

Campbell River School District District Literacy Plan

2015



Submitted By:

Anne Boyd, Literacy Outreach Coordinator, Campbell River Literacy Now

Strongly Endorsed By:

Nevenka Fair, Assistant Superintendent, School District 72



School District 72 Context

Campbell River is located on the east coast of central Vancouver Island extending north to Sayward and south to Oyster River. The district also includes the outer islands of Read, Cortes and Quadra.

Serving a population of 5,204 students in 20 schools, the district administers a budget of approximately \$57.7 million. Although the community population has remained stable, an aging demographic has led to a steady decline in student enrolment.

The district has maintained its focus on gains in student achievement and providing its students with a broad array of high quality programs and services.

Community Demographics

- City of Campbell River population approximately 32,000
- Strathcona Regional District population approximately 43,000 (including City of Campbell River)
- An aboriginal population of 3,655 – increasing.
- 2.5% of homes are non-English speaking
- 84% dual parent families
- Average family income \$42,533.

District Profile

- 15 elementary schools (two single track French Immersion)
- 2 middle schools
- 2 secondary schools
- 1 alternate program
- 2 provincial resource programs (Oasis and Head Start)

Our District's Learning Beliefs:

- **Respectful relationships are fundamental to successful learning.**
- **All learners vary in their learning styles, prior knowledge and experiences, abilities, and rates of development.**
- **Learning is an active process.**
- **Positive learning behaviours and attitudes lead to greater student independence, success, and lifelong learning.**

(To learn more about our learning beliefs visit the [SD72 website](#))

Reflections from School District 72:

In March 2007, the British Columbia government introduced legislation that expanded the responsibility of Boards of Education to include collaboration with community partners in the area of literacy. The mandate was to improve literacy in British Columbia. The work that has been done to improve literacy in Campbell River and its surrounding communities has been impressive. Not only has this work improved literacy, it has also very much enhanced the confidence, the self-esteem and the quality of life for many people within our area. Through the personal stories that have been shared in our communities over the last seven years, we have been reminded often that literacy certainly has the power to improve and change people's lives.

Late this spring, our Provincial government passed Bill 11 which states that District Literacy Plans no longer need to be submitted through Boards of Education. Despite this change, School District 72 will continue to support the goals of each community's literacy plan in any way we can. The many successes that have been realized to date are the result of the collaborative efforts of many people and organizations who have become our literacy champions including those are members of the task group in the communities of Campbell River, Sayward, Quadra and Cortes. On behalf of our school district, I would like to acknowledge the members of these task groups along with each of our Literacy Outreach Coordinators, Anne Boyd, Kat Eddy,, Robin Beaton, Melissa Flagg and Ann Vansnick for the important work they do which they do so well. A very special thank you goes out to Anne Boyd who brings extensive knowledge and amazing skill to pulling all the pieces together across the entire Campbell River region to create this thorough District Literacy Plan.



Campbell River Literacy Now

2014-2015

Submitted by Anne Boyd, Campbell River Literacy Outreach Coordinator

Campbell River Literacy Now is dedicated to providing quality intergenerational experiences to enable all citizens to reach their personal goals.

1. Task Group

a) Who takes part in the Task Group?

Name	Organization
Anne Boyd	Literacy Outreach Coordinator
Kat Eddy	Adult Literacy Outreach
Eleanor Gee	Pacific Care
Tony Bellavia	Dean, North Island College
Bobbi Smith	North Island College ABE Instructor
Joyce McMann	Family Place Coordinator, Trustee School District 72
Cheryl Jordan	Success by Six Coordinator
Brenda Wagman	Coordinator – Living Better at Home
Kathy Rae	Sunrise Child Development
Emily	Vancouver Island Regional Library
Bruce Izzard	Daybreak Rotary Literacy Representative
Rene Quintin	Chair, Campbell River Literacy Association
Lynne Stone	North Island Constituency Office Manager
Tom Knutson	Vancouver Island Regional Library
Nevenka Fair	School District 72- Assistant Superintendent

b) How is the work of this group organized?

- The Campbell River Task Group meets four to five times a year.
- Meetings are generally the last Monday of the month unless organizing around a special event.
- The Task Group is always open and we encourage anyone with an interest in furthering literacy in the community to attend when possible.
- Representatives from other groups attend as needed.
- The Literacy Outreach Coordinator attends several other community tables and gathers information that is shared with the Task Group.
- A spring meeting is used to assemble Books for Babies bags.

- The June meeting is dedicated to planning for the next year by reviewing the previous plan and setting priorities based on community input.

2. Community Context

Campbell River is the third largest community on Vancouver Island with a population of 32,000 and a trading area of 60,000. As a result of large projects currently underway the economy has improved over the past year. House prices and rents have increased which has made it more difficult for low income families. The school population has continued to decline which places more stress on the school system.

- Absent dads continues to be an issue identified by the school system as many families adjust to men working away.
- Young families continue to face issues of poverty as they work at one or more low paying jobs in order to make ends meet.
- Daycare is difficult to secure, spaces are at a premium.
- Seniors continue to move to Campbell River and demand services at an increasing rate, a large seniors group has formed.
- Government programs that support families continue to face cuts.
- There is a need for upgrading to allow underemployed local people to qualify for new jobs that will require skills training.
- Two local mines have shut down temporarily

3. Community Development and Literacy Collaboration

What are the collaborations that have taken place to support literacy and the work of the task group?

CR Literacy Now has collaborated with:

- City of Campbell River
- School District 72
- Vancouver Island Health Authority
- Success by Six
- Vancouver Island Regional Library
- Family Services
- Supported Child Care
- Early Childhood Learning Table
- Strong Start Centres
- Parks and Recreation
- John Howard Society
- Aboriginal Success by Six
- Aboriginal Head Start Programs
- Laichwiltach Family Life Society
- Campbell River Mirror Newspaper
- Local Businesses: Coho Books, Party Shop

- Daybreak Rotary
- Altrusa Club of Campbell River
- Campbell River Community Literacy Association
- Aids Vancouver Island
- North Island College
- Campbell River Multi-Cultural Society
- Decoda Literacy Solutions
- First Book Canada
- M'kola- BC Housing
- Volunteer Campbell River
- KDC Aboriginal Health
- Strathcona Regional District

Collaborations work well as groups are able to share resources of time and money. Large events become manageable when many groups are involved in the planning and production of events.

