs, the tournament also provides a venue for this year's Learner Achievement Awards as well as raising awareness of literacy in the community. In 2010, following many years of very successful tournaments in Williams Lake, the first Scramble for Literacy Golf Tournament was hosted in 100 Mile House at Marmot Ridge. The following year the tournament was held in Williams Lake and was planned to be back to 100 Mile House for 2012. Unfortunately, with two of the lead golfing Board members moving to the Vancouver Island and the Southern Interior, there was not enough support to complete preparations and hosting the golf tournament. It is hoped that the golfing or another event will take place in 2013-14.

## **33. Support the Pumpkin Patch Project – Thyme for Tea**

Thyme for Tea, a community-minded local business, organized its Third Annual Halloween Pumpkin Patch fundraiser for literacy awareness. This family fun event raised over \$2,000 for CCPL in October 2011. The Pumpkin Patch was turned into a bi-annual event so the staff could take a year to rest in between and engage in other community events. The next Pumpkin Patch is planned for October 2013.



**Community Literacy Coordination Objectives**

Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
<b>34. Maintain Community Literacy Coordination Role</b>		
<b>100 Mile House</b>		
<p>An annual review takes place of the community relations responsibility chart as a team to make sure it is complete, relevant, and each team is connected to the best fit communities, sites, people, or organizations. There were 104 contacts on the list this past year (listed below) and organized into the following categories: education, employment, service organizations, employers, government, professional services (physicians, dentists, lawyers), tables and planning groups, media, churches, and other services.</p> <p>There are visits and conversations with community connections to promote CCPL services and programs, raise awareness of literacy issues, and improve knowledge, skills and attitudes. The brochure, business cards, and copies of</p>	<p>The success of these conversations is always hard to define. Some of the clubs, businesses, and others were more open to make a donation for books and programs once they understood the work being done.</p> <p>Business people now thank CCPL and take the time to help their staff deal with customers in a much nicer way looking for signs of low literacy.</p> <p>A couple of the service clubs would like to set up a presentation in the Fall of 2013 to learn more about literacy and how they can help.</p> <p>Almost everyone indicates they know someone who struggles with low literacy but did not know that there was so much free help in the community. It was very helpful to use a common Drop Box file to track the progress as a group on this objective. The Drop Box file can be accessed and contributed to on</p>	<p><b>CCPL</b>  <b>Decoda Literacy Solutions &amp; MOE</b>                  WL Tribune                  OMH Free Press                  Vista Radio                  Williams Lake &amp; District Credit Union                  The Farrier Pub                  100 Mile City Council                  Tim Horton's                  Safeway                  Save-On-Foods                  Nuthatch Bookstore                  Cariboo Family Enrichment Centre                  CIBC                  Early Bird 108 Lumber                  108 Mile Supermarket</p>

