



# Westshore Community Literacy Plan 2012-2013

Colwood, Langford, Highlands, Metchosin

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## Executive Summary

This report provides a summary of the Community Literacy work that has taken place in the Westshore Communities over the past year, and outlines *Your Literacy Connection Westshore's* (YLCW) community literacy plan for 2013-2014.

The priorities for 2012-13 included enhancing and expanding on current and new partnerships and collaborations, supporting existing literacy programs and services, and building a plan that was sustainable while engaging in strategic partnerships.

Two main priorities were given a particular focus over the past year due to emergent community needs, as identified by the Literacy Outreach Coordinator (LOC) and committee members as a result of changes in funding support. The first priority was to ensure support for existing programs and services, such as the Books for Breakfast, 1000 x 5, Seniors ESL, and StrongStart programs. The second area of focus was to begin identifying strategic actions that support the sustainability of *Your Literacy Connection Westshore* and the LOC position.

For 2013-14, *Your Literacy Connection Westshore* plans to build on our successes by working in effective partnerships and collaborations with other community providers to support existing literacy programs and services, and sustain the work undertaken by a literacy outreach coordinator. We also see great value in continuing to effectively promote and build awareness of literacy as a strategy, emphasising that literacy can be embedded into existing programs and services with small efforts, while providing large impacts. One such initiative involves workplace experience and learning for youth through a youth bistro program. *Your Literacy Connection Westshore* will help by embedding a financial literacy component into the training with support from other community connections.

With the support of our community, an engaged steering committee, fiscal host and a consistent Literacy Outreach Coordinator, we are excited to embark on another successful year of literacy work in the Westshore communities.



## Steering Committee

The Westshore Literacy Steering Committee meets every six weeks from September to June, for two hours each time. Meetings invite strategic discussions that influence and inform community literacy development. A variety of topics such as family literacy, program accessibility, building awareness of literacy in community and program sustainability allow committee members to reflect on the broader vision of literacy work. The role of the LOC is to chair meetings, facilitate an open forum for discussion of issues and opportunities, share information, implement and provide evaluation of the actions described in the action plan, and provide consistent leadership for the committee.

The overall coordination is led by Shantael Sleight, Literacy Outreach Coordinator. This position is key in the design, development and implementation of the Literacy action plan and in mobilizing literacy efforts, establishing partnerships and supporting literacy development in the community. Pacific Centre Family Services Association is the fiscal steward for the literacy funds, and both parties work harmoniously together on administrative tasks, yearly budget planning and reporting.

The success of *Your Literacy Connection Westshore* is directly tied to the engagement and involvement of our steering committee. Each member brings a wealth of knowledge, perspective and connections to the table, and as a group they work cohesively to advocate for community literacy development.

The following steering committee members - who have largely been a part of the committee since its inception - provide guidance and direction to the LOC based on the Westshore Community Literacy Plan:

Vivian Collyer - Sooke School District (62)

Darlene Manthorpe - Belmont Park Pre-school

Mary Nall - The District of Highlands

Gabrielle Goudy - Langford municipality

Doug Kobayashi - Colwood municipality

Heather Ratcliffe-Hood - Metchosin Municipality

Denise Brown - 1000 x 5 Facilitator

Andrea Brimmell - Juan de Fuca Public Library

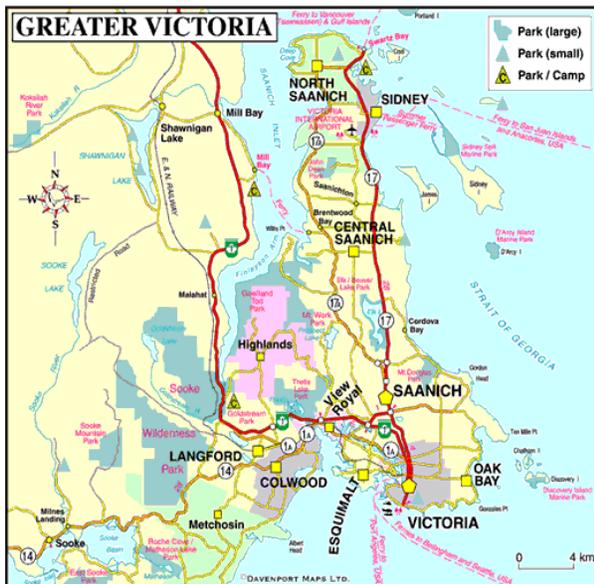
Lindsay Wilson - Westshore Chamber of Commerce