The Children's Health Fair is an example of collaboration that allows literacy to reach over 300 families in a single day. Many groups work together to sponsor the Health Fair including: School District 72, Success by Six, Vancouver Island Health Authority, Aboriginal Success By Six, Family Services, Supported Child Care.

Another important collaboration for Literacy Now is with the John Howard Society. They run a program for youth at risk and Literacy Now provides the literacy component. The School District is now working with this group as well to work out school credits for these youth.

Our partnership with the Campbell River Literacy Association is vital to all the programs we offer. Through working together we have expanded the CALP funding stream to include Family and Aboriginal Family Literacy.

We share office space with Success by Six in the Robron Centre.

4. Goals and Actions for the Past Year

Our Core Goals:

Goal 1: Increase awareness of literacy issues and of services to address these issues in the community with the help of a community literacy coordinator.

Goal 2: Create new programs and provide support for the underserved age groups identified by the CR Literacy Now needs assessment.

a) Things we have accomplished 2014-2015

- Sponsored Family Literacy Week 2015
- Promoted literacy at Health Fairs.

- Sponsored Books for Babies – Prepared 200 bags of books.
- Continued partnership with Campbell River Community Literacy Association and jointly sponsored an adult literacy outreach position.
- Planned and implemented Family Literacy and Aboriginal Family Literacy with Campbell River Community Literacy Association
- Worked with several community groups to provide afterschool care, including homework support, in a low income housing project – Gathering Place.
- Sponsored computer courses for seniors at the library
- Worked with youth at a John Howard program and offered literacy opportunities to at risk youth – Delaware.
- Worked with the city and the School District to provide summer programs for kids at risk in two sites.
- Provided books to children of young parents at Christmas through Family Services.
- Provided support and advice to the Aboriginal Success by Six working group.
- Provided funds to support a homework support program for ESL students.
- Literacy Outreach Coordinator chairs the Success by Six community table.
- Established a Youth Table to coordinate efforts for youth in the community
- Worked with several community groups to provide afterschool care, including homework support, in a low income housing project – Gathering Place.
- The Literacy Outreach Coordinator attended many community meetings to take the literacy message to more places, some groups don't have the resources to be part of the task group, such as Aboriginal Infant Development Program, Early Learning Table, Early Learning Working Group, Crave (Aboriginal Youth).
- The Task Group met regularly to support the implementation plan.

b) What actions were taken to reach these? What organizations and groups participated in these actions?

- Our goals and actions were planned and supported at the Task Group.
- The Literacy Outreach Coordinator and Adult Outreach Coordinator were responsible to implement these actions.
- The Literacy Outreach Coordinator met with many other community groups to organize these events.

Family Literacy Week –Poetry

- Task Group began planning in October 2014.
- Contact was made with ABC Literacy/Family Literacy Day.
- Task Group members took responsibility for contacting event sponsors.
- Local newspaper developed an insert around Family Literacy that is released the Friday before the event – 4 pages sponsored by local businesses.
- Ads sponsored by: Claire Trevena, MLA, SD72, Campbell River Indian Band, Thrifty Foods, Coastal Eyecare Centres, Coho Books, Campbell River Optometry Centre, H@R Block, Canadian Tire, John Duncan, MP, Sunrise Learning Centre
- Radio stations promoted the events over the week.

- Rotarians Read took place in 56 classes and involved 30 Rotarians on Jan. 21, Rotarians donate books to the library in every school they visit
- Literacy Outreach Coordinator and Adult Literacy Coordinator attended all events.
- Sun. Jan. 25 – Strathcona Gardens Swimming Pool partnered with Literacy Now to sponsor a free family swim, coordinators made contact with 300 people.
- Library sponsored events for all ages on Jan. 27th.
- Co- sponsored a Poetry Slam at Carihi with School District 72
- Provided books to schools who all created poems as part of Family Literacy Week



Children's Health Fair

- The Literacy Outreach Coordinator is part of the planning committee for the Children's Health Fair.
- Coordinators attended the Children's Health Fair to provide information on literacy to community members.
- 200 families attended the Children's Health Fair.
- Planning involved Success by Six, School District 72, Family Services, Supported Child Care, Pacific Care (childcare support), and many other community providers who had booths, screening for vision, hearing and speech was provided, families were given lunch.

Health Fair – March 2015



Books for Babies

- Literacy Now is the major sponsor of Books for Babies in Campbell River.
- Support is provided by Day Break Rotary, \$800.00, Success by Six
- Task Group members assemble 200 bags with Literacy Now logo, bags contain a high quality board book, a CD (Charlotte Diamond, provided at cost by Hug Bug Music), a DVD from the I Love When We... Series, provided by School District 72, Book Mark, donated by Coastal Eyecare Centres, information about programs for babies in the community, information about Literacy Now and Success by Six, a developmental booklet.
- Bags are assembled, boxed and moved to the Public Health Centre by School District 72 staff.
- Health nurses distribute bags to all new babies at their first visit, nurses have been in-serviced about the importance of early reading
- Bags are sent to KDC, Aboriginal Health Centre for distribution to Aboriginal babies

Campbell River Community Literacy Association

- The Literacy Outreach Coordinator is the co-chair of this working board and attends monthly meetings.
- Jointly sponsor an Adult Literacy Coordinator who provides several programs in the community.
- Adult Literacy Coordinator – writes for grants and has successfully received grants from: New Horizons for Seniors, BC Gaming, CALP

Gathering Place – After School Care

- After school care is provided in a low cost housing project for 30 children three days a week.
- The Literacy Outreach Coordinator manages the programming and Literacy Now Funds provide for the Adult Literacy Coordinator to provide academic support one day a week.
- Family Services provide trained counsellors once a week and run a Family Place program one day a week
- Parks and Recreation provide a craft and activity day once a week.
- Literacy Now provides homework and school support once a week.
- Parks and Recreation have a teen program one night a week.
- Food is provided at all programs.