<p>articles published in the Free Press newspapers are shared.</p> <p>There are discussions with small business employers, service clubs, individuals, and service providers about CCPL. They are told about the many programs, services, and workshops. There are discussions about what low literacy means, how literacy skills may be improved, and how to recognize a person who struggles with low literacy. (eg. statements like "I forgot my glasses" or "I'll take this form home and fill it in") Also discussed are ways to help when recognize a person with low literacy without making that person feel uncomfortable or embarrassed.</p>	<p>demand.</p> <p>It is harder to measure successes in this area. More people are interested in helping at special events and some service providers have started to connect low literacy skills with other problems like addiction, abuse, etc. with their clients and they are reaching out.</p> <p>People thank CCPL because they thought their family member, friend, or neighbour was just lazy - now they have a different understanding.</p> <p>Many more people are being reached and a better community is being built.</p> <p>Connecting with everyone in the community is difficult. People really do care and would like to make a difference. Meeting many new people in our community is great.</p>	<p>108 Mile - Hair Dresser Whimsy Gift Store Central GM Regency Chrysler Sunrise Ford 100 Mile House - City Hall Employees Royal Bank of Canada Dusty Rose Pub Dr. Ramorasata Cedar Crest Society for Community Living BC Tourism &amp; Information Centre Donna Barnett - MLA 108 Mile Lions South Cariboo Lioness 100 Mile House Lions Friends &amp; neighbours Success by Six Children First Interior Health MCFD CCRR &amp; other services Infant Development Program Supported Child Development 100 Mile Daycare <b>See list below...</b></p>
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<p><b>Other Services</b></p> <ul style="list-style-type: none"> <li>• Brain Injury Society</li> <li>• Canadian Mental Health Association</li> <li>• Cedar Crest Society for Community Living</li> <li>• Women's Centre Society</li> <li>• Health Nurses</li> <li>• Hospital / Doctors</li> <li>• CRD Library</li> <li>• CFEC – Youth Zone, Family Services, YES Program</li> <li>• Axis Family Services</li> <li>• 100 Mile Vision Care</li> <li>• Hospital Auxiliary</li> <li>• Deka Lake Auxiliary</li> <li>• Women's Institute</li> <li>• Cattle Belles</li> <li>• Red Hat Club</li> <li>• Creekside Seniors' Centre</li> <li>• Carefree Manor</li> <li>• 100 Curling Club</li> <li>• 100 Mile Funeral Home</li> <li>• Rock Hounding</li> <li>• Investors Group</li> <li>• Western Financial Group</li> <li>• CIBC</li> <li>• Donex Pharmacy</li> <li>• Angela Binns &amp; Co. Accountants</li> <li>• 100 Mile District Council</li> <li>• Emergency Support Services</li> <li>• 100 Mile Search &amp; Rescue</li> <li>• South Cariboo Sustainability</li> </ul>	<p><b>Professional Services : lawyers, doctors, dentists</b></p> <ul style="list-style-type: none"> <li>• RCMP</li> <li>• Centennial Law</li> <li>• McRae &amp; Messner</li> <li>• Burdick Smith</li> <li>• Physician's Team</li> <li>• South Cariboo Dental Clinic</li> <li>• Patti - Street Nurse</li> <li>• Legal Aid</li> <li>• Pro Bono (located through Women's Centre)</li> <li>• Exeter Medical Clinic</li> <li>• Village Medical Clinic</li> <li>• Interior Health</li> <li>• Public Health Nurse, Valerie Brice</li> <li>• Community Health Nurse, Renee Larochelle</li> <li>• SPH Consultancy Inc.</li> </ul> <p><b>Government</b></p> <ul style="list-style-type: none"> <li>• District of 100 Mile House</li> <li>• CRD</li> <li>• MLA</li> <li>• MP</li> <li>• MCFD – Ministry of Children and Family Development</li> <li>• MSD - Ministry of Social Development</li> <li>• Service BC</li> <li>• Courts / Travelling Court</li> </ul>	<p><b>Employers</b></p> <ul style="list-style-type: none"> <li>• Ainsworth</li> <li>• West Fraser</li> <li>• Save-On-Foods</li> <li>• Safeway</li> <li>• 99 Mile Market</li> <li>• 108 Grocery Store</li> <li>• Curves</li> <li>• Word Magic Editing</li> <li>• Computer Services Schmidt</li> <li>• Tim Horton's</li> <li>• BJ's Donuts</li> <li>• A&amp;W</li> <li>• Tim-Br-Mart</li> </ul> <p><b>Tables and Planning Groups</b></p> <ul style="list-style-type: none"> <li>• SC Community Planning Council</li> <li>• Chamber of Commerce</li> <li>• SD #27 – K-12...PAC's</li> <li>• 4-H</li> <li>• Girl Guides</li> <li>• Cadets</li> </ul> <p><b>Media</b></p> <ul style="list-style-type: none"> <li>• The Wolf Radio</li> <li>• 100 Mile House Free Press</li> <li>• Internet Radio</li> <li>• Shaw</li> </ul> <ul style="list-style-type: none"> <li>• Williams Lake Tribune</li> </ul>
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	<p><b>Service Organization</b></p> <ul style="list-style-type: none"> <li>• Rotary</li> <li>• South Cariboo Lioness</li> <li>• 108 Lions</li> <li>• 100 Mile House Lions</li> <li>• Knight of Columbus</li> <li>• Legion</li> <li>• Evangelical Free Church</li> <li>• United Church</li> <li>• Jehovah’s Witnesses</li> <li>• Church of Jesus Christ of Latter Day Saints</li> <li>• Saint Jude’s Catholic</li> <li>• German church at strip mall</li> <li>• Taton Baptist Church</li> <li>• Cariboo Christian Life Fellowship</li> <li>• South Cariboo Arts and Culture Society</li> </ul>	<p><b>Employment Services</b></p> <ul style="list-style-type: none"> <li>• Community Employment Services – Horton Ventures</li> </ul> <p><b>Learning and Education</b></p> <ul style="list-style-type: none"> <li>• Canim Lake Band Post Secondary</li> <li>• SD#27 – GROW</li> <li>• SD#27 - Early Years</li> <li>• SD#27 – Principals</li> <li>• SD#27 – Teachers</li> <li>• SD#27 - Counsellors @ PSO</li> <li>• SD#27 – District Administration</li> <li>• SD#27 - Board of Education</li> <li>• Thompson River University</li> <li>• Paid Tutors</li> <li>• Bethel School</li> <li>• Home School Community</li> </ul>
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**Williams Lake**

