



# Annual Report

2007/2008

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CHARITABLE REGISTRATION NUMBER 893351767RR0001  
Providing Services since 1989

2007/2008

The Learning Exchange

# Annual Report

## Vision

The Learning Exchange strives for excellence in literacy by promoting and fostering a commitment to life-long learning through outreach, prevention, and training.

## Mission

The Learning Exchange (TLE)/Centre Lire-Écrire is a volunteer not-for-profit organization dedicated to addressing the needs of the Laval & Northshore English speaking community. TLE serves, recruits, trains, and supports members of the community through reading, writing, numeracy, and life-skills programs.

## Mandate

The Learning Exchange (TLE)/Centre Lire-Écrire is a volunteer not-for-profit organization dedicated to providing:

- Adult Literacy and Tutoring: One-on-one and small group instruction to adults in need
- Volunteer/Tutor Training
- Public Awareness and Sensitization
- Volunteer/Student Recruitment
- Community Resource and Learning Centre
- Volunteer/Student Outreach and Retention
- Prevention and Intervention

## Board of Directors 2007/2008

President: Donna Adrian  
Past President: Mona Arsenault  
Vice-President: Christiane Dabbagh  
Secretary: Alice Sroka-Fillion  
Treasurer: Valerie Sauriol  
Director: Susan Jakob



## Staff

Executive Director: Darlene Brown  
Administrative Assistant: Karen Mockler  
Financial Officer: Diane Richard

## Consultants

Communications Consultant: Jacklyn Freedman Spector  
Library consultant: Kate Strickland

## Web Master

Errol Pinto

## Tutor Trainer

Darlene Brown

## Funding Sources

### PACTE

*Programme d'action communautaire sur le terrain de l'éducation* PACTE is a provincial grant administered by the *Direction de la formation générale des adultes* (DFGA). The grant is designed to cover recurring operation expenses.

### Other Funding Sources

TLE seeks other sources of funding through project proposals, partnerships, private and corporate donors and sponsors.

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# President's Message

“Planning is bringing the future into the present so that you can do something about it now” - Alan Lakein

In the three years since I accepted the position as President of the Learning Exchange, I am acutely aware of how much time and effort goes into planning – volunteers planning lessons for their students; students planning time for their homework; the Family Literacy committee members planning their school visits for storytelling and the Storytime Festival; Jackie's planning and writing to the local newspaper about The Learning Exchange's activities; Karen and her Social Committee planning our parties; the Finance Committee planning The Learning Exchange's budget; and Darlene planning Tutor Training, planning the website, planning and writing newsletter – News and Views; and the Board of Directors' planning the Strategic Plan – the direction The Learning Exchange is going in the next three years. Hours and hours have gone into these and many other activities, and to those participants, my sincere thanks. Without you, nothing would be accomplished.

It is wonderful to go on line and visit The Learning Exchange Website and find everything we need at our fingertips. We can view the Newsletter, check the calendar for events, search the library database for materials; read about the many services offered by The Learning Exchange and look at our photographs.

The death of Beth Green, a long-time member of The Learning Exchange, and Secretary of the Board of Directors, was a tremendous loss to us. We are fortunate to have her courage, her devotion to The Learning Exchange and her wisdom as her legacy.

With the support of the Board of Directors, the enthusiasm of Darlene Brown, our Executive Director, the cheerful assistance of Karen Mockler, our Administrative Assistant, the dedication of our volunteers and the efforts of our students, The Learning Exchange is growing and succeeding in its mission to support members of our community through reading, writing, numeracy, and life skills programs.

It has been a good year for The Learning Exchange, and we are looking forward to the coming year.

Respectfully submitted,

**Donna Adrian**

TLE President 2007/2008

# 2007/2008

The Learning Exchange

## Executive Director's Report

I'd like to welcome all of our students, volunteers, Board of Directors and staff to the 2007/2008 Annual General Meeting (AGM) for The Learning Exchange (TLE). Last year was a year for Strategic Planning and development for 2008 to 2011. A year of change and often challenge. Yet, as always, it has been a privilege to work with such dedicated staff, volunteers and students. I am truly proud to be the Executive Director of The Learning Exchange and count myself as fortunate to be part of an organization with such an inspirational group of people as we have here at TLE. Highlights of 2007/2008 include:

### **New Location/office**

TLE's office was relocated from Chomedey Laval to the new CDC-Laurier Vimont center.

