

Nanaimo-Ladysmith Community Literacy Plan



**Submitted by
School District 68 on behalf of the
Community Literacy Council
June 27, 2012**

Our Vision

“By 2020, we will live in a community that encourages and supports every person to be a self-reliant, literate, lifelong learner.”

Guiding Principles:

The Nanaimo-Ladysmith Literacy Council used the Guiding Principles of Literacy Now as a starting point to establish the following guiding principles that will lead the work of our Community Literacy Plan.

Relationships and Collaboration

Communities build and support networks, partnerships, and mentoring relationships.

Innovation

Communities value new ways of viewing existing programs, new partnerships, and new ideas for programs.

Respect

People will be treated with respect and will be encouraged to freely share their ideas. Diversity will be welcomed and valued.

Capacity Building

Initiatives promote and sustain lifelong learning for all participants and focus on improving the life changes of children and adults. People feel empowered to act.

Access for All

All community members have the opportunity to be part of the planning process and the programs. Community members respect the hopes and dreams of everyone and there is a place for all.

Strength Building

Success grows from long-term, sustained commitment to literacy learning.

Sustainability

Communities respect, build on, and enhance past and current practices.

Knowledge and Understanding

Community will work to better understand the diverse literacy needs of all members.

Joy

People are involved in friendly and enthusiastic ways, celebrating success.

Community Profile

The Nanaimo-Ladysmith Community Literacy Plan encompasses the region of School District 68 on Vancouver Island. School District 68 is located on the east side of Vancouver Island, 23 km west from Vancouver and 113 km north of Victoria, the capital of British Columbia.

The communities are growing with the area being one of the most attractive areas for baby boomers to retire. Although the area has seen a decline the traditional resource-based industries, with the growth in population there has been growth in the professional and service industries. Poverty and unemployment have declined slightly, but continue to be an issue with the drop in the number of resource-based jobs.

There are a number of service organizations, including the school district and Vancouver Island University which is based in Nanaimo, that provide learning support to people of all ages.

Geographic Location:

School District 68 encompasses the City of Nanaimo, Town of Ladysmith, Lantzville and surrounding communities. Also included within School District 68 are the First Nation Communities of Snuneymuxw First Nation, Snaw'Naw'As (Nanoose) First Nation and Stz'uminus (Chemainus) First Nation. The population living within School District 68 is 117,734: Within this total population, 6,815 individuals are Aboriginal.ⁱ

Community History: (including local Aboriginal people)

The Community of School District 68 is comprised of the City of Nanaimo, the towns of Ladysmith and Lantzville and three First Nation communities: Snuneymuxw First Nation, Snaw'Naw'As First Nation and Stz'uminus First Nation.

“Nanaimo was first inhabited thousands of years ago by the Coast Salish natives who named the area “Snuneymuxw” which means “meeting place”. The great and mighty Coast Salish nations traveled from villages along the Nanaimo River and False Narrows to build long houses at Departure Bay. Change began with Imperial Spain’s explorers charting these coastal waters in 1791. Control over the area passed to the British Empire in the early 19th century and the first settlers arrived in the early 1800s and set up a trading post, which established Nanaimo as an important hub of commerce. A fort was erected by the Hudson’s Bay Company in 1853 and is now a restored landmark.”ⁱⁱ

“From 1852 until 1952, Nanaimo was primarily a coal town. Coal-burning ships refueled here and coal was exported in large quantities from numerous mines in the area. By 1941 increased demand for lumber and a declining need for coal brought the area’s thriving forests to the forefront. During it all, Nanaimo continued to develop as a centre for the meeting and movement of products and people – a meeting place.”ⁱⁱⁱ

Lantzville is located on the northern border of the City of Nanaimo and School District 68. “Once known only as part of Nanoose, when coal was originally found here, Lantzville was known as Grant's mine. In 1920, an American company bought the mine and property from Mr. Grant. Mr. Lantz was one of the directors of the American company and the area became known as Lantzville. Traditionally a coal mining area, Lantzville has had a number of settler type families who have been immortalized through local names of streets, waterways and landmarks. As the coal seams ran low, Lantzville entered another era whereby its life became one of a limited economy with a number of local residents but also served as a summer cottage area.”

