

**Regional Literacy Networks
and
Local Boards**

Celebrating Literacy for a Healthy Economy

FINAL REPORT

January – March 2007

TABLE OF CONTENTS

I. Background.....1

II. Highlights of Products and Events2

III. Employers3

IV. Lessons Learned4

V. Future Plans6

VI. List of Products7

VII. List of Events10

VIII. Contacts.....23

FINAL REPORT ON PROMOTING LITERACY FOR A HEALTHY ECONOMY

I. Background

Literate communities are good places to live and good places to do business. Communities that embrace literacy as a goal encourage a learning environment in which everyone takes responsibility for raising the bar on literacy: employers, educational institutions, unions, social service organizations, the media and learners....individuals, children, families or workers.

Studies consistently show that investing in literacy has a positive economic impact. Without strong reading, writing and numeracy skills, individuals have fewer possibilities for sustainable employment and cannot access further education or training that leads to better work opportunities. Results from a 2003 survey, *Our Competencies: Canadian Results of the International Adult Literacy and Skills Survey*, indicate that:

- Average literacy scores in Ontario have not improved significantly in the past ten years even though educational attainment has improved.
- 42 percent of Ontarians age 16 to 65 (representing 3,400,000 people) do not have the necessary literacy, numeracy and essential skills required for the modern economy and labour market.
- The largest proportion of workers with inadequate literacy and numeracy skills are in the manufacturing, construction, transportation and gas and electricity sectors.

In Ontario, there are services for adults through the Literacy and Basic Skills Program. There is also family literacy programming available through the Early Years initiative as well as many interventions in the school system to give children the literacy skills they need to graduate and to succeed. Expanded opportunities for Academic Upgrading are creating more and better pathways to high skill training and employment.

However, not everyone is aware of the benefits of literacy to the community or of the services and supports that are available. It is important to build awareness of these valuable services and celebrate the contribution of community leaders in supporting and championing literacy, whether they are businesses, organizations or individuals.

A one-time special fund, *Promoting Literacy for a Healthy Economy*, with a total allocation of \$500,000 was created. The goal of the fund was to invite local business leaders, learners, literacy service providers (community-based, colleges and school boards) and other community partners and stakeholders to raise awareness of the value of literacy in building healthy communities and to celebrate local service successes.

In keeping with this theme, the Community Relations and Literacy and Basic Skills Units agreed that Local Boards – because of their broad connections to business, labour, and other key labour market stakeholders – were well positioned to undertake this unique promotional campaign in partnership with Regional Literacy Networks. The following criteria were used to select 10 areas of the province where the campaign would be conducted:

- Local boards' history in undertaking partnership projects and activities in support of literacy;
- Literacy challenges identified in the Trend, Opportunities and Priorities (TOP) reports;
- Potential for comprehensive regional coverage resulted from the Local Board/Regional Network partnership, including the new Ministry regional configuration;
- Opportunity for bilingual campaign coverage in Eastern and Northern Ontario;
- Availability of provincially funded literacy and basic skills services; and
- Experience of Local Board in leading and managing partnership projects.

Based on these criteria, the following areas were chosen:

Cornwall area
 Peterborough area
 Durham area
 Toronto
 Niagara region
 London area
 Windsor area
 Simcoe County
 Thunder Bay
 Timmins area

The Local Boards, in consultation with the Regional Literacy Networks in these areas were invited to submit proposals to undertake the promotional campaigns. A meeting was held in Toronto on November 20, 2006 with representatives from the Local Boards and Regional Literacy Networks to exchange ideas and ask questions about the initiative. Operating Guidelines were developed and sent out by the end of November 2006. Funding agreements with the Local Boards were approved in late December 2006 and contracts ran from January 2007 to March 2007.

II. Highlights of Products and Events

The funding criteria required that each area include employers, industry, labour and literacy service deliverers in a public event. As well, promotional products and/or tools were to be developed with the intent that they be adaptable for use by other areas. A list of products and events are included as part of the Report (see section VII and VIII).

A range of **products and tools** were developed; some for promoting the event itself, others as take away documents to be used in the workplace.

