



# Newsletter

Spring/Summer 2014 Edition

Tri-County Literacy Council - June 26, 2014

Tri-County Literacy Council is a community-based, non-profit organization that enriches both community and individuals by addressing literacy needs

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## A Most Successful Year Comes to a Close

Dina McGowan, Executive Director

Hello Everyone. The 2013-2014 fiscal year officially closed on June 4th with wonderful presentations by all staff members outlining their accomplishments throughout the year. It was impressive. When you hear of the many types of achievements that came to fruition, one realizes that such feats are only made possible through hard work, dedication, and much teamwork. It is these factors that create the “magic” at Tri-County Literacy Council.

The agency works on a very small budget when one considers its goals. This year the agency must reach 175 learners who fit learner profiles defined by the Ministry of Training, Colleges and Universities. Multiple suitability indicators such as:

- level of education
- time out of training; and
- age

... ensure the agency is working with clients who most need Literacy Basic Skills training. Other items are also measured. These include:

- **learner progress** which measures the successful completion of the required milestones on a learner’s goal path (learners must choose

one of the following goal paths – independence, employment, secondary/post secondary education, apprenticeship)

- **completion of the goal path** which measures the successful completion of all elements of the learner plan
- **customer satisfaction / coordination** which measures a learner’s satisfaction with the program at exit and how the agency supports access to and from other education, training and community services, and how this is effectively incorporated into a learner’s plan

Literacy training is aiming more and more toward an exacting science as elements of training are weighed and evaluated. It is helpful when you realize that every dollar spent must count toward the ability to provide the fundamentals of learning to someone in need.

This sounds like such a chore until you meet the staff at Tri-County Literacy Council. They make it fun. Together, we design interesting and challenging curriculum, complemented by real life experiences. We also invite the community to augment our training.

## A Most Successful Year Comes to a Close (Continued)

Tri-County Literacy Council offers FREE training programs (from Literacy Basic Skills to Occupational courses) in the environment that best suits your learning style and goals. We provide:

- One-on-One Tutoring
- Small Group Classroom

Courses are offered at various times of the year, depending on labour conditions and learner needs.

Visit our website regularly; to learn about the latest FREE courses being offered, or call 613-932-7161.

Community partnerships are an integral part of the training as they provide assistance with:

- interviews
- employment
- job shadowing
- and much more

We know it takes a village to raise a child. We often forget that same village continues to uphold our needs as adults whether they are spiritual, educational, physical and/or psycho/social. Tri-County Literacy Council relies on this village and it is forever grateful for the support shown to the agency as shared by its community members. These members include our Board of Directors who provides the agency with the wisdom and guidance to make the plans that ensure success throughout the year. The Board of Director's for the 2014-2015 year consists of:

- Mrs. Carol Potts
- Mr. Tom Swift
- Ms. Shirley Fraser
- Mrs. Cathy Levac
- Mr. Angus Kelly

If you or someone you know is interested in joining the Board please email:

[tri-countyliteracy@on.aibn.com](mailto:tri-countyliteracy@on.aibn.com)

Members must be 19 years of age or more, have a flexible time schedule (meetings are usually held late morning to early afternoon, every second month), and preferably have experience in fields beneficial to the agency (education, law, social work, marketing, business, finance / accounting etc.) Your resume will be considered and if a suitable opening exists you will be contacted immediately. **You too, can be part of the village that is making meaningful differences in people's lives.**

Now, a new season is upon us and the agency looks forward to even greater success.

A recent donation by the Sunrise Rotary Club of Cornwall will enable the agency to seek out digital signage. More will follow as the agency works its way through work orders, permits etc. Keep an eye out at Second and Augustus as the "big ugly sign" which does a tremendous job is eventually replaced with "a sign of the time". Until next time...



## Educational Assessment - Now is the time!

Carolyn Eva, Educational Assessor

When summer arrives, most people are not thinking about school. In fact, most schools are closed for the summer and students are on holidays.

However, Tri-County Literacy Council is OPEN at this time and it is an opportune occasion to plan for fall training.

### Now is the time to:

- call and schedule a meeting with the educational assessor
- consider your goals
- ensure everything is in place, as you start to work on those goals

Whether you need to upgrade your Essential Skills to:

- obtain high school credits
- take college courses
- prepare for employment

### ... assessment is key.

First Stop Assessment will help you plan your next educational steps, so that when September arrives (and your children are in school), you have a plan in place and are ready to begin your learning without delay.