<p><b>What was done?</b>          Attended network meetings such as Communities That Care, Welcoming Communities, Early Childhood Development Network, Social Planning Council, and Children First to share information, help service providers make connections, and to ensure literacy remains on people’s radar and is identified in their strategic plans.</p>	<p><b>What was the most successful?</b>          Consistent attendance and promotion of the services provided. People get to know more about the organization and then they become more likely to contact CCPL for information, follow-up, or partnership ideas. For example, at a Communities That Care meeting, there was a presentation about the financial literacy project. After the meeting one of the table members asked about collaborating on future financial literacy initiatives because he had</p>	<p><u>Williams Lake</u>          Early Childhood Development Network (representation from agencies involved in the Early Years) Social Planning Council (representation from a wide range of</p>
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<p><b>How was it done?</b>          Attended meetings, prepared, participated, and did follow-up.</p> <p>Prepared a document on the links between literacy and poverty for inclusion in the SPC strategic goal of poverty reduction and living wage.</p> <p>Participated on the Collaboration Working Group of the Social Planning Council.</p> <p>In partnership with Communities That Care, provided training in Positive Action, an evidence-based program that incorporates excellent literacy activities for children and their families.</p>	<p>access to dollars and materials.</p> <p>Providing a fact sheet on the links between literacy and poverty (thanks to the resource sheets on the Decoda website) ensured literacy is incorporated in the Social Planning Council’s Strategic Plan.</p> <p>Positive Action is an emotional literacy program that can be used in schools, in the community, and with families. It highlights how to promote the overall literacy development of children and families through its interactive and fun activities.</p> <p>Ensuring a holistic approach to literacy at community early years tables. (Children are not raised in isolation. We must also be aware of parental needs and how to support them or make appropriate referrals)</p> <p>The more we promote, practice, and model collaboration, the more others engage in this approach.</p> <p><b>What was challenging?</b>          There are competing interests and needs, and people sometimes see literacy as a separate issue. CCPL tries to emphasize and demonstrate how literacy can be incorporated and embedded in daily activities as service providers.</p>	<p>business, health, community organizations, City of Williams Lake)          Children First (a strategic planning table for the early years)          Communities That Care (representation from more than 20 community organizations/ service providers and individuals)          Welcoming Communities – working to become more welcoming community for new immigrants (working group comprising City of Williams Lake, CCPL, Communities that Care, Chamber of Commerce, Williams Lake Employment Services)</p>
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	<p>Funders are looking for quick fixes which are frustrating service providers. Many clients are multi-barriered which means working with long term outcomes as opposed to immediate or intermediate ones.</p> <p>It was challenging that some key players were not at the table. The LOC will do direct follow-up.</p> <p><b>What was learned?</b>          Helping service providers become advocates for the long term needs of their clients by providing them with knowledge and information in regards to learner readiness, engagement and learning.</p> <p>Used accountability framework outlined in the planning guide to increase community readiness, engagement and learning.</p>	
<p>Organized a community adult literacy conversation with key service providers in partnership with SD27 and announced it at all the network meetings.</p> <p>Individual follow-up with senior staff.</p> <p>Used community connections developed over the last two years to really extend the circle.</p> <p>Provided background information, the intent of the meeting, and invited people to</p>	<p>16 people attended the conversation.</p> <p>People talked about the challenges facing their clients, how they currently support them, and what they perceived were gaps in service.</p> <p>Many providers became aware of services they could refer their clients to that they previously didn't know existed.</p> <p>Identified some short-term, specific action items</p>	<p>SD No. 27          Williams Lake          Employment          Services          Child Development          Centre          United Way          CRD Library          City of Williams Lake          Welcoming          Communities</p>