In Northern Ontario, the decision was made to create a pan-northern document, *Literacy Works! The Foundation of a Healthy Economy in Northern Ontario*, which could be used anywhere in the north. The final document, along with some funds, was provided to Sault Ste. Marie, Sudbury, North Bay and Dryden to undertake their own mini-Celebrating Literacy event.

The Western Region soon followed suit and *Making Cents of Literacy: The Bottom Line Impact* - with the opportunity to insert local success stories - was provided to Niagara, London, Hamilton, Brantford, Sarnia, Grey-Bruce, Windsor and Kitchener.

In **Eastern Ontario**, Cornwall chose to use existing information while Peterborough created a generic manual, *Want the Competitive Edge? Literacy in the Workplace*, that could be used across the province.

The Central Region built on what already existed. In Toronto, they created fact sheets, *Literacy Works*. In Barrie, they created *Essential Skills for Workplace Competitiveness...Internet Toolkit for Employers* that provided access to a wide range of materials on workplace literacy and in Durham, they created a Booklet, *Essential Skills to Boost the Bottom Line*.

Four of the areas responded to the challenge of promoting literacy and engaging employers by undertaking a variety of additional outreach strategies over and above print material and events. While the message was the same, each took a different approach.

In **Peterborough**, their message was delivered through the creation of a Television Ad. This Ad shows two employers meeting over a coffee, discussing their year end business results. The employer who tackled the issue of workplace literacy and employee development has increased his productivity substantially over the past year, while the other employer has clearly not done as well. It is clear in its message that a literate workforce increases productivity.

In **Windsor**, they chose a hands-on approach and created a board game, *Sweet Success .. Powered by People*. The Board game is played by teams of three to eight employers. This team of employers are recent owners of a candy production facility. As owners, they become a management team for five key employees. They are provided with a bio on each employee that includes age, education, strengths and challenges in each of 14 essential skills areas and through a series of business challenges, the Team has to make decisions that eventually demonstrate how a literate workforce increases productivity.

In **Cornwall**, they went with a political message. The Mayor of Cornwall officially proclaimed the month of March 2007 as "Literacy Month". The proclamation noted that more than 38 percent of Canadians can read only simple words or sentences. "Imagine being unable to read a menu, a street sign or your child's report card....Imagine being unable to pursue a dream."

In terms of **events**, each area developed its own strategy. Some held only one event. Others held events in each community within their area. One area – **Thunder Bay** – held a series of events which went beyond the focus of employers and labour. They made presentations at the local Chamber of Commerce Annual Meeting, the Human Resource Professionals as well as individual presentations to the area's Top Ten employers. And then went a step further by doing specific outreach to Aboriginals, racial minorities and women. In **London**, they used the local cable TV station as a means to reach out to a much larger audience.

III. Employers

The greatest challenge for any organization is getting employers to come to the table. Employers are busy people, with 80% of them running small shops which require long hours and constant upkeep, making time is a valuable commodity. They are inundated with requests to attend meetings, sit on committees, take on co-op and OYAP students or to sign up apprentices. Unless they can clearly see an advantage for themselves and their businesses, they are not going to take the time to attend yet another meeting.

Despite this, employers did attend all of the events – in smaller numbers than hoped for, but most of those that did attend were swayed by the presentations. They found the information useful and over fifty employers indicated further interest and are in various stages of follow up by the Local Board or Regional Literacy Network. Requests include workshops for management teams, presentations to health and safety or training committees, to simply get more information or to discuss a particular need. A number of employers followed up to initiate workplace training.

IV. Lessons Learned

The lessons learned responses from the Celebrating Literacy Campaign can be grouped into four categories: **Planning**, **Partnering**, **Delivering**, and **Sustaining**.

Planning

The local boards and literacy networks identified the work done upfront before the project began as a critical success factor. Background information needs to be shared. Realistic expectations were cited several times, and one respondent suggested the project should have had a six-month timeline.

“Be realistic about what you can reasonably accomplish in a short time period . . . recognize that the more partners you involve will slow down the process. Take time upfront to check what capacity your partners have to participate in the project.”