### **Participation**

TLE was involved with numerous literacy organizations and supporters of literacy over the course of the year and participated in the PGI golf tournament as a sponsor

### **Partnerships:**

- We partnered with CDC-Laurier Vimont to hold an Open House, where we experienced a fantastic turnout of partners, visitors, members and guests dropping by to network and get information about TLE.
- TLE once again partnered with The Lakeshore Players and Literacy Unlimited to host a Theater Benefit
- A partnership was established with the local coffee establishment Java U. Meetings and events were held at this location, including a Java U Tuesday (i.e. exchange of web sites amongst members)

### **Information and Communication Technology:**

We developed a fantastic web site (which had over 100,000 hits) in partnership with RECIT and through funding from Canadian Heritage and a computer-based training component to enrich tutor training. As well, new computer equipment and printers were installed in the Resource Center

### **Our 2007/2008 Excellence in Literacy Campaign:**

Our ongoing campaign continues to be a huge success thanks to all of our sponsors and supporters for believing in us and the cause of literacy.

### **Family Literacy:**

Family literacy events continued throughout the year thanks to our fabulous family literacy team and another generous donation from the Merck Frosst Employees' Charity Trust Fund, free books from Scholastic Books and Mr. Jack Hannan of Raffin bookstore who donated bags to hold all of the literacy goodies. TLE reached over 1,000 children and families during the course of the year and distributed over 850 free English books

### **Celebrations** (Events were held throughout the year to celebrate our members' success)

TLE celebrated the end of a successful school year with over 50 students, volunteers, staff, partners and guests in attendance. The QLWG graduation gift was awarded to Karima Faramerz, and Merle Winston was recognized for her continued support to TLE over the years

I look forward to my work here as we move into another exciting year! Thank you!

## Darlene Brown

TLE Executive Director

**2007/2008**

The Learning Exchange

# Treasurer's Report

## **TLE FINANCIAL REPORT**

### **Annual General Meeting**

**November 10, 2008**

**This report covers the fiscal year July 1, 2007 to June 30, 2008.**

The Bank Balance as of June 30, 2008 was \$4597.

The Balance of Investments on hand on June 30, 2008 was \$ 5000.

The Total Revenue received for the fiscal period was \$101,693.

The Total Expenses for the fiscal period were \$98,991.

A Net Surplus/(Deficit) of \$2702. remained at the year end.

The difference between the Bank/Investment Balances and the Net Surplus is offset by payables, and receivables.

### **Appointment of Accountant**

I would like to recommend that we appoint Patricia McGovern, C.A. as our accountant for the year 2008-2009.

**Valerie Sauriol**

TLE Treasurer

Prepared by Diane Richard  
October 26, 2008

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# Strategic Priorities

Through the Strategic Planning Process, The Learning Exchange had established the following objectives and priorities:

- Promote the recognition of TLE and its mission, within the community, through a media and promotional campaign
- Increase outreach, recruitment, and retention of volunteers and students
- Significantly increase the number of students and tutors matched
- Foster a strong sense of commitment to the cause of literacy
- Promote a commitment to life-long learning
- Improve and strengthen TLE's overall infrastructure
- Develop a cohesive governing body able to work effectively together
- Establish a Board of Directors that conveys a strong and effective leadership
- Provide support to the volunteer members of the Board and TLE's staff
- Improve access to literacy services
- Facilitate the intake and matching process
- Improve quality of services for students and volunteers
- Increase funding opportunities
- Promote TLE's Resource and Learning Centre
- Increase involvement within the membership
- Provide networking opportunities for members, Board and staff
- Effectively disseminate information to members, community, and fellow councils

2007/2008

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# Report of Activities & Events

## Tutoring ~ individual & small group

43: tutors (30) and volunteers (13)

84 students

4857 volunteering hours

From September through August, trained volunteer tutors work one-on-one or in small groups with adult literacy students at The Learning Exchange (TLE) centre, a home or at a public library.

- Lost some volunteers and students due to move/distance
- Tutor training and Open House postponed

### ACTIVITIES

All volunteer tutors are interviewed, screened, trained and matched with one or more adult literacy students. Potential students are interviewed, reading and writing levels are assessed and then the student is matched with a suitable tutor. Student/tutor matches are adjusted as needed. Free workbooks are given to all students; recommendations of individualized plans and programs are created for each student following assessment. Follow ups are made on an ongoing basis with students and/or their tutors as needed.

