

School District 71 Comox Valley District Literacy Plan September 2013- June 2014

Submitted by:

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Background:

September 2013 to July 2014 is the sixth year of coordination and implementation of the Comox Valley Community Literacy Plan (July 2008). The Community Literacy Plan was revised at a Community Literacy Strategic Planning Meeting in November 2013 and will inform implementation beginning in September 2014 (see Appendix 4: Community Literacy Plan). Hornby Island has just completed their third year of coordination and implementation (see Appendix 1: Hornby Island District Literacy Plan).

Task Group:

Implementation of the Community Literacy Plan is guided by the Comox Valley Lifelong Learning Association (CVLLA) which includes representation from School District 71, North Island College, Wachiay Friendship Centre, Creative Employment Access Society, Vancouver Island Regional Library, CV Social Planning Society, LUSH Valley Food Action Society, and literacy resource professionals. (see Appendix 2: CVLLA Board of Directors). The Comox Valley Lifelong Learning Association Board of Directors meets monthly. Danielle Hoogland is the Comox Valley Literacy Outreach Coordinator (LOC).

The Family Literacy Outreach Advisory Committee (FLOAC) also meets monthly. (See Appendix 3: FLOAC members). FLOAC's work is coordinated by Lynn Joseph, Family Literacy Outreach Coordinator. The Comox Valley Essential Skills Partnership (CVESP) did not meet this year. The CVESP coordinator, Betty Yee, did provide Essential Skills outreach service between September and December 2013.

Hornby Island's literacy plan is guided by Hornby Island Education Society. Mia Wood is the Hornby Island LOC.

Community Context:

Despite an increase in overall population (6.8% between 2006 and 2011 censuses), there is a dramatic decrease in the number of children (15.4% between 2006 and 2011). Two person families with no children are the most common (62.2%) while families with 2 children account for only 14% of the total number of families. Not surprisingly, the number of students enrolled in School District 71 continues to decline. In 2013-2014, there were 7400 students. Projected enrolment for 2014-2015 is 7110 plus 135 International Students. There is an increase in Aboriginal students (1100) and Designated students (975). The School District 5-year completion rate is 74% (females, 80% and males, 69%).

The tertiary sector (retail, health care and social assistance) is growing reflecting the movement of the labour market away from a resource-based economy toward a service-based economy. Women are more likely to work in the service industry (healthcare and social services) and are also more likely to work part-time. Many men are choosing to take work elsewhere mostly in the oil and gas industry which increases the stress on families. Consequently, many families are leaving the Comox Valley. Median incomes are flat and most family incomes are between \$20, 000 to \$40, 000 a year. Families receiving income assistance is shrinking (due to the challenge of qualifying) and half of those on welfare are children. Families aren't making ends meet or are barely doing so.

Community changes which impact people and community to support literacy development

Negative impacts

- CALLS Adult Learning Centre(ALC) lost the ESL-Settlement Assistance Program funding
 which has resulted in a loss of approximately \$50000 of core funding. The ALC has
 consequently laid off the ESL coordinator. ESL students have now been absorbed into
 the CALP program without the increase in the capacity to coordinate the influx of
 learners (approximately 30-35 learners). Fortunately the ESL volunteer tutors remain
 committed to supporting the ALC ESL learners.
- The Immigrant Welcome Centre no longer receives funding to support naturalized Canadian citizens, refugee claimants, and most temporary foreign workers and international students. This loss of funding and service affects over 300 people in the North Island Region.

- In March 2014, Decoda Literacy Solutions informed CVLLA that their literacy outreach coordination funding would be \$13000 instead of the annual \$30000. This loss was due to a provincial cut of 1.5\$M by the Ministry of Education. Fortunately, the Minister of Education was able to find an additional \$1M for LOC funding across the province. Thus, Hornby Island will receive \$5000 for literacy outreach coordination and the Comox Valley will receive \$26000 (a cut of \$4000 from previous years). These funds will be used for literacy outreach coordination in September 2014 to June 2015.
- Due to budget restraints and limited capacity, the CVESP did not meet this year. The coordinator, Betty Yee, also went on maternity leave in January 2014.
- School Districts assume increasing financial pressures. Consequently, School District #
 71 has cut 11 positions due to enrollment decline, 12 positions due to budget shortfall
 and 23 support staff (for 2014/2015). Positions affected include Curriculum Support
 Teachers, Elementary Teachers, Secondary Teachers, Educational Assistants, Custodial
 and Maintenance. This loss of capacity in our School District, despite fewer students,
 impacts literacy development.
- The BC government imposed partial lockouts of BC teachers that have affected many community-based literacy programs and after-school programs. Programs that reside in schools scrambled to find new locations or new dates to hold the programs. School District employees could not support the programs due to the job action.
- The School District continues to be concerned about the increase in the number of families who struggle financially, resulting in many families depending upon the school to provide breakfast and lunch for their children. The majority of our schools provide meal programs to students so that students are engaged and ready to learn.

Positive impacts

- After submitting their application for charitable status over a year ago, CVLLA became a
 registered charity on January 10. 2014. This status allows CVLLA to access more funding
 opportunities and to give out charitable tax receipts.
- Comox Valley Rotary Clubs have been incredibly supportive of literacy this year. Rotary
 Clubs rallied behind the Raise-a-Reader initiative and helped raise over \$30000 for local
 literacy work (Appendix 6: Raise-a-Reader campaign). They also funded the Unplug
 campaign and have been instrumental in launching the 1000x5 initiative. Danielle has
 visited 3 Rotary Clubs to present on community-based literacy and to thank them for
 their continued support.

Community development and literacy collaboration:

There is willingness and desire among organizations and people to work more closely together to address our collective social, economic, educational and cultural challenges. In April 2014, BC Healthy Communities facilitated a workshop called "Silos to Systems". Here is the summary of that workshop.

On April 9, 2014 folks in the Comox Valley Region participated in the "From Silos to Systems: Building Partnerships for Healthy Communities" workshop. Hosted by the City of Courtenay and co-facilitated by BC Healthy Communities on behalf of PlanH, this workshop brought together a wide cross section of representatives who are working locally on the various dimensions of public and community health. The topic of building collaborative working relationships clearly resonated with many individuals and sectors; the event was entirely full with many more saying they would like to have attended if there was more room.