Mitzi Dean - Pacific Centre Family Services Association

Liz Wanzel - local citizen and volunteer with Inter-Cultural Association

## Community Context

In the past three years we have come a long way in understanding and appreciating the value of community literacy development and how many lives it touches. We are aware that literacy nowadays is about more than the ability to read and write; in fact, "literacy is a tool that opens up a world of opportunities to an individual" (taken from ABC Life Literacy). Our literacy development work has supported individuals as well as the greater community, building awareness of the impact literacy levels have on human and social capital, and in the areas of health and well being, crime rates, social development and economic growth.



The Communities of Langford, Colwood, Highlands and Metchosin continue to experience growth as increasing numbers of families are relocating to Langford and Colwood due to affordable housing and greater access to family focused opportunities. It is projected that these Westshore communities will experience a continued growth in population with a forecasted 92% increase by 2026. With this rapid growth and development continuing for the foreseeable future, there is an increasing need for support of new and existing services for families and children.

The Sooke School District is also largely impacted by this growth and will continue to be impacted for the next three decades. As stated in the document Future Learning Spaces, "[t]he Board of Education faces several challenges to accommodate this student growth while continuing to provide quality educational programs for students in safe, efficient and functional facilities." The Sooke School District has therefore been engaging the public in identifying ways to support student growth in existing schools as well as within the two new high schools slated for development this summer. Within the Royal Bay and Glen Lake high schools there will be an additional space of 15% made available to community groups in order to provide space for existing and new community programs and services, and create a more vibrant and inclusive school environment and community hub. *Your Literacy Connection Westshore* has representation on this committee.

Another major development announced this year that will provide additional recreational opportunities for families living in Langford is the partnership between the YMCA and Municipality of Langford. A new recreation facility in Westhills, (near Langford City Park) is scheduled to begin building this summer. The facility will include a pool, health and fitness facility, possible youth space and a daycare, with doors scheduled to open in the fall of 2015.

With these major developments planned for the Westshore, *Your Literacy Connection*, the Chamber of Commerce, local municipalities, and engaged citizen groups continue to work together to address transportation issues with BC Transit. Areas of concern include a lack of available routes, long commute times, and accessibility issues for people living and commuting in and outside of the Westshore Communities.

## **Community Development and Collaboration**

Successful collaborations involve transparency, clear communication, mutual respect, and a foundation from which to work together to achieve a goal. They are most exciting when all parties can see how the end result of their work could not have been achieved individually, and they can continue to build and branch into other opportunities. Our most successful collaborations have allowed for each entity to meet a goal or enhance a service due to the participation and work of the collective.

A long-term collaboration with the READ Society has provided many benefits to both YLCW and The READ Society. "READ has worked closely with *Your Literacy Connection* over the past three years. In every instance the energy, ideas and knowledge that come from Shantael and her crew make the work joyful and meaningful. We know that when we work together community members of all ages will have a chance to learn new things and to celebrate being together." (Claire Rettie, executive director)

By interfacing with a variety of groups and individuals, we have been able to develop relationships that encourage future collaborations. The key collaborations we have engaged in from 2012-13 include:

Pacific Centre Family Services Association continues to be the fiscal steward for the literacy funds and a consistent and vital member of the Literacy Steering Committee. *Your Literacy Connection Westshore* has been working with Pacific Centre on the Youth Bistro project.

Decoda Literacy Solutions is BC's literacy organization and is the main financial support for community literacy funds and the Literacy Outreach Coordinator.

The WestShore Chamber of Commerce is a volunteer, not-for-profit organization that participates in enriching the community and has provided consistent support to the Literacy Steering Committee. The LOC is a member and supporter of the Westshore Healthy Community Council and the Family Strategy Committee. A member of the Chamber sits on the Literacy Steering Committee.

