

Chilliwack Learning Community Society

ANNUAL REPORT

June 2012 to May 2013

And

Chilliwack Community Literacy Plan

2013

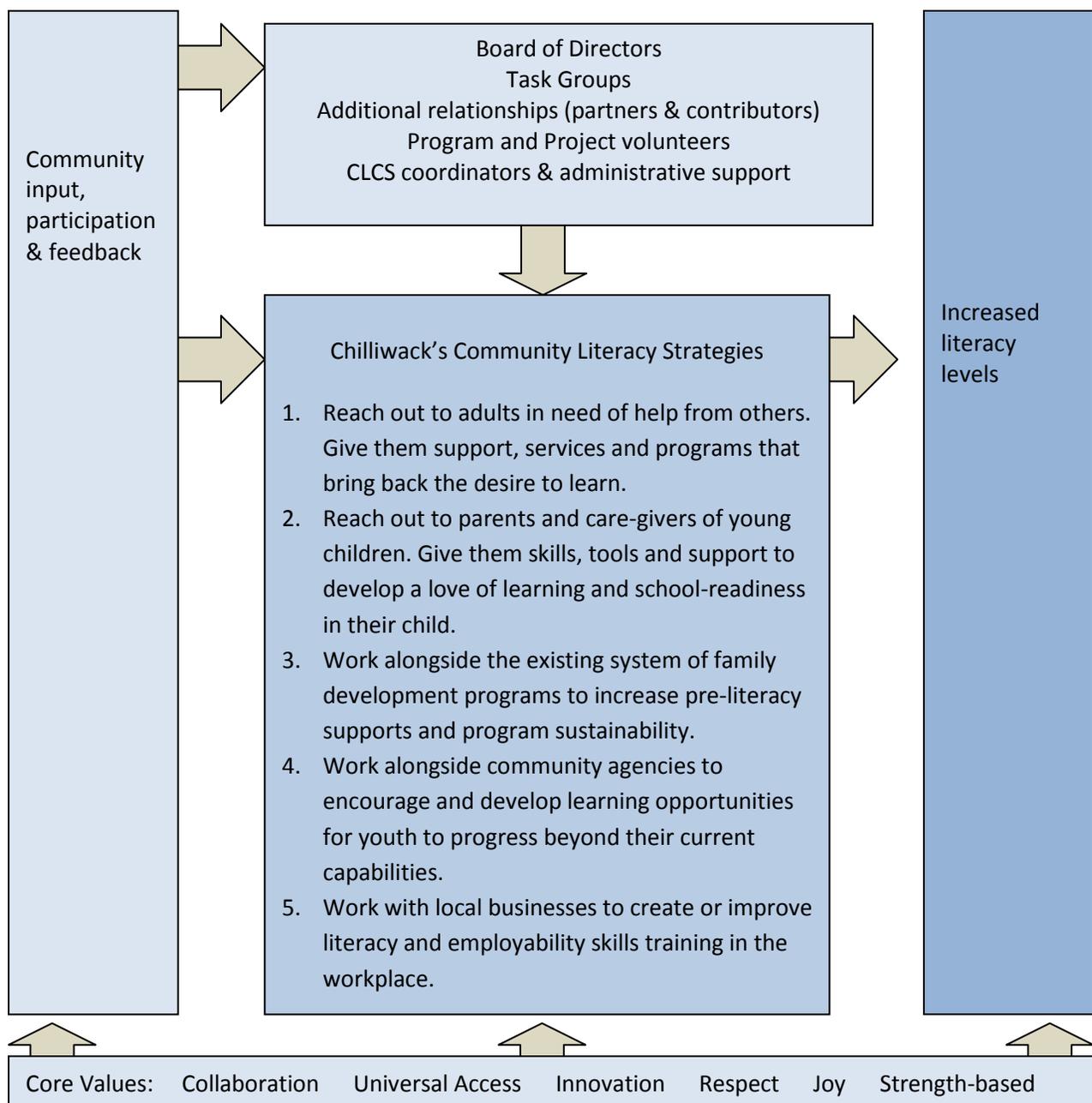
**Prepared for presentation and submission
to
Chilliwack School District #33
June 2013**

REFLECTIONS ON THE CURRENT YEAR

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

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

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



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

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

The CLCS fiscal year is January to December. The 2013 operating budget is \$199,762.00.

The Society operates under a *Learning Communities*¹ asset based community development framework. Representation from 5 key community sectors is important at the Board level as well as on Task Groups (committees). Over 2012/13 the Board of Directors included:

1. Civic (none this year)
2. Public (Fraser Valley Regional Library – Chilliwack Branch)
3. Economic (Chilliwack Times newspaper)
4. Education (School District 33, University of the Fraser Valley)
5. Voluntary / community (Chilliwack Community Services, volunteer community members x 3)

The CLCS currently has 3 designated Task Groups. Task group membership includes an assorted number of volunteers and service providers from the community, as well as at least one representative from the Board of Directors. Each Task Group is dedicated to guiding the actions and implementation of one or two Community Literacy Plan strategies. The following chart shows each task group, the strategies for which it is responsible and 2012/13 membership.

Task Groups and Literacy Plan Strategies	2012/13 Task Group Memberships
<p style="text-align: center;">Adult Literacy Task Group</p> <p>#1: Reach out to adults in need of help from others. Give them support services and programs that bring back the desire to learn</p> <p>#5: #5: Work with local business to create or improve literacy and employability skills training in the workplace</p>	<p>Chilliwack Community Services (Immigrant services, and Employment Services) Ford Mountain Correctional Centre Fraser Valley Regional Library (Chilliwack Branch) University of the Fraser Valley (University & Upgrading Program) Volunteer community members x 5</p>

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

Task Groups and Literacy Plan Strategies	2012/13 Task Group Memberships
<p style="text-align: center;">Early Family Literacy Task Group</p> <p>#2: Reach out to parents and caregivers of young children. Give them skills, tools and support to develop a love of learning and school-readiness in their child.</p> <p>#3: Work alongside the existing system of family development programs to increase pre-literacy supports and program sustainability</p>	<p>Business (The Book Man) Chilliwack Community Services (Child Care Resource and Referral, and Family Literacy) Chilliwack Early Years Committee Media (The Chilliwack Times) Sto:lo Nation (Aboriginal supported Child Development program, and Early Childhood Development programs) Volunteers (x 2)</p>
<p style="text-align: center;">Youth Literacy Task Group:</p> <p>#4: Work along community agencies to encourage and develop learning opportunities for youth to progress beyond their current capabilities</p>	<p>This task did not operate in a traditional sense in 2012/13, however:</p> <ol style="list-style-type: none"> 1. The CLCS is an active member of the Chilliwack Child and Youth Committee, which is the main network of child and youth serving agencies in Chilliwack. 2. An ad-hoc group with representatives from School District 33, the University of the Fraser Valley and the CLCS work together as needed to coordinate the “Stress Free Math Homework for Parents” workshop.