Discussing holistic responses to complex issues, the group identified a number of areas that could be strengthened to support stronger public and community health outcomes:

- The Comox Valley Social Planning Society was identified as an established group and forum for working on a wide range of local social planning issues. Opportunity for incorporating some health planning at their annual brown bag sharing lunches and having more such sessions was identified as an opportunity.
- Lack of adequate affordable housing is one of the greatest systemic health challenges to the community. Continuing to support collaborative approaches on this despite the barriers to action is seen as critical.
- Advocating to Local Governments to invest in staff time (dedicated position) on social
 planning was seen as a strategic investment that could leverage and coordinate much of the
 on-going work.
- Finding ways to jointly apply for grants and spread the work across organizations was discussed.
- Capitalizing on the School Health Planning process required for all local schools was seen as a great way to get holistic health ideas into the schools.
- An on-line government 'sanctioned' communication hub is identified as an immediate next step and need for the community. Who will lead this and how it will materialize however has not yet been determined although conversations have now started.

A major task for the members who attended the workshop will be to keep the connections alive and find a way to champion the collaborative ideas put forward in an attempt to scale the many silos out there and help their colleagues (and the public and elected officials) understand community health as the systems they are.

Community-based literacy was well represented (two CVLLA Board members and two members of FLOAC attended as well as the LOC and a SD71 representative) at this workshop. An outcome of this workshop is that the Comox Valley LOC is now on the Social Planning Council to work more closely with local government and other sectors (food, housing, education, environment, agriculture, etc.) to find "joined-up solutions to our joined-up problems".

Multiple collaborations have occurred to support literacy development in our community. These collaborations have occurred through the FLOAC table and are supported by CVLLA administratively, financially and through coordination.

Examples:

- Raise-a-Reader (see Appendix 6): This is a collaborative fundraising project led by the Comox Valley Echo, CVLLA, Comox Valley Rotary Literacy Roundtable, VIRL, and the Adult Learning Centre.
- The 1000x5 project was initiated by the Comox Valley Rotary Literacy Roundtable and supported by School District 71, CVLLA, Success by Six, and community partners. FMI: www.cvliteracy.ca
- Books for Babies project is an initiative coming out of FLOAC and led by Public Health, the libraries, SX6 and CVLLA. 500 baby board books and bookmarks will be given to all newborns beginning this summer. The initiative will also include a presentation by a member of FLOAC to the maternity ward nurses about the importance of early literacy.
- There is an increasing awareness of health literacy. Island Health sits at FLOAC, the SD71 Early Years Steering Committee, the Early Years Interagency Advisory Council, and the Comox Valley Social Planning Society. Danielle (LOC) made a presentation to over 20 public health practitioners on the importance of health literacy. Practicum students from both the North Island College (NIC) nursing program and early childhood development program were involved with the Waiting for the Bus- FLO program. Public Health also has a book take-away library in their Family Room (targeted to families who come for immunizations). Health professionals have attended the Waiting for the Bus Family Literacy Outreach program at Glacier View Learning Centre.
- Waiting for the Bus Family Literacy Outreach Program continues to meet families' needs. The program ran three 6-week sessions. All sessions were full with 10 families.
 The success of this program is due to strong partnerships among CVLLA, School District 71, LUSH Valley, NIC, the Adult Learning Centre, Comox Valley Family Services, Creative Employment Access Society and others.
- Immigrant Welcome Centre and CVLLA are working together to run the Summer Adventure Program for Immigrant families. 10 families are registered for this 4-week summer program.
- The VIRL libraries continue to be an important partner for CVLLA. The libraries have been involved with Books for Treats, Family Literacy Week, National Aboriginal Day Book Distribution, Cardboard Challenge (VIRL and the Art Gallery), Raise-a-Reader and the Story Mob.

 CVLLA also continues to outreach to our rural communities and have partnered with Black Creek Community Association, Hornby Island Educational Society, and Denman Island Community School for book distributions and literacy celebrations. CVLLA was also able to support the creation of a Black Creek community bookshelf for community members to take and leave books.

Goals and Actions of 2013/2014:

Comox Valley Lifelong Learning Association

One of CVLLA's major goals was to review and revise our Community Literacy Plan. In order to do so the LOC, two members of the CVLLA Board, the Hornby LOC, and a School Board Trustee and Board Member of Lake Trail Community Connections, applied for and received support from LIRN BC to facilitate a community workshop called "Think Strategically, Act Locally: A day of Learning and discussion about strategic planning and lifelong learning in the Comox Valley." The full day workshop met two goals. The first goal was to provide community organizations with tools to support planning within their own organizations. The second goal was to identify literacy needs and opportunities within the Comox Valley which would inform the creation of the 2014 Community Literacy Plan. Appendix 4 is the result of that discussion. The 2014 CLP will begin implementation in September 2015. (For a report on the "Think Strategically, Act Locally" workshop, please contact Danielle at dhoogland@shaw.ca. A list of community representatives who were part of the workshop and discussion are included as Appendix 5).

A second major organizational goal was to become a charitable non-profit organization, a process that took much time and energy. This goal was officially achieved on January 10th, 2014. CVLLA is now an official charitable organization.

A third goal was to raise money locally for community-based literacy activities. CVLLA was able to raise almost \$30000 through Raise-a-Reader, the Comox Valley Community Foundation (grant), corporate donations, and Success by Six funding. Unfortunately, the precariousness of the coordination funding from the Ministry of Education continues to be an area of concern.

Danielle continued to outreach to different groups to promote community-based literacy. Aside from attending multiple community meetings, Danielle made presentations to the following groups.

Month	Presentation	Audience
October 2013	Request to Select Standing Committee	Select Standing
	on Finance to continue to fund the	Committee on Finance
	coordination of literacy work across	
	the province. (Co-presenters included	
	April Lewis and Martin Petter).	
November	Charting the Territory: The Field of	BC LOCs and literacy
2013	Community Based Literacy (CBL) and	practitioners

	the Role of the Literacy Outreach Coordinator (LOC)	
November 2013	Building Community-Based Family Literacy Programs Presentation (Co- presenters: Lynn Joseph, Carlene Steeves, Colleen Friendship)	BC LOCs and literacy practitioners
February 2014	Presentation - CBL	Courtenay Rotary Club
February 2014	Presentation – CBL and Workplace Literacy and Essential Skills	Creative Employment Access Society Board
March 2014	Presentation - CBL	Cumberland Rotary Club
March 2014	Presentation - CBL	Strathcona Sunrise Rotary Club
June 2014	Presentation – CBL and Health Literacy	Comox Valley Public Health Nurses

Family Literacy Outreach

The Family Literacy Outreach Advisory Committee (FLOAC) took multiple actions to achieve their goals. Below is a summary of actions, coordinated and led by Lynn Joseph and Danielle Hoogland.