Computer Classes for Seniors

- Free computer classes for seniors are offered by the Adult Literacy Coordinator.
- Classes are offered in the Campbell River Library, clients can meet one on one with the coordinator.
- This program qualified for a Gaming Grant this year due to its success.

Delaware – Program for Street Youth

- Four mornings a week, the John Howard Society provides a safe, caring place for street youth, the program starts with breakfast.
- Adult Literacy Coordinator spends three hours a week at this program offering youth support with portable computers.
- This program is a safe connection point for youth that provides; food, education and literacy supports, life skills, community referrals, and counselling services.
- Youth have applied for social insurance numbers, completed resumes, accessed employment information, resumed studies, and been encouraged to pursue job skills.
- Average attendance is 12-15 youth a day, many move on to the alternate education program at Robron Centre in the afternoon.

Summer Programs in Low Income Areas

- The Literacy Outreach Coordinator works with School District 72 and Parks and Recreation to offer summer camps in high needs areas.
- Programs are offered free and include, a teacher provided by SD72 Summer School, food donated by community stores, recreation provided by Parks and Recreation, field trips including swimming, and books donated by Literacy Now.
- 75 children attend these programs

Young Parents Christmas Party

- Family Services provide a Christmas party for young parents in December.
- Literacy Now provides 70 books as gifts for the children.

ESL Classes for Youth

- Provide funding for a coordinator to offer tutoring to youth who are ESL students in local schools.

- Coordinator trains tutors to offer one-on-one support to students.
- Homework support is offered once a week to students who have parents with English language issues and are unable to help with homework.
- The success of this program has resulted in a Gaming Grant being awarded to continue this program.

Success by Six Community Table

- The Literacy Outreach Coordinator chairs this table that meets monthly to plan and direct the work of the Success by Six coordinator.
- The Literacy Outreach Coordinator is able to connect at this table with: Public Health, Ministry of Children and Families, School District 72, Child Care Society, Family Services, United Way, City Council, Coordinator Campbell River Family Place, Coordinator Aboriginal Success by Six, Faith Community, Supported Child Care and local business.
- The Literacy Outreach Coordinator and Success by Six coordinator partner to support outlying coordinators in Sayward, Cortes, and Quadra Island.

Task Group Meetings/ Other Meetings

- Our Task Group met in October, December, March, and June.
- Task Group members receive meeting notices, agendas and minutes via email.
- Emails are sent to keep the group informed of all events between meeting dates.
- Coordinator attends other meetings to keep literacy involved at other community tables.
- Aboriginal Infant Development meets monthly.
- Early Learning Table meets monthly, followed by a working group meeting.
- The Literacy Outreach Coordinator is involved in planning professional development for ELT.
- The Literacy Outreach Coordinator meets regularly with senior staff at School District 72.

c) What adjustments were made to the plan?

- We were unable to make any progress on Employment Services in the community, we will continue to work on this issue.
- Our Task Group tries to stay responsive to any emergent needs in the community.
- The Community recognizes our group and calls are received to help with community events when appropriate to our goals

5. Indications of Success

a) How do you know that actions taken are working to support literacy? What impact have the literacy initiatives had?

- **Family Literacy Day** has become a community event that is anticipated by the community.
- Partners step forward and offer support which makes planning much easier.

- This year we reached **over 2500 people** with the message that **Poetry is for all** at many different activities
- Our partners also learned that activities other than reading are a part of literacy.
- Our newspaper flyer dedicated to Family Literacy reaches over **20,000 households**, this flyer is completely paid for by advertisers which include business, MLA, MP, School District 72.
- **Children's Health Fair** allowed us to reach hundreds of families with the message that parents strengthen learning and many programs are available to help.
- **Books for Babies** takes the "read early, read often" message to **400 families** a year. Our local health nurses deliver bags to all new families in our region and encourage early reading, children who are introduced to reading early have better vocabularies and **do better in school**.
- **Seniors** have participated in free computer classes. All sessions have been full this past year with a constant waiting list. Seniors complete an eight week series of lessons which makes them **computer literate** and allows them to **connect with family, friends and the online world**.
- **Thirty children** in a low cost housing project received computer assisted learning in an after school program – **schools** these children attend **report improved learning**.
- The **Delaware** Youth Program supports up to **20** youth a day, coordinated by John Howard Society. This program has now been in operation for four years, grants were received for the coming year. Literacy Now provides youth **help with literacy issues**.
- Supporting **summer programs** for **at risk kids** prevents summer learning loss. It is a documented fact (work of Richard Allington) that students who **read six books at their reading level** over the summer **maintain** their reading skills over the break. CR Literacy Now has supported the summer programs with coordination and books. More than **75 children** attend these programs at two sites over the summer.
- Family Services organizes a dinner **for young parents** at Christmas time. In the past the children were given small toys as gifts. Literacy Now has provided a book for each child for the past five years. The books were very well received, **70 children were provided with a book** of their own. Children who have books in their homes are **more likely to be ready to read at school age**.
- **ESL classes** were offered to students in the evening. **Fifteen** students attended on a regular basis which helped them keep up with regular school work. **Parents and teachers** expressed **appreciation for this support**.



Erica from Coho books and Clifford read to children at the library for Family Literacy Week.

6. Challenges

a) What are the difficulties?

- Not having funding that is assured from year to year
- Lack of funding causes a need for a lot of time to be spent fund raising and grant writing that could be used for programming.
- Keeping the Task Group involved, balancing time at meetings, actions and interests.
- Keeping the momentum around literacy issues going is a constant challenge in a world where there are many needs.
- Trying to get the community at large to recognize the importance of literacy to community development.
- In this community, engaging employment agencies to recognize the need for work place literacy is an ongoing challenge.

b) What would help?

- Consistent and adequate funding.
- The continued support of a well-funded provincial organization.