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

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

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

- The new Work BC programs and offices are now functioning in two locations in Chilliwack
- 2 new MLAs were elected during the spring 2013 provincial election
- There is a new library in the Sardis area of Chilliwack, which brings the total number of public libraries to 3 (incl. Chilliwack and Yarrow).
- Chilliwack continues to be a growing city

- The University of the Fraser Valley has opened its new campus
- The Chilliwack School District #33 will be opening Neighborhood Learning Centres
- There have been changes in funding streams for some not for profit programs
- The Chilliwack Learning Community society staff has grown to 4; and the Board of Directors is well trained and functioning very well.

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

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

Source: District Literacy Planning Guide: Working Together for Literacy

The quote (above) has been included because it aptly describes how the CLCS understands community development. Collaboration is a CLCS core value. The CLCS Board and Task Groups provide essential leadership for developing and sustaining collaborative action in the community around literacy. It is important that key literacy stakeholder groups be well represented at these tables. All other additional relationships are extremely important as well. Collaborations work well when collaborators contribute and receive in ways that are tangible, meaningful, and “fit” their organizational or personal mandates/needs. Over 80 organizations collaborated, contributed, partnered, participated or provided resources to CLCS literacy work in Chilliwack between June 2012 and May 2013. This is an increase of approximately 20% over last year. A complete list is included in this report as Appendix A. Please see more about collaborations in Question 4 below.

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

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

Priorities addressed CLCS fiscal year Jan. – Dec. 2012

Strategy 1: Adult Literacy

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

Strategy 5: Workplace Essential Skills

Work with local business to create or improve literacy and employability skills training in the workplace

Outcomes/goals	Achievements
1. The Adult Task Group is thriving: Task Group membership is increased to at least 6	✓ Surpassed - 9
2. Short term: The CLCS makes well informed decisions about what literacy training to offer community service providers: Survey to poll service providers about their interest in receiving training about Literacy and/or tutoring	✓ Complete
3. Increased community knowledge about the topic Learning Disabilities, and what programs, services and expertise exists in our community Host a Community Conversation about Learning Disabilities	• Facilitation partner unavailable – this item moved to 2013 work plan
4. People are reading for each other Work with FMCC and one other organization for <i>Christmas Reading to Loved Ones</i> program	✓ 9 readers and 16 books read for 19 children
5. Easy access to computer training Promote Adult Computer literacy/learning opportunities by posting information on CLCS website	✓ In progress & will be posted on new CLCS website in 2013
6. The WES/Rotary book shelf program is well established Assist with sustaining Rotary/WES Book Shelf Program	✓ 2012 - turned over to Rotary ✓ Program is operating
7. Workplace Essential Skills – Maintain membership and participate in 6 Chamber meetings/events	✓ Membership renewed • 2 vs. 6 attended
8. Communicate to the FVRL & express concerns about potential loss of pay phones	Unanticipated additional activity ✓ Pay phones are still in place at the library

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

Strategy # 3 Collaborate with EY Committee to develop a long-term sustainability plan for the neighbourhood-based system of high-quality family development programs for children in their early years and their families. Promote local support to increase program sustainability.

Outcomes/Goals	Accomplishments
<p>1. Increased child engagement with books and parental reading with children</p> <p>Read While You Wait Book Bin project</p> <p>a. Books-and-community-readers-outreach: Phase 2</p> <p>b. Increase availability and accessibility of quality children’s literature by enhancing and expanding EY Book Bins project</p>	<ul style="list-style-type: none"> ✓ Book Bin Volunteer job description designed ✓ Volunteer Liability coverage question resolved ✓ Volunteer force increasing ✓ Goal to increase locations surpassed – 20 ✓ 16 new book bins built/donated by FMCC ✓ Book inventory is 1600 ✓ Feedback/data collection tool in progress ✓ Brochure in progress ✓ Program promoted with video ✓ Unanticipated addition \$700.00 Citrus-y literacy
<p>2. Increased parental awareness of the role they can fulfill in their children’s pre- and emerging literacy: Develop and pilot family literacy workshops in early childhood / family programs with intent to recruit and train volunteers to replicate</p>	<ul style="list-style-type: none"> • Not provided in 2012. Preparing to establish program by training volunteers to facilitate ✓ CLCS hands out resource material at events
<p>3. Representation by CLCS at Chilliwack Early Years (EY) committee, with goal of collaborative work on early learning opportunities, programs and services</p>	<ul style="list-style-type: none"> ✓ Assorted items i.e. 80 Success By 6 calendars distributed, contribution to National Child Day, active at EY table
<p>4. Raise a Reader funds distributed: Draft CLCS process to allocate Raise a Reader funds in community for board approval.</p>	<ul style="list-style-type: none"> ✓ Topic of Family Literacy studied ✓ Funding allocation scheme developed & Collaborative decision making process used ✓ 100% of funds allocated/distributed \$10,000.00 ✓ Raise a Reader Thanks video produced.
<p>5. Engage community members to support family literacy in Chilliwack by providing family literacy volunteer training.</p>	<ul style="list-style-type: none"> ✓ Training plan in final phases of development ✓ Unanticipated addition of Citrusy Literacy and

Outcomes/Goals	Accomplishments
	Raise a Reader to contribute to training costs
<p>6. Previously isolated, un-registered childcare providers have</p> <ul style="list-style-type: none"> I. Increased lit. activities and connections to community supports II. Reaching out to isolated, unregistered childcare providers through materials in book bins & book bin volunteers 	<ul style="list-style-type: none"> ✓ Read While You Wait book bin now located at Child Care Resource and Referral program with CALL book marks and book bin location list ✓ Child Care Resource and Referral program video made and aired on Shaw TV
<p>7. Increased literacy of parents who are isolated or struggle with literacy and reading - readiness of their children: Recruit, train & place OWLs / volunteers to support families with young children and EFL early years projects</p>	<ul style="list-style-type: none"> ✓ OWLs “embedded” in Family Literacy program (i.e. Chilliwack Community Service’s Family Literacy programs)
<p>8. Home visiting personnel are adequately informed to facilitate connection of isolated, vulnerable families to early years programs.</p> <ul style="list-style-type: none"> I. Target particular home visiting programs that see families with young children II. Develop an action plan to provide orientation to home visiting personnel to early years programs and how to connect isolated, vulnerable families to them 	<ul style="list-style-type: none"> ✓ Presentation to Public Health nurses in early 2012
<p>9. Increased awareness among potential local funders of the value of Early Years programming & need to support them financially on a long-term continuing basis.</p> <ul style="list-style-type: none"> I. In collaboration with Early Years Social Marketing sub- committee, raise public awareness about the importance of early childhood and of early childhood, parent support and family literacy programs and how they inter-relate. II. Raise awareness of the need for community support of programs and of sponsorship opportunities. 	<ul style="list-style-type: none"> ✓ Video about Chilliwack Community Services’ Family Literacy programs produced ✓ Child development messages included in CLCS Ladybug book bin video • Early Years Social Marketing subcommittee does not currently exist.
<p>1. EFL Task group</p>	<ul style="list-style-type: none"> ✓ Thriving ✓ Membership increased – with addition of representatives from Sto:lo and School District 33 Aboriginal programs/services

