

2021 - 2022

# ANNUAL REPORT

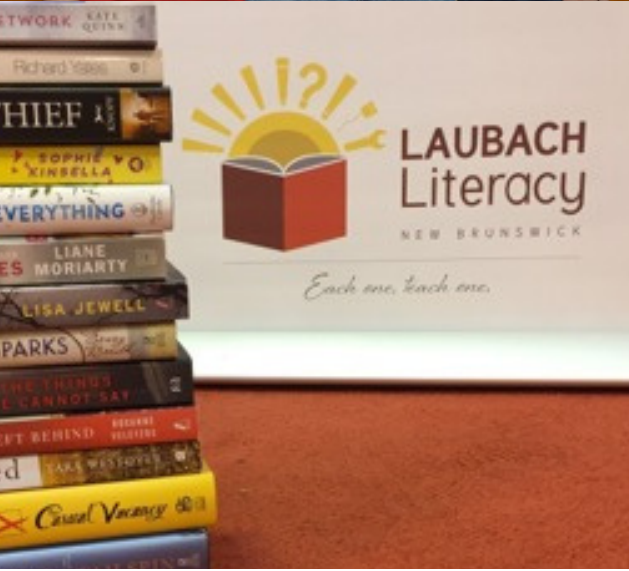
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**LAUBACH**  
**Literacy**

NEW BRUNSWICK

*Each one, teach one.*



## MISSION

To provide programs which improve the literacy skills of adult learners.

## VISION

To empower New Brunswickers to change their lives and build stronger communities by improving literacy - one adult, one goal, at a time.

## VALUES

We recognize that literacy is a basic social value.

We recognize the right of all New Brunswickers to improve their skills, to access learning opportunities, and enjoy a better quality of life.

We believe that it is the right of the learner to receive consistent, quality service.

We will maintain literacy training standards and behave in all matters in a way that is preserved.

We value the dedication of all LLNB volunteers and staff.

## STRATEGIC GOALS

**IMPACT #1** - New Brunswickers will know about the literacy programs and services we provide.

**IMPACT #2** - Adult learners at LLNB will have a robust selection of programs, services and resources to choose from on their literacy journey.

**IMPACT #3** - LLNB affiliated councils will have the resources they need to meet the expectations of their constituents, both volunteers and learners.

# WHAT IS LITERACY?

“Literacy is the ability to read, write, speak and listen – as well as to use numeracy and technology – at a level that enables people to express and understand ideas and opinions, to make decisions and solve problems, to achieve their goals, and to participate fully in their community and in wider society.”

Half of all New Brunswickers struggle with some level of illiteracy. They might be able to work, read a menu, but find themselves dreading talk of the latest bestseller, saying they will wait for the movie. Statistically speaking you or someone you know is struggling with limited literacy.

That's great, when you can wait for the movie, but what if it's not just the latest bestseller that you can't read? What if it's...

- The newspaper
- Your child's school admission forms
- A job application or voter registration information
- A rental agreement or mortgage contract
- The cooking instructions for your food
- The label on your medication or on your child's medicine

The Government of Canada has set Level 3 as a minimum literacy that people need to cope with the increasing demands of our society. The average adult literacy score in New Brunswick is at a Level 2, while nearly 20% score at a level one.

## LAUBACH TEACHING METHOD

The Laubach Way to Reading is a basic reading and writing course for adults and young adults. Even students with little or no reading experience can begin learning with success from the very first lesson.

The **Laubach Method** starts with the known – the spoken word – and moves to the unknown – the written word – in easy steps that elicit the correct response from the student so that positive reinforcement begins immediately.

The emphasis is on learning by association rather than by habitual repetition, emphasizing reading comprehension skills and enhancing problem-solving capabilities.





# MESSAGE

## FROM THE PRESIDENT

It has been my pleasure to serve as Laubach Literacy New Brunswick's Board President since 2018, and I can attest that this is not the same organization that I joined.

In the last few years, I have seen the work that our councils have undertaken to become a more cohesive unit. A team that while having their individual boards/councils still come together with a unified mission and shared vision.

This was exemplified last year during our strategic planning process. The process demonstrated that our organization is built on relationships. The relationships between tutor and learner, between tutors and coordinators, our councils and us and all of our stakeholders. We all must work together if we are going to continue to make a difference in the lives of New Brunswickers.

I've said it before but our councils are our feet on the ground in each community. They are the ones making connections, recruiting learners and tutors and providing the tutoring services. We need to ensure they have the support they need to do this. We are focussed on building capacity within our councils.