- Consistent messaging around the importance of literacy from the provincial and federal governments.
- More recognition within the business community of how literacy impacts the whole community.
- Continued messaging to school districts that they are partners in community literacy

7. For the Coming Year

Task Group Input June 1, 2015 Meeting

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

As the growth and construction phase continues in Campbell River, housing and rental prices continue to increase. This growth is resulting in difficulties for low income families as there is increased pressure for services such as housing, daycare, and affordable family activities.

The Campbell River Literacy Association, traditionally our community literacy service provider, has lost a significant funding stream in ESLSAP and struggles to meet the needs of Campbell River's ever-growing immigrant community. Adult literacy numbers doubled this year as a result of losing the ESLSAP program.

Through initial consultation with a community youth table focused it has been highlighted that youth are struggling with employment opportunities, mental health issues related to anxiety and depression, and lack of resources for leisure activities

Working with our community partners we will monitor services for all families and attempt to connect people and needs within the community.

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

Goal1: Continue with programs that have been successful

Programs and events that have been successful in the past will be continued.

- Family Literacy Day
- Computers and Tablets for Seniors
- Health Fair participation
- Attending Community Tables
- Books for Babies
- Youth ESL
- Youth at Risk Program – Delaware
- Summer Programming for at risk students
- Books for community events
- Gathering Place support

Goal 2: Continued Support of the Community Youth Table

- With the support of School District 72 and the City of Campbell River Parks and Rec department the community of Campbell River now has a functioning youth table with wide representation.
- We will continue to encourage and facilitate quarterly meetings of this table and provide literacy supports for youth where applicable

Goal 3: Respond to needs in the community as they arise

- The Adult Literacy Outreach Coordinator and the Task Group will stay alert to needs and changes in the community and respond to those needs as appropriate.

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

- The help and guidance of the task force will be needed to continue and expand the work of Literacy Now.
- Partnerships within the community.
- Funding will need to be secured to continue some programs.
- Provincial funding will be needed to continue to the work of the Literacy Outreach Coordinator.
- Implementation funding is needed to help and support the work.
- Support of Decoda Literacy Solutions, the provincial organization continues to be critical to our success.
- Working with other Literacy Outreach Coordinators in our region will strengthen all of our efforts.
- The support of our closest partners is critical; Success by Six, School District 72, Parks and Recreation, Community Literacy Association

d) How will you measure the success of action taken to address those goals?

- Actions will be measured through continued participation in community based events
- In the on-going development and strengthening of the Youth Table and added services and opportunities for youth
- By number of participants in established programs and additional services that focus on early education for lower income families
- Providing resources to community groups that service high risk families
- Participation in other community tables to remain relevant and responsive to community needs as they arise

North Island LOC Meeting – North Island College- April 2015



QUADRA ISLAND LITERACY

2014-2015

Submitted by, Robin Beaton, Quadra Island Literacy Coordinator

Reflections on the current year:

1) Task group:

a. The members of the core task group who meet regularly include the following:

Name	Organization
Robin Beaton	Literacy Outreach Coordinator
Susan Wilson	SD 72 Board Trustee
Dee McPhee	Director - Quadra Children's Centre
Don Kretlow	Principal - Quadra Elementary
Bridget Walshe	Learning Assistant Teacher
Marni McMahan	Kindergarten Teacher
Karen Abercrombie	Educational Assistant
Mia Frishholz	Teacher-Retired
Heather Kellerhals-Stewart	Writer

b. How is the work of this group organized?:

I organize the task group meetings, the agenda is set, then plans and initiatives are discussed at the meeting. I consult with various community members at large to gather further information for specific projects and programs and bring information back to the group for decision-making. Task group members assist at events and support programs when they can.

2) Community context:

- Increased ferry fares continue to affect everyone living on Quadra. There are families with children reaching middle school age choosing to move to Campbell River because of transportation expenses.
- Again in the past year, some families with children in need of more support services have moved here.
- There is a noticeable rise in the population of young children and babies.
- More families are choosing home school options. It was estimated that there may be 15 – 20 middle school age children and 15 or so elementary age children who are home schooled. There is interest in encouraging and accommodating home

school families to engage with some of the opportunities that Quadra Elementary can provide.

- There is a growing population of seniors actively involved in the community.

3) Community development and literacy collaboration:

With the support of **Success by 6**, we held two presentation/discussion evenings. *Making Sense of Anxiety in Children & Youth* was a Dr. Neufeld webinar facilitated by Colleen Clarke from F.O.R.C.E. Society
Self Regulation with Shayla Johnson, Occupational Therapist

We funded the Let's Talk about Touching training for Barbara Lee, an ECE. She offered the program at the **Quadra Island Children's Centre** and at the kindergarten in **Quadra Elementary** with funding from the **Quadra Elementary PAC**.

We collaborated with **Cortes Literacy Now** to host an evening with Ivan Coyote and a poetry afternoon with Linda Rogers and Rick Van Krugel, courtesy of a Canadian Council for the Arts grant.

4) Goals and actions for the past year:

Goal One: Strengthening the foundations of the Quadra Literacy Action Plan

The Quadra Literacy task group has met six times this year to plan and evaluate programs, projects and events. The task group offers a broad representation of community members interested in promoting literacy.

Goal Two: Literacy skills and services for adults

Telling Tales is a digital story telling program where seniors learn to use a tablet to create a story using photos and narrating their story. This series of workshops is funded by a grant from New Horizons for Seniors.

Tutors meet with people in the Quadra library and in peoples' homes to work on a variety of digital literacy learning needs and interests.

Goal Three: Support for early learning and literacy for children and families

Quadra Literacy Kits (QLitKits), available to parents with young children, circulate through the **Quadra Children's Centre**.

Sexual Health Resource Kit: This is a resource for parents to share with their children. The kit includes a range of books to share with preschoolers through to teens. There are DVDs by Meg Hickling, RN and Sexual Health Educator, that have specific presentations for parents, primary, intermediate and teenage children.