The Town of Ladysmith is the southerly border of School District 68. “For at least 5,000 years, Chemainus First Nations communities have lived in the Ladysmith area. Their camps, resource harvesting places, and special cultural sites existed at several locations along both shores of Ladysmith Harbour. In 1884, the E&N Railway Grant to James Dunsmuir privatized many of these lands and resources. Two decades later, when James Dunsmuir founded the town, he changed the name from Oyster Harbour to Ladysmith, in honour of the lifting of the siege of Ladysmith, South Africa, during the Boer War. Mr. Dunsmuir designed the community to be a company town for miners who worked at his recently opened colliery. In 1904 the town was incorporated and the new community, fueled by the strong demand for coal, grew quickly. Coal mining was the most important industry in Ladysmith in the early decades of the twentieth century until April 1931, during the height of the Great Depression, when the mines at Extension closed. Logging began in 1936 and by the late 1940s; Ladysmith was the centre of major logging. Since then, logging and milling lumber have continued to play an important role in the town's economic development. The Oyster Fishery thrives as does pleasure boating and tourism in Ladysmith.”^{iv}

The Snuneymuxw First Nation, Snaw'Naw'As First Nation and Stz'uminus First Nation are within School District 68. An Aboriginal Education Enhancement Agreement has been developed among each of the three First Nation communities, School District 68 and the Ministry of Education and in addition, This Aboriginal Education Enhancement Agreement acknowledges and honours the vital role in representing

the interests of the off-reserve Aboriginal population of the Council for the Cultural Preservation of the Metis Peoples, Mid Island Metis Nation and Tillicum Lelum Aboriginal Friendship Centre. The three First Nation communities within School District 68 are striving to revive their Hul'qumi'num language and culture.

The Snuneymuxw First Nation are a Coast Salish people who speak the Hul'qumi'num language. The Snuneymuxw First Nation people have occupied the eastern shores of south-central Vancouver Island for more than 5,000 years. Their exclusive traditional territory comprises more than 98,000 hectares and extends from several kilometers north of Neck Point to Boat Harbour in the south, Gabriola Island and other small islands to the east and the western reaches of the Nanaimo River watershed. Today the Snuneymuxw First Nation people live on four small reserves on the shores of Nanaimo Harbour and Nanaimo River. The reserves assigned to the Snuneymuxw First Nation were and remain the smallest reserves per capita in British Columbia. Today the Snuneymuxw First Nation population is approx. 1300 with 65% of their membership living off reserve in the surrounding cities of Nanaimo, Victoria, Vancouver and Seattle.^v

The land the Snaw'Naw'As First Nation people occupy is 54 hectares, with a population fluctuation around 200+ living on reserve. Snaw'Naw'As First Nation are Coast Salish descendants of the Vancouver/Vancouver Island area and also share the Hul'qumi'num dialect with many other tribes along the East Coast of Vancouver Island.^{vi}

For centuries, the language of the Stz'uminus First Nation, Hul'qumi'num, was the only one heard in the area around the present day Town of Ladysmith. For at least 5,000 years, Stz'uminus First Nation communities have been settled at Kulleet Bay (in the Yellowpoint area), Shell Beach (across Ladysmith Harbour), and Coffin Point, near Elliot Beach Park. Their camps, resource harvesting places, and special cultural sites existed at several locations along both shores of Ladysmith Harbour. The rich marine resources of the harbour and the forested upland areas have long provided Stz'uminus First Nation people with the basis of their traditional economy and the site of their cultural lives.^{vii}

The Nanaimo-Ladysmith Community Literacy Council

The communities of Nanaimo and Ladysmith developed a Literacy Council that has been performing as a task group since its inception in 2006. Membership in this group has varied since that time. There has been a steering committee which has made the bulk of the operating decisions following discussion and direction from the overall Council.

Literacy Priorities for 2011 – 2012

- Seniors' Literacy:
 - Can't access the information because they are tech-challenged (technology can be a solution around low literacy rates)
 - Isolation of immigrant women over 65
- Media Literacy:
 - Gather a list of where you can access community based computers, internet access and hardware, as well as online access (Wifi places in the community)
- Financial/Mathematical Literacy
- Health Literacy
- Functional Literacy/Social Literacy
 - Self-confidence
 - Social Skills
 - Work Habits
 - Cultural literacy
- Early Learning
- Overall balance of programs (30% of programs focused on adults)
 - Consider expanding programs targeted at adult learners

Goals for 2011 – 2012

Goal 1:

Develop, maintain and promote a public, web-based “virtual hub” (database) of literacy programs and resource within our community (School District 68 Nanaimo-Ladysmith).