LLNB has been working hard over the last year to improve community engagement and it is invigorating to see the new partnerships that our teams are making - partnerships which will allow us to reach a greater number of learners throughout the province. LLNB is able to do this because it has adapted to include online learning opportunities for tutors and learners.

As I pass the baton to Andrea Mailman, who has served these last four years as my Vice President, I know LLNB is in good hands and I am confident and excited about LLNB's future. Improving literacy in the province is not a race, it's a relay, with slow, steady progression, year after year. We don't slow down, and we never stop believing that the work we do will make a difference.

Sincerely,

Greg MacLean

## 2021/22 Board

LLNB has a skills-based board whose leadership ensures donor dollars are maximized to serve our charitable purpose.

### President

Greg MacLean

### Vice President

Andrea Mailman

### Treasurer

Mark St. Pierre

### Secretary

Tracey Davis

### Directors

Patti Crowell

Carla Geldart

Kevin Friesen

Brian MacIsaac

Carole Murphy





# HIGHLIGHTS

## 2021-2022

### Strategic Plan

Begun in 2020, Laubach Literacy NB's new strategic plan was adopted unanimously by the Board and its members at the Annual General Meeting in June 2021. LLNB was then in a position to develop and implement a new action plan or ROAD MAP which will be its guide for the next three years.

LLNB's ROAD MAP is guided by the three strategic impacts it hopes to accomplish: Everyone will know about our programs and services, learners will have a robust selection of resources, programs and services, and its councils will have the resources they need to meet their goals.

### Training and Support

In 2021, LLNB implemented a comprehensive plan to revise all its tutor training materials to take into account the different ways that people learn. The material covered in the program did not change, only our approach to presenting it.

Emulating the tutor training series of our US counterpart, ProLiteracy, LLNB created a series of online video presentations, handouts, and surveys. They also looked at how they present the 'live' portion of their training, breaking it down into smaller segments offered via Zoom virtual meetings, and open to both new and existing tutors.

LLNB also began to look at how they can better support tutors and learners to make them feel part of a 'program' even though the support they receive is primarily one-to-one. To that end, NEW LEARNER KITS were developed to ensure all learners have the tools they need to begin their learning journey. A similar kit was also developed for tutors.

LLNB is also committed to providing additional training opportunities through its membership to the ProLiteracy Education Network which all LLNB tutors may access, and through the development of the LLNB continuing education training series.

## Partnerships

With nearly half of New Brunswickers struggling with literacy, the need in our community is undoubtedly great. The problem is reaching those who need us most - overcoming the self-doubt and stigma that not knowing how to read creates. One key way to do this is to engage with partners who can help drive referrals. We developed or renewed our relationships with the NB Public Libraries, NBCC, WorkingNB, Elementary Literacy Foundation, Learning Disabilities Association of NB, the Rural Settlement Network, and the Rural Employment Initiative.

## Province-wide Awareness Campaign

LLNB affiliated councils rely greatly on LLNB to manage large-scale provincial marketing, advertising, and promotions. To that end, LLNB continued to work with Stingray Digital Acuity to support online advertising of our services. In 2021 that means that we had nearly 2 million online impressions, and more than 2500 click throughs to our website. Over the course of the year, we were able to notice trends which have led us to scale back our digital marketing program and align better to our key audiences.

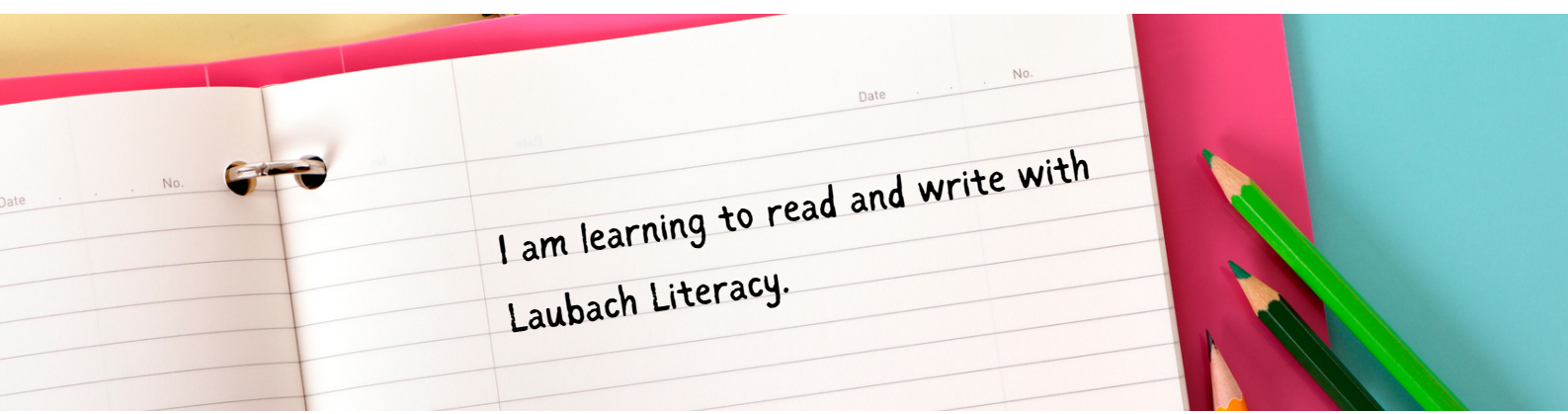
In addition to the digital campaign and to take advantage of the timing of the province's easing of Covid restrictions, we launched a province-wide radio campaign during the first two weeks of March. We also armed all councils with new posters, rack cards and bookmarks for community distribution.