Our annual **Family Literacy Day** is a popular event, attended by families with young children, the **Child Care Centres** and **Quadra Elementary** students and parents. Participation of representatives from **Emergency Responders, Quadra Quilters, Theatre Quadra, Sing for Joy, the Recreation Society** and a variety of committed volunteers continue to make this event a community success.

Quadra Literacy funded an early childcare educator from **Quadra Children's Centre** to provide an **educational enrichment activity** twice a month at **Parents and Tots**.

5) Indications of success:

The Telling Tales project has the potential to benefit not only seniors but many members of the community over the years. Quadra Literacy purchased 8 iPad mini tablets. These are loaned to seniors for two months while they take the workshop and create their own projects. Some seniors already have tablets they don't know how to use. Seniors attend five workshop sessions to learn how to use the tablets and how to Tell a Tale using Adobe Voice. We had nine registrants in the May workshop. Seven continued to the end and four people created a digital story. Telling Tales is funded by a grant from New Horizons for Seniors.

6) Challenges:

- Making connections in the community and understanding the barriers that prevent people from attending things like the parenting workshops and seniors programs.
- As there is no public transportation on Quadra Island some parents are unable to bring their children to programs like Parents and Tots or events like Family Literacy Day. Car-pooling isn't always an option because there isn't room for the child car seats required.

7) For the coming year:

- a. New opportunities:** The Telling Tales workshop has the potential to engage elders from Cape Mudge and other seniors to participate in creating a personal digital story. Some seniors suffer from a lack of stimulation and resources. This project provides both the resources and stimulation. This first workshop involved a handful of participants who are willing to become 'mentors' for others, willing to assist in the learning process or create a story for an elder. Our next workshop series will be held in September.

The plan for seniors to work with Quadra Elementary students helping them create their own digital stories is already under discussion for next year.

- b. Objectives:**

Carry on with the New Horizons Grant for Seniors for the Telling Tales, digital stories workshop.

Apply for a SUCCESS BY 6 Grant to offer a presentation by Gary Anaka on **How to Grow A Child's Brain** and presentations by Lisa Marie Gruger, child psychologist.

Look to other community groups to contribute to funding for a presentation by Gary Anaka, **Brain Wellness, Secrets of Longevity** to the senior and adult community.

Maintain:

- digital literacy tutoring mainly for seniors
- literacy tutoring support with volunteer tutors
- a seasonal rotation of books for children and families at the two medical clinics, the dental clinic and the chiropractic clinic
- Quadra Literacy Kit circulation through Quadra Children's Centre
- a Family Literacy Day event on January 25
- educational enrichment for Parents and Tots bi monthly
- Literacy Task Group meetings

Requirements:

Adequate funding for grass roots community literacy programs and a Literacy Outreach Coordinator to research, stimulate, and organize events and programs to achieve the goals and employ actions is required.

Measures of Success:

We will measure the success of actions, first, by attendance at the various events and programs. We will distribute an evaluation/feedback form at the presentation/discussion evenings.

Literacy Now



Cortes Island Literacy Plan

2014 - 2015

Submitted by Melissa Flagg – Cortes LOC

Reflections on the current year:

1) Task group:

a. Who takes part in the task group?

The Cortes Island Literacy Now Task Group (TG) currently has ten regular members and one adjunct member. The adjunct member likes to be kept on the regular TG email list and sometimes have input and feedback, but cannot attend most meetings. These numbers are greater than last year's.

Current Task Group Members:

1. Mark Vonesch, Reel Youth
2. Desta Beattie, Family Support Coordinator (Cortes Community Health Association)
3. Tara Warkentin, Cortes Resident/TG's only youth member
4. Patricia Leroux, Cortes Resident/TG's only senior member
5. Angelika Sellick, Cortes Resident/Blue Jay Lake Farm
6. Blanca Scanion-Sharpe, Cortes Resident/Cortes Connection/Ambulance
7. Brent Wilken, Cortes Elementary/Jr Secondary School Principal
8. Odette Auger, Early Childhood/Waldorf Educator, Children's Programs Facilitator
9. Melissa Flagg, Literacy Outreach Coordinator

Adjunct Task Group Members:

10. Marilyn Fitzmaurice, Cortes Community Health Association

b. How is the work of this group organized?

The Cortes Task Group meets approximately four times per year to work collectively on projects, plans, issues, budgeting, and anything else of relevance. The TG also shares feedback with the LOC throughout the year, via email and phone.

In previous years, the TG chose a single focus for the year in order to avoid spreading financial resources too thin by addressing too many varied directions in literacy.

This year the TG chose not to narrow the focus for the year. Instead, with uncertain funding ahead and a new Literacy Outreach Coordinator (LOC) starting in October, it was decided to replicate successful programming from previous years and to leave some funding available for the new LOC to work with in the winter/spring.



Participants in the Intergenerational Film Program 2015

2) Community Context:

- a. Describe your community in one or two short paragraphs (e.g. size, economy, demographics, and trends). Are there any major changes that have taken place over the last year that impact the ability of organizations to support literacy development – positive or negative?**

Cortes Island is a rural, coastal community with a population of about 1,000 people in winter months (October – April), with a somewhat larger number during tourist season in summer (May – September). The tourists also bring with them the relied-upon influx of money into the economy, and many of the local businesses cater to the tourists more than to the year-round residents. This is especially true of tenant housing which is challenging for low-income residents to secure year round, as demand in the summer for vacation rentals vastly reduces the rental market for low-income residents. It is relevant to note that 73% of Cortes households make less than \$30,000 a year after-tax income. Also of note, is the divide in

average income earned by men and women, where women make an average of \$11,000 a year which is nearly half what men make in yearly income. The average income for single mothers is significantly lower again, at \$7,100 in yearly income.

This year the BC Ferry Services for Quadra and Cortes (the only source of public transportation to and from Campbell River on Vancouver Island) underwent a fee increase, and multiple schedule changes where sailings were cut. These ferry routes provide a critical connection to services for Cortes residents and business' and with more fee increases to come, and a decrease in the number of sailings, it is uncertain as to how this will affect the sustainability and productiveness of the community in the long run.