“Be realistic in what you can accomplish. There is no sense in raising expectations that can’t be met.”

“Research what resource materials are available before creating more.”

“Ensure your partner and any contract staff understand all aspects of what your agency does, who you represent, and the full range of services available.”

“Expected outcomes must be reasonable/achievable given the time and resources available.”

Partnering

Local boards and literacy networks talked about how important it was to identify who they needed to work with and how they would work together right from the start. Some stressed the need to build upon existing relationships and others saw opportunities to form new linkages. Collaboration happened both internally, amongst the TCU-funded agencies, and externally, with other stakeholders who could help to achieve the objectives of the project, including the audience, employers. All agreed that communication was the essential glue that held the partners together.

“3-4 months is a tight timeline, so the collaboration of all parties is integral to ensuring expected outcomes are met.”

“It would have been helpful to have the partnership expectations clearly articulated from the beginning.”

“A clear understanding of the part/s each partner will play in the partnership helps the project run smoothly.”

“Create the plan through collaboration – maximize on each other’s strengths – we found that having the network as an extra set of eyes and a means to generate additional ideas strengthened the overall project.”

“Whenever partnering is required, communication before, during and after the project is key to success. . . [We] engaged in active communication from the outset.”

“Make sure that you have a great relationship with literacy providers in the area as well as great relationship with the media. They are the key to accessing employers and employer groups.”

“Build on the existing work and the partnerships that you already have.”

“Use the experts in the field, i.e., networks.”

“Look at the partnership opportunity as a starting point on which to build momentum and relationships with the business community.”

“Make sure all parties are looking for the same outcome and err on the side of too much communication with your partners rather than too little.”

“Partner with existing business organizations, i.e., Chambers of Commerce. I found that getting buy-in from the Chamber of Commerce’s executives (staff and board members) is important so that they in turn promote to their membership.”

“An advisory group with more business representatives would have been helpful.”

Delivering

Local boards and networks provided some specific feedback on what approaches worked well, and what should be done if the initiative is repeated or expanded.

“Consider a different name, [such as a] reference to essential skills.”

“We jointly developed a unique means of marketing the value of literacy to employers, deciding to take a more targeted approach. Rather than conducting a broad marketing campaign, we decided to conduct employer workshops. Our press releases got the word out to the broader community, but it was those 67 employers who gained a deeper appreciation of the value of literacy.”

“go out on a limb and do things you believe in.”

“I would strongly recommend that other boards or literacy networks consider utilizing an interactive workshop both as a means of marketing and to deliver very specific key messages. . . . We did a 10 minute presentation prior to the exercise and you could see the level of audience engagement escalate once the activity was initiated.”

“Review materials produced in this campaign and don’t re-invent the wheel by producing

entirely new stuff. Don't use the excuse that it isn't exactly the way you would have done it."

Sustaining

Local boards and networks noted that realistic expectations not only applied to what could be accomplished within the scope of the project, but also to what could be sustained when the project is completed.

"Make sure that you have had a capacity discussion – what happens if you succeed? . . . Think about the sustainability of what you are creating. If it is solely reliant on dollars to keep it going, you won't be able to keep up the momentum."

"I would advise a long lead time to contact employers – it can be time-consuming to identify the best contact person in a given company and send out invitations by mail or fax directly to that person."

"Be patient with employers. It takes time to establish relationships. Especially in manufacturing, respect their work schedules. Don't expect to get things done quickly."

V. Future Plans

Follow up activities planned by Local Boards and Regional Literacy Networks can be grouped by the type of activity and its intended audience.

Most regions are following up with those employers who expressed interest by scheduling presentations, distributing materials, and, in cases where employers had already been working with the network and local board on the issue, actually negotiating delivery of training.

Several regions are expanding their marketing and promotion of literacy to new employers, either within the region where events occurred during the Celebrating Literacy Initiative, or into regions where events did not occur. Generally, regions indicated their intention to deliver broad-based, community-wide promotion and awareness building, and have identified HR and sector associations, Boards of Trade, and Chambers of Commerce as partners in these efforts. Some regions are expanding their promotional efforts to focus on new audiences, such as high school students and labour adjustment action committees.