## Volunteer Training

43 people reached

This activity is ongoing from August to June.

### ACTIVITIES

New volunteers and tutors are interviewed, introduced to literacy through an Orientation workshop and given the appropriate training. Certificates and volunteer pins are awarded to tutors and volunteers following the completion of Basic Tutor Training.

#### TLE Basic Tutor Training workshops:

- April 19 and 25<sup>th</sup>: full day training sessions

Additional workshops are offered every year to tutors and volunteers based on the expressed needs of the members.

#### In-service workshops/training:

- Strategic planning workshop sessions: April 29-30/08

- Ongoing training:
  - ✓ Mobile computer use
  - ✓ Library/resource room use
  - ✓ Using new computers in center
- Created new Learning Links workshop based on new site (postponed)
- Created Skype workshop for use between tutors and students, BOD, etc. (postponed)

#### Outside workshops/events:

- LLC-Q/LVQ General Meeting and workshops: Nov. 3/07
- *Distance Education* training session for teachers, tutor trainers held Nov. 7 & 8/07
- Workshops offered by QELA, Volunteer Bureau of Montreal, QAAL, Centre For Literacy and RECIT: September to June

### Public Awareness and Sensitization

Population of local community and schools and International web site users: people reached  
This activity is ongoing from August to June but was affected by our move to a new location.

#### ACTIVITIES

Public awareness and sensitization activities are carried out during the year through PSAs sent to City Hall, local radio, newspaper and TV stations. TLE works to create new partnerships wherever possible, participates in surveys and questionnaires, and distributes information and promotional materials to the public, including “News and Views” newsletters sent to members, community organizations and literacy councils four times a year. TLE remains in the public eye through publicity, community involvement, educational workshops and events. Our newly designed website is maintained for easier access to TLE information and services.

2007/2008 highlights include:

#### New TLE Web Site:

- Hired Webmaster for maintenance and regular updates
- Over 47,000 viewers on Scribd of TLE documents posted on website
- News & Views newsletter posted online: Over 6000 views via Scribd
- New features such as: FAQ, photo gallery, online resources, etc.

#### Partnerships:

- Inaugural Ceremony at Laurier CDC-Vimont: Contact with commissioners, DG, ADG, Vimont MNA
- Lakeshore Players benefit **Artichoke** held Nov. 6/07 in partnership with Literacy Unlimited
- Over 75 visitors during Open House @ CDC Vimont: April 23/08
- Local community partnership established with Java U: 6 events held
- LVQ filming: May 6/08
- SWL elementary schools Family Literacy visits: Distribution of information to over 1000 families
- New local sponsors

## **Volunteer and Student Recruitment**

47 people reached

This activity is usually ongoing from August to June. This year recruitment was on hold until end of October when new office was set up.

### ACTIVITIES

Recruitment of new volunteers, tutors, and students is constant throughout the year through PSAs, newsletters, flyers, Internet postings, TLE's web site and events. TLE continually strives to recruit new and potential students through outreach and recruitment strategies. All of these activities help TLE reach, recruit and retain students to the literacy program. Materials and resources are continually researched and purchased to maintain a high level of student interest.

TLE's Executive Director meets with prospective and returning students to assess and evaluate the academic and material needs of individual students. Matches with trained tutors are arranged and followed-up through ongoing contact with tutors and students.

## **Resource and Learning Centre**

500 people reached

This activity is usually ongoing from August to June. The centre was not fully operational until February when the computers were installed and set up.

### ACTIVITIES

The Learning Exchange's Resource and Learning Centre offers adult literacy students, tutors, volunteers, educators, parents, literacy providers, partners and community organizations a professional environment in which to work. The centre offers a diverse selection of resource & learning materials, including audiovisual equipment and resources, and computer & Internet access. The centre is accessible throughout the year during Sir Wilfrid Laurier's CDC ~ Laurier: Vimont Adult Education regular school hours September through August.