West Shore Parks & Recreation provides recreational opportunities that contribute to the health and well-being of the community as a whole. *Your Literacy Connection Westshore* and WestShore Parks and Recreation continue to support the Seniors ESL bursary fund and both parties work together to cross-promote services and share resources in the community.

Success By 6® is an early childhood development initiative dedicated to providing all children with a good start in life. A major supporter of *Your Literacy Connection Westshore* and its partners, Success by 6 has provided funding for the Westshore 1000 x 5 program and the Scia'New Books for Breakfast program.

The Books for Breakfast program is an inclusive family literacy program that enhances the literacy skills of both children and families in a social environment. *Your Literacy Connection Westshore* provides financial, promotional, coordination and networking support to the Books for Breakfast and Literacy for Lunch programs. The Books for Breakfast coordinator is a consistent member of the Literacy Steering Committee.

The Family and Early Childhood Resource Network is a group of community service providers from the Westshore and Sooke Communities that come together to promote a better future for young children and their families. The Westshore LOC is the main contact and table coordinator for this network.

The Sooke School District serves approximately 9000 students in Metchosin, Colwood, Highlands and Langford. The School district is a member of the literacy steering committee and submits the Community / District Literacy Plan to the Ministry of Education each year. SD#62 provides space for the 1000 X 5 Westshore project. *Your Literacy Connection Westshore* supports the SD#62 StrongStart programs through a variety of resources and training opportunities.

The Greater Victoria Public Library aims to provide universal access to library services, which enhance the quality of life in our communities. The Library is a consistent member of the literacy steering committee and provides free meeting room space throughout the year. *Your Literacy Connection Westshore* supports the libraries programs through website promotions and, most recently, in collaboration for the 2013 Family Learning Tour.

Municipalities of Colwood, Langford, Metchosin and the Highlands are critical collaborators in the on-going work of *Your Literacy Connection Westshore*. All four municipalities send a representative who engages in meaningful discussions and provides support and direction around community literacy strategies.

Discover Books (formally known as Reading Tree) have partnered to deliver on a common mission of ensuring equal access to reading materials across North America. *Your Literacy Connection Westshore* and Discover Books continue to work together to provide books to the Westshore community through programs, fundraising efforts, and for individuals in need.

The READ Society is a community-based organization that supports children, youth and adults in gaining literacy and essential skills. *Your Literacy Connection Westshore* has worked with the READ Society to provide Family Literacy Day celebrations, promote programs in the Westshore, and build linkages between the Westshore community and the READ Society. In 2015, The READ Society will have a direct presence in the Westshore at one of the new high schools.

We acknowledge the value of the work that has taken place through efforts put forth by our collaborators, working for the overall benefit of our communities. Moving forward, we will continue to nurture and build on these, while also engaging the following partners.

Scia'New First Nations Reserve  
Greater Victoria Public Library - Goudy and JDF Branches  
School District #62  
Community Social Planning Council of Victoria

From 2012-2013 *Your Literacy Connection Westshore* continued to succeed in building relationships, on-going collaborations and planting the seeds for literacy awareness and the value of life-long learning.

Below is a summary of the priorities, objectives and the strategic actions taken to address them.

## **Goal #1: To coordinate, enhance and develop inclusive opportunities for emergent and family literacy**

**Objective #1.1:** To support and collaborate with existing early learning and family literacy programs

**Contributors:** Literacy Steering Committee, Literacy Outreach Coordinator, Books for Breakfast, StrongStart Facilitators, SD#62, 1000 x 5 Facilitator, Pacific Centre Family Services Association, Westshore Business Community, Juan de Fuca and Goudy Libraries, Sooke Family Resource Society, Success by Six, Family and Early Childhood Resource Network, Langford Municipality, Colwood Municipality, Highlands Municipality, Times Colonist, Military Family Resource Centre, READ Society, Discover Books, Scia'New First Nations Community

### **Actions Taken**

- ✓ Provided direct support to Books for Breakfast, Literacy for Lunch, StrongStart and 1000x5 Family Literacy Programs
- ✓ Hosted a Family Learning Tour Event on Family Literacy Day in collaboration with Westshore businesses, service providers and community members for the public
- ✓ Sought out funding opportunities and provided resources to various service providers, networking groups, local businesses and neighbourhood houses in the Westshore