One network has adopted the term, **Celebrating Literacy**, as a slogan for regional marketing materials being developed, and others plan to incorporate the newly-developed materials into other literacy events, such as International Literacy Day celebrations on September 8th and professional development for literacy practitioners. Some networks identified ongoing follow up with their delivery agencies to determine the impact of the initial campaign.

Most regions have stated the intention of sharing their resources with other local boards and literacy networks across the province.

One area suggested their follow up to the campaign to increase awareness would be *"a more focused discussion with industry to identify how to best deliver workplace literacy."* One Local Board has applied for a summer student to first conduct research around what resources are available in the region, so that the literacy network and delivery agencies can develop a comprehensive and flexible plan for workplace literacy coordination and delivery.

VI. List of Products

Northern Region

Thunder Bay

In partnership with Far North East Training Board and Literacy North east developed a

- Kit which includes:
 - Literacy Works! The Foundation of a Healthy Economy in Northern Ontario – a publication which makes business case for workplace literacy
 - information on workplace/workforce literacy
 - poster calendar
 - pull out on literacy agencies across Northern Ontario
- Kit and financial support to promote initiative provided to North Bay, Sault Ste. Marie, Dryden, Sudbury.
- Evaluation form developed in both languages
- Print Advertisement in Northern Ontario Business newsletter
- Radio Advertisement and CD
- Promotional Fax out letter to 1100 Chamber of Commerce businesses
- Letter to 220 members of Human Resource Professional Association of Northwestern Ontario

Timmins

In partnership with North Superior Training Board and Literacy North east developed a

- Kit which includes:
 - Literacy Works! The Foundation of a Healthy Economy in Northern Ontario – a publication which makes business case for workplace literacy
 - information on workplace/workforce literacy
 - poster calendar
 - pull out on literacy agencies across Northern Ontario
- Kit and financial support to promote initiative provided to North Bay, Sault Ste. Marie, Dryden, Sudbury.
- Powerpoint presentation - Literacy – The Foundation Of A Healthy Economy In Northern Ontario
- Press releases
- Radio ads

Western Region

Windsor

- Sweet Success.Powered by People – interactive board game demonstrating the contribution literacy makes to workplace productivity.
- Facilitator's Guide to Sweet Success
- Power Point Presentation – Literacy in Canada today, business Case for improving Literacy, etc.
- Publication: Making Centres of Literacy...Bottom Line Impact (customized from Niagara publication) – makes business case for workplace literacy
- Media releases, flyers

Niagara

- Literacy in the Niagara Region – a research document providing up-to-date snapshot of literacy levels
- Making Cent\$ of Literacy - Power Point Presentation
- Publication: Making Cent\$ of Literacy...Bottom Line Impact – business case for workplace literacy
- Customized Publication: Making Cent\$ of Literacy...Bottom Line Impact publication made available to following areas: Hamilton, Waterloo-Wellington, Sarnia-Lambton, Grey Bruce Huron Perth Georgian Triangle
- Making Cent\$ of Literacy - Post card that highlights quick facts about literacy
- 2008 Calendar which highlights Niagara literacy agencies

London

- Publication: Making Cents of Literacy' book - The bottom line impact – makes the case for workplace literacy
- 'Keys to Success' 4" x 6" handout which makes the case for workplace literacy.
- Power point presentation on Workplace literacy (on CD)
- Radio Ads (on CD)
- Frequently asked questions (which are being used by Chambers of Commerce and Human Resources Professionals of London and District (HRPLD) for any enquiries by their members)
- Poster (used on display board)
- Employer Checklist
- Employer Bookmark
- 'Literacy for Life' guide

Central Region

Durham

- Booklet: Essential Skills to Boost the Bottom Line
- Poster with tear-off contact sheet for Literacy Network of Durham Region
- Power Point Presentation – Essential Skills Boost the Bottom Line
- Radio Ad – makes business case for workplace literacy
- Media release, print advertisement