Goal 2:

Maintain the literacy taskforce to identify, support and promote evidence-based, universally accessible literacy programs and services.

Goal 3:

Identify the barriers to literacy programs for “hard to reach” individuals.

Were these goals met? Both Goal 1 and 2 were met with the development of My Reading Tree, an online site developed to give all community members information about current community literacy programs and services which was launched in March of 2010. This is an innovative online service supported by a voice over tool that supports low literacy learners to access the information. This strategy is one method of mobilizing the broad community to create a deeper understanding in support of literacy. The intention was to avoid service duplication while enhancing communication. Access the hub here: <http://www.myreadingtree.com/home.aspx>.

These two goals have been the primary focus of both the Literacy Council and the Literacy Outreach Coordinator. The community has been without the services of a Literacy Outreach Coordinator since the summer of 2011. The Community Literacy Plan goals have been supported with generous funding from Literacy Now, one of the programs associated with the 2010 Legacies Now Society.

The MyReadingTree Usage & Promotion Report as of March 14, 2012 can be found in Appendix A.

Community Literacy Council Change in Direction

Since June, of 2011, the Council, under the direction of Decoda, was asked to re-focus its goals and consider more closely the development of further programs and services to support literacy. The Community Literacy Council is re-forming to include more service providers. Council members will consider the current assets of service providers, current programs, and what is known about the needs of individuals in the community for 2012 – 2013 and beyond.

The Council is in the process of hiring a Literacy Outreach Coordinator to assist and facilitate the group discussion and development of programs. The name of this role will be changed to become Community Literacy Coordinator to prevent confusion with the Literacy Outreach Coordinator working with Literacy Central Vancouver Island. A new community literacy plan for Nanaimo, Ladysmith and area will be created in the coming months.

The intention of the re-formed Council is to use diverse literacy strategies to improve the well-being of the Nanaimo, Ladysmith, and Aboriginal communities. Specific intentions voiced by some of the service-providers over the last few months include:

- Increasing learning
- Increasing employment
- Increasing personal health and wellbeing
- Nurturing inclusiveness
- Increasing the ability of people to use technology
- Increasing the enjoyment of arts, culture, and recreation
- Increasing capacity for creativity, critical thinking and self-expression
- Increasing self-esteem and empowerment
- Increasing community and civic engagement
- Increasing pro-social behaviour and preventing criminal behaviour

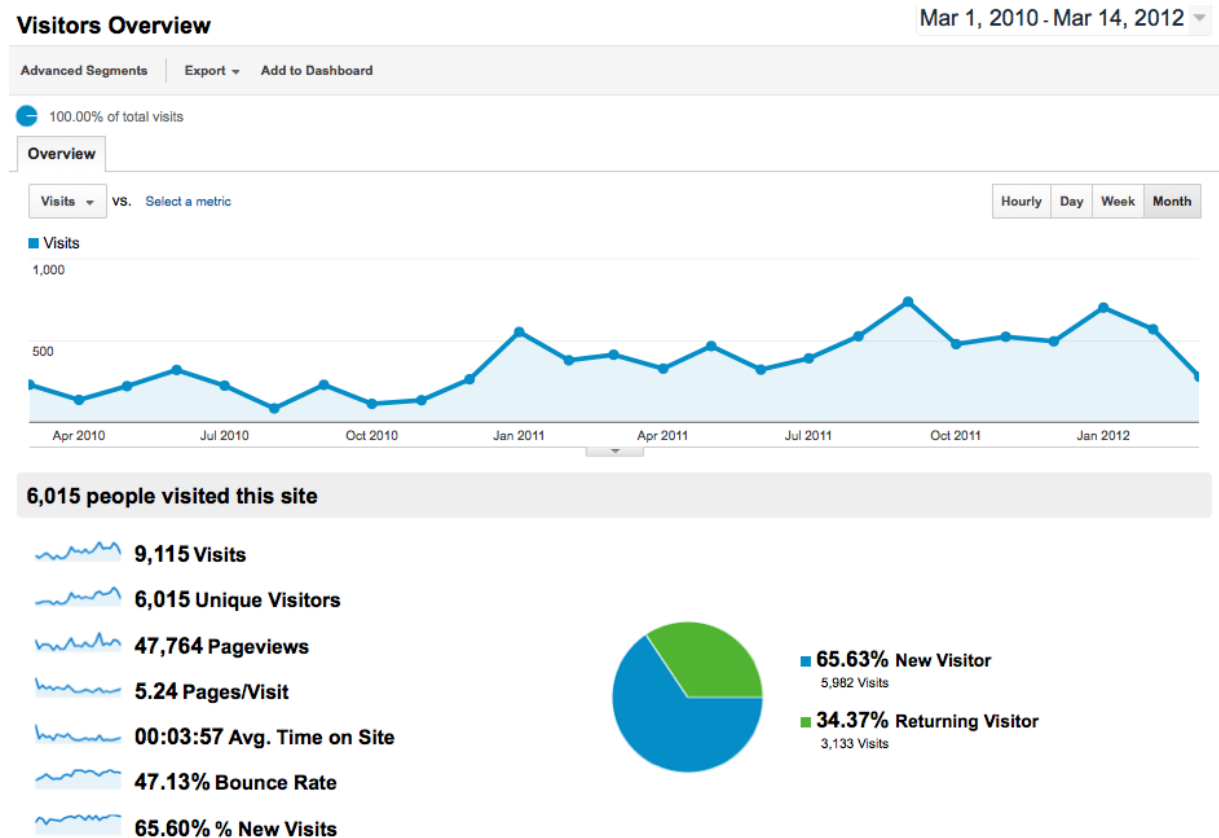
We look forward to renewing the collaboration of the many organizations who value broad-based literacy and working together to make a positive difference to community members requiring literacy support in the Nanaimo-Ladysmith area.