## **Student Outreach and Tutor Retention**

300 people reached

Special events, meetings, support groups, workshops, information sessions, and committees are designed to help encourage student and volunteer attendance and increase participation and involvement throughout the year in the literacy program. Special events are held to offer opportunities for special recognition and to show appreciation of all of our members. Special guests from the community are also invited to attend events. Volunteers and students are recognized throughout the year for their hard work and accomplishments, holiday cards, thanks and special recognition certificates are given to members. TLE's activities provide members with opportunities to meet other students, volunteers and tutors. Retention of volunteers and students from past years is high as well as attendance at events and outings.

### EVENTS/ACTIONS:

Student Committee ~ regular meetings & outings  
Tutor support group “Tutor Talk” ~ twice a year  
Reading Circle ~ monthly meetings  
Student Nights ~ monthly  
Information and Communication Technology exchange @ Java U: March 18/08  
Open House: April . 23/08 (November and January Open House postponed)  
Lakeshore Players benefit **Artichoke** held Nov. 6/07  
Volunteer Appreciation Week: Cake & coffee afternoons for volunteers: April 29 – May 1/08  
Volunteer appreciation gifts distributed for Volunteer Appreciation week in April  
SWL Graduation ceremony: May 22/08  
Celebration Event: June 18/08

### **Prevention and Intervention**

Population of local community & schools: people reached

Activities take place at key points in the year (i.e. Reading Week, Family Literacy Day, Love to Read Day, etc.) from September to June. TLE works to strengthen literacy practices with children and their families and helps increase intervention skills for parents of at-risk children.

### EVENTS/ACTIONS:

- Partnerships and sponsors: Sir Wilfrid Laurier, Merck Frosst, Scholastic Books, Canada Post and Librarie Raffin,
- 1000 free books and TLE pamphlets distributed to families
- 850 Family Literacy Information Book Bags for parents and children distributed to help strengthen home reading opportunities for children
- Distribution of free books at TLE Centre
- Information and resources given to parents of at risk children ~ community referrals being made (i.e. CLSC, MAIH, etc.)

School visits:

- St. Paul school: Nov. 20/07
- St. Charles school: Sept. & Dec./07 and Jan. /08
- JFK and Crestview Elementary schools: Feb. 20 & 27/08
- PJ Story time event at Jules Verne: May 5/08

### **General Meetings and Professional Development:**

Committees ~ meetings as needed

Family Literacy/Intervention and Prevention Committee  
Finance Committee  
Social Committee  
Nominations Committee  
Public Relations  
Communications

**Meetings** ~ as needed

Staff

Sir Wilfrid Laurier

SARCA

**LLC-Q/LVQ:**

- Completed LVQ surveys re: mandate, future, core values, etc.
- Meeting: Sept. 18/07, June 5 & 6/08

**QELA Meetings:**

- August 18-21/07
- Meeting in Knowlton: October 1 - 4/07 (included SARCA training)
- Dec. 6/07
- March 13/08

**TLE Board:**

- Sept. 24/07
- AGM: November 5/07
- Dec. 5/07
- Feb. 18/08
- May 26/08

**Sir Wilfrid Laurier CDC- Vimont**

- Training for Karen re: SARCA

**PROCEDE conference**

- Valleyfield: October 17 – 19/07

**QPAT:**

- QPAT conference Nov.29/07

2005/2008

The Learning Exchange

# Action Plan

## Board of Directors/Staff

**Timing:** 2005 - 2008 annually

**Objectives:**

- Maintain a cohesive Board of Directors (BOD) that conveys a strong and effective leadership
- Provide support to the volunteer members of the Board and TLE's staff
- Provide networking opportunities for members, Board and staff
- Update Policy and Procedures Manual and by-laws

**Target Population:**

Current and new:

- Board of Directors
- Staff

**ACTIONS:**

- Hold annual information and training session for BOD and staff
- Update and distribute TLE's Member Manual
- Keep BOD informed through newsletters and MELS literacy information and news. Create a correspondence folder to pass around at board meetings.
- Provide BOD with annual updated contact list of BOD and staff
- Provide networking opportunities through workshops and training sessions
- Prepare a Power Point slide show for presentation to new BOD
- Set-up committee to review Policy and Procedures Manual (PPM)
- Meet to review PPM
- Make recommendations to BOD and implement changes
- Inform members of any changes
- Evaluate

## Public Awareness and Public Relations

**Timing:** 2005 - 2008 immediate and ongoing (Extent to be defined by funding)

**Objectives:**

- Promote the recognition of TLE and its vision and mission, within the community, through a public relations campaign
- Raise awareness and understanding of literacy and services available through TLE
- Increase outreach, recruitment, and retention of volunteers and students
- Continue to foster a strong sense of commitment to the cause of literacy within the community