**Status:** This objective has been met and is on-going

1. Family Literacy Program is running in local First Nations Community as a result of our partnership
2. Partner programs have applied for new grant funding as a result of our efforts
3. 1000 x 5 book recycling program purchased 1074 second hand books with funds we provided
4. Partnerships built between GVPL, READ society, PCFSA, Sooke Family Resource Society and seven local businesses as a result of Family Learning Tour
5. Face book followers increased by 65 followers as a result of Family Learning Tour
6. 400hrs of Literacy Outreach Coordinator Time

**Objective #1.2:** To coordinate and chair Family and Early Childhood Resource Network meetings

**Contributors:** Literacy Steering Committee, Literacy Outreach Coordinator, PLAY Victoria, Success by Six

**Actions Taken**

- ✓ Acted as table coordinator and chair for network meetings between 2012- 2013
- ✓ Liaised with PLAY Victoria and Success by 6 to successfully transition volunteer coordinator position

**Status:** This objective has been met

1. Four regular meetings held during the 2012-13 term
2. Two new program members attended meetings
3. Stronger connections built with PLAY Victoria as result of coordinated advocacy
4. 80hrs of Literacy Outreach Coordinator Time

**Objective #1.3:** To create a family literacy virtual community for practitioners to stay connected

**Contributors:** Literacy Steering Committee, Literacy Outreach Coordinator, Creativ8, Decoda Literacy Solutions

**Actions Taken**

- ✓ Face book page created and transitioned to Literacy Westshore main page for Family Literacy practitioners
- ✓ On-going correspondence sent to Family Literacy practitioner database

**Status:** This objective has been met

1. Family literacy practitioners have accessed ProD opportunities as result of online community
2. Over 170 followers on face book page
3. 35hrs of Literacy Outreach Coordinator Time

**Goal #2: To engage in strategies that support literacy opportunities for youth**

**Objective #2.1: To provide financial literacy information and education for youth in the Westshore**

**Contributors:** Literacy Steering Committee, Literacy Outreach Coordinator, Pacific Centre Family Services Association, Westshore Business Community, Pathways, Intuit Global, BC Transit, Westshore Youth Collective

**Actions Taken**

- ✓ Shared survey results with youth community indicating need for financial literacy training for youth with potential collaborators
- ✓ Met with Coordinators of Youth Bistro to discuss financial literacy life skills training
- ✓ Youth Bistro and YLCW submitted grant proposal to support financial literacy skills training
- ✓ Collaborated with PCFSA to survey youth around learning more about financial literacy

**Status:** This objective has been partially met and is on-going

1. 2 out of 2 youth surveyed indicated a strong interest in learning more about basic financial literacy
2. 155hrs of Literacy Outreach Coordinator Time

**Goal #3: To coordinate, enhance and develop opportunities for education and life-long learning for adults**

**Objective #3.1: To build awareness of adult literacy supports in the Westshore Communities**

**Contributors:** Literacy Steering Committee, Literacy Outreach Coordinator, Healthy Community Council Family Strategy Group, Westshore Parks and Recreation, Juan de Fuca +55 Seniors Centre, West coast Reader

**Actions Taken**

- ✓ Met with BC Transit to discuss barriers as it relates to literacy needs in the Westshore
- ✓ On-going support provided to Seniors ESL program through marketing, resources and accessibility
- ✓ Building awareness of funding changes to those accessing adult education

**Status:** This objective has been partially met and is on-going

1. West coast Reader publication supported learning outcomes in Seniors ESL group
2. Seniors ESL Bursary provided access for two adults to attend program
3. BC Transit invited greater dialogue on plain language discussion for all BC Transit communications
4. 125hrs of Literacy Outreach Coordinator Time

## **Objective #3.2: To engage Westshore business community in workplace learning**

**Contributors:** Literacy Steering Committee, Literacy Outreach Coordinator, Westshore Chamber of Commerce

### **Actions Taken**

- ✓ Workplace literacy e-blasts sent to businesses across the Westshore
- ✓ Information on BC Micro Business Training Program shared through Literacy website, database and LOC
- ✓ Six local businesses participated in Family Learning Tour to engage staff and customers in family literacy practices