Collaboration, Integration and Leverage “Literacy Hub” MyReadingTree Touches Community Members

Nanaimo Ladysmith Literacy Council Vision

“By 2020, we will live in a community that encourages and supports every person to be a self- reliant, literate, lifelong learner.”

“Literacy Hub” Useage:

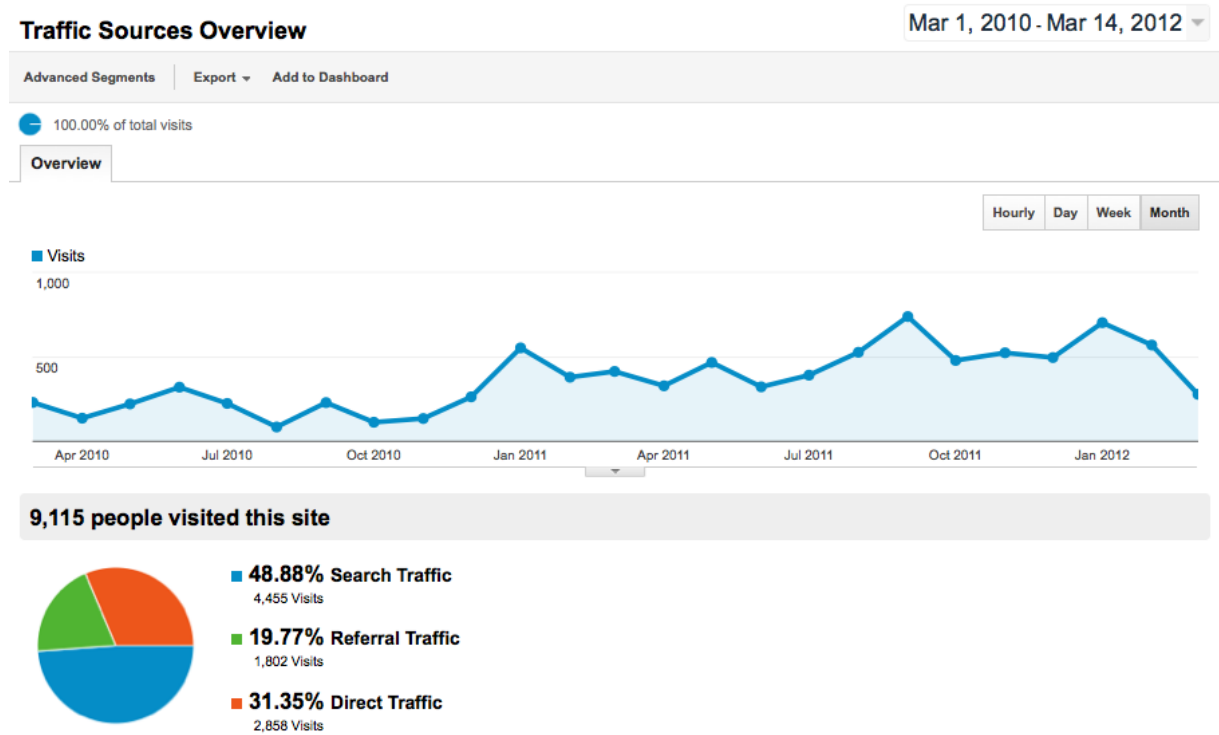


Since the launch of MyReadingTree in March 2010 the “Literacy Hub” has received a total of 9,115 visits. On average, the site continues to receive 11 visits per day.

- 5,982 (66%) = new visitors to the Hub
- 3,133 (35%) = repeat visitors to the Hub

The people visiting MyReadingTree are continuing to spend an average of 4 minutes on the “Literacy Hub” viewing on average 5 pages. These statistics show that the people that are visiting the site are spending time viewing the information and tools from multiple pages. The average length of time spent visiting a website is 60 seconds.

Visitors are coming to the website in 3 main ways: Search Traffic, Referral Traffic and Direct Traffic.



- **Direct Traffic**
 Over 32% (2,858) of people coming to the “Literacy Hub” are coming directly to the site which indicates their awareness of the site and a specific intention to come to MyReadingTree.
- **Search Engines**
 Over 49% (4,455) of visitors arrive through search engines such as Google. Individuals are finding my reading tree in their search for literacy programs and services in our region.
- **Referring Sites**
 Referring sites, one of our key strategies for promotion of the “Literacy Hub” are attracting 20% (1,802) of individuals. The community leaders in the story section refer their fans, partners and staff through Facebook, Twitter, Blogs, e-mail and or personal contact. We ask all individuals featured on the MyStories section to share their story with a link to MyReadingTree. The fact that so many individuals are coming to the site from a referring site indicates that one element of our word-of-mouth marketing approach is successful.