Simcoe County

- Research document on available tools, resources and best practices on workplace literacy.
- Power point presentation highlighting research document
- Publication: An employer Guide to Essential Skills (based on document created by Grand Erie Training and Adjustment Board) which makes business case for workplace literacy.
- CD-ROM Internet Toolkit for Employers providing link to tools and resources.
- Print Advertisement
- Online survey

Toronto

Literacy Works! - Fact sheets, posters and postcards

Eastern Region

Peterborough

- Resource Manual
- News releases
- TV AD
- Email Marketing Blitz
- Link to Literacy Ontario Central South, WDB and Employment Ontario
www.workplaceliteracy.ca

Cornwall

- Powerpoint presentations at two Career Fairs on skills development and workplace literacy programs
- Press Release – announcing the launch of the literacy campaign - March 2007 Declared Literacy Month for Adult Learners a
- Press Release – Celebrating Literacy for a Healthy Economy
- Flyers – Celebrating Literacy for a Healthy Economy
- Radio advertisements
- Live, Learn and Work Awards

VII. List of Events

Northern Region

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Jan30	Media Conference (1:00 PM) and launch of <u>Promoting Literacy for a Healthy Northern Economy</u> with the Honourable Minister, Chris Bentley, MTCU, dignitaries and guests North Superior Training Board	North Superior Training Board Office, Thunder Bay	30	Yes
Jan30	Thunder Bay Chamber of Commerce AGM Honourable Minister Chris Bentley to deliver remarks on “Promoting Literacy for a Healthy Northern Economy” North Superior Training Board	Valhalla Inn, Thunder Bay	150	Yes
Feb17	Human Resource Professionals Association of Northwestern Ontario North Superior Training Board	Thunder Bay	75	No
Feb21	Thunder Bay Chamber of Commerce After Business North Superior Training Board	Victoria Inn Thunder Bay	90	No
Feb22	Niigaantige 2007 Career Exposition North Superior Training Board	Lakehead University	1000	Yes
Feb22	Timmins - Official Launch of the campaign in partnership with Timmins Chamber of Commerce (Ask to Experts information session) Far Northeast Training Board	Timmins City Hall	25	Yes

Northern Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar01	Timmins – Launch Breakfast with Timmins Chamber of Commerce (Ask the Experts information session) Far Northeast Training Board	Cedar Meadows, Timmins	100	Yes
Mar08	Cochrane – Employer Luncheon prior to FNETB monthly meeting Far Northeast Training Board	Polar Bear Habitat, Cochrane	30	Yes
Mar09	Iroquois Falls – Employer Lunch (11:45am-1:15 pm) Far Northeast Training Board	Silver Grill, Iroquois Falls	30	Yes
Mar13	Hearst – Employer Lunch (11:45am – 1:15 pm) Far Northeast Training Board	Companion Motel, Hearst	30	Yes
Mar14	Presentation to CEP – Communication, Energy & Paperwork Union – 12 noon – Celebrating Literacy Literacy Northwest/North Superior Training Board	CEP Labour Adjustment Centre, Thunder Bay	30	No
Mar14	Kapuskasing – Employer Lunch (11:45am–1:15 pm) Far Northeast Training Board	Centre de loisirs, Kapuskasing	30	Yes
Mar19	Chapleau – Employer Lunch (11:45am – 1:15 pm) Far Northeast Training Board	Aux Trois Moulins, Chapleau	30	Yes
Mar19 -30	Presentations to Thunder Bay’s Top 10 Largest Employers on “Literacy Works for a Healthy Northern Economy” North Superior Training Board	Thunder Bay	10	No