<p>bring their experience and expertise to the table. (This helped focus the meeting.)</p>	<p>that would improve support to adult learners.</p> <p>There was discussion on how to collaborate and partner in regards to funding opportunities so that expertise and resources can be maximized.</p> <p>There's a desire to create a longer-term vision for adult literacy in the community.</p> <p>Learned that people want to collaborate and partner. They want to participate in creating a strategic vision for adult literacy in the community.</p>	<p>Punky Lake Wilderness Camp Society Several organizations sent their regrets, but are interested in the conversation and being involved in follow-up</p>
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**35. Embed Literacy Perspective in Public, Private, & Non-Profit Sectors**

Embedded throughout this document, especially #34. Happy reading!

**36. Make Presentations & Maintain a Voice at Community Tables**

Please see #33 above for more details. CCPL employees and Board members actively and regularly participate and attend the following tables/groups:

Williams Lake

- Early Childhood Development Network
- Children First
- Social Planning Council
- Communities That Care
- Welcoming Communities Table

100 Mile House

- Early Childhood Development Team Table

- South Cariboo Community Planning Council
- Chamber of Commerce
- Executive Directors' Table

### 37. Provide Service Provider & Volunteer Expertise Development

Embedded throughout this document. Happy reading!

### 38. Promote & Share Clear & Plain Language Expertise

Although a work plan was developed for this objective, CCPL did not have the capacity to actively pursue the plan. Much plain and clear language is embedded in programs, presentations, and work with partner service providers.

## Community Event Participation/Involvement Objectives

Description of Activities	Outcomes, Successes & Challenges	Funders, In-Kind Support, Collaborations & Partners
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### 39. Participate in Children's Festival – Williams Lake

Unfortunately this event was cancelled due to poor weather conditions.

### 40. Participate in Aboriginal Day 2012 – Williams Lake

<p>Participated in the Annual Aboriginal Day in Williams Lake June 21, 2012 at TRU.</p> <p>Canada's National Aboriginal Day is held annually on June 21 to celebrate the unique heritage, diverse cultures, and outstanding achievements of the nation's</p>	<p>The activities we included at our booth were:</p> <ul style="list-style-type: none"> <li>~ storytelling</li> <li>~ puppet shows</li> <li>~ face painting</li> <li>~ assorted crafts</li> <li>~ bag painting</li> <li>~ book give away</li> </ul>	<p><b>CCPL</b> <b>TRU</b></p>
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<p>Aboriginal peoples. There are three Aboriginal groups in Canada – the First Nations, Inuit and Métis. National Aboriginal Day events are held in every region across Canada.</p> <p>National Aboriginal Day in Canada gives people of all walks of life the opportunity to celebrate and share knowledge about the Aboriginal peoples’ values, customs, languages, and culture. The event provides children and their families with a free, educational, and fun event in a safe environment.</p>	<p>There were many events visited throughout the day by children and families and many children came from the surrounding communities.</p> <p>Over 200 books were taken home by children of all ages.</p> <p>The biggest challenge to this event is waiting for direction/requests from TRU.</p> <p>The level of in-kind support and volunteers is fantastic and because it is a one-day event it is not hard to put together.</p>	
<p><b>41. Participate in the Fall Fair - 100 Mile House</b></p>		
<p>The Fall Fair was attended with staff and tutors participation. The new Stakeholder Survey was employed to find out what the public knows about CCPL. They responded by indicating that they were aware of the programs especially the ESL Cafés, the computing classes and the Bright Red Bookshelf.</p>	<p>Recruited new learners and tutors.</p> <p>Met and re-connected with community service providers.</p> <p>Survey results are below.</p>	<p><b>CCPL</b> Rotary South Cariboo Recreation Centre</p>
<p><b>Survey Statistics</b></p> <ul style="list-style-type: none"> <li>• 18 surveys left questions #11, 12, &amp; 13 blank</li> <li>• 4 surveys said yes to wanting more information but did not include contact info</li> <li>• Had 150 copies of the survey - 79 surveys remain so 71 surveys were distributed, 36 were completed and returned</li> </ul>		