Highlighting opinion leaders through their stories continues to be a very successful means of drawing traffic to MyReadingTree. David Gogo, Michelle Stillwell, Colton Cyr and Joy Gugeler provided ‘key word’ search resulting in high traffic referred to the site.

The addition of a Facebook page in September has been an excellent marketing channel. Facebook is creating “community chatter” and provides a forum for community members to engage and discuss MyReadingTree.

Facebook provides information as well as drives people to the literacy hub MyReadingTree. Our weekly average reach on Facebook is approximately 350 Facebook Fans. In addition, the Friends of Fans spreads to a further 28,339 people receiving daily updates on literacy topics.

The Facebook page connects to Facebook pages of service providers in our region and abroad. Information posted on service provider Facebook pages is further promoted through the MyReadingTree Facebook page – providing “virtual connections” between community and literacy service providers. These social media tools are far-reaching, effective, and more efficient than driving to a service providers’ location to meet in person. These tools allow people to “pull” the information when they want it.

The following chart outlines 1 week of Facebook usage.



Community Leaders: MyStories

The following community members from Ladysmith, Nanaimo, Gabriola and Lantzville have been highlighted in the story section of MyReadingTree. The stories for each person remain archived on the site and are supported by a voice over tool that supports low literacy learners to access the information. This particular strategy is one method of mobilizing the broad community to create a deeper understanding in support of literacy.