## Re-Branding Project

During our Strategic Planning sessions in 2020/21, we heard from our councils that they want the affiliated councils to feel more connected, and that our clients should know whether they are in Bathurst or Saint John, they are part of the same program.

This concept is not new and was something that was attempted in 2012 when we last reviewed our branding. While at that time a similar logo style was created for LLNB and its affiliated council, we did not look at how better to brand and market the program itself. In 2021, the councils identified this as a 'next step'.

To that end, using funds raised from past fundraisers, LLNB engaged a marketing company to assist it in creating a new brand. This project began in earnest in March 2022, and we expect to have a new Brand ready to launch in 2023.







Just because volunteer work is unpaid does not mean the skills you learn are basic. Many volunteering opportunities provide extensive training or offer the chance to learn a new skill or hone a craft. There are a wide range of volunteer opportunities at Laubach Literacy NB and through its affiliated councils.

### Become a Tutor

By far, this is our number one volunteer need. Our tutors help adults (ages 16-106) to improve their basic literacy skills (reading, writing, speaking). They may also help learners improve their math skills, problem-solving and essential life/work skills. Free training is provided as well as ongoing continuing education.

### Special Events

Most LLNB affiliated councils hold awareness events throughout the year and are looking for volunteers to assist. This may include administration, marketing, social media, and customer service.

### Board/Governance

Volunteering for the Board of LLNB or one of its affiliated councils gives you the opportunity to practice important skills used in the workplace, such as teamwork, communication, problem solving, project planning, task management, and organization. Board members are as important as staff positions to a non-profit organization.

### Third-party Fundraising Events

You don't have to wait for LLNB or one of its council to hold a special event - you can hold your own, with the proceeds being donated to LLNB/Local Council. This is called a third-party event and includes things like garage sales, a carwashes, bake sales.

In addition to raising money for a good cause, organizing this type of event shows initiative, drive and management skills. Please let the council know what you are planning so they can provide support or attend if possible.



# ACCOUNTABILITY

Laubach Literacy New Brunswick (LLNB) receives a significant amount of its funding from the Department of Post-Secondary Education, Training and Labour (PETL). From that funding, LLNB provides funding to its Affiliated Councils through a grant application process. Each year, LLNB reports to PETL how those grants were dispersed (to which Councils) and how they were utilized.

In 2021/2022, more than \$20,000 in Council Grants were awarded to READ Saint John, the Moncton Regional Learning Council, the Miramichi Literacy Council, and Adult Literacy Fredericton. The funds requested go toward projects/services that will engage new learners, attract/ retain tutors, and increase community partnerships.

In addition, LLNB is required to report to PETL semi-annually its registration data including demographics, and learner progress data. The organization takes the privacy and confidentiality of our learners seriously - no personal identifiers are ever provided to PETL or to our Board.

Government funding, special events, grants and donations are used to support our core services, including:

**Training** – LLNB's focus in 2021/22 included ongoing tutor training for new digital resources, online assessment tools, and initial tutor training. LLNB also continued to build a collaborative tutor learning environment with greater access to a variety of resources and continuing education.

**Service Delivery** – LLNB continued to focus on increasing council capacity so they have the resources they need to meet the expectations of their constituents. To this end, LLNB continued to collaborate with the councils regarding volunteer recruitment, materials management and distribution, partnership development, and quality assurance

**Council Support** – LLNB relies on its councils to provide community programs and services. Empowering them with technology, training and governance tools helps to build stronger, more engaged volunteers.

**Recruitment and Communications** – Working with its affiliated councils and community partners, LLNB focussed on program development and awareness by using a mix of marketing and recruitment tools, and engaging in strategic projects.