The following two programs are coordinated and administered by CVLLA in collaboration with program partners.

1. Waiting for the Bus –Family Literacy Outreach Program: Three 6-week sessions ran in the fall, winter, and spring with a total enrolment of 8-13 families/session. The adult learning sessions were excellent opportunities for parents to discuss, explore, and work on areas they deemed important and relevant to their current realities. One group of parents (average 5-7 adults) participated in parenting discussions. Guest community resource professionals attended to share information on children's health, dental health, and childcare. Parents explored themes including: how we foster self-esteem in our children and ourselves, time management, "unplugging" using the Unplug poster series, early childhood development, positive language, etc. Two adults worked with adult computer tutors from the ALC, and five adults worked with a NIC Upgrading instructor. Two learners did their NIC math assessments and began working on their math skills, two learners did their NIC English assessments, and one learner enrolled in NIC upgrading and began working in a law office.

2. Summer Adventure Program for Immigrant Families (summer 2014): This is a family literacy program that introduces immigrant ESL families to local recreational activities, environmental literacy, Canadian summer culture ('smores, backyard bbq, hiking, picnics, playgrounds, etc.), and language. Photographs and albums are created for each family with areas to write with their children in English about the experience. Program partners include: Immigrant Settlement Society and CVLLA. 10 families are registered for 2014.

In addition, FLOAC continues to support the following family literacy programs:

- Mother Goose and More: For immigrant and ESL families. Piloted in 2009, this program continues to be popular among immigrant and ESL families. Partners include: School District 71, Immigrant Settlement Office, and Adult Learning Centre. Three 8 week sessions ran in the fall, winter, and spring with an average of 9 adults and 13 children registered. (Funded by Success by Six).
- Little Learners for Infants: A partnership between VIRL, SD71 Strong Start Outreach and CV Family Services, this program began in July 2009, to make the public library and its programs more accessible to hard-to-reach families. One 4-week session ran this year with 12 families registered but with 6-7 families participating each week. (Funded by Success by Six).
- Little Learners for Preschool Children: A partnership between CV Family Services, SD71 Strong Start Outreach and SD71 Ecole Puntledge Park, this program is a 4-component family literacy program in which families learn, practice, and debrief ways of embedding and supporting literacy practice in the home. This 4-week program was timed to occur after the Welcome to Kindergarten event thus families were able to register for the program as a follow-up to Welcome to Kindergarten. 10 families attended the program. This program is an excellent example of community and SD71 working together to support the transition into Kindergarten. We hope to expand this program to other elementary schools next year. (Funded by Success by Six).
- Financial literacy for families: A partnership between the Adult Learning Centre and CV Family Services. Two sessions ran with an average of 6 learners and one presentation was made at CAP-C, a Healthy Families program (attendance 10 learners). (Funded by Family literacy CALP, Ministry of Advanced Education).

FLOAC has also supported multiple projects and events within the community. Attention was on reaching hard-to-reach families in neigbourhoods recognized as having high vulnerability according to the Comox Valley's Early Development Index.

- Supported the proposal for an Aboriginal family Family Literacy Outreach program in Courtenay area using knowledge of Aboriginal ECE's of the needs for this marginalized population
- Consultation and support of Early Years Test Site grant proposal through the Child Development Association and SD71 Early Learning Council
- Comox Valley Family Services and SD71 Community Garden Project: FLOAC supported this initiative with 9 children's plant and insect books, garden stakes, and funding for mosaic art signs at Courtenay Elementary School
- Book donations to Courtenay Elementary School's book exchange
- Continued advocacy for playground at Glacier View Learning Centre (City of Courtenay, SD71, CVLLA, Social Planning Society, and MLA Don McRae)
- Unplug Campaign: (Family Day 2014) Unplug posters were distributed in the community to encourage families to "unplug" and play, read, listen, talk, and sing. Over 10 sets were distributed throughout the community (50 posters)
- Creation of a "little library" at Black Creek Community Association (book shelves filled with adult and children's books. Denman Island will pilot the "little library" in the fall of 2014
- Cardboard Challenge and Story Mob events organized by VIRL and supported by FLOAC.
 20 families (mostly fathers) attended the Cardboard challenge and approximately 20 families attended the Story Mob (June 2014)



 Books on the Run lending library was expanded with 6 new backpacks distributed this year. 14 backpacks were filled with 2 books and related literacy activities and given to the Aboriginal Early Years program (3), Black Creek Parents and Peanuts program (3), WFTB-FLO program (4) and CV Family Services (4)

- VIRL, ECE-BC and PacificCare provided early literacy workshops (professional development) for child care centres
- Supported and outreached to childcare centres during Child Care Month (May 2014)
 with Pacific Care. "Going on a Bear Hunt" book, activity sheets and a teddy bear were
 distributed to all 79 licensed daycare centres and after school programs. This was
 supported through discount from Laughing Oyster Books and Success by Six
- Books for Treats 632 books distributed at different sites (see Appendix 7)



- Christmas Book Distribution 230 Christmas books distributed to family programs (books donated by Coles)
- Family Literacy Week 554 books were distributed in community (see Appendix 8)
- National Aboriginal Day- 75 books for distribution on June 21, 2014 and set up of an information table for early literacy with VIRL.



- Donated Coles and First Books Canada books were distributed two times this year to Family Literacy programs: CV Family Services Healthy Babies and Healthy Families, Early Years Aboriginal program, Aboriginal Head Start, CAP-C program, Mother Goose and More, Jump Start, Little Learners, Black Creek, and Hornby Community centres, Denman parent tot program, Immigrant Welcome Centre, Salvation Army, Alano Club childcare, StrongStarts, Transition Society's Grandparents raising Grandchildren group, Lili House and the offices of the Courtenay Health Unit, St Joseph's emergency room and MCFD's waiting room. (200 books).
- New giveaway book shelf in Courtenay Health Unit family room (175 books)
- This year Helen Austin CDs were distributed to all agencies involved in Family Literacy Day (10 CDs)

Comox Valley Essential Skills Partnership

Essential Skills Coordinator Betty Yee worked to support youth at the Nala'atsi Program to improve their Essential Skills and Employment Readiness between September and December 2013. Because of uncertain funding and because Betty went on maternity leave in January 2014, CVESP was suspended.