- Chief Doug White (Snuneymuxw First Nation)
- Rachel Dunstan Muller (author)
- Dr. Ralph Nilson (President VIU)
- Cory Parsons (Motivational Speaker and Author)
- Rylee (Child)
- Eric McLean (Entrepreneur and Community Volunteer)
- Terre Flower (New Immigration Center: Diversity Expert)
- Olivia (Child)
- Bruce Williams (A-Channel Anchor)
- Bruno Dragani (Chief People Officer for Coastal Community Credit Union)
- Kim Plumley (Publicist)
- Tyus Barfoot (Child)
- Darren Rinaldi (Entrepreneur - 1000 + Face Book audience)
- Kathy Ramsey (Artist)
- Donna Allen (SD68: Board of Education)
- Pat Simpson (Family Counselor)
- George Szanto (Author)
- The Kerplunks – Diana & Tina (musicians)
- Naomi Beth Wakan (Author)
- Les Gould (Nanaimo Daily News)
- Grant Leier (Artist)
- Michelle Stilwell (Olympic medal winner)
- Joelle Rabu (Singer)
- Antony Holland (Playwright)
- Sandy Frances Duncan (Author)
- David Gogo (Musician)
- Colton Cyr (Clippers Hockey Team)
- Amber Bruner (Children First Coordinator: 2,000 + Face Book – (family focused))
- Mike Matthews (retired VIU professor/Author)
- Fred Wortley (Musician)
- Lynne Brown (United Way Central and Northern Vancouver Island. Chief Operating Officer)
- Lance Sullivan (Photographer)
- Mayor John Ruttan - Nanaimo
- Mayor Rob Hutchins - Ladysmith
- Karina Strong (Circus Trainer)
- Bobbi Kurtz (Clown)
- Willow Chandler (Fire Juggler)
- Anne Lee (New Immigrant)
- De Orrell (New Immigrant)
- Sai Lee (New Immigrant)
- Chris Barfoot (City of Nanaimo: Parks and Recreation)
- Sandy Raddysh (City of Nanaimo: Manager, Nanaimo Aquatic Center)
- Ian Kalina (Boys & Girls Club Central Vancouver Island, Executive Director)
- Marion Van der Zon (Faculty, Media Studies/Digital Media Technology Vancouver Island University)
- Neil Scobie (Student of Media Studies at Vancouver Island University)
- Joy Gugeler (Faculty, Media Studies/Digital Media Technology Vancouver Island University)
- John Horn, Social Planner for City of Nanaimo
- Pearl Harris, Stz'uminus First Nation
- Lee Wilson, Nanaimo Youth Services
- Len Merriman, Stu'ate Lelum Secondary School
- Chris Boire, Citizen
- Elizabeth Pennell, Coordinator Early Years Program, School District 68 Nanaimo – Ladysmith
- Kristina Power, Nanaimo Youth
- Ruth Malli, Planner for Town of Ladysmith

- Ivo Beitsma, Social Media Expert
- Bill Drysdale, Town of Ladysmith Councilor
- Jennifer Millbank, Lantzville Councilor
- Bill Robinson, SD68 Trustee
- Shayd Johnson, Young Entrepreneur (over 1200 FaceBook fans)
- Matthew Lettington, SD68 Teacher
- Johnny Blakeborough, VIU
- Titia Jetten, Artist
- Robert Plante, Artist
- Russ Morland, Artist

The intention for each MyStories participant is to promote the “Literacy Hub” MyReadingTree in any way possible using their connections, partnerships and contacts throughout the community and beyond.

The following is a list of agencies and organizations have been linked with through MyReadingTree

Additional Agencies and Organizations contacted:

- Nanaimo-Ladysmith Literacy Council
- African Heritage Society
- Corrections Nanaimo, Kyla Wiersma
- Town of Ladysmith
- City of Nanaimo
- Vancouver Island Regional Library
- Boys & Girls Club
- VIHA
- Central Island Family Life Association
- Children First Coordinator, Nanaimo / Ladysmith
- Westshore Literacy Outreach Coordinator, Shantael Sleight
- Coastal Community Credit Union
- Island Savings Credit Union
- Central Vancouver Island Multi-Cultural Society
- Diversity Team
- City of Lantzville
- Nanaimo Aquatic Centre
- Around Town Tellers
- Publicity Mavens
- BC Ferries
- Black Press
- A-Channel
- Nanaimo Honda
- Art 10 Gallery
- Buccaneer Inn
- Chamber of Commerce
- Discovery College
- Stz’uminus First Nation
- Nanoose First Nation
- Global Vocational Services
- LaFF
- Ladysmith Community Health Centre
- Ladysmith Resource Centre
- NISA
- Scotia Bank
- SD68
- VIU
- Wayword Communication
- Wintergreen Press
- CHLY Radio
- Media Studies Dept, VIU
- Stu’ate Lelum Secondary
- Nanaimo Youth Services
- Literacy Now
- Canada Without Poverty
- BC Poverty Reduction Coalition
- Canadian Mental Health
- Aboriginal Financial Association of BC
- The Savings Experiment
- Child Finance
- SOFA
- Financial Literacy for Youth
- Canadian Children’s Book Centre

- The Word on the Street Vancouver
- Tourism Vancouver Island
- SEDI Community
- Vancouver Island Regional Library
- Haven Society
- Be The Media
- United Way
- Harbour Living
- Shaw TV
- Official Book It Program
- Vancouver Island University
- Nanaimo Youth Services
- Nanaimo Ladysmith School District
- City of Nanaimo
- Decoda Literacy Solutions

All agencies and organizations contacted by Stephanie Johnson are being introduced to the “Literacy Hub” MyReadingTree.