**Status:** This objective has been partially met

1. Family Literacy Practitioner applied for BC Micro Business Training Program as a result of connection with *Your Literacy Connection* communications
2. Six new business partnerships established
3. 65hrs of Literacy Outreach Coordinator Time

## **Goal #4: To support the sustainability of Your Literacy Connection Westshore**

### **Objective #4.1: To identify strategic actions that support our overall sustainability**

**Contributors:** Literacy Steering Committee, Literacy Outreach Coordinator, Family and Early Childhood Resource Network, Langford Municipality, Colwood Municipality, Highlands Municipality, Westshore Chamber of Commerce

### **Actions Taken**

- ✓ Committee met with Transit representative to communicate issues around routing, timetables and access to programs and services
- ✓ Committee invited to provide feedback and engage in meaningful discussion around short and long term sustainability plans
- ✓ Website and social media pages maintained and upgrades made as necessary
- ✓ LOC met with fundraising coordinator to outline direction for sustainability plan
- ✓ Met with Chamber CEO to discuss possible approaches to sustainability

**Status:** This objective has been partially met and is on-going

1. 4 out of 4 municipalities represented on Steering Committee
2. Retention of two long-term volunteers
3. Colwood Rotary member joined steering committee
4. 225hrs of Literacy Outreach Coordinator Time

## Indications of Success

*Your Literacy Connection Westshore* has effectively made an impact in the community through our responsiveness in the community, commitment to relationship building, and program collaboration. We have increased our community presence through our website, Face book and Twitter pages, as well as through our presentations to the Sooke School District, Rotary Club, local municipalities and at local community programs. It is evident through face-to-face dialogue, feedback posted on our social media pages, and statistical data on our website that people are aware of this initiative and the work we are engaged in.

The collaborations and partnerships we have established have equally demonstrated the impact of our work. The 1000 x 5 Book Recycling Program was brought to the Westshore by the work of our literacy initiative. We have worked closely with the coordinator over the year to build connections in the Westshore, provide resources, and offer guidance and support. The program coordinator states "The collaborations that have taken place between Westshore "1000 X 5" and Your Literacy Connection Westshore over the past year have been extremely beneficial to our project. We have received both financial and in-kind support - with money to purchase books and support, suggestions and connections to different events and agencies in the community. This networking is so important, especially in communities like the Westshore, which has a fairly new 'community concept'".

Likewise, the Books for Breakfast program has experienced consistent support through our initiative. *Your Literacy Connection Westshore* helped to lay the groundwork for a budding collaboration between the Scia'New First Nations Community and Books for Breakfast, resulting in a custom Books for Breakfast program, based out of the StrongStart / Childcare space. This is a family literacy program providing parents, caregivers and children the opportunity to come together and enjoy a healthy snack, storytelling and take home a quality aboriginal or non-aboriginal themed book. The coordination for the Books for Breakfast program states: "Books for Breakfast would not be the successful program it is today without the support of the Literacy Outreach Coordinator and Your Literacy Connection Westshore. The support of the LOC has enabled the program to double in size in the past two years, from 100 children on each event day, to 200 children each event day, with a wait list. This program is run completely by volunteers with limited time and resources. The LOC has taken on the responsibility of updating program participants on dates and program information through the literacy website and other social media. The networking opportunities have been invaluable in keeping this program going and growing. The program is funded through grants and donations and the LOC regularly researches granting opportunities and provides the program with this information. The LOC has come out to the program to provide whatever support is needed during the events".

The Seniors ESL program continues to receive support from Your Literacy Connection Westshore through coordination and promotional efforts, and through a partnership with Westshore Parks and Recreation. Together we contribute to a bursary fund for low-income seniors who are unable to afford the recreation membership required to attend the Seniors Centre. Students are provided the opportunity and encouragement to improve their English skills amongst peers in a social setting. Liz Wanzel, a member of our steering committee and volunteer ESL teacher shares, "the couple we helped have really enjoyed the classes, and today after spending an hour talking with them, I told them that their Oral English has improved".

### **Challenges**

The most pressing challenge we have experienced this year, like many other Community Literacy Groups across BC, was the announcement that funding for community literacy would be coming to an end. Although re-instated for another year, this abrupt news forced the initiative into "survival mode", focusing only on the areas that could be maintained.