Northern Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar21	Diversity Thunder Bay – Building a Welcoming Community Breakfast Celebration North Superior Training Board	Italian Cultural Centre, Thunder Bay	100	Yes
Mar21	Thunder Bay Chamber of Commerce After Business North Superior Training Board	Travelodge Airlane Hotel	90	Yes
Mar21	Literacy Works – Launch Muskoka-Nipissing-Parry Sound Local Board	Microtel, Parry Sound	20	No
Mar22	Strategic Partnerships for Action: A Focus on Workplace and Workforce Literacy in Ontario Forum Literacy Northwest North Superior Training Board	Prince Arthur Hotel Thunder Bay	55	Yes
Mar22	Kirkland Lake – Employer Lunch (11:45am – 1:15 pm) Far Northeast Training Board	Howard Johnson, Kirkland Lake	30	Yes
Mar22	Celebrating Literacy (7:30 a.m. until 9 a.m.) Sudbury & Manitoulin Workforce Partnerships Board, Mid-North Literacy Network	Holiday Inn on Regent Street in Sudbury	40	No
Mar23	Temiskaming Shores – Employer Breakfast Far Northeast Training Board	Joe’s Family Restaurant, Temiskaming Shores	30	Yes
Mar23	Literacy Works – Launch (10:00 a.m. to Noon) Muskoka-Nipissing-Parry Sound Training Board, North Bay Literacy Council	Inn on the Bay, North bay	40	Yes

Northern Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar24	Northern Women's Expo – Thunder Bay Business Women's Network North Superior Training Board	Valhalla Inn, Thunder Bay	1000	Yes
Mar27	Thunder Bay Literacy Services Planning Meeting Literacy Northwest North Superior Training Board	Canadian Hearing Society Boardroom, Thunder Bay	12	Yes
Mar27 and 28	Bi-National Forum 2007 Nishinawbe Aski Development Fund Business & Trade Development Forum North Superior Training Board	Travel Lodge Airline Thunder Bay	200	Yes
Mar28	Aboriginal Employment Resource Committee Employer Literacy Breakfast North Superior Training Board	Thunder Bay	80	Yes
Mar29	Celebrating Literacy (9 a.m. until 10:30 a.m.) Sudbury & Manitoulin Workforce Partnerships Board; Mid-North Literacy Network	Anchor Bar & Grill, Little Current	30 to 40	No
Mar30	Northwest Regional Literacy Services Planning Mt'g Literacy Northwest Northwest Training and Adjustment Board	Holiday Inn, Dryden	15	Yes

Northern Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar30	Mail out of Literacy Works! to all Northwestern Ontario Chambers of Commerce, Community Adjustment offices, regional reps on NSTB Board of Directors for disbursement of kits to businesses, MP's, MPP's and municipal politicians, local and regional school boards and Job Connect Regional offices North Superior Training Board	North Superior Training Board region	100	
Mar31 – May30	Radio Blitz 180 30 second spots across North Superior Training Board region focused on Literacy Works! employers and workers North Superior Training Board	NSTB Region from Thunder Bay to White River	40,000 listeners	
Apr20	Northern Ontario Business – Education/Training Full Page Ad/Editorial on this campaign featuring all Northern Boards and Celebrating Literacy Campaign North Superior Training Board	Northern Ontario	25,000 distribution	

Western Region

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Jan31	Media Conference (11:00 AM) on <u><i>Celebrating Literacy for a Healthy Economy</i></u> with the Honourable Minister, Chris Bentley, Ministry Training, Colleges and Universities, dignitaries and guests Elgin Middlesex Oxford Local Training Board	Elgin, Middlesex, Oxford Local Training Board Office, London	45	Yes
Jan31	CBC Interview Elgin Middlesex Oxford Local Training Board	Elgin Middlesex Oxford Local Training Board Office, London	1,000's listeners	Yes
Feb01	Cable program "Politically Speaking" 1 st piece St. Thomas & District Chamber of Commerce Elgin Middlesex Oxford Local Training Board	Rogers Cable, St. Thomas	2,500 viewers	Yes
Feb15	Cable program "Politically Speaking" Elgin Middlesex Oxford Local Training Board Air Date: March 1 st	Rogers Cable, St. Thomas	2,500 viewers	Yes
Feb15	Employer Pilot – Sweet Success Interactive Literacy Game South Western Ontario Industry-Education Council	Windsor	12	No
Feb16	Training Excellence Recognition Awards of Niagara 2007 Business Education Council of Niagara – Partners Breakfast Niagara Training & Adjustment Board	Sheraton Falls View, Niagara Falls	700	Yes