## **Survey Results**

1. Literacy is about more than reading, writing and math...Yes-36; No-0
2. People with higher literacy skills get jobs, better pay, and are healthier...Yes-35; No-1
3. CCPL supports literacy for all ages from Books for Babies to Seniors' Reading Clubs...Yes-34; No-2
4. PAL stands for Partner Assisted Learning and gives free tutoring to adults...Yes-34; No-2
5. Which of these CCPL programs have you heard of? 3 surveys had not heard of any
  - 28 Partner Assisted Learning
  - 20 Books for Babies
  - 12 Bright Red Bookshelf
  - 27 English as a Second Language
  - 14 Computer Literacy Classes
  - 15 Group Tutoring
  - 7 Community Learning Nights
  - 10 Financial Literacy Workshops
  - 11 Seniors' Book Clubs
6. Do you know anyone who needs or has had help with literacy? Yes-13; No-23
7. Would you like to volunteer as a tutor? Yes-5; No-26
8. Would you like to volunteer for special events? Yes-6; No-24
9. Would you like more information on our programs? Yes-10; No-22
10. Are you interested in attending our meetings? Yes-6; No-25
11. How can we do a better job of helping people build literacy?
  - As a SPED Director, I am fully aware of the importance of literacy, provide as many free programs as you can get funding for
  - Teach and emphasize that knowledge is liberating and gives one power and lends credibility to their thoughts and actions
  - I think you are doing great
  - After school reading clubs for teens
  - Everyone is doing a good job
  - Word of mouth, church connections
  - Giving interesting books to read
12. Do you have any ideas or comments you'd like to share with CCPL?

- Keep up the efforts to reach people in the community
  - Evenings are great for working people
  - I think this is a great idea and if I need or would like any more information about this I will go looking for it if I know anybody who does
  - Keep up the good work
  - Good job dealing with literacy help
  - Great group tutoring program
  - Great job
  - Thank you for the good work you do in the community
- 13.If you said yes for volunteering or more information please leave your name and email or phone number.
- Not living in 100 Mile House
  - 10 people left their contact information
  -

**42. Participate in One To Be Determined Event in Williams Lake**

Still to be determined.

**43. Participate in Welcome Baby Party in 100 Mile House**

CCPL and SD 27 hosted a display table at the Second Annual Welcome Baby Party hosted by Success by Six at the Community Hall on May 27. The display promoted Books for Babies, Bright Red Bookshelf and StrongStart programs and board books were given out to all families in attendance.

40 books were distributed

Programs were promoted

Parents asked questions about their child’s language development.

Books were well received and coveted by older siblings.

**CCPL**  
SD27  
Success by Six

**44. Promote Sir Reads-a-Lot Moose Mascot - Williams Lake**

<p>CCPL Moose Mascot - The large full body moose mascot was made by a volunteer in April 2010. Sir Read-a-Lot is available to make appearances at schools and literacy events.</p> <p>This year Sir Read-a-Lot made appearances at Reach-A-Reader Day, Family Fest 2013, and numerous school visits. The mascot also was central in the April 2013 Bright Red Bookshelf Book Drive.</p>	<p>He is greeted with smiles and waves wherever he goes and is often caught giving books to children!</p> <p>Good exposure for CCPL.</p>	<p>Many host organizations Volunteers to be the Moose <b>CCPL</b></p>
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**45. Donate Books to the Winter Carnival or Similar Event in 100 Mile House**

Unfortunately the Winter Carnival was cancelled in 100 Mile House in 2013. Instead, 150 books were donated to the Cariboo Family Enrichment Centre to use in their family programs and give to families.