**Get a head start with your goal this summer - complete your FREE educational assessment!**

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“

*Action is the foundational key to all success.”*

*Pablo Picasso*



## Volunteers Make All the Difference

Carol Anne Maloney, Coordinator of Volunteers and Literacy Trainer



**A Literacy Basic Skills (LBS) learner sharing her story**

At Tri-County Literacy Council we are fortunate to have many volunteers, from many walks of life, willing to devote their time to help our agency. Their contributions make a meaningful difference in our agency. Ways that people can volunteer include:

- being a guest speaker and sharing their expertise
- working in our Community Homework After-School Program (C.H.A.P.)
- assisting an instructor in a classroom setting
- performing administrative tasks
- tutoring in our One-on-One Mentoring program
- being a member on our Board of Directors

On Thursday, May 22, 2014 we had the opportunity to thank our volunteers at our Annual Volunteer Appreciation.

We were privileged to have four students from various programs speak on how volunteers have made a significant impact in their lives. We applauded these students for their courage and willingness to share their stories. What they had to say inspired our volunteers and made them aware of how valuable their gift of time and heart is.

I would also like to thank our generous sponsors who helped make the event even more special. They are:

- Cornwall Square
- Home Depot
- Nav Fit Sports Centre
- Moustache Joe's
- Roy Florist
- Parkway Inn and Conference Centre

“

*No act of kindness,  
no matter how  
small, is ever  
wasted.”*

*Aesop*

*Thank  
you*



## Food Counter Attendant & Kitchen Helper Training

Carol Anne Maloney, Coordinator of Volunteers and Literacy Trainer

This May, Tri-County Literacy Council was pleased to offer Food Counter Attendant & Kitchen Helper training. This curriculum was developed in partnership with Northern Connections Adult Learning Centers and Literacy Link Eastern Ontario.

Twelve learners graduated the training.

These students had the opportunity to learn:

- Food Safety and Sanitation
- Importance of Customer Service
- Workplace Safety

Course highlights included a visit from a Food Inspector from the Eastern Ontario Health Unit, and Danielle Bray, a

licensed Cook who worked in various kitchen environments - from Front Line Cook to Sous-chef patissier for the President of the Ottawa-Hull Chef's Association at the time.

Students also visited Job Zone to become informed on the various services they provide to job seekers, free of charge.

Links to local employers were developed enabling students the occasion to perfect their job interviewing skills.

We thank Glen-Stor-Dun Lodge, Subway, and Farm Boy for their support.

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“

*You miss 100% of the shots you don't take.”*

*Wayne Gretzky*




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*Thank you to our program partners:  
Glen-Stor-Dun Lodge  
Subway  
Farm Boy*

## Warehouse Worker / Material Handler Course

Nancy Pilote, Literacy Trainer

We are presently into our 9th session of the Warehouse Worker / Material Handler occupational curriculum program.

This 8-week course strengthens literacy skills with a focus on numeracy, as part of the 9 Essential Skills identified by the Ontario Ministry of Training, Colleges and Universities. These are the basic skills required for success at home, work, and play. More specifically, the mathematical component of the course focuses on areas, perimeters, and volume.

An initial assessment is conducted at the beginning of this training. Learners also complete tests and milestones, as part of this course.

An advantageous component of this course was additional certification made possible by a partnership developed with Fraser Workplace Safety Solutions.

This alliance saw graduates benefit from the following 3 additional certificates, based on practical experience:

- Forklift Operation
- WHMIS (Workplace Hazardous Material Information Systems)
- Propane Handling

Qualified graduates of the course, gain increased employment opportunities, due to this additional certification.

This valuable program creates job-ready employment candidates that hit the ground running when they take on employer-specific training.

Tri-County Literacy Council will again be offering the Warehouse Worker / Material Handler course in September 2014, as new warehousing facilities are being built, therefore creating an ongoing demand for such employees.



“  
Opportunities are usually disguised as hard work, so most people don't recognize them.”

*Ann Landers*

Thank you to our program partners:

Benson Group,  
SCM/Walmart and  
Fraser Workplace  
Safety Solutions

## Literacy Basic Skills (LBS)

Nancy Pilote, Literacy Trainer

The LBS students work on individual assignments, aligned with their individual goal path - which means improving Essential Skills for any of the following:

- employment
- apprenticeship
- secondary school credit
- post-secondary education
- independence

Weekly assignments are given to encourage students to use dictionaries and thesauruses to research spelling words and/or related topics. Word lists are used to develop sentences with improved grammar, punctuation, and proper meaning.

Students are challenged by varying math skill

levels such as decimals, multiplication, fractions, percentages and conversion.