Indications of success 2012/2013:

Community-based literacy planning in the Comox Valley continues to build both the human capital of Comox Valley citizens and the social capital of the community. Below are some of the successes this year:

• Strong community support for community-based literacy from businesses, Comox Valley Rotary Clubs, community organizations, SD71, NIC, VIRL and media partners. This is

- evidenced by raising approximately \$30000 for local community-based literacy programs and activities through the Raise-a-Reader campaign.
- Literacy promotion through events, presentations, and at community meetings
 continues to increase awareness of literacy issues and barriers; increase referrals to
 literacy services; increase collaboration among organizations; and increase awareness of
 literacy services to the public. This is evidenced by the increasing number of
 partnerships and collaborations occurring to create and support literacy programs and
 increased participation of the number of hard-to-reach families who are accessing
 programs
- FLOAC continues to draw new members to the table as it is recognized as a table that responds to community literacy needs with concrete action.
- Our relationship with Island Health has developed this year. Island Health had a table at Family Literacy Day event and they are involved in multiple projects (Books for Babies, libraries) and programs (WFTB-FLO, CAP-C)
- School District 71 is an important and critical partner their in-kind support through space, administration support, marketing support and staff time enable the success of community-based literacy programming and activities

Ongoing Challenges:

- Lack of sustained funding for the coordination and implementation of the Community Literacy Plan (CLP)
- Increased funding restraints on the School District
- Lack of capacity to implement the CLP (greater material and human resources are needed)
- Reaching hard-to-reach families and individuals continues to be both a challenge and an opportunity
- Early Development Index results indicate that a large percentage of our student population score high on the vulnerability index
- Access to "Just Right" books for home libraries
- Screen time is competing with time spent reading and writing
- Engagement of all levels of government (municipal, provincial, and federal)
- Changing economic conditions for families that require parents to work multiple jobs or away from home. This results in less time that parents can engage and participate in their children's learning at home or at school
- Accessibility to literacy programs (transportation continues to be a barrier for families)

Goals and Actions for 2014/2015:

See the Community Literacy Plan (Appendix 4).

Opportunities:

- Joanne Schroeder has been hired as the new Executive Director of the Child
 Development Agency. She brings much experience and knowledge to her position and
 to the Early Years community. If the CDA's Early Years virtual hub proposal is successful,
 this will be an important "space" for connection and collaboration
- Cumberland has a new Community Campus which will open up new opportunities for community-based literacy programming
- There are few dual language books available for our ESL community. CVLLA will work with School District 71 and VIRL to ensure that our ESL, immigrant, and refugee community has relevant, accessible reading materials available to them
- An increase in the number of culturally relevant Aboriginal books available within our community is also recognized as an area of desired expansion
- Continued outreach to rural and isolated communities (Denman Island, Black Creek, Royston)
- Continued development of programs including 1000x5, Family Literacy Outreach programs and Essential Skills programs
- The Adult Learning Centre is increasing their capacity to serve learners who require support in the area of financial literacy and computer literacy

Appendix 1: Hornby Island District Literacy Plan 2014

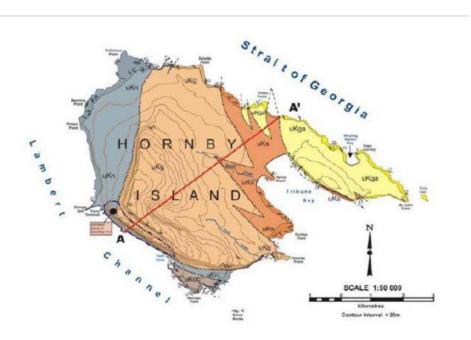
Compiled by Mia Wood, Hornby Island Literacy Outreach Coordinator

Reflections on the current year:

Task group:

Hornby Island Educational Society, Hornby Island Economic Enhancement Committee, and members of the community form the task group for literacy and outreach on Hornby Island.

Hornby Island Educational Society is a non-profit organization and the Literacy Outreach Coordinator's work is guided by the E.D. In addition to our internal communication with the HIES board, we attend monthly meetings with Hornby Island Health Network, and participate in biannual meetings of all the societies and non-profit organizations on the island, in order to network and collaborate.



Geological Map of Hornby Island (after Katnik 2001) Map Source: Islands Trust Hornby Island Community Profile 2009 (D.M. Allen and G.P. Matsuo)

Community context:

Hornby Island is connected to the rest of the Comox Valley by 2 ferries without public transportation links. Of Hornby's 2,990 hectares, (7,388 acres) only 8% is designated for small lot residential, commercial activity and public use. The remaining residential land base is 30% reserved for large residential lots. Approximately 25% of the island is preserved by provincial and regional parks, 9% is Crown land managed to protect groundwater recharge and 28% is in the Agricultural Land Reserve.

There are two major demographic trends on Hornby Island that require further planning and attention: the decrease in children and younger families and the increase in elders.

The economics and demographics are in a transitional phase as housing prices soar, and jobs remain in short supply, the number of young families is declining drastically and the number of elders is rising. This affects our school, our economy, and our capacity to care for our elders.

2006 Census data shows Hornby had a population increase of 110 people (from 965 to 1,075) between 2001 and 2006. This represents an 11.2% increase — double the provincial increase of 5.3% for the same period.

The average after-tax income for males on Hornby Island is less than the average in BC with the majority of earnings in the lower pay spectrum: under \$30,000. The average earnings of economic family groupings are \$20,000 less than the BC average.