Western Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Feb22	SW Ontario Dairy Symposium Elgin Middlesex Oxford Local Training Board	Woodstock	400	Yes
Feb22	Chamber of Commerce – Biz After Biz Elgin Middlesex Oxford Local Training Board	Strathroy	40	No
Feb26	Employer Focus Group Elgin Middlesex Oxford Local Training Board	EMOLTB Office London	15	No
Mar01	Lunch Meeting with the Chambers Elgin Middlesex Oxford Local Training Board	London	10	No
Mar06	Woodstock Chamber Business After Five Elgin Middlesex Oxford Local Training Board	Woodstock	80	Yes
Mar09	Launch of Making Cent\$ of Literacy Niagara Training & Adjustment Board	White Oaks Resort and Spa	40	Yes
Mar12	Celebrating Literacy Event With literacy service providers Elgin Middlesex Oxford Local Training Board	London	10	No
Mar13 -April 29	Radio Ads Series – 6 series rotation On BX93 (London), Q97.5 (London), MyFM (Strathroy), HeartFM (Woodstock) Elgin Middlesex Oxford Local Training Board	London, Elgin, Middlesex, Oxford	1,000s	Yes

Western Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar15	Cogeco – Interview Niagara Training & Adjustment Board	Niagara	2500	Yes
Mar16	Today's Business – Interview Rogers Television London Elgin Middlesex Oxford Local Training Board	Rogers Television London	25,000	Yes
Mar19	Making Cent\$ of Literacy... Bottom line impact Presentation Niagara Training & Adjustment Board	Casablanca Inn, Grimsby	40	Yes
Mar19	Making Cent\$ of Literacy... Bottom line impact Southern Ontario Literacy Network Forum Niagara Training & Adjustment Board	Casablanca Inn, Grimsby	30	Yes
Mar21	Work4Success Conference Elgin Middlesex Oxford Local Training Board	Cambridge	200	No
Mar21	Sweet Success .. Powered by People Employer Literacy Training Session showcasing the ROI for employee development South Western Ontario Industry-Education Council	Caboto Club Windsor	10 Employers	No
Mar23	Niagara Employment Expo 2007 Niagara Training & Adjustment Board	St. Catharines	30-50 employers 500+ visitors	Yes

Western Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar23	St. Catharine's/Thorold Chamber of Commerce Niagara Training & Adjustment Board	Holiday Inn St. Catharines	50-75 employers	Yes
Mar26	Sweet Success .. Powered by People Employer Literacy Training Session showcasing the ROI for employee development South Western Ontario Industry-Education Council	Self Employment Assistance Program Leamington	12 New Entrepreneurs	Maybe
Mar27	Welland Rotary Luncheon Making Cent\$ of Literacy...bottom line impact presentation Niagara Training & Adjustment Board	The Venice, Welland	35	Yes
Mar27	Employer "Celebrating Literacy" Dinner Elgin Middlesex Oxford Local Training Board	London	75	No
Mar27	Sweet Success .. Powered by People Employer Literacy Training Session showcasing the ROI for employee development South Western Ontario Industry-Education Council	Chez Talbot St. Clair College Windsor	20 Employers	Maybe
Mar28	Sweet Success .. Powered by People Employer Literacy Training Session showcasing the ROI for employee development South Western Ontario Industry-Education Council	Colasanti's Greenhouses Ruthven ON	20 Employers	Maybe

Western Region ...contd

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Mar29	Sweet Success .. Powered by People Employer Literacy Training Session showcasing the ROI for employee development South Western Ontario Industry-Education Council	Caboto Club Windsor ON	20 Employers	Maybe
Mar29	London Mega Business After 5 Elgin Middlesex Oxford Local Training Board	London	500	No
Apr10	Literacy Council of Fort Erie – Annual General Meeting Niagara Training & Adjustment Board	Fort Erie	40-50	No
Apr13	Cogeco – Community Segment Niagara Training & Adjustment Board	Niagara Falls	2000+	Yes