A new program component sees learners read a book of their choosing weekly. The reaction to this course's latest addition has been very positive. As a result, students realize the importance of reading.

Tri-County Literacy Council maintains a library of books for anyone to use. Students are actively browsing this resource when making their weekly reading selection.

Learners continue to use the classroom computers, as they complete online assignments like math tutorials by the Khan Academy.

As much as possible, assignments are related to an individual's goal path. For some learners it means an emphasis is placed on math, while others may focus on oral communication or document use. It depends on what a learner is striving to achieve. This small group methodology suits learners seeking to close learning gaps and who are eager to move on in their educational journey.

Students are surveyed in the program, to ensure training is meeting their learning needs.

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If you would like to upgrade your Essential Skills call 613-932-7161 today.

The LBS program is free-of-charge and is offered on an ongoing basis.

You can sign up any time!



## Daycare Worker Training

**Kristina McDermid,**  
**Information Management Systems Coordinator and Literacy Trainer**

In May, a group of learners attended the Daycare Worker program, which offered them many great opportunities. The curriculum was developed by Literacy Link Eastern Ontario and is meant for individuals unsure whether this field is a good fit.

Their goal paths ranged from employment to college (St. Lawrence College's Early Childhood Education program specifically).

Benefits of this program included guest speakers from:

- Children's Aid Society
- Eastern Ontario Health Unit
- Ontario Works

Site visits to local agencies consisted of:

- Cornwall Public Library - Students learned of the many resources available and toured both the adult and children's sections.
- Ontario Early Years Centre - The resource centre was made available to the learners, as well as services explained.
- Job Zone d'emploi - Students learned of Job Zone's role in the community. This resulted in the majority of them registering for services.
- Richelieu Daycare - Learners experienced what it would be like to work in a daycare environment. Individually, they worked with different groups of children.

The final assignment consisted of developing a meal menu for a period of a week. These projects, presented at graduation, were elaborate and impressive. Most students created menus centered on healthy eating. Many brought in food samples - from yoghurt cookies and homemade fruit roll-ups, to fruit fish.

The class was a success. 100% of learners stated they recommend the course to those considering the training.

Having graduated from this Essential Skills training, two graduates applied to the local college.

Another session of the Daycare Worker training course is planned for fall of 2014. If you or anyone you know is interested in this FREE training, call 613-932-7161 for more information or to enroll.



“

*Education is not preparation for life; education is life itself.”*

*John Dewey*

*Thank you to our program partners:*

*Richelieu Day Care  
 Ontario Early Years Centre  
 The Children's Aid Society  
 Eastern Ontario Health Unit  
 Job Zone  
 Ontario Works  
 Cornwall Public Library*



## Consistency in Marketing Materials

**Danielle Bray,**  
Business Development Coordinator

Consistency in marketing materials is vital to portraying a positive, professional image and being recognized. Although our software, knowledge, and talent vary, developing marketing products with a common look can be achieved.

Employing re-useable assets such as proprietary document templates and the ongoing practice of observing the following **standards**, will manage agency branding:

- **LOGO:** displaying our logo on all materials
- **FONTS:** utilizing the Times New Roman font (size 11 or 12) on *body text* of all printed documents, email messages and signatures
- **COLOURS:** utilizing our agency's RGB (Red, Green, Blue) colour values, when designing:
  - **green** - R52, G65, B27
  - **gold** - R195, G147, B2
- **COURSE MARKETING DEVELOPMENT BINDER:** utilizing this binder will clarify communication among staff and provide proofing opportunities as we develop materials

**Branding: the promotion of a particular product or company by means of advertising and distinctive design**

User-friendly, time-saving templates will enable us to produce a family of products that are publicly-recognized (e.g. certificates, brochures, posters, etc). Over time, our visual representations will be *branded* in people's minds. This differentiates us from the competition (brand awareness) and speaks of professionalism and establishment (drives trust).

### Budget-Conscious Products

Did you know? As part of our printer's leasing agreement, we are charged for a full page of colour, when a single character on a printed page is in colour. *Careful consideration* in the use of coloured elements on a page is therefore crucial to keeping printing costs down and meeting allocated project budgets.

## Tri-County Literacy Council

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613-932-7161

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613-932-5121

### We're on the Web!

See us at:  
[www.tricountyliteracycouncil.ca](http://www.tricountyliteracycouncil.ca)

Visit our website regularly; to learn about the latest FREE courses being offered.



**United Way Centraide**  
Stormont, Dundas & Glengarry