After-tax Incom	ne in 20	005
Hornby Island	Trust Area	ВС
Population 15 yrs or older	955	3,394,910
Males	48%	49%
Females	52%	51%
Median after-tax income	\$17,817	\$22,785
Males, 15+ with a-tax income	\$23,018	\$28,251
Females, 15+ with a-tax inc.	\$14,449	\$18,930
Males 15+, no after-tax income	15	69,950
Males 15+ with income	440	1,579,640
Under \$10,000	17%	18%
\$10,000 - \$29,999	48%	35%
\$30,000 - \$39,999	9%	15%
\$40,000 - \$59,999	11%	12%
\$50,000 and over	14%	21%
Average total income	\$27,721	\$34,652
Females 15+, no a-tax income	20	95,660
Females 15+ with income	480	1,649,660
Under \$10,000	29%	26%
\$10,000 - \$29,999	52%	48%
\$30,000 - \$39,999	8%	14%
\$40,000 - \$59,999	5%	7%
\$50,000 and over	2%	9%
Average total income	\$16,684	\$23,408

Table 7: After-tax Income (2006)

Information & tables from Islands Trust Community Profile 2009

Major changes that have taken place, over the last year, that impact the ability of organizations to support literacy development:

Recent ferry fare increases, as well as daily cuts to sailings connecting us to the rest of the Comox Valley has further limited access to services, training opportunities, commuting possibilities, and more.

Community development and literacy collaboration:

Carpentry Foundation Needs Assessment: Our Literacy Outreach Coordinator will work under the umbrella of a HICEEC Apprenticeship Project sub-committee that included two HICEEC Board members and the HICEEC Executive Director.

Timeline: January to March 2014

- Assess need for a Carpentry Foundation Course on Hornby Island
- Forge partnerships and assess support for such a program
- Set up a Facebook page for student information and NIC contacts
- Facilitate enrollment for students
- HIES offers bi-weekly Algebra and Math upgrading
- Students write placement tests for Math & English
- Secure course locations
- Secure funding for students
- Course Begin: March 2014





Photo Credits: Evelyn Blanchard

Partnerships:

As a result of a needs assessment, & community enthusiasm, the following partners collaborated to bring a full 24-week Carpentry Foundation Program to Hornby Island:

- *Decoda Literacy Solutions* through their funding of the Needs Assessment, and LOC position.
- BC Ministry of Social Development & Social Innovation & BC Ministry of Education through their ongoing funding of Adult and Family Literacy Programs.

- Hornby Island Education Society (HIES) through supervision of the Needs
 Assessment, supporting students with Math Tutoring, and in-kind donation of
 Classroom Space.
- Hornby Island Economic Enhancement Corporation (HICEEC) for support paying rent for workshop space for the course, and Katherine Ronan, HICEEC liaison, for her help on this initiative.
- *Hornby Island Athletic Association (HIAA)* for making their clubhouse space available to the program.
- Island Secure Land Association (ISLA) has partnered with us to act as the "client" and supply materials for the construction of a tiny home as a template for future affordable housing on Hornby Island.
- North Island College (NIC) In particular; Patricia Rokosh, Dean of Trades; Geoffrey Wharton, Coordinator of NIC Trades Department; Brooke McIntosh & Natalie Crawshaw, NIC Student Services, through their innovative and open-minded approach to delivering this cohort to a remote area of the Comox Valley catchment, hiring of an instructor from a neighboring island, and their invaluable assistance in student placement testing and locating funding opportunities.

NIC 2014 promotional Video (Hornby Island Carpentry Program 4:36-6:19) https://www.youtube.com/watch?v=6a0P3Uts-RU





Photo Credits: Evelyn Blanchard

Project Outcomes:

- At the end of 24 weeks, 9 students will have completed the first phase of *Red Seal* Carpentry accreditation.
- 11 students enrolled in **North Island College**

- 10 students upgraded their Math skills, and wrote placement exams in English & Math
- Several students have been offered work as a result of their participation in this course.
- The community is very excited by the advent of this learning opportunity, and discussions are beginning about what kinds of learning opportunities we can make happen here next.
- The Island Secure Land Association (ISLA) will have their first building to lock-up, and are very excited at this collaboration and the new energy it has brought to their vision of affordable housing in the community.

Goals and actions for the past year: What priorities, goals or objectives have you addressed in the past year?

Our goal was to continue bringing support to individuals in their learning goals and to increase our capacity within the community.

Hornby Island Educational Society (HIES) collaborated with North Island College (NIC), Island Health, Hornby Island Economic Enhancement Committee (HICEEC), and Island Secure land Association (ISLA) to carry out these objectives.

- Standard First Aid 8 students certified
- Foodsafe Level 1 10 students certified
- Math and Algebra tutoring sessions 10 students attended
- Math & English Placement Exams 10 students wrote exams in Math & English
- Carpentry Foundation 24 week program 9 students attending

Indications of success:

- Students who had not completed high school have upgraded, & are learning a trade.
- The community has become excited by the prospect of bringing more educational opportunities to the island.
- This learning objective has brought organizations together who had not previously collaborated.
- Members of the community obtained their First Aid & Foodsafe certificates which helped them be more employable.
- Individuals continue to use the services of our Resource Centre on a regular basis to learn computer skills, obtain support with document literacy, or be referred to appropriate services.

Challenges:

- Access to education and services
- High cost of living vs. limited employment opportunities
- An aging demographic (as related to economics and low school enrollment).

What would help?

- Ongoing funding for L.O.C. positions and support for rural training programs for adults.
- More collaboration to bring education and training opportunities to the island
- Continued community effort towards better transportation and affordable housing.

The coming year- opportunities, challenges or issues:

- There is an established need for a Community Kitchen to support social and economic development locally. This could also provide multi-generational learning opportunities; promote social health, as well as small scale cottage industry on the island.
- We will continue to serve adults, elders, and families in our community by helping them achieve their learning goals, accessing health services, and by building on our recent success in bringing learning opportunities to the island.

What actions are planned against those goals?

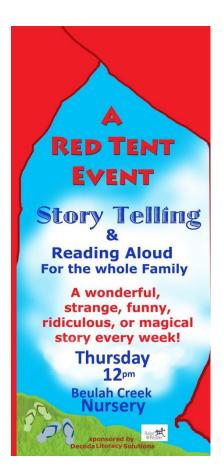
- Supporting social innovation by collaborating toward the creation of a **Community Kitchen** as a learning & economic resource in the community.
- Expanding on the Hornby Island *Red Tent Event* to promote *Raise a Reader* Fundraising.
- Continuing to bring educational support and resource referral to the community.

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

 Ongoing funding for L.O.C. positions and educational projects and trades training opportunities such as the Carpentry Foundation Course.

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

- We will continue to measure our success in our community's ongoing commitment to learning.
- The community is much more aware of, and supports the work we are doing to bring trades training and other opportunities to islanders.