**46. Donate Books to Christmas Hamper Projects**

**100 Mile House**

<p>CCPL donates about 250 new books at Christmas for children of all ages. Books are given to the service providers and the ReMax Christmas Train. The books were given to the Food Bank, Loaves and</p>	<p>Being able to give books at Christmas for families is very fulfilling. The Food Bank, CFEC, Women’s Centre, Loaves and Fishes staff were very thankful to have something as special as new books to give to children and their families. One staff member</p>	<p><b>CCPL Williams Lake District Credit Union</b> Volunteers</p>
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<p>Fishes, and the 100 Mile House District Women's Centre for families that need extra help in 100 Mile House and surrounding communities. The Women's Centre put some of the family hampers together.</p>	<p>said the "Mom looked at the books and started to cry, remembering when her Mom read to her at night before bedtime." This gives parents an opportunity to teach their children and spend magical time.</p> <p>Funding and trying to make sure that everyone who needs help gets is challenging. It is such a tough time of year for so many.</p> <p>By giving out books on behalf of CCPL it became obvious that buying a new book is a real treasure to a family when others have taken it for granted.</p> <p>Giving the books helps other service providers promote family reading increases everyone's literacy skills.</p>	<p>ReMax Loaves and Fishes Food Bank Women's Centre Society CFEC</p>
<p><b>Williams Lake</b></p>		
<p>CCPL has donated books to Christmas hamper and community dinner projects around the South Cariboo for over 7 years and allocates funds for these activities on an annual basis.</p>	<p>Over 300 children's books are given to local charity dinners and food hampers at Christmas time.</p> <p>Many supporters choose book giving as a priority for the money they donate.</p>	<p><b>CCPL</b> Yule Tide Dinner – Salvation Army Boys' and Girls' Club</p>
<p><b>47. Puppets &amp; Literacy</b></p>		
<p>Puppets provide a strong link for children and literacy. CCPL volunteers worked with the Williams Lake Public Library to develop and perform plays for Christmas and then again in March. Each show had two short plays, poems, and songs performed with puppets. About 80 children and parents enjoyed the performances.</p>		<p><b>CCPL</b> Tracy Dunlop – CRD Library Summer Reading</p>

<p>In February a puppet-making workshop was given for a grade one class at Marie Sharpe Elementary School. Students made stick puppets and then performed the play as a group. They each had a copy of the story to take home and share. Three CCPL volunteers presented puppet stories and poems for audiences at Family Fest. Related craft activities were available for the children.</p> <p>A CCPL volunteer worked with the Library’s Summer Reading Program to present three themed puppet shows and activities for between 15 and 20 children each time.</p> <p>Two puppet making workshops were presented to participants in the Boitanio Park Summer Daycare Program. The younger children made stick puppets for a poem and the older children chose mythological creatures to represent and wrote their own plays. These activities involved 55 children who took their poems and puppets home to share.</p> <p>Residents at Williams Lake Seniors’ Village enjoyed puppets and group readings in June and again at Christmas.</p>	<p>Program Boitanio Park Summer Daycare Kathy Newell, Carla Bullinger, Kirsten Stark, Claire Schreiner SD 27 StrongStart WL Seniors’ Village</p>
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**Community of Learners – Our Target Group – Objectives**

Description of Activities	Outcomes, Successes & Challenges	<b>Funders,</b> In-Kind Support, Collaborations & Partners
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**48. Keep the Vulnerable Learner Targets in Sight at the Forefront of Decision Making...Embed**

CCPL revisited, refined, and honed its definition of literacy, vision, mission and values. This process involved deep reflections on our learner-centred focus and proved beneficial to realign new staff and Board members with the intent to reach the marginalized segment in the communities.

CCPL has also experienced two recent years of significant growth and in the strategic planning processes this year (for 2013-14) the importance of embedding literacy awareness and expertise into other organizations were highlighted.

**49. Address Barriers & Promote Access to Learners We Are Not Reaching**

Embedded in programs providing direct service to learners. See other section reports focusing on outreach, know your audience, communications, and relationship building.

**50. Develop Learner Leadership – A Learner on the CCPL Board**

The Board revisited this objective and decided that having a learner on the Board should not be a goal in itself but would be great if it happens. Rather, being able to gather unfiltered learner feedback on programs and services and engage learners in other aspects of volunteerism and leadership throughout the organization may be more meaningful and may better represent a broader range of learners and their experience. Every learner’s experience and context is different and gaining access to a range of feedback and input would serve CCPL and learners more than having a lone voice at the Board table.

**51. Support Learners to Create their Own Space in CCPL**

Embedded throughout this document. Happy reading!

**Partnerships & Collaborations Objectives**

Description of Activities	Outcomes, Successes & Challenges	<b>Funders, In-Kind Support, Collaborations &amp; Partners</b>
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**52. Implement Regional Community Literacy Plan (RCLP)**

Review last year’s strategic plan. This report if the follow up reporting on progress - the objective numbers are aligned!