Agency and Organizational Workshops re: MyReadingTree

Stephanie Johnson continues to offer to provide workshops to all agencies and organizations represented on the Council and within the community. Workshops were introduced in the 2011 plan to coincide with phase two upgrades to MyReadingTree. The workshops are tailored to meet the particular needs of the staff and volunteers of the agency or organization.

Workshops started to commence January, 2011 to date the following organizations have received the “Literacy Hub” MyReadingTree workshops as follows:

- Vancouver Island Regional Library. Executive and Branch managers for the Ladysmith, Nanaimo, Wellington, Gabriola branches received a workshop in 2010. Another workshop was held in October 2011 with the Vancouver Island Regional Library staff on phase 2 enhancements and how to use the electronic submission form.
- Children First Coordinator for Nanaimo / Ladysmith, Amber Bruner has over 2000 families subscribed to a family focused facebook page which she is the moderator for. Amber Bruner received a workshop showcasing resources and programs for families and children for Amber to help educate her audience. Amber was also highlighted in the stories section and promoted the value of the “Literacy Hub” MyReadingTree to this vast audience.
- January 2011 workshop for the Literacy Council to ensure we knew all the elements and were able to promote and advise clients as to the use of the “Literacy Hub” as a support for directing them to services and programs that improve literacy skills.
- The New Immigration Center (once known as the MultiCultural Society) The center is currently using the tools available through the Literacy Hub to support their curriculum for new immigrants.
- Diversity Team of the New Immigration Center. Through collaboration with the Diversity Team members, Stephanie Johnson has woven community diversity throughout all aspects of the “Literacy Hub” MyReadingTree and the hub will be nominated for a ‘diversity champion award’ fall 2011. A diversity Champion works with others to ensure

that all those in our diverse community have equitable access to its services and opportunities.

- Coastal Community Credit Union’s Chief People Officer. Coastal Community has over 650 employees on Vancouver Island and found the financial literacy resources on “Literacy Hub” MyReadingTree useful to share with their staff as literacy is embedded within their organizational values.
- Lunch & Learn with VIU media faculty and media student to showcase MyReadingTree.
- Numerous offers for workshops and lunch & Learns have been presented to community organizations.
- Altrussa – meetings with Altrussa representatives and partnering with Altrussa to judge the Altrussa International Literacy Award.

MyReadingTree Promotion & Publicity:

- Launch of MyReadingTree March 2010
 - Keynote: Lesra Martin
 - 130 invited community leaders attended
 - Each member of the Council was provided with a MyReadingTree name tag
- Shaw Cable Feature Story
 - It ran for a couple of weeks.
- Newspaper stories regarding progress of the Literacy Council
- Press Release re: Mayors Month of May
- MyReadingTree media package was prepared for Literacy Council member to use in their promotional efforts with partners and with their literacy clients. The package included logos, posters, pull up banners, buttons to hand out at events, book marks
- Monthly ‘what’s new on myreadingtree.com’ is sent to Literacy Council is based on information/content provided to Stephanie Johnson by members of the Council
- Literacy Hub MyReadingTree banners up in Vancouver Island Regional Library Branches
- MyReadingTree banners are taken to community and regional events. (Parent’s Night Out, Island Network Early Years conference, Healthy Start to Learning and others.)
- 25, 000 + MyReadingTree bookmarks have been distributed at community and regional events (Parent’s Night Out, StrongStart Centers, Elementary and Secondary Libraries, My Story, Your Story (Family Literacy Event) at all Vancouver Island Regional Libraries, Teddy Bear’s Picnic (Ladysmith and Nanaimo) Healthy Start to Learning Fairs, Ready Set Learn, Welcome to Kindergarten).
- 40,000 bookmarks were provided for no cost due to the partnership of Literacy Outreach Coordinator and Hemlock Printers.
- All community leaders with Face Book, Twitter and Blog followings advertise MyReadingTree to all followers for us. They also promote the “Literacy Hub” to partners, staff and clients.
- The Community Literacy Council act as community literacy leaders in the promotion and advertising of the value of the literacy hub, MyReadingTree within their constituent groups, partners and clients.