Appendix 2: Comox Valley Lifelong Learning Association Board of Directors

Martin Petter	President and former VP Education NIC
Tony Bellavia	Vice-President and NIC Dean – Developmental and
	Access
Colleen Nelson	Secretary-Treasurer and VIRL – Customer Services
	Librarian II, Comox Branch
Jill Beech	Wachiay Friendship Centre
Esther Shatz	SD71 – Director of Student Services
Colleen Nelson	VIRL – Courtenay Branch Manager
Anita Wotschel	Literacy Resource Professional - member of Comox
	Valley Rotary Literacy Roundtable
Bruce Brautigan	Creative Employment Access Society
Bunny Shannon	LUSH Valley and Social Planning Society
Danielle Hoogland	Literacy Outreach Coordinator

Appendix 3: Family Literacy Outreach Advisory Committee Members

Lynn Joseph	Family Literacy Outreach Coordinator
Martin Petter	President and former VP Education NIC
Colleen Nelson	VIRL – Library Manager, Courtenay
Nancy	VIRL – Comox Branch
Esther Shatz	SD71 – Director Student Services
Anita Wotschel	CVLLA and Comox Valley Rotary Literacy Roundtable
Allan Douglas	SD71
Jenny Nihoff	Island Health
Danielle Hoogland	Literacy Outreach Coordinator
Jane Hughes	CV Family Services – Healthy Families Program
Elizabeth Shannon	LUSH Valley, Social Planning
Carlene Steeves	SD71 StrongStart facilitator
Colleen Friendship	SD71 StrongStart facilitator
Sue Warren	Pacific Care
Terry Louden	Aboriginal Head Start
Pam Moore	Aboriginal Head Start
Deborah vanderLinde	1000x5 coordinator
Dana	Black Creek Community Association
Nina	Immigrant Settlement Society
Joseph Dunn	Success by Six

Appendix 4: Comox Valley Community Literacy Plan May 2014

All Comox Valley citizens can access literacy and learning programs and supports to increase their literacy and essential skills

capaci	: Build on the existing ity for ongoing coordination ollaboration in community by development	Goal 2: Strengthen and support family literacy network, coordination, and collaboration to enhance family literacy programs and activities ¹	Goal 3: Increase literacy and essential skills opportunities for hard-to-reach populations	Goal 4: Strengthen and support Comox Valley Essential Skills Partnership (CVESP) outreach, programs and resources
Strate	gy 1.1: Sustain coordination	Strategy 2.1: Sustain coordination	Strategy 3.1: Understand the	Strategy 4.1: Sustain coordination
for co	mmunity based literacy	of family literacy network (linked	barriers to participation	of Comox Valley Essential Skills
Action	S	to Strategy 1.1)	Actions	Partnership (linked to Strategy 1.1)
a)	Link literacy and essential		a) Consult with program	Actions
	skills (LES) more explicitly to	Actions	stakeholders including	a) Link Essential Skills more
	municipal, provincial, and	a) Link family literacy more	families, adults and	explicitly to school district,
	federal government	explicitly to school district,	frontline workers	municipal, provincial, and
	priorities	municipal, provincial, and	b) Share information and	federal government
b)	Secure business/other	federal government	knowledge regarding	priorities
	partnerships	priorities	barriers with program	b) Secure business/other
c)	Develop fundraising that is	b) Secure business/other	stakeholders	partnerships
	substantial and consistent	partnerships		c) Develop fundraising that is
	(e.g. Raise-a-Reader)	c) Develop fundraising that is		substantial and consistent
d)	Diversify funding sources	substantial and consistent		(e.g. Raise-a-Reader)
		(e.g. Raise-a-Reader)		d) Diversify funding sources
		d) Diversify funding sources		

¹ It is a priority to support children and youth in developing their literacy skills. This requires that we also support families including parents and guardians. This follows the belief that a parent is a child's first and most important teacher.

Strategy 1.2: Create a community literacy development roundtable *Actions*

- a) Connect literacy to all sectors: health, justice, civic, economic, seniors, policy and housing (AHERO)
- b) Strengthen connection and communication among learners -> frontline workers -> administration
- Bring energy, experience,
 knowledge, information and
 resources together
- d) Create Terms of Reference for network

Strategy 2.2: Enhance engagement and understanding among community partners in family literacy activities (including program creation, delivery, and evaluation)

Actions

- a) Create Terms of Reference for network (FLOAC)
- b) Collect and share documentation of successful programs (MGM, Little Learners, FLO, 1000x5)
- c) Support test projects and promote best practices
- d) Have regular meetings
- e) Provide family literacy training and information for practitioners and stakeholders
- f) Share resources and information
- g) Annually review strategic priorities and actions
- h) Develop funding recommendations

Strategy 3.2: Create opportunities for involvement of immigrants and naturalized Canadians, youth, and seniors

Actions

- a) Identify inequities affecting sub-populations that would benefit from concerted action
- b) Use emerging literacies to engage learners such as digital literacy, environmental literacy, physical literacy

Strategy 4.2: Enhance and expand engagement and understanding among community partners in Essential Skills activities (including program creation delivery, and evaluation)

Actions

- e) Create Terms of Reference for network (CVESP)
- f) Document and share successful programs (CVESP program for youth, CVESP program for young parents)
- g) Support test projects and promote best practices
- h) Have regular meetings
- i) Provide essential skills training and information for practitioners and stakeholders
- j) Share resources and information
- k) Annually review strategic priorities and actions
- Develop funding recommendations

Strategy 1.3: Enhance Coordination & Leadership (CVLLA)

Actions

- a) CVLLA continues to work as a hub for LES communications, information and contacts
- b) Connect and network with other North Island Literacy Organizations and Coordinators
- c) Regularly convene the roundtable
- d) Support, conduct and disseminate research & best practices
- e) Ensure accountability to stakeholders, network participants, and to learners (quality record keeping including assessment and evaluation)
- f) Establish regular communication methods
- g) Recognize and reward achievement

Strategy 2.3: Enhance the quality of family literacy programs

Actions

- a) Develop programs that meet families' needs and realities
- b) Develop quality record keeping including assessment and evaluation
- c) Document and share results

Strategy 3.3: Create opportunities for intercultural and intergenerational engagement