The financial stewardship for Cortes Literacy Now has remained with the Cortes Elementary / Jr. Secondary School, which is part of School District 72. This has been a successful collaboration as it has meant closer connection with the school children and Cortes families, and decreased administrative costs.

3) Community development and literacy collaboration:

a. Provide an example of an important collaboration that has taken place to support literacy and the work of the task group.

The Cortes Community Health Association and Cortes Literacy Now have continued to partner together to provide funding, administrative support, and program development for the very successful after-school Crafternoons program. Crafternoons has continued to support a regular attendance of an average of 15 children, the average age of which is 8 years. Each week children gather to listen to a story read aloud, and then discuss, and make crafts and art based on the stories they have heard. The Crafternoons program also encourages children to practice reading aloud and mentorship reading with one another. This year due to demand for programming for younger children, a Crafternoons for Younger Folks was created. This successful program has an average of 10 children attending weekly, the average age of which is 6 years.



Another hugely successful collaboration this year was between Reel Youth and Cortes Literacy Now, who partnered to provide the island with an Intergenerational Film Program where youth and adults aged 12 – 49 created films by interviewing local seniors to tell their stories. 13 filmmakers and 6 elders participated to make 5 films.

The community screening of these completed films was also a fund-raiser, with 50% of proceeds going toward Literacy Now. The screening event attracted 120 Nature Club 2015 people from the community and raised \$400 for Cortes Literacy Now. As one of the aims of this program was to preserve island history, all films

are available at the Cortes Museum.

4) Goals and Actions for the Past Year:

a. What priorities, goals or objectives have you addressed in the past year?

Cortes Literacy Now provides enrichment programs that further personal, community and literacy development. We address essential life skills and promote lifelong learning on our rural island, while striving to meet the particular needs of the ever-changing Cortes community. We are proud to collaborate with other local organizations to provide diverse programming to engage the residents of Cortes Island.

In the past year Cortes Literacy Now has continued to use the above mandate that was created in the year previous to outline our direction and objectives in the community. The main goals set out in the mandate, were met this year in the following ways:

- New programs were developed through collaboration such as the Intergenerational film program with Reel Youth. This program provided participants with opportunities for personal development, and hands on digital literacy learning within the context of building relationships between generations in the community.
- Essential life skills were addressed in interesting and relevant ways when Literacy Now partnered with the Cortes Community Health Association (CCHA) to support Teen Szene's off island Strathcona Trip, where 9 youth and 2 team leaders participated in team building, creative problem solving, and learned to work together doing activities such as kayaking, climbing, and hiking.
- Continuing programming was adapted and expanded to meet the needs and demands of the community, such as the creation of a new version of the successful program Crafternoons for the younger school aged children. Crafternoons for Younger Folks provides engaging literacy based programming for ages 6 and under, an age bracket that has been expanding on Cortes, and for whom there was little to no programming for.
- Diversity and community engagement were guiding principles this year, as Cortes Literacy Now offered a full spectrum of programming, engaging all ages in the community, from the very young to the very old. Adults of all ages came out to see two very different internationally acclaimed authors, Ivan Coyote and Linda Rogers for the Author Reading Tour's of Cortes and Quadra organized by Cortes Literacy Now with a grant from the Canada Council for the Arts; and over 120 community members came out to see the family oriented screening for the Intergenerational Film Program.
- Literacy outreach and engagement in the community has continued to grow, and has been apparent from the increase in online community involvement with Literacy Now's Facebook page, and with the rise in number of TG members.

b. What actions were taken to reach these? What organizations and groups participated in these actions?

The following actions were taken this year and are ongoing:

- Collaborating with our Steward, the Cortes School to develop opportunities for literacy awareness and engagement, and to streamline the financial administration of our programs
- Connecting with VIRL in order to link VIRL and Cortes Literacy Now
- Connecting with local business, the Cortes Natural Food Co-op to enhance opportunities for community engagement in the Cortes Café Space
- Connecting and collaborating with Quadra's LOC to network and pool our resources and provide more enhanced program options for both islands

In addition to the above actions, we also funded, created, and/or supported the following programs. All programs with an asterisk * were offered on a free/by donation basis. This is important in our community, where many families and individuals are living on very low incomes

- Funded the 2014 Ocean's and Arts program for school aged children. *
- 2014 Young Writer's Prize creative writing contest held and three winners were awarded cash prizes totaling \$200 *
- Funded an off-island trip for local teens to Strathcona Park, with a focus on team building (in partnership with CCHA) *

Image from
Crafternoons 2015



- Funded the Crafternoons after school program and Crafternoons for Younger Folks *
- Funded the Intergenerational Film Program (in partnership with Reel Youth).
- Organized two Author Tours for Cortes and Quadra with a grant from the Canada Council for the Arts *
- Funded the after school program Nature Club which brings in local knowledge and mentors from the community to teach life skills to school age children *
- Contributed to the funding of the Cortes WiFi Society's digital literacy programs, which are provided to the public for a very low cost

c. What adjustments were made to the plan? Were there new opportunities or were there changes that did not allow for some actions to be taken?

This was a challenging year Cortes Literacy now, full of changes. The first and biggest being that a new LOC took over the roll from the preceding LOC in October 2014. This required a shift in priorities for the TG and existing LOC, as hiring had to be undertaken. A period of training, adjustment, catch up, and some re-organization then followed with the start of the new LOC. Following the appointment of a new LOC, another change occurred in our organization, as a long standing TG member resigned. With many of our TG members not year round residents on the Island, this greatly reduced the number of TG members available to attend meetings for the first half of the year, and energy needed to be devoted to attracting new members.

In regards to programming there were also some changes to the original plan. The second run of the popular Oceans and Arts program had to be cancelled, and was successfully filled by new program Nature Club, led by TG member and facilitator Odette Auger. Another program that was planned for this year, Storytelling with Puppets with local puppeteer, Meinsje Vlamming was also cancelled and postponed until next year due to illness.