**Target Population:**

Local communities  
Community organizations  
Sir Wilfrid Laurier School population  
Industry  
Local newspaper journalists  
New volunteers/tutors/students  
Current members  
Past students and tutors

**ACTIONS:**

- Seek funding sources through project proposals
- Train Public Relations team
- Develop promotional campaign and promotional materials
- Develop and strengthen partnership network through the Public Relations Team
- Contact existing and potential partners/maintain ongoing partnerships and increase networking opportunities:
  - ✓ Tutor training nights
  - ✓ Open Houses
  - ✓ Visiting their centres
  - ✓ Attending their events
- Promote TLE and its services to target population
- Attend community events and maintain new contacts
- Ensure the communication of TLE news and information to other literacy providers and community organizations
- Improve TLE's web site design and ease of use
- Increase information available on web site
- Link TLE's web site to other literacy and community organizations
- Attend school board meetings
- Appoint a PR/Spokesperson (past board member) or PR team (student and tutor) and create a calendar of community activities.
- Evaluate success

**Timing:** 2005 - 2008 ongoing

**Objectives:**

- Continue to develop TLE's overall infrastructure
- Provide appropriate facilities to accommodate the increasing needs of TLE
- Become proactive in observing the political and economic influences (municipal, provincial, and federal)
- Monitor the trends in literacy within the educational reform and adapt accordingly
- Increase funding opportunities
- Effectively disseminate information to members, community, and fellow councils

**Target Population:**

Community organizations  
QELA and other literacy organizations  
MELS  
Sir Wilfrid Laurier  
Industry  
New volunteers/tutors/students  
Current members  
Past students and tutors

**ACTIONS:**

- Hire Communication's Director to research potential funding sources and opportunities
- Seek additional funding sources for possibility of a permanent facility (Must be recurring funding)
- Investigate and research facilities to accommodate the increasing needs of TLE
- Review the findings, challenges and issues of the MELS' policy on Adult Education: A Lifelong Journey and establish how it relates to TLE and its adult student population
- Review the government Action Plan and see how it relates to the TLE population and potential new members
- Examine the trends affecting literacy practices (i.e. recruitment efforts, in-service training sessions, events, etc.)
- Network with community and literacy organizations
- Provide professional development opportunities for Executive Director and staff
- Review pertinent documents/information
- Set goals, priorities and objectives for TLE
- Develop timelines
- Ensure the communication of information to its members
- Evaluate

**Timing:** 2005 immediate and ongoing

**Objectives:**

- Improve screening and intake procedures for students and volunteers
- Facilitate the matching process
- Maintain quality of services for students and volunteers
- Provide students with the necessary tools and skills to function successfully in everyday life
- Aid in the development of our students' autonomy and to enable them to participate actively in society
- Instil a commitment to life-long learning to our students
- Sustain involvement within the membership

**Target Population:**

New volunteers/tutors/students

Current members

**ACTIONS:**

- Implement the new process for screening and intake of students and volunteers
- Maintain current program and improve upon where necessary
- Provide students with trained volunteers for tutorials
- Hold information session/meetings for returning and new students
- Hold bi-annual tutor meetings
- Update Basic Tutor Training
- Promote member involvement on TLE's committees (i.e. Student Committee, Social Committee, etc.)
- Increase workshops and training sessions
- Ensure the communication of information to all members (i.e. Newsletter and postings)

**Timing:** 2005 - 2008 (To be defined by funding)

**Objectives:**

- Increase frequency of training and flexibility of training schedule ~ offer more training choices
- Convert training to Power Point

**Target Population:**

Tutor trainers

New volunteers/tutors/students

Current members

**ACTIONS:**

- Seek additional funding sources
- Establish additional training content needed for tutor training (i.e. web site addresses)
- Review current Basic Tutor training content and organize sessions based on established needs
- Research and develop technology component for tutor training
- Transfer and adapt current materials and content to a Power Point slide presentation
- Adapt handouts and tutor binder to reflect changes implemented
- Train tutor trainers on use of Power Point for presentations
- Establish an approach based on our students' needs that would enable and encourage their active involvement and expression

**Timing:** 2005 - 2008 (To