- Nanaimo Ladysmith Literacy Council members promote the virtual hub in tandem with advertising they are doing for their programs and organizations. Joint advertisements have been placed in various community publications, MyReadingTree banners displayed at various events to cross-promote MyReadingTree. Council members also have MyReadingTree pins that they proudly wear to various functions to act as a “conversation starter” to discuss MyReadingTree.
- Posters were developed and distributed to Nanaimo Ladysmith Literacy Council members for printing and distribution within their networks.
- September 2011 was themed “Media Literacy Month”. Stephanie worked with CHLY and Be The Media program highlighting stories on MyReadingTree and was successful in securing a radio interview focused on MyReadingTree and media literacy. Elizabeth Pennell & Stephanie Johnson were interviewed and the interview was subsequently podcast on CHLY radio and Be The Media facebook page.
- Creation and distribution of a monthly MyReadingTree newsletter which “pushes” updates to all subscribers (approx 75 people) and prompts the Nanaimo-Ladysmith Literacy Council to fan out MyReadingTree recent updates to their broad contact base.
- Worked with Social Media Experts for month of October’s Social Literacy theme. Social Media experts helped market MyReadingTree through their vast on-line networks.
- Worked with newly elected city officials from Lantzville, Nanaimo and Ladysmith to raise further awareness of the community literacy hub.
 - Stephanie Johnson hosted a ‘coffee side chat’ with newly elected School Board Trustee, Bill Robinson discussing the MyReadingTree virtual hub and invited the Trustees’ to a workshop at a 2012 meeting.

Recent Feedback from the Community:

“Our class has studied MyReadingTree and our professor is very impressed with the innovation of the virtual hub.” The student interviewed Stephanie to learn the history of MyReadingTree including what went into the creation of MyReadingTree including community focus groups.

Telephone conversation with a Masters of Education student at UBC January 2012.

“NDSS High School Teacher reviewed MyReadingTree and called Stephanie to provide positive feedback and ask how she could work with her Grade 9 & 10 class to contribute to the virtual hub. The request was e-mailed to the Chair of MyReadingTree to factor into including in a Spring 2012 story.”

Telephone call February 2012.

“MyReadingTree is a great website.”

Dr. Joy Gugeler, PhD, Faculty Media Studies / Digital Media Technology at Vancouver Island University

“Impressive website!”

John Phipps, EdD, Professor, Faculty Education at Vancouver Island University

"I love the essence of what you're capturing in the MyStories section of MyReadingTree"

Marion van der Zon, Faculty Media Studies / Digital Media Technology at
Vancouver Island University

"A stranger recognized me on the street the other day from MyStory being highlighted on MyReadingTree. The community member & I struck up a conversation about literacy in our community -- an encounter I never would have had without the awareness generated through MyReadingTree. This encounter highlighted not only the importance of literacy but the power of media."

Neil Scobie, Digital Media Studies Student, Vancouver Island University

"MyReadingTree is an excellent literacy resource!"

Len Merriman, Stuu"ate Lelum Secondary School

"I took a look at MyReadingTree and the site is wonderful. I'm truly excited about the Stories section and the chance to share my story this month. Thanks for thinking of NYSA and sharing our programs and information. Keep up the great work!"

Lee Wilson, One Stop Coordinator, Nanaimo Youth Services

"I really appreciated your visit to the library Stephanie. It helped with using the site. Thanks!"

Sheila Hammond-Todd, Customer Service Librarian, Vancouver Island Regional
Library

Appendix B

ⁱ BC STATS, School Districts and Municipalities in BC

ⁱⁱ Economic Development Office of Nanaimo, <http://www.nanaimo.ca/EN/main/departments/Economic-Development/Sectors.html>

ⁱⁱⁱ Economic Development Office of Nanaimo, <http://www.nanaimo.ca/EN/main/departments/Economic-Development/Sectors.html>

^{iv} Ladysmith, History. www.ladysmith.ca/history.php

^v Snuneymuxw First Nation, www.snuneymuxw.ca

^{vi} Snaw'Naw'As Nanoose First Nation, www.nanoose.org

^{vii} Stz'uminus First Nation, www.ladysmith.ca/history.php