In the second half of the year another unexpected change occurred, when Cortes Literacy Now was offered the opportunity to take over the WiFi Society's ongoing successful digital tutoring program. The acquirement of this programming, and the funding stream provided through the Cortes Senior's Society is still in the early stages, and we are excited to see how it develops now that it is under our care.



Children practice making a fire with a tinder box, Nature Club 2015

5) Indications of success:

a. How do you know that actions taken are working to support literacy? What impact have the literacy initiatives had? It is important to include examples to illustrate the impact.

- We have had high attendance numbers to all our programs and special presentations this year, including the Reading Tours, Crafternoons and Crafternoons for Younger Folks, Nature Club, Intergenerational filmmaking and the Community Screening
- Full spectrum of ages covered by our programs this year from Crafternoons for Younger Folks reaching ages 6 and under, to our Intergenerational Film Program that brought local seniors and youth together
- Collaborations with Teen Scene, CCHA, Reel Youth, Strathcona Regional District, Cortes Museum, Cortes Island Seniors Society, WiFi, Manson's Hall, Cortes Natural Food Co-op, Open Cinema, FOCl, and The Cortes School, has meant that organizations have been able to leverage funding from Lit Now to organize larger projects, adding more programming options to the community
- Having a diverse TG, with the inclusion of local teen member on the (Tara Warkentin) is a good indication of success, and increases our outreach in the community

6) Challenges:

a. What are the difficulties?

Having met many of the difficulties of the last year and successfully overcome them, there are certain obstacles that continue to challenge us as a small rural community organization. One of the biggest challenges we face is limited funding. Because our funding is limited, and our community small, we continue to have to make difficult choices about where to apply that funding, and how it can be used to its maximum effectiveness in the community. Keeping in mind how diverse, and varied our population on Cortes is, it is particularly difficult to reach large cross sections of the community with one programming stream.

Other difficulties we continue to grapple with include the changing economy of the smaller islands and increase to the cost of living, most noticeably in ferry fees, food, and utilities. These difficulties lead to a more transient population, which results in changes in TG membership and LOC staffing, as work can be difficult to find on Cortes, and the LOC position is only part time.

a. What would help?

Ongoing sustained coordination funding on the provincial level would be a great asset to the work Cortes Literacy Now does. This would allow us to plan for continued programming that is not just seasonal. It would allow us to build our outreach in the community, and provide Literacy support to members of our community who are not currently reached due to limited coordinator hours and lack of funds for programming.

Having multi-year funding at the provincial level would also be a great asset, allowing us to strategically allocate funding from year to year, covering more ground than we are currently able to.

Having additional hours for the LOC to use to apply for, and seek out additional revenue sources that could offer funding stability to our work on the Island, would be a great help.

7) For the coming year:

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

The Coastal Community Credit Union, the only financial institution on Cortes, has closed affecting the commerce of the local businesses. ATM's have been set up, which allow residents to withdraw cash for local commodities, but at increased cost to the users.

The Community Forrest has encouraged community development, and brought some influx of new training and job opportunities to the Island, and there is potential to create sustainable work there.

There is a strong need for Cortes Literacy Now to continue to offer empowering and relevant opportunities for the community to expand their life skills through linking literacy to employment, food sustainability, financial literacy, and digital and online entrepreneurship.

As Linnaea Farm has shifted their focus over the last few years from their student gardening program, to more community focused programs, there is an opportunity for collaboration between them and Cortes Literacy Now that can be explored.

There is a still un-explored collaboration between Klahoose First Nation and Cortes Literacy Now, which could be an area of focus for the coming year. This could be addressed through bringing first-nation authors to Cortes, or developing programming like the Intergenerational Film Program, that brings in Klahoose elders and youth.

With the WiFi Society disbanding, and Cortes Literacy Now taking on their digital tutorials program, there are new opportunities to collaborate with the Cortes Island Seniors Society, and develop programming the addresses the growing divide in digital literacy that is experienced by many rural and low-income families.

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

The two major goals our Task Group has identified for the coming year are:

- Continue and expand upon successful programming from last year, so our limited funds are going towards what we know works, instead of brand new initiatives that require more coordination time and wages.
- Focus on seeking out and acquiring new income streams so that we can find have more stability with our finances, and thus our programs. This could also be an opportunity for the community to volunteer, support, and engage with Cortes Literacy Now, expanding other possibilities and connections for coming years.

The actions planned against those goals include:

- Streamlining the internal funding process for Cortes Literacy Now, by creating online forms that are accessible to everybody in the community who would like to apply for funding. This would also help to reduce administration and TG time for this procedure
- Encourage community engagement through an online or public vote on a specific allocation of funds in the range of \$500-\$1000
- Build relationships with businesses, organizations, and individuals willing to donate their time and/or resources in support of the Literacy Now fundraising efforts
- Strengthen ties, connections, and partnership opportunities with VIRL, the Cortes School, Linnaea Farm, the Cortes Senior's Society and Klahoose First Nation, both for programming efforts and potential joint fundraising efforts
- Use last year's successful programs as a springboard and inspiration for developing this year's programming. An example of this might be with the Intergenerational Film Program, which was hugely successful this year. In an effort to reach more of the community, and create a continuity of programming we could focus on another such program that would include more Klahoose Elders and youth
- Allocating more of the LOC's hours toward grant writing, and reaching out to new TG members who have an interest in volunteering hours toward aiding this goal.

c. What will be required to meet those goals and effectively employ actions for the coming year?

- Continuing to apply for grants, and receive some of the grants, will be important for our funding the programs planned.
- Continued support from the Task Group, the Cortes School as our financial steward, and the Cortes community will be vital.
- Support from Decoda as the regional representative will continue to be very useful, with training and networking opportunities coming available throughout the year, as well as funding support.

d. How will you measure the success of actions taken to address those goals?

Community feedback and engagement

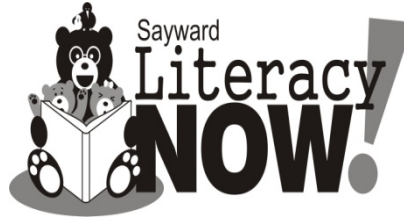
Having an online proposal form online and available

The actions will be successful if we continue to receive good feedback from the community, in the form of inspiring stories of how our programming effects the community and enhances livelihood on the Island, and in the form of ideas and requests or proposals for more programming.