For the coming year, the Westshore literacy committee is aware that in order to be successful in the work we are doing we must balance our priorities with the capacity we have to deliver and sustain them. We will therefore continue to build on our work with partners and search out new collaborations and funders in an effort to build sustainability for the LOC position and / or components of the work that are of the most valued and needed within the community. The best way to continue the work of the LOC and literacy development would, of course, be to find a stable and consistent funding source as this would go a long way in supporting new literacy opportunities and helping existing ones to reach a point of maturation.

### **The Coming Year 2013 - 2014**

Over the past year, the LOC has surveyed the committee, community stake holders and families to provide direction on our goals for the coming year. The feedback informed our priorities for the 2013-14 action plan and affirmed the need to stay connected with families, youth, and community.

It is critical that we continue to build relationships, strategic partnerships, and search out on-going resources. We will continue to be nimble in engaging and responding to the needs of the community and build upon our community assets.

## **Potential Opportunities**

- Child, youth and adult programs and services that are successful and working well
- The Westshore's sense of community identity, with a strong business and service provider community
- Meaningful dialogue around capacity building, and identifying community assets and gaps as a whole
- LOC involvement in the Neighbourhood Learning Centres
- Local community events and initiatives that provide opportunities for YLCW to build awareness of literacy and life-long learning
- A growing awareness of literacy initiatives and programs, and value of literacy and life-long learning

## **Potential Challenges**

- The success of this work is contingent on sustainable funding of the Literacy Outreach Coordinator
- Continued lack of resources and funding for the social services sector
- Funding bodies such as Success by Six have reached their lending capacity and there is strong competition for related grants and foundations
- Some families and local businesses remain in "survival mode" due to the economic downturn
- The Ministry of Education's focus on the Early Years has shifted
- A community unsure of how the new provincial government will support social programs and services

## Westshore Literacy Action Plan 2013 - 2014

### Goal #1: To support, enhance and develop inclusive family literacy opportunities

**Objective #1.1:** To support and collaborate with early learning and family literacy programs & services

Strategic Actions	Resources
<ul style="list-style-type: none"> <li>• Provide support to Books for Breakfast and Literacy for Lunch programs, Journey's of the Heart, Strong Starts and 1000 x 5 program</li> <li>• Build relationships with the Scia'New community to support literacy related needs (i.e. library support)</li> <li>• Search out funding opportunities for existing programs</li> <li>• Maintain relationships and collaborations with community service providers</li> <li>• Update and maintain website and social media pages</li> <li>• Provide connection between Family and Early Childhood Network and literacy committee</li> <li>• Build relationships with SD62 and GVPL to better respond to community literacy needs</li> <li>• Attend Family Strategy Meetings</li> <li>• Identify areas to embed literacy in family serving programs (i.e. Moms and Mentors, REACH Daycare)</li> <li>• Identify any on-going literacy training needs for childcare providers</li> <li>• Provide support to families accessing literacy related programs and services</li> </ul>	GVPL SD #62 VIHA Journeys of the Heart Sooke Family Resource Society Inter-Cultural Association READ society Literacy Outreach Coordinator REACH daycare Moms and Mentors 1000 x 5 Westshore Neighbourhood Learning Centres Books for Breakfast program Scia'New First Nations Pacific Centre Family Services Association Success by Six Census data

**Success Indicators:** # of family literacy programs supported, # of LOC hours, # of collaborations

**Timeframe:** April 2013 - March 2014

### Objective #1.2: To coordinate and implement a 2014 Family Learning Tour

Strategic Actions	Resources
<ul style="list-style-type: none"> <li>• Collaborate with community partners and businesses</li> <li>• Recruit volunteers / staff to assist with planning and implementation of event</li> <li>• Identify alternative funding sources to support event</li> <li>• Research the need for free books for 8-10 year old population &amp; collaborate with 1000 x 5</li> <li>• Solicit local business support through newspaper ad sponsorship</li> <li>• Incorporate recommendations and feedback from 2013 Family Learning Tour</li> <li>• Build awareness of the value of life-long learning with businesses</li> </ul>	Orca Publishers Local Businesses Chamber of Commerce Westshore Parks and Recreation GVPL Books for Breakfast Pacific Centre Family Services Association 1000 x 5 Program Local Municipalities Success by Six READ Society VIHA FECRN