Strategy 4: Youth Literacy (ages 6 to 18): Work alongside community agencies to encourage and develop learning opportunities for youth to progress beyond their current capabilities

Outcomes/Goals	Accomplishments
1. Long term: An increased number of students are not struggling with grade 7 math I. Short Term: An increased number of parents and OWLs have the knowledge and confidence to help someone else with basic math. II. Provide “Stress Free Math Homework for Parents” workshops	<ul style="list-style-type: none"> ✓ 10 classes at Central Elementary and 6 at Cultus Lake Elementary ✓ Approximately 25 parents and 1 OWL ✓ Collaboration and feedback from School District, schools and Parent Advisory Committees very positive ✓ Excellent feedback from parents ✓ Promotional video produced & positive responses prompted plans for a January meeting to discuss next steps for sustaining and possibly growing the program
2. An increased number of Aboriginal Youth are receiving tutoring to support them in continued learning. I. An increased number of Aboriginal youth are reporting success in learning and/or graduating II. Continue to pilot Xwáyólem Aboriginal Youth Tutoring Youth Program	<ul style="list-style-type: none"> ✓ Piloted until June 2011 • Transportation difficulties fall 2012 • Current status unknown
3. Increase number and type of relationships with agencies at Chilliwack Child and Youth Committee (CYC)	<ul style="list-style-type: none"> ✓ Regular attendance by LOC at CYC meetings ✓ LOC participation on CYC website working group, and annual conference working group ✓ CLCS program information provided to members ✓ First Books distributed to members
4. The CLCS Youth Task group is an effective stakeholder group within the community: Secure leadership for Youth Task Group	<ul style="list-style-type: none"> • Task group is without leadership as of March 2012.

Promotion and Relationship/Partnership Building

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

Outcomes/Goals	Accomplishments
1. People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts: Produce 4 videos about Chilliwack's literacy and learning programs and services	<ul style="list-style-type: none"> ✓ Goal surpassed – 4 Shaw & 4 Art of Living Productions ✓ Very positive feedback
2. The BC database of literacy programs and services in Chilliwack is up to date on the CLCS website	<ul style="list-style-type: none"> • Unable to update – remove
3. People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts: Develop a plan for CLCS promotion with/by the Chilliwack Chiefs Hockey Club	<ul style="list-style-type: none"> ✓ CLCS logo and literacy messages playing on screen at games ✓ Permanent display planned ✓ involved in 2012 Literacy Challenge ✓ CLCS literacy tables at 2 games
4. CLCS promotional material : I. The CLCS has increased its array of promotional material - Purchase at least one new CLCS sign/banner to use at displays II. The CLCS has new contact info. on promotional material - Revise and reprint CLCS material	<ul style="list-style-type: none"> ✓ 1 new CALL banner & poster ✓ Updated brochures, CALL book mark and business cards (x3)
5. Community events: People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts – provide Displays at 3 community events	<ul style="list-style-type: none"> ✓ Surpassed 8 (+ 2 at FMCC) = 10 vs. 3
6. Facebook: People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts – post 200 times:	<ul style="list-style-type: none"> ✓ 175 posts
7. Presentations about CLCS: People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts. Goal is 12 presentations	<ul style="list-style-type: none"> ✓ Surpassed with 9 formal presentations, and 7 less formal
8. CLCS Website: People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts: Upgrade and maintain website	<ul style="list-style-type: none"> ✓ Project was initiated in 2012 ✓ Pixelgems contracted in November
9. Promote Chamber of Commerce: The business community is learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts.	As mentioned in Adult section above
10. CLCS Youtube Channel: Interested people can learn about the CLCS and community literacy programs by viewing our videos on Youtube	<ul style="list-style-type: none"> ✓ 1303 views Jan. 25 to Dec. 31 -

Additional LOC CLCS (non task group related items)

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

Outcomes/Goals	Accomplishments
1. The CLCS is in good standing with CRA, BC Societies Registry, Ministry of Education, Decoda Literacy Solutions: Produce annual Workplans and regular Reports	✓ Regular Workplans produced + 2 new - Promotions and Partnership/Relationship Building, and LOC -non Task group
2. The CLCS has a new affordable office/storage space that is centrally located and easily accessible: Acquire new office space for CLCS (in cooperation with CALL, ESLSAP & Admin. Contractors)	✓ 1 new office/meeting space acquired and set up
3. Community partners, stakeholders and other interested people receive information requested about the CLCS or literacy and learning opportunity	✓ Information provided as requested/needed
4. Chilliwack has access to an event encouraging everyone to develop or celebrate the habit of reading: Provide a 2012 City Wide Literacy Challenge	✓ All expectations exceeded with 1598 returned ballots ✓ Unanticipated additional activity - Production and submission of Council of the Federation Literacy Award application
5. Literacy Event: CLCS Outreach and Open House – Nov. 21, 2012	✓ Unanticipated additional activity ✓ Special guest Library Live and On Tour. Attendance approx. 40
6. Regional and Provincial: I. CLCS has access to information that informs us about literacy trends, programs, and resources II. Other communities benefit from CLCS (expertise or participation)	✓ Attendance at 4 regional and/or provincial literacy gatherings ✓ CLCS resources and/or expertise shared as needed/requested i.e. CLCS math video distributed across the province, and Book Bins video distributed nationally via National Adult Literacy database
7. Resources – Funding: The CLCS is a good steward of our funds	✓ New budget template designed and annual budgets produced ✓ audit – review engagement completed ✓ Simply Accounting program set up began
8. The CLCS has the resources it needs to further the Community/District Literacy Plan Resources	2 successful grant applications (\$15,000.00) – Envision & Raise a Reader
9. The CLCS has the resources it needs to further the Community/District Literacy Plan: Fund Raising Events - Plan and execute 1 CLCS fundraising event	✓ CLCS promoted The Book Man's Citrus-y Literacy event (\$1,400.00)
10. The CLCS is benefiting from Canada Helps: Resources – Fund	✓ Invitation to donate posted from time to time on Facebook