### **53. Develop a Broad Memorandums of Understanding (MoU) with Key Stakeholders**

CCPL has engaged in MoU's with many service partners in the community in both formal (written and signed) and informal (conversations, email paper trails) ways. Some partners engaged with MoU's include Cariboo Friendship Society, CRD Library, Salvation Army, and TRU. CCPL is still seeking to sign off on a formal written document with SD 27 – a draft has been developed and agreed to in principle, but the formal signing has yet to be completed.

### **54. Maintain & Nurture Key Partnerships and Collaborations**

Embedded throughout this document. Happy reading!

### **55. Establish & Cultivate New Partnerships and Collaborations**

Embedded throughout this document. Happy reading!

### **56. Increase CCPL's Voice to Government Stakeholders**

CCPL has been engaged in a number of activities with government funders this year. We participated in the CALP review process by giving feedback in written and interview formats to AVED-IT. CCPL has worked with Decoda Literacy Solutions to add the community voice to government and have worked with other community members to lobby government to reinstate community literacy coordination funding from the Province of British Columbia. CCPL have worked with JTST to streamline transition with the Provincial ELSAP funding model to the Federal Citizen and Immigration Canada stream and have also consulted extensively with JTST on the Welcoming Communities Program.



# Strategic Management Plan

## Goals & Broad Objectives for 2013-14

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

### **Long Term Strategy/Goal #1: Lifelong Continuum Programming & Services**

**CCPL will serve the literacy development needs and the literacy challenges faced by community members with a purposeful focus on marginalized learners.**

While our programs are built on the principle of universal access, work to connect individuals with existing community supports that best fit their needs and focus our time where gaps exist and those who are underserved continues. When early years, youth, and family literacy initiatives are undertaken, CCPL will undertake activities that promote literacy, learner-centred direct-adult learning, parent-child together time, and/or inter-generational literacy activities. CCPL offers quality readiness, learning, and engagement opportunities for individuals to reach their potential and fully participate in society.

### **2013-14 Programming & Services Activities/Actions**

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

1. Maintain Books for Babies (B4B)
2. Maintain Bright Red Bookshelf Program (BRB)
3. Maintain and explore the expansion of Aboriginal Literacy and Parenting Skills (ALAPS)/Literacy and Parenting Skills (LAPS)
4. Promote Parent Child Mother Goose and similar programs

### **Youth - 12-18**

5. Work on the development of youth initiatives with stakeholders to embed and share expertise
6. Donate books for youth if requested

### **Adults – 19+**

7. Maintain Partner Assisted Learning (WLPAL) in Williams Lake
8. Maintain Aboriginal Program in (WLAP) Williams Lake
9. Maintain Partner Assisted Learning (OMHPAL) in 100 Mile House
10. Maintain Roaming Literacy Advocate services in 100 Mile House
11. Maintain Reaching Learners: Group tutoring, computer literacy, ALAPS & Community Learning Cafés in 100 Mile House
12. Maintain English as a Second Language Settlement Assistance Program (ESLSAP) in 100 Mile House
13. Complete Welcoming Communities Project
14. Continue and embed financial literacy support
15. Pursue workplace/workforce initiatives within literacy expertise and focus areas

### **Seniors – 55+**

16. Maintain Seniors' Reading Program through OMHPAL, Seniors' Village activities through WLPAL and Computer Literacy initiatives through WLPAL & OMHRL
17. *Explore seniors' programming opportunities, but weigh carefully (eg. Meals on Wheels add-on)*
18. *Complete New Horizons for Seniors in WL*

## **Long Term Strategy/Goal #2: Literacy Infrastructure**

**CCPL will be a cohesive, networked, mission-driven, non-profit organization practicing clear direction and consistent operating principles.**

CCPL will work towards increasing internal (Board members and Directors, employees/contractors, volunteers) accountability to mission, governance and performance. Tools and processes will be developed and implemented to promote individual and organizational learning, document history, and improve organizational communication.