**Success Indicators:** # of families attended, # of businesses and service providers involved, funding secured

**Timeframe:** September 2013 - February 2014

**Goal #2: To engage in strategies that support literacy opportunities for youth**

**Objective #2.1: To provide community literacy opportunities for youth in the Westshore**

<b>Strategic Actions</b>	<b>Resources</b>
<ul style="list-style-type: none"> <li>• Attend youth collective meetings</li> <li>• Coordinate financial literacy component for Youth Bistro project</li> <li>• Update and maintain website and social media pages</li> <li>• Attend Family Strategy and Neighbourhood Learning Centre meetings</li> <li>• Identify opportunities to embed literacy in youth programs and services</li> <li>• Follow up with BC Transit re: issues for youth population around routing, timetables and accessibility</li> <li>• Upload web link to the distance learning resource across Canada</li> <li>• Search out funding opportunities to support programs</li> </ul>	Westshore Parks and Recreation Westshore Chamber of Commerce Healthy Community Council / Social planners SD #62 BC Transit Scia'New First Nations Literacy Outreach Coordinator Credit Union, Van City, Intuit Global Pathways, Work link PCFSA GVPL Planning 10 Resource, Junior Achievement JDF Learning Centre / SD62
<p><b>Success Indicators:</b> # of collaborations, # of youth in attendance, # programs supported</p> <p><b>Timeline:</b> April 2013 - March 2014</p>	

**Goal #3: To enhance and support life-long learning opportunities for adults**

**Objective #3.1: To build awareness of the various forms of literacy for adults living in the Westshore**

<b>Strategic Actions</b>	<b>Resources</b>
<ul style="list-style-type: none"> <li>• Build community awareness of the value of life-long learning across the ages</li> <li>• Identify opportunities to communicate the meaning, forms, impact and value of literacy in society</li> <li>• Provide on-going support to the Seniors ELL program</li> <li>• Promote adult financial literacy opportunities in community</li> <li>• Update and maintain website and social media pages</li> <li>• Establish relationship with the Food Security Network in support of food literacy</li> <li>• Provide literacy promotional materials to Welcome Wagon and 1000 x 5</li> <li>• Provide workplace learning updates for Chamber e-blasts</li> <li>• Attend Healthy Community Council meetings</li> </ul>	Healthy Community Council / Family Strategy Group FECRN Westshore Centre for Teaching and Learning BC Transit Inter-municipal Advisory Committee on Disability Westshore Parks and Recreation GVPL Chamber of Commerce Literacy Victoria Literacy Outreach Coordinator JDF +55 Seniors Centre SD #62
<p><b>Success Indicators:</b> # of WCR subscriptions provided, # of families accessing literacy programs, # of LOC hours, # of adult literacy programs supported</p> <p><b>Timeline:</b> May 2013 - March 2014</p>	

**Goal #4: To support the long term sustainability of Your Literacy Connection Westshore**

**Objective #4.1: To create a sustainability strategy for Your Literacy Connection Westshore**

**Strategic Actions**

- Build and foster partnerships and collaborations
- Share successes & strategy with municipalities
- Create sub-committee to build sustainability strategy and determine project lead
- Identify the space we are operating in, potential funding sources and create 'elevator pitch' to communicate plan
- Maintain volunteer roster
- Meet with Community Social Planning Council to discuss potential partnership
- Discuss transition of literacy committee to the Chamber's Healthy Community Council
- Create professional promotional materials to showcase at local celebrations. Identify location to store materials for members to sign out
- Attend Victoria Regional Rotary meeting
- Provide support for strategic plan of volunteer program in the Westshore
- Create map of literacy resources for each demographic in the Westshore (include on website)

**Resources**

Literacy Outreach Coordinator  
 Literacy Steering Committee  
 Local Municipalities  
 Sean Rodman  
 Westshore Chamber of Commerce  
 Decoda  
 GVPL  
 SD #62

**Success Indicators:** # partners involved, completed sustainability plan, completed presentation to municipalities

**Timeline:** May 2013 – March 2014