Outcomes/Goals	Accomplishments
1. The CLCS is in good standing with CRA, BC Societies Registry, Ministry of Education, Decoda Literacy Solutions: Produce annual Workplans and regular Reports	✓ Regular Workplans produced + 2 new - Promotions and Partnership/Relationship Building, and LOC -non Task group
2. The CLCS has a new affordable office/storage space that is centrally located and easily accessible: Acquire new office space for CLCS (in cooperation with CALL, ESLSAP & Admin. Contractors)	✓ 1 new office/meeting space acquired and set up
3. Community partners, stakeholders and other interested people receive information requested about the CLCS or literacy and learning opportunism	✓ Information provided as requested/needed
Raising with Canada Helps: Promote opportunity to donate weekly on facebook	✓ \$100.00 donation for Reading to Loved Ones program
11. Resources – Human: The CLCS stakeholders and contractors are well supported and/or resourced by the LOC	<ul style="list-style-type: none"> ✓ Outgoing Board thank you dinner April 2012 ✓ Participation in process to hire new ESLSAP coordinator ✓ New Board and Task Group member orientation developed ✓ new Board members recruited ✓ April 2012 CLCS volunteer appreciation event
12. Resources – Other Contributions New and existing individuals and organizations have helped literacy work in Chilliwack through their contributions	<ul style="list-style-type: none"> ✓ 1384 First Books donated (approx. \$17,000.00 value) ✓ \$100.00 Gift certificate from Rona ✓ \$500.00 from Legion ✓ \$1400.00 from The Book Man's Citrusy-Literacy Campaign ✓ CLCS annual 2001/12 report to the Ministry of education noted 69 organizations who contributed or received something from CLCS ✓ Rotary provided books to give away at Dec. Chiefs game

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

Successes and impacts are monitored in a variety of ways:

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

The following successes are notable:

- ✓ When chatting with people many more are aware of the Ladybug book bins. Books are going "walkabout" indicating that children are finding books that really interest them.
- ✓ The number of organizations interested in promoting literacy is increasing
- ✓ The CALL Chilliwack volunteer tutor/adult learner program continues to grow. 1 additional staff person was contracted this year. The number of learners participating is steadily increasing (including English as a Second Language learners)
- ✓ New programs are being piloted and/or established for additional sectors of the community, and for example, a computer Literacy program for seniors
- ✓ Working relationships with other organizations are expanding and enhancing existing community programs and services, and for example, expanding working with existing agencies to be an enhancement to their programs - Work BC providing volunteer tutors for their Work BC clients
- ✓ The number of people participating in CLCS literacy programs, services and events continues to increase
- ✓ A number of projects previously piloted are now becoming established programs (i.e. Ford Mountain Christmas Reading to Loved Ones program). There is some shift in focus now "piloting" to the development of strategies to embed and sustain the programs within the matrix of literacy programs and services available in the community.
- ✓ Relationships have yielded "in-kind" investments to literacy work in Chilliwack of an estimated \$58,000.00 between June 2011 and May 2012. The 2012 MNP financial review cited an in-kind contribution of \$80,064.00, which is an approximate 28% increase over the previous year.
- ✓ The number of views of the CLCS Youtube channel steadily increases <http://www.youtube.com/user/chilliwacklearning> . The most recent video (May 2013) "ESLSAP Chilliwack" had 258 views in one week.
- ✓ The number of "likes" and "friends" on CLCS facebook page continues to increase. <https://www.facebook.com/#!/ChilliwackLearning>

Things that support literacy work:

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

6) Challenges: the difficulties and what would help

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

- Moving forward with annual goals and priorities, and at the same time, finding ways and means to respond to new and emerging opportunities. Quarterly review of Workplans and budgets (progress, changes, delays) is helpful as this provides opportunity to re-prioritize as needed
- Funding to sustain and/or expand community literacy programs can never be taken for granted. Additional funds will be needed in order for the CLCS to continue to grow at its current rate. Acquiring additional funding is a CLCS Board of Directors priority
- Having enough time to address all existing and emerging items is an ongoing challenge. The CLCS as an organization is committed to not over extending Board, task group staff team or volunteer members.
- New technology is being used in a number of areas within the CLCS. Learning the technology can be challenging, however, it is anticipated that the new technologies will increase efficiencies.

FOR THE COMING YEAR:

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

Based on past years, it is anticipated that new opportunities will emerge in the coming year. The challenge will be not to over extend the capacity of the CLCS. The organization has a desire to reach

out to all organizations and citizens who would be interested in contributing to, or receiving literacy help from the CLCS.

An example of a ongoing community challenge is concern around identifying and providing support to unregistered and unsupported child care providers. This topic will receive attention again this year at the CLCS Early Family Literacy task group.

The Adult literacy task group will continue to focus on adult learners, including those who are incarcerated, seeking employment, needing extra support in the workplace, and ESL learners.

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

- Please find annual Workplans attached for each literacy strategy included as Appendix B in this report.
- Current emphasis on promotion and fund raising will also continue

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

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

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

Chilliwack Learning Community Society Relationships (June 2012 – May 2013)

1. 98.3 The Hawk radio
2. Aboriginal Children and Families Chief's Coalition
3. Ann Davis Transition Society
4. A Plus Digital Services Ltd
5. Art of Living Productions
6. Best Western Rainbow Country Inn Hotel & Conference Centre
7. Big Brothers Big Sisters
8. Canadian Hard of Hearing Association
9. Central Community School Society
10. Cheam Leisure Centre
11. Chilliwack Academy of Music
12. Chilliwack Alliance Church
13. Chilliwack Chamber of Commerce
14. Chilliwack Chiefs Hockey Club
15. Chilliwack Child and Youth Committee
16. Chilliwack Community Correctional Centre
17. Chilliwack Community Services
18. Chilliwack Connect planning committee
19. Chilliwack Economic Partners Corporation
20. Chilliwack Family YMCA
21. Chilliwack Hospital and Health Care Foundation
22. Chilliwack Landing Leisure Centre
23. Chilliwack Probation Office
24. Chilliwack Resource Centre
25. Chilliwack School District 33
26. Chilliwack Society for Community Living
27. Chilliwack Times Newspaper
28. City of Chilliwack
29. City Life Centre
30. Creative Centre Society/Cheamview Clubhouse
31. Decades Coffee Club
32. Decoda Literacy Solutions
33. École La Vérendrye
34. Envision Financial
35. Envision financial First West Foundation
36. First Book Canada
37. Ford Mountain Correctional Centre
38. Fraser Health
39. Fraser Valley Aboriginal Children and Family Services Society
40. Fraser Valley Child Development Centre
41. Fraser Valley Literacy Gatherings
42. Fountain Tire
43. Fraser Valley Regional Library:
44. Greendale Elementary Community School Association
45. Gwynne Vaughan Park Society Board of Directors
46. Johnston Packers

47. Manning Park Resort & Skiers
48. Mertin's
49. Michelle's Family Hair Salon
50. Ministry of Children & Family Development
51. Ministry of Education
52. Ministry of Advanced Education, Innovation and Technology
53. Ministry of Social Development
54. Ministry of Jobs, Innovation and Tourism and Skills Training
55. Money Concepts
56. Mountainview Cleaning
57. MTI College
58. Nuggets Used Books
59. Mt. Cheam Lions club
60. Pacific Community Resources
61. Pedal Sport
62. Prospera Centre
63. RCMP – Community Policing
64. Pixelgems
65. Riverstone Daytox
66. Rosedale Traditional Community School Association
67. Ruth and Naomi's Mission
68. Rotary Club of Chilliwack
69. Sardis Doorway
70. Shaw TV Chilliwack
71. Skills Connect
72. Star 98.3 radio
73. St. Mary's Catholic School
74. Sto:lo Nation
75. StreetHope of the Fraser Valley
76. The Force Society
77. Success By 6 – Aboriginal
78. Tseachten First Nation community
79. The Book Man
80. Ultra Wash Laundromat
81. University of the Fraser Valley
82. Vedder Legion
83. Willow Dental
84. WorkBC

Workplans 2013

Note:

1. This document includes all CLCS 2013 Workplans. All Workplans coincide with the CLCS January to December fiscal year, except for CALL which coincides with a September to August funding year.
2. Page breaks have been inserted into this document to help make it easy for members to print separate sections as they wish.

The dreaded acronyms 😊

ABC	ABC Canada (on line literacy resources)
AGM	Annual General Meeting
ATG	Adult Task Group
CALP	Community Adult Literacy Program (funding)
CCS	Chilliwack Community Services
CALL	Community Access to Literacy and Learning
CLCS	Chilliwack Learning Community Society
EFL	Early Family Literacy
ESLSAP	English as a Second Language Settlement Assistance program
EY	Early Years
FVRL	Fraser Valley Regional Library
LOC	Literacy Outreach Coordinator
NALD	National Adult Literacy Database
OWLs	Outreach Workers for Literacy
SD	School District
WES	Workplace Essential Skills

Adult Task Group

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

Strategy 5: Work with local businesses to create or improve literacy or employability skills training in the workplace.

	Activities	Responsibilities	Time Line	Resources	Outcomes	Performance Measurement
Adult Task Group	<p>Maintain current membership levels and consider additional representation from stakeholders such as School District 33, the University of the Fraser valley, business community, Sto:lo Nation</p> <p>Identify, invite and orient new members</p>	Task group members, with assistance from Coordinators	Ongoing 2013	<ol style="list-style-type: none"> 1. LOC & CALL Coordinators 2. Meeting space (CCS & FVRL) 3. 2013 TG Leadership 4. CLCS Information/orientation 5. Workplans 	The task group is thriving	<ol style="list-style-type: none"> 1. Members can say that attendance at the task group is worthwhile 2. 9 meetings with average attendance of 5 members 3. Task group membership remains the same (9) or increases, as evidenced in monthly Literacy Outreach Coordinator report
Weaving Literacy into the community of Chilliwack	<p>Provide a literacy training program for community Service Providers</p> <p>Plan, publicize, implement & evaluate 1 training event</p>	LOC	April	<ol style="list-style-type: none"> 1. Guidance, promotion, participation from task group membership 2. CALL coordinator planning and co-facilitation 	Service providers knowledge about the topic of literacy is increased	<ol style="list-style-type: none"> 1. A minimum of 12 attendees 2. Feedback from event indicates that the majority of the attendees have an increased understanding of literacy. 3. At least 50% of participants identify a 'next step' action item

	Activities	Responsibilities	Time Line	Resources	Outcomes	Performance Measurement
						for themselves or their agency i.e. directing their clients to seek programming and/or including literacy programming into services
Community Conversations about Learning Disabilities	Provide a learning event for any community member interested in the topic of Learning Disabilities	LOC and	Feb/March	<ul style="list-style-type: none"> Guidance, promotion, participation from task group membership Community partner 	Increased community knowledge about the topic of Learning Disabilities, and what programs, services and expertise exists in our community	<ol style="list-style-type: none"> Attendees report increased understanding of the topic of Learning Disabilities. At least 50% of participants identify a 'next step' action item for themselves or their agency
Christmas Reading to Loved Ones Program	<p>Recruit, record, edit adults reading books for their loved ones for Christmas</p> <p>Implement annual reading program at a) Ford Mountain Correctional Centre, and b) with 5 – 10 community members</p>	LOC	Oct. – Dec.	<ol style="list-style-type: none"> Interested readers, and volunteer recorders and editors FMCC liaison person FMCC annual funding contribution Annette time Stationary supplies Lap tops with recording software New books 	People are reading for each other	<ol style="list-style-type: none"> Project completed on time Readers and partners are satisfied

	Activities	Responsibilities	Time Line	Resources	Outcomes	Performance Measurement
	Package and return CD with book (new vs. gently used) to readers by Dec. 1, 2013					
Computer Training	Promote computer learning opportunities for adults a) Gather and/or update information b) Produce, post and distribute flyer	LOC	Feb., May, Aug. & Dec.	1. Annette time 2. Computer learning opportunities information from LCS & other community organization	Easy access to computer training	1. List posted on CLCS website 2. Community members accessing list
WES/Rotary Book Shelf Program	Promote the Rotary book shelf program a) Contact Rotary quarterly for check in/updates b) Location list posted on CLCS website and facebook	LOC (and EFL when appropriate)	Jan, April, July & October	Relationship with Rotarian	The WES/Rotary book shelf program is well established	1. Rotary and CLCS refer new locations to each other for adult book shelves and Read While You Wait book bins 2. Book Shelf locations posted on CLCS website and facebook
Workplace Essential Skills	Established Workplace Essential Skills goals a) Invite Diana Twiss, Decoda Literacy Solutions to visit the task group for a	LOC and task group	Begin in Feb.	CLCS WES documents CLCS expertise Decoda expertise	Short term: The CLCS/ATG has re-established Workplace Essential Skills goals	1. ATG members can say they have more knowledge on the topic and/or feel more up to date on CLCS past WES work 2. The ATG has a WES

	Activities	Responsibilities	Time Line	Resources	Outcomes	Performance Measurement
	<p>discussion about Workplace Essential Skills (WES)</p> <p>b) develop ideas for achievable and sustainable WES initiatives in Chilliwack</p>					plan of action
Supporting Chilliwack Library Patrons	<p>Host a community conversation about outreach support</p> <p>Set date, Identify who to invite, plan, implement & evaluate</p>	LOC & Jennifer Douglas	As the primary agenda item for May ATG meeting?	<ol style="list-style-type: none"> 1. LOC and ATG member time 2. Interest from community outreach programs 	The segment of library patrons who are “hardest to serve” are receiving the support they need	<ol style="list-style-type: none"> 1. Conversation attended by representatives from at least 5 additional outreach programs 2. Issues well understood by attendees 3. At least one solution developed

CALL CHWK WORKPLAN 2012-2013

ACTIVITIES	RESPONSIBILITIES	TIMELINE	RESOURCES	OUTCOMES	PERFORMANCE MEASUREMENT
Goal 1					
<p>1.a) Recruit learners</p> <p>b) presentations to community organizations that support marginalized adults or support adults who are ESL</p> <p>c) assess learning needs; set goals; match learners/OWL to work toward identified goals</p> <p>d) assess progress</p> <p>e) assist ESL adults to feel settled in the community through opportunities to practice English</p> <p>CHALLENGE: time delays in matching tutors with learners</p> <p>RESOLUTION: small group sessions until tutor availability allows one-on-one matches</p>	<p>a-c) CALL Chwk Coordinator</p> <p>d) Owls & CALL Coordinator</p>	<p>a) Ongoing</p> <p>b) bi-monthly and as requested</p> <p>c) on intake, and as learner needs change</p> <p>d) Monthly (OWLs); quarterly and upon departure from program (Coord.)</p> <p>e) ongoing</p>	<p>Support from community-based agencies</p> <p>c) materials and supplies to promote learning of reading, writing, numeracy and IT</p> <p>c/d) CALP benchmarks, CLB, UFV Adult Learning Checklists, Appendices A-D</p> <p>e) rental space for conversation circles</p>	<p>35 individualized learning portfolios</p> <p>10 individualized transition plans</p> <p>2 basic computer skills classes for small groups of learners</p> <p>Intake, interim and exit benchmark assessments reported to stakeholders and funders</p> <p>ESL adults learn about community resources, develop friendships, and improve their English</p>	<p>Database tracking of learners</p> <p>CALP Benchmarks and Appendices A-D</p> <p>Canadian Language Benchmarks</p> <p>Tutor progress reports show learners are progressing</p> <p>Matches stay in place over a period of time</p> <p>Learners continue to meet with tutor</p> <p>Target number of learners is met</p> <p>Increased number of referrals from businesses and community agencies</p> <p>ESL learners continue to attend conversation circles, and use them as a springboard to attend classes requiring more proficient English</p>

CALL CHWK WORKPLAN 2012-2013

ACTIVITIES	RESPONSIBILITIES	TIMELINE	RESOURCES	OUTCOMES	PERFORMANCE MEASUREMENT
Goal 2					
<p>2.a) recruit volunteers to train as OWLs</p> <p>b) train OWLs in adult learning competencies, one-to-one tutoring principles</p> <p>c) provide ongoing support to OWLs</p> <p>d) provide resources and instructional materials</p> <p>CHALLENGE: a large number of learners present with undiagnosed learning disabilities</p> <p>RESOLUTION: investigate and provide broad based learning disabilities training for OWLs</p>	<p>CALL Chwk Coordinator, media and business partners</p> <p>CALL Chwk Coordinator., CLCS Adult Task Group, UFV</p>	<p>Sept 1 2012 – Aug 31, 2013</p>	<p>CALP funding ESLSAP funding</p> <p>Media campaign</p> <p>Promotional Materials&activities</p> <p>CLCS & ESLSAP Website</p> <p>ESLSAP online training Conversation Circle training</p> <p>Check in calls/emails office visits btwn CALL Coord and OWLs</p> <p>Instructional materials sourced from VCC, Decoda, ESLSAP, NALD, ChwkComm Services</p>	<p>20 OWLs recruited</p> <p>3 tutor training workshops in correctional settings.</p> <p>1 or more tutor training workshop in the community</p> <p>Easy access to tutoring resources for OWLs</p> <p>Upgraded CALL data base & tracking system</p>	<p>Post training feedback forms</p> <p>Satisfaction surveys</p> <p>Usage of online resources</p> <p>Existing and new tutors commit to tutoring this year</p> <p>Tutors commit to ongoing training sessions</p>

CALL CHWK WORKPLAN 2012-2013

ACTIVITIES	RESPONSIBILITIES	TIMELINE	RESOURCES	OUTCOMES	PERFORMANCE MEASUREMENT
<p>Goal 3</p>					
<p>3a) presentations to community services/FMCC staff/probation officers/RCMP community liaison/Chamber of Commerce</p> <p>3b) media campaign, liaison with family literacy coordinator; liaison with agricultural community to access farm workers</p> <p>CHALLENGE: literacy is my priority, but it is not always a priority with many of the agencies that CALL connects with.</p> <p>RESOLUTION: Find ways to maintain connections either through mailouts or participation in agency meetings. Explore partnerships with other agencies.</p>	<p>CLCS Adult Task Group, District Literacy Plan stakeholders, CALL Chwk Coordinator, community service organizations, media partners, community corrections representatives</p>	<p>ongoing</p>	<p>Statistical reports on literacy levels and their effect on communities</p> <p>Promotional materials</p> <p>Brochures</p> <p>Websites</p>	<p>Service providers and referral agencies report increased knowledge about literacy and tutoring</p> <p>Inmates and Parolees using OWLs</p> <p>Promotion through media, presentations, static displays, community partnerships, social media and traditional hard copy hand outs.</p> <p>Successful embedding strategies</p>	<p>Database tracking</p> <p>Performance surveys</p> <p>Feedback from agencies after presentation</p> <p>Referral protocol established with Ford Mtn Correctional Centre, community probation offices and RCMP</p> <p>Increased use of OWLs in the workplace</p> <p>OWLs placed in service orgs/ classrooms/workplaces</p>

Early Family Literacy

Strategy 2: Reach out to parents and care-givers of young children. Give them skills, tools and support to develop a love of learning and school-readiness in their child.

	Activities	Responsibilities	Timeline	Resources	Outcome	Performance Measurement
Read While You Wait	<p>Books-and-community-readers-outreach: Phase 2</p> <p>Increase availability and accessibility of quality children’s literature by enhancing and expanding EY Book Bins project</p> <p>Continue with final development phase of volunteer training program, and recruit and train additional volunteers to:</p> <ul style="list-style-type: none"> a) Help manage the book bin rotation and maintenance b) Pilot a “read aloud” program at some book bin locations <p>Work with The Book Man to move to an electronic scanning system to track books</p> <p>Initiate use of feedback tools at various locations when new volunteers begin visiting</p>	<p>LOC & EFL TG - particularly volunteers</p>	<p>2013</p>	<p>Funds</p> <p>Books</p> <p>Book bins</p> <p>Volunteers</p> <p>The Book Man staff time</p> <p>Electronic scanning software</p> <p>Volunteer training program and trainers</p>	<p>Increased child engagement with books and parental reading with children</p>	<p>The number of book bin locations have increased</p> <p>New volunteers are trained and helping with the program</p> <p>Books have been scanned, labeled and added to the electronic inventory</p>

	Activities	Responsibilities	Timeline	Resources	Outcome	Performance Measurement
	<p>or reading aloud</p> <p>Complete and print Family Literacy brochure</p>					The brochure is designed, printed and added to the book bin locations
Marci's Family Literacy Workshop	Develop and pilot family literacy workshops in early childhood / family programs with intent to recruit and train volunteers to replicate	LOC, Marci and EFL	2013	<p>Program material</p> <p>Training program</p> <p>Volunteers</p> <p>Venue/groups to provide the workshop to</p>	Increased parental awareness of the role they can fulfill in their children's pre- and emerging literacy	Volunteers are trained and facilitating the workshop
Isolated un-registered childcare providers	Have a standing agenda item to pool ideas for the development of social marketing messages for use at some of Chilliwack larger venues. Ideas for exploration could include: newspaper, radio, cinemas, sports venues	Reaching out to isolated, unregistered childcare providers through materials in book bins & book bin volunteers	2013	EFL members Funds	Previously isolated, un-registered childcare providers have increased literacy activities and connections to community supports	<p>Social marketing messages have been developed</p> <p>Material has been produced</p> <p>Messages have been seen by large numbers of people</p>
Home Visiting	Re visit Chilliwack Community Services Family Support team as a follow up to previous presentation. Explore	<p>LOC & Donna</p> <p>Others?</p>	2013	Time and talent ☺	Home visiting personnel are adequately informed to	<p>A meeting has taken place in 2013</p> <p>Results and/or next</p>

	Activities	Responsibilities	Timeline	Resources	Outcome	Performance Measurement
	<p>possibilities and opportunities i.e.</p> <ul style="list-style-type: none"> • Targeting particular home visiting programs that see families with young children • Developing an action plan to provide orientation to home visiting personnel to early years programs and how to connect isolated, vulnerable families to them 				facilitate connection of isolated, vulnerable families to early years programs.	steps are clearly articulated.

Strategy 3: Work alongside the existing system of family development programs to increase pre-literacy support and program sustainability.

	Activities	Responsibilities	Timeline	Resources	Outcome	Performance Measurement
Chilliwack Early Years Committee	Represent CLCS at Chilliwack Early Years (EY) committee	LOC on behalf of EFL	2013	Time Resources as needed	Collaborative work on early learning opportunities, programs and services	Meetings have been attended The EY and CLCS (and therefore early learning programs and services have benefited
Raise a Reader funds	Prepare application Work with EFL to allocate funds to Chwk. Family Literacy programs and initiatives through a	LOC & EFL	2013	Raise a Reader funds	Families are learning Chilliwack Family Literacy programs and services are being sustained or growing	All funds are distributed Reports have been filed

	Activities	Responsibilities	Timeline	Resources	Outcome	Performance Measurement
	collaborative and transparent process. Provide reports as required to Decoda				with help from Raise a Reader funds	
Family Literacy Volunteer Training	Engage community members to support family literacy in Chilliwack by providing family literacy volunteer training.	LOC and EFL and trainers	2013	Trainers Funds for training, material, refreshments volunteers	The CLCS EFL initiatives are being sustained and growing as a result of increased community engagement	Increased # of volunteers working with: <ul style="list-style-type: none"> • Read While You Wait (as above) • Marci's Family Literacy workshop "Read Aloud" is piloted A number of CLCS OWLs have increased their knowledge about family literacy
OWLs in Family Literacy Programs	Recruit, train & place OWLs / volunteers to support families with young children and EFL early years projects	Marci with support from EFL as needed	2013	CALL Chilliwack program CLCS Family Literacy volunteer training program	Increased literacy of parents who are isolated or struggle with literacy and reading -readiness of their children	Programs and volunteers are satisfied EFL is aware of amount and type of contribution of OWLs to programs
The importance of the Early	In collaboration with Early Years committee, raise public awareness about the	LOC	2013	Karen and EY Strategic Plan	Increased awareness among potential local funders of the value of	The EFL is informed about the EY activities, plans and outcomes to

	Activities	Responsibilities	Timeline	Resources	Outcome	Performance Measurement
Years	<p>importance of early childhood and of early childhood, parent support and family literacy programs and how they inter-relate.</p> <p>Raise awareness of the need for community support of programs and of sponsorship opportunities.</p> <p>Continue to work collaboratively with Karen Steegstra, Chilliwack Child and Youth Coordinator</p> <p>Invite Karen to provide an update to the CLCS Early Family Literacy Task group on the new Early Years committee strategic plan and subcommittee development</p>				Early Years programming & need to support them financially on a long-term continuing basis.	for Chilliwack's children and their families.
EFL Task Group	Maintain task group momentum	LOC, TG Chari Donna, Secretary Marilynne and EFL members	2013	Members	The EFL is thriving	EFL is thriving Evidenced by attendance, feedback, quality and quantity of work done by group

Youth (ages 6 to 18)

Strategy 4: Work alongside community agencies to encourage and develop learning opportunities for youth to progress beyond their current capabilities

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurements
Stress Free Math Homework for Parents	<p>Work in partnership with School District 33 to provide “Stress Free Math Homework for Parents” workshops</p> <p>Work towards sustaining the programs in schools where the program has been facilitated</p>	LOC with Janet Hall	2013	<p>Facilitator Wendy Toth</p> <p>Funding</p> <p>SD 33 partnership & contributions</p>	<p>Long term: An increased number of students are not struggling with grade 7 math</p> <p>Short Term: An increased number of parents and OWLs have the knowledge and confidence to help someone else with basic math.</p>	<p>15 to 20 sessions</p> <p>Parents learn & are satisfied with program.</p> <p>SD33 is finding ways to replicate the program in schools where it has been provided.</p>
Chilliwack Child & Youth Committee	Attend meetings and participate in the work of the Chilliwack Child and Youth committee	LOC	2013	Time	<p>Chilliwack Child and Youth Committee members are</p> <ol style="list-style-type: none"> Are aware of the programs and services provided by the CLCS easily access programs, services and information as needed 	<p>Regular attendance by LOC at CYC meetings</p> <p>participation on 1 or 2 site working groups (i.e. website, conference planning)</p> <p>CLCS program information & relevant literacy information provided to members as appropriate</p>
CLCS Youth Task Group	Determine the feasibility, potential membership and work to do for a CLCS Youth literacy task group	LOC Janet Hall Greg Hodson	2013		The CLCS Youth Task group is an active & effective stakeholder group within the community	<p>A preliminary meeting with CLCS reps.</p> <p>A next steps plan</p> <p>Implementation of the plan</p>