### **2013-14 Literacy Infrastructure Activities/Actions**

#### **Diversify Funding**

19. Pursue mission-driven financial diversification – grant applications, foundations research, and social enterprise exploration

#### **Seek a Space/Place**

20. Research and remain open to free, long-term, strategically located, storefront place/space opportunities

#### **Accountability**

21. Develop annual work plans and budgets aligned with the annual action plan
22. Complete Policies and Procedures Manual
23. Prepare annual Regional Community Literacy Plan
24. Review and assess current methods, plan, and deliver thank you recognition in multiple ways to the diverse contributors. Prepare a thank you best practices one-pager.
25. Implement organizational monitoring and evaluation tools
26. Develop strategies to gather unfiltered community feedback from service providers, partners, collaborators, learners and constituents

#### **Manage and Share Data**

27. Maintain a system for filing, storing, and maintaining documents
28. Implement a long-term learner tracking system – Decoda Literacy Solutions
29. Human Resource Management
30. Ongoing succession planning for Board and employees- medical rep, legal rep, business ties, financial community, TRU

31. Promote self-care (eg. benefits plan)
32. Build capacity through strategic professional development, in-service expertise sharing and volunteerism. Participate in Provincial professional development project with Suzanne Smythe and create a Training Plan.
33. Establish a documented staff coverage or buddy system

## **Long Term Strategy/Goal #3: Community Development**

CCPL will take a community leadership role to:

- **raise literacy awareness;**
- **promote an understanding of literacy issues and increase sensitivity to individuals with literacy challenges;**
- **increase value for learning, literacy and essential skills (LES) as core individual and community building foundations;**
- **view social issues through a LES lens; and**
- **promote lifelong learning through formal, informal, and non-formal means (See one-pager on Learning Approaches).**

CCPL will support and link other service providers in the community by providing unique services, avoiding competition for common funds, and working collaboratively with other groups to embed LES services, understanding and expertise.

## **2013-14 Community Development Activities/Actions**

### **Marketing, Branding, and Social Awareness**

34. Review, update and implement Communication Plan – identify priorities

### **Local Fundraising**

35. Coordinate Reach-A-Reader

- 36. Support the Pumpkin Patch project – Time for Tea
- 37. Determine and pursue local fundraising activities (eg. Chili Cook Off, Raffle Ticket)

### **Community Literacy Coordination**

- 38. Maintain Community Literacy Coordination role
- 39. Embed literacy perspective in public, private, and non-profit sector services
- 40. Make presentations and maintain a voice at community meetings
- 41. Provide service provider expertise development

### **Clear and Plain Language**

- 42. Promote and share Clear and Plain Language expertise

### **Community Event Participation/Involvement**

- 43. Participate in Children’s Festival, Family Fest, and Aboriginal Day in WL
- 44. Participate in Canada Day, Fall Fair and Welcome Baby Party in OMH
- 45. Promote Sir Reads-a-Lot Moose mascot
- 46. Donate books, Christmas hamper/event projects
- 47. Explore other possible tag-on events for maximizing impact and book donations

### **Community of Learners**

- 48. Keep the vulnerable learner target at the forefront of decision making...embed
- 49. Address barriers and promote access to learners not being reached
- 50. Develop learner leadership (a learner on the Board)
- 51. Support learners to create their own space within CCPL

### **Partnerships and Collaborations**

- 52. Implement Regional Community Literacy Plan (RCLP)

- 53. Develop a broad memorandums of understanding with key stakeholders
- 54. Maintain and nurture key partnerships/collaborations
- 55. Establish and cultivate new partnerships/collaborations
- 56. Increase CCPL's voice to government and other stakeholders

## Acronyms

ALAPS/LAPS – Aboriginal Literacy and Parenting Skills

AVED-IT – Ministry of Advanced Education, Innovation and Technology

B4B – Books for Babies

BRB – Bright Red Bookshelf

CALP – Community Adult Literacy Program

CCPL – Cariboo-Chilcotin Partners for Literacy Society

CFEC – Cariboo Family Enrichment Centre

CRD Library – Cariboo Regional District Library

ED – Executive Director

ESLSAP – English as a Second Language Settlement Assistance Program

JTST – Ministry of Jobs, Tourism and Skills Training

LOC – Literacy Outreach Coordination

MoE – Ministry of Education

OMH – 100 Mile House

PAL – Partner Assisted Learning

RCLP – Regional Community Literacy Plan

SD27 – School District No.27

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

TRU – Thompson Rivers University

WC – Welcoming Communities

WL – Williams Lake