Actions

- a) Mentorship programs,leadership training for youth
- b) Community service learning
- c) Programs that involve youth and seniors (computer, storytelling)
- d) Youth working with youth

Strategy 4.3: Create and deliver quality ES programs

Actions

- a) Develop programs that meet participants needs and realities
- b) Develop quality record keeping including assessment and evaluation
- c) Document and share results

Strategy 1.4: Communicate Strategy 2.4: Increase pa		Strategy 2.4: Increase participation
broad	lly (to business, community,	in family literacy programs and
gover	nment) about LES	events
Action	ns	Actions
a) b) c)	Develop clear, concise messaging that all stakeholders communicate Enhance website Present literacy and Essential Skills to groups, Boards, government and public Involve business/government in literacy program assessment, delivery, and evaluation as a key stakeholder Include literacy organizations at community	 a) Raise awareness of program/event b) Strengthen system of referrals among organizations c) Work collaboratively with stakeholders to ensure that learning pathways among programs are clear and supported
Strate	events and fairs egy 1.5: Increase capacity and	
	tise of LES practitioners	
Action	ns	
ŕ	Stabilize and increase funding for LES practitioners Provide mentoring	
c)	programs Provide professional	

development
Strategy 1.6: Build a strategy for
iterative planning and evaluation
Actions
a) Set dates for plan review
and update at the outset
b) Assign responsibility for
regular plan updates to an
organization (e.g. CVLLA) or
create a standing body with
this responsibility

¹ AHERO: Ad Hoc Emergency Response Organization

¹ FLOAC: Family Literacy Outreach Advisory Committee

¹ MGM: Mother Goose and More; FLO: Family Literacy Outreach Program; 1000x5 Book Distribution

¹ CVLLA: Comox Valley Lifelong Learning Association

Appendix 5: Comox Valley Strategic Planning and Community Literacy Planning Registration List November 29th, 2013

Organizations	Representative
SPARC BC	Jim Sands
CVLLA	Martin Petter
CVLLA	Danielle Hoogland
CVLLA	Lynn Joseph
CVLLA/CVESP/CEAS	Betty Yee
CVLLA/Rotary Literacy Roundtable	Anita Wotschel
CVLLA/SD71	Esther Shatz
Lake Trail Neighbourhood	Sheila McDonnell
Lake Trail Neighbourhood	Kim Dawn
LakeTrail Neighbourhood	Kathy Birkett
Lake Trail Neighbourhood	Christine Gross
LUSH Valley/CVLLA/SPS	Bunny Shannon
LUSH Valley	Cynthia Bradley- Fitton
LUSH Valley	Fran Kwiecien
Hornby Island Education Society	Mia Wood
VIRL - Courtenay, Comox	Colleen Nelson
SD71- Strongstart	Carlene Steeves
Adult Learning Centre	Marcella McDougall
Success by Six	Joseph Dunn
Child Development Association	Marika Gould
Comox Valley Seniors Coalition	Jack Stevens
4Rs Tutoring	Leslie Culley Nielson
City of Courtenay	Ronna-Rae Leonard
Food co-op	Bridget Horel
Comox Valley Multicultural and	
Immigrant Support Services	Arzeena Hamir
Comox Valley Multicultural and	
Immigrant Support Society	Dave Talbot
Village of Cumberland	Leslie Baird
Transition Town CV	Beverley Howden
	Deborah Renz
	Suzanne Linnell
Sid Williams Theatre	Pam Brown
Aboriginal Head Start	Pam Moore
CareAVan	Helen Boyd

Susan Guthrie-Dick	Susan Guthrie-Dick
Carol Neilsen	Carol Neilsen
Big Change Consulting	Alison Azer
Town of Comox	Hugh Mackinnon
Comox Valley Regional District	Bruce Joliffe
CV Family Services Association	Jane Hughes
	Susan Bunn
Beaufort Association	Brad Erhardt







The more that you read, the more things you will know. The more that you learn, the more places you'll go.

Dr. Seuss



COMOX VALLEY ECHO





ABOUT RAISE-A-READER

The Comox Valley joined the Postmedia Raise-a-Reader Campaign in 2013. Through local sponsorship, donations, fundraisers and the Raisea-Reader Day exchange of special-edition newspapers for donations, the Comox Valley raised over \$20000 for literacy. The Ministry of Education leveraged these funds by approximately \$10000 for a total of \$30000. One hundred percent of these funds is directed to local literacy programs and activities in our community.

The Comox Valley Echo Postmedia Raise-a-Reader Campaign is based on a model created in 1997 by the Vancouver Sun and expanded nationally by Postmedia in 2002. The intent is to raise awareness of, and raise money for, local family literacy programs. Over the past 12 years, Raise-a-Reader has contributed more than \$2 million towards helping BC read. This year, Raise-a-Reader Day is September 24, 2014.

The Comox Valley Echo is committed to the Raise-a-Reader program devoting resources, promotion and editorial support to ensure the success of the program for the betterment of the community.









40% of British Columbian adults struggle with the skills necessary to read a newspaper, fill out a work application form, read a map, or understand a lease (IALS, 2003).

Almost 4 in 10 Canadian youths aged 15 have insufficient reading skills (C.D. Howe Institute, 2009).

In BC, one in four children is developmentally vulnerable when beginning kindergarten and one student in five is not completing high school in the expected time (BC Auditor-General, 2008).

COMOX VALLEY ECHO





INVEST IN LITERACY

To build our economy

A 1% rise in average literacy scores would generate \$18 billion in economic growth every year in Canada. This is three times the return we get if we invest in physical capital. This rise in literacy also creates a 2.5% increase in productivity (Movement for Canadian Literacy).

To improve job opportunities

People with low proficiency in literacy tend to have lower rates of employment, and they tend to work in occupations with lower skill requirements. Adult wage rates are also highly related to literacy skill. Adults with strong literacy skills earn roughly 68% more than those with weak literacy skills (Canadian Literacy and Learning Network, 2012).

To reduce crime

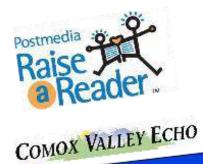
On average, offenders have significantly lower literacy skills than the general population. Investing in literacy, especially for families and youth at risk, is an effective crime prevention strategy.

To improve overall health and reduce healthcare costs

People with low literacy skills have poorer overall health. Low literacy skills lead to misuse of medication or misunderstanding of health information. Reading practices in daily life are strongly related to health literacy (Canadian Council on Learning, 2008).