Promotion and Relationship/Partnership Building

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

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurements
CLCS Promotional Videos (also known as Amber's promotional project)	Work with task groups and CLCS colleagues to produce 4-6 promotional videos.	LOC with others	2013	Funds Art of Living Productions Willing volunteer actors Script writers as needed	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	4 – 6 videos within allocated budget CLCS is satisfied with how programs and services are being portrayed in the videos. CLCS youtube channel, website and facebook reflect interest in videos 2012 = 1759 views
Chilliwack Chiefs	Promote literacy, learning and the CLCS at the Prospera Centre & with the Chiefs	LOC with help from Marci and others	September to March	Funds People to attend games/booth Resource materials & books to give away	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	CLCS logo, messaging and/or videos displayed regularly on the game screen Display tables at 3 or 4 games (13/14 season) Permanent display established at arena Chiefs commit to involvement in 2014 City-Wide Literacy Challenge

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurements
						Chiefs consider their interest and availability for reading with/for seniors
CLCS promotional material	Purchase CLCS promotional material	LOC in consultation with others and with help from Annette	2013	Funds	The CLCS has increased its array of promotional material	One quality table top display board & table cloth Sign for CLCS office
Community event display tables	Provide displays at 3 – 6 community events (excluding Chwk. Chiefs)	LOC and others	2013	CLCS people to attend event and tend booth Resource materials & books to give away	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	3-6 events attended # of books distributed # of other materials distributed Comments on how busy/how many visitors to the display
Facebook	Post items on CLCS facebook page regularly. Try to make posts interactive. Include: 1. CALL promotion 2. . Items from NALD, ABC etc. 3. CLCS news 4. Invitations to donate to CLCS programs and services, 5. Partner organization	Annette posts items provided by LOC, CALL & ESLSAP coordinators	2013	information	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	200 items posted Overall statistics and # of people “liking” the site increased.

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurements
	learning events					
Presentations about CLCS	Provide 9 – 12 formal or informal presentations about the CLCS and/or literacy to community agencies/groups	LOC, Marci and others	2013	Promotional material	People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	Targeted # of presentations met Presenter & audience satisfied
CLCS website	Upgrade and maintain website	LOC, Annette and others	a.s.a.p. 2013	time	CLCS Website: People are learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	CLCS stakeholders are happy with the site CLCS & Community members are using the site People subscribe to the newsletter
Chamber of Commerce	Promote CLCS via the Chilliwack Chamber of Commerce:	LOC & others	2013	time	The business community is learning about the topic of literacy and/or accessing literacy programs and services as a result of CLCS promotional efforts	CLCS has been represented at 3 meetings/events Any low cost promotional opportunities have been reviewed/considered

Additional LOC CLCS (relevant, but not specific to a task group)

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

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurement
Administration - Reports	Produce annual Workplans and regular Reports Record keeping and reporting as required	LOC Annette	Workplans (5) drafted by Dec. 31 st LOC reports – monthly DLP – May/June Decoda – July Raise a Reader - July	Qualitative and quantitative data Access to CALL reports	The CLCS is in good standing with CRA, BC Societies Registry, Ministry of Education, Decoda Literacy Solutions and any additional funders	Workplans reflect community trends, issues/challenges & assets Reports are succinct & informative Time lines are met
Administration - Office	Maintain CLCS office space, and improve if/as needed. Purchase: CLCS & parking sign Light weight tables Storage containers	LOC, Annette Marci & Janet Janet	2013 ongoing	Funds	The CLCS has a centrally located efficient, affordable and accessible office/storage space	<ul style="list-style-type: none"> The office and meeting spaces are well used and well maintained CLCS is satisfied
Community information / communication	Provide information to the community about CLCS and literacy programs	Primary: LOC & CALL Coordinators Secondary: Annette, Janet, Board and TG	ongoing	Easy to access & up to date CLCS & community literacy/learning information	Community partners, stakeholders and community members are informed about the CLCS and/ or literacy and	People seeking information are satisfied Any new/different

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurement
	and services	members			learning opportunities	trends, interests or needs included in LOC reports
Literacy Event	Provide a 2013 City-Wide Literacy Challenge	LOC, Ken & Amber with help from Annette All – support and promote	Planning: Nov/Dec Event: Feb 1 – 21 Wrap up: March	Donations of promotions and prizes	The community of Chilliwack has access to an event encouraging everyone to develop or celebrate the habit of reading	Community members participate Feedback is positive Amount of community contribution and participation is maintained or exceeded over previous years.
Literacy Event	CLCS Outreach and Open House – Nov. 21, 2012	LOC and all	To be determined	To be determined	To be determined	To be determined
Information and Resources – regional, provincial, national	Attendance at regional and/or provincial literacy gatherings (perhaps 4)	LOC	ongoing	Decoda Regional colleagues	The CLCS is informed about literacy trends, programs, and resources Other communities benefit from CLCS (expertise or participation)	The CLCS benefits Other communities benefit
Finances	Budgets monitoring reporting	LOC with assorted help from others	CLCS by Dec. 31 Review engagement completed for March AGM	Simply and excel and Annette	The CLCS is a good steward of our funds	Annual budgets produced Monthly financial reports Finances easily

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurement
						accessible to all and easily understood Annual review engagement
Funding applications	Identify Workplan items and/or “wish list” and of areas where additional funds are required Identify and/or respond to funding opportunities Produce proposals / applications	LOC (with assistance from Annette, CALL Coordinator, Board of Directors and Task Groups)	ongoing	LOC & Annette time Board of Directors Task Groups	The CLCS has the resources it needs to further the Community/District Literacy Plan	Funding is secured as a result of applications / proposals
Fund Raising Events	Set fund raising \$ goal Determine if there is interest and capacity for “Letters for Literacy” campaign Find out if The Book Man is hosting a “Citrus-y Literacy”	LOC and others	2013	LOC & Annette time Board of Directors Task Groups	The CLCS has the resources it needs to further the Community/District Literacy Plan	Funds are raised

	Activities	Responsibilities	Timelines	Resources	Outcomes	Performance Measurement
	campaign Plan and execute 1 CLCS fundraising event					
Fund raising – Canada Helps	Promote opportunity to donate on facebook weekly	LOC & Annette	ongoing	Facebook	The CLCS is benefiting from Canada Helps	Donations included in financial reports
Human resources	Support and/or resource the CLCS stakeholders and contractors as needed	LOC	ongoing	Time	The CLCS stakeholders and contractors are well supported and/or resourced by the LOC as needed	Positive feedback from stakeholders / contractors
Resources – Other Contributions	Develop relationships and/or partnerships and opportunity for contributions	LOC and all	ongoing	Time	New and existing individuals and organizations have helped literacy work in Chilliwack through their contributions	Reports show numbers of individuals, organizations, contributions