Additionally, if we have raised some financial security for the following year in 2016-17, then

this coming 2015-16 year will feel very successful.

If we can say again in next year's report that all of our goals were met, our objectives obtained, and more than we had expected to achieve was achieved, then next year will be as successful as this one was.



Sayward Literacy Now 2014-2015
Submitted by Ann Vansnick – Sayward LOC

1. Task Group

a) Who takes part in the task group?

Task Group:

Name	Organization
Ann Vansnick	<i>Literacy Outreach Coordinator</i>
Laura Thiessen	<i>Success by 6/ Family Connections</i>
Irma Mitchell	Private citizen/computer class student
Anne Boyd	<i>Literacy Outreach Coordinator</i>
Cheryl Jordan	<i>Success by 6 Campbell River</i>
Jan Bakker	Computer Teacher
Richard Glover	Private citizen/computer class student
Nancy Bakker	Private citizen /Vancouver Island Regional Library
Gerry Mitchell	Private citizen/computer class student
Irene Callaghan	Private citizen/computer class student
Karen Knudson	Private citizen/computer class student
Tony Friend	Private citizen/computer class student/NIEFS client
Memory Jerome	Friends of the Kelsey Centre
Lee Bauer	Private citizen/computer class student
Collette Mooney	Private citizen/computer class student
Barry Hall	NIEFS
Donna Neuman	Private Citizen/computer class student
Larry Pickering	Private Citizen/computer class student
Al Harris	Private Citizen/computer class student

b) How is the work of this group organized?

The Sayward Task Group tries to meet 1 to 3 times a year. The Task Group is open to our whole community. It is hard to fit into everyone's schedule but we do our best to make it accessible to all. We advertise meetings in our local newsletter, through email and word of mouth. We work together as a group.

2. Community Context

Sayward has been fairly stable in the past year. Not much change since 2013/2014 The population of seniors and low income families continues to grow within our community. There are not many jobs in our community and almost all courses/help are an hour's drive away in Campbell River. Cuts to government programs have resulted in less money in all organizations to support the development of literacy.

3. Community Development and Literacy Collaboration:

a) What are the collaborations that have taken place to support literacy and the work of the task group?

Sayward Literacy Now has collaborated with:

- School District 72
- Success by Six CR
- Vancouver Island Regional Library
- Strong Start Centre
- Campbell River Literacy Now
- Marine Harvest Canada
- Village of Sayward
- SCRA
- Fisherboy Resort
- Salmon River Inn Hotel
- Kelsey Rec. Centre
- Adult Literacy Outreach Campbell River
- NIEFS
- Canada Post
- Sayward Health Clinic
- Sayward PAC
- Friends of the Kelsey Centre
- CR Hospice

b) What are the essential ongoing collaborations?

Collaborations with all of the above groups are essential for literacy to reach community members. Sayward Literacy Now works most closely with:

- SD72
- Success by Six CR
- Campbell River Literacy Now
- SCRA
- Village of Sayward
- NIEFS
- Sayward PAC
- Friends of the Kelsey Centre

c) What makes collaborations work well?

Being a small community working together means a lot. Our community benefits from it in all different ways. Groups are able to share resources of time and money. Helping each other is big.

4. Goals and Actions for the Past Year

a) Goals and Priorities

- Continued computer classes for adults/Seniors
- Give books for students to take home at different times throughout the year.
- Family Literacy Day
- Promote Literacy in our community
- Genealogy classes
- Book exchange
- Working with SD72 at having adult education in our classroom
- Gave books as prizes through the PAC
- Provided support and advice to the Sayward Success by Six
- The task group met regularly to advise and support the plan implementation
- Seek to partner with other community groups/businesses to maximize resources
- Support Family karaoke

b) Actions

- Keeping computer classes up and running for the adults/seniors
- Family Literacy Day
- PAL and CORE courses
- Family Karaoke
- Spring break activity
- Earth day
- Book exchange
- Genealogy class

c) Adjustments

I feel we have pretty well stuck on course of what we planned to do. Teens are the hard ones to reach. We have got teens out helping with other literacy activities instead of having events for them. This has been successful.

5) Indications of Success:

a) How do you know that actions taken are working to support literacy? What impact have the literacy initiatives had?

- Computer Classes-They are well attended. Average age of users is about 70. We have offered classes on certain subjects and some classes are come with what you want to learn. Have seen many happy faces leaving and returning to keep learning. We offer home visits also and that has helped many out.

- Family Literacy Day – Our group works with the school on this day. From reading with the kids to helping prepare hot chocolate. Members from our community have become involved with this event through our group.
- PAL and CORE course fully booked, with a waiting list. Offering this for 5th time in our community.

6. Challenges:

a) What are the difficulties?

- Making sure our funding is going to last
- Putting on events/classes that don't cost money
- Keeping the momentum going
- Not knowing if we are going to be able to continue our goals without stable funding
- Low number of teens/children in our community

b) What would help?

- Having awareness within the business community of how literacy impacts our whole community
- The continued message to School Districts that they are partners in community literacy planning
- Having more funding

For the coming year:

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

Sayward hasn't had many changes in the last year. More seniors and low income families have moved in. Very few jobs are here in our community. More programs could be brought up to help our seniors in different areas from filling in forms, to getting help when needed. Offer more programs on resumes, etc for all ages. Have different groups put it together including Sayward Literacy Now. Still working on getting adult education in our class for adults.

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

Programs that we have done will continue. Computer classes for adults/seniors, books for all our school children, book exchange, bring different courses to our community.

The Task Group and the LOC will watch for needs and changes in the community.

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

The help and guidance of the task force will be needed to continue and expand the work of Literacy Now.

Partnerships will develop as needs arise.

Funding will need to be secured to continue some programs. Try to find businesses that can support us financially

Support of the provincial organization will continue to be critical to our success.