Eastern Region

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar01	March as Literacy Proclamation by City of Cornwall Eastern Ontario Training Board	City Hall, Cornwall	10-15	Yes
Mar01	March as Literacy Proclamation by City of Hawkesbury Eastern Ontario Training Board	City Hall, Hawkesbury	10-15	Yes
Mar01 -15	Newspaper articles on literacy in 5 English and 3 French newspapers to highlight literacy and impact on the economy. Eastern Ontario Training Board	Cornwall, Hawkesbury, Allexandria, Rockland, Morrisburg, Casselman.	8 newspapers and 8 literacy service providers	Yes
Mar07	Employer workshops as part of a career fair Eastern Ontario Training Board	Civic centre Cornwall	60 employers 2500 visitors	Maybe
Mar08	Employer workshops as part of a career fair Eastern Ontario Training Board	Hawkesbury Arena	40 employers 1500 visitors	Maybe
Mar30	Employer Breakfast Keynote Speaker Brigid Hayes: Brigid Hayes has an extensive background in the area of partnerships between business and labour as well as in the subjects of labour market issues, workplace literacy and Essential Skills. Workforce Development Board	Holiday Inn Peterborough Waterfront	100	Yes
Apr18	Strategic Partners for Action – A Focus on Workplace and Workforce Literacy in Ontario Workforce Development Board	Elmhirst Inn and Resort Keene, Ontario	40	Yes

Central Region

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Feb 06	Celebrating Literacy Employer Breakfast Simcoe County Training Board	Nottawasaga Inn, Alliston	20 - 40	Unknown
Feb 08	Celebrating Literacy Employer Breakfast Simcoe County Training Board	Holiday Inn Barrie	20 - 40	Unknown
Feb 13	Celebrating Literacy Employer Breakfast Simcoe County Training Board (cancelled due to weather)	Mariposa Inn Orillia	20 - 40	Unknown
Feb 15	Celebrating Literacy Employer Breakfast Simcoe County Training Board (cancelled due to weather)	Brooklea Golf and Country Club, Midland	20 – 40	Unknown
Feb 28	National Adult Literacy Data Base @ Work Consultation hosted by the Ontario Literacy Coalition Toronto Training Board 10:00a.m.-3:00 p.m.	Oakham House, Ryerson Student Campus Ctr. Rm: OAK – 223, 2 nd Fl. 63 Gould Street @ Church	20	No
Mar07	Board of Trade Employer Networking Breakfast Toronto Training Board	Etobicoke	50	No
Mar10	Opportunities Fair with MPP Kathleen Wynne Toronto Training Board	Flemington Resource Centre 29 St Dennis Drive	100	Yes

Central Region ...contd

DATE of Event	EVENTS (include name of events that feature specific activities associated with the Celebrating Literacy Campaigns such as employer breakfasts, special award ceremonies, career fairs, etc.)	LOCATION (Identify venue and location)	Expected Number of participants	Media coverage expected Yes/No
Mar14	Board of Trade “The Power of Dedicated Networking” Employer Breakfast 7:30-9:00 a.m. Toronto Training Board	Centennial College Res. & Conf. Centre 940 Progress Avenue	50	No
Mar20	Board of Trade Building Business After Hours Employer Networking 5:30-7:30 p.m. Toronto Training Board	Etobicoke	50	No
Mar23	Employer Breakfast – “Promoting Literacy for a Healthy Economy” (Keynote: Dan Carter, Executive Producer, CHEX TV Channel 12 Durham) Durham Region Local Training Board	G.M. Place, Oshawa	25-30	Yes
Mar28	Board of Trade Get Connected Employer Networking Breakfast - Downtown Chamber of Commerce 7:45-9:00 a.m. Toronto Training Board	1 First Canadian Place	70	No
Mar30	Employer Breakfast – “Promoting Literacy for a Healthy Economy” (Keynote: Joan Wideman, V-P Employee Services, The Lenbrook Group of Companies, Pickering) Durham Region Local Training Board	Hilton Garden Inn, Ajax	25-30	
Apr12	Building Literacy event, sponsored by Urban Space Management for tenants and other employers Toronto Training Board	215 Spadina, 4 th floor	40 -50	unknown

VIII. Contacts

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