To improve the lives of our children

There is a direct correlation between literacy levels and quality of life. Parents who have strong literacy skills and who have pursued further education increase the probability of their children's success in school and lifelong learning. Investing in a parent's learning is a direct investment in their children's literacy abilities.







Selected 2013-14 Raise-a-Reader Funded Activities and Programs:

- Family Literacy Week (Jan. 20-27th, 2014)
- Books For Treats (Oct. 31, 2013)
- Cultural Literacy National Aboriginal Day (June 21, 2013)
- Books on the Run Lending Library
- Glacier View Waiting For the Bus FLO Program (2013-2014)
- Adult Financial Literacy Program (ALC, 2014)
- Adult Computer Literacy Program (ALC, 2014)
- Adult Cultural Literacy Exchange Program (ALC)

COMOX VALLEY ECHO





2013 RAISE-A-READER BENEFICIARIES

The Comox Valley Lifelong Learning Association (CVLLA) and the Adult Learning Centre (ALC) will direct 100% of the funds raised to local literacy programs, resources and activities for families, youth, and adults.



CVLLA works with community partners to raise literacy levels of all Comox Valley citizens, young and old, by raising awareness of literacy, distributing books, and coordinating accessible Literacy and Essential Skills programming for families and young adults.



The Family Litercy Outreach Advisory Committee works to promote and enhance family literacy by creating and supporting effective and accessible learning and literacy opportunities for families. Members include SD71, Immigrant Welcome Centre, PacificCare, Island Health, Aboriginal HeadStart, Aboriginal Early Years Program, Success by Six, CV Family Services, Vancouver Island Regional Library, 4Rs, and others.



The ALC offers free one to one tutoring and mentoring for adults in need of assistance, from 19 years old to seniors. The ALC offers specialized tutoring in a variety of subjects including math, reading, ESL, computer, basic skills and support for students taking college courses.

2014 RAISE-A-READER CONTACTS

Danielle Hoogland CVLLA Literacy Outreach Coordinator

250-897-2623 dhoogland@shaw.ca www.cvliteracy.ca Lynn Moseley Adult Learning Centre Executive Director 250-338-9906

250-338-9906 admin@cvalc.ca www.cvalc.ca Dave MacDonald Publisher, Comox Valley Echo

250-334-4722 dmacdonald@ comoxvalleyecho.com www.comoxvalleyecho.com

Appendix 7: Books for Treats



Books for Treats 2013 Report

Books Donated:

Book donor	# of books	Cost - actual	Cost – in kind	TOTAL (actual
				+in-kind)
Coles	280	\$0	\$3x280=\$840	\$840
Retired teacher	67	\$0	\$6 x 67=\$402	\$402
Used books	160	\$0	\$160	\$160
(donated)				
Used books	100	\$50.61 (Lynn was	\$100	\$150.61
(purchased)		given a 50%		
		discount)		
Used books (from	25	\$0	\$12.50	\$12.50
Rotary)				
TOTALS	632	\$50.61	\$1514.50	\$1565.11

Distribution:

Location	# books distributed
Courtenay library	150
Comox mall	150
Cumberland library	250
Hornby Island	20
Black Creek pre-school	19
Fathers Involvement Network	20
Alano Club childcare	15
Waiting for the Bus program	8
TOTAL	632

Appendix 8: Family Literacy Week 2014

Report submitted by Lynn Joseph

What a fabulous week full of community events for families and their little ones, as well as Kindergarten/Grade 1's, on Denman, Hornby the whole school community and Black Creek community. The three main events were held in Courtenay, Cumberland and Comox libraries. Book bags were handed out. Helen Austin was the lead performer in every site. In Courtenay there was also celebrity readers, Rhyme Time and a Cree storyteller. In Cumberland two celebrity readers came and in Comox Colleen N. held a lively rhyme/story time after Helen's performance. Bobs and Lolo were already scheduled to perform in Black Creek so we supported the event with book bags and crayons.

The C.V. Echo and Record were so supportive and provided excellent coverage with articles on literacy, the week's event schedule, and an interview with Helen. Follow-up pictures were placed in the Thursday/Friday papers. Our *Catch Your Family Reading* contest in the Echo will run from February 3 to Family Day Feb 10. Winners will be announced in the Echo on February 11.

The generous support from Thrifty Foods and Starbucks covered all of the food and beverage costs. Snacks were provided in every book bag. CLLA Board members Tony and Colleen N. stuffed the book bags with Danielle and I. Courtenay library staff and I set up the Courtenay venue, library staff in Cumberland and Comox library set up welcoming spaces for families as well. Katie and Joseph Dunn were greeters, with Danielle, handing out book bags in Courtenay and Cumberland. A library page welcomed families with me in Comox.

In the Courtenay library, interactive play stations were created by ECE-BC, Pacific Care Society, Child Development Association, Early Years Aboriginal program, StrongStarts SD#71, C.V. Family Services and 4 Rs Education Centre. They were busy from 10 to 12:30 engaging children and their families in creating play dough, feather art, bowling, monkeys on the bed and doing self-portraits.

Adult learning information tables were set up by the Adult Learning Centre, Immigrant Welcome Centre, NIC, Comox Valley Volunteer, Health Unit (first time) and CEAS. These were very accessible and active.

Katherine Vandervoort, the C.V. Art Gallery educator set up in the gallery and was visited by a lot of families as she led them in making recycled art pins.

"Show your VIRL sticker on 5th Street" for free hot chocolate at The Zocalo and a 10% meal discount as well as a 10% discount at Whales Tale Toys and 20% at Laughing Oyster Books was part of the Courtenay literacy event. Each venue reported seeing more families than usual as a result.

Family Literacy Week 2014 Book Distribution

Location	# book bags distributed
Courtenay library	206
Comox library	45
Cumberland library	38
Hornby and Denman Island	30
Black Creek	47
Waiting for the Bus program/GV-FLO	8
Courtenay El. Kindergarten	17
Queneesh Kindergarten	40
Courtenay El. StrongStart	15
Aboriginal Early Years Program, Fridays Child & HeadStart	45
CV Family Services	6
Cumberland K/Gr. 1, StrongStart, 2 preschools	57
TOTAL	554



Helen Austin performance at Courtenay Library -January 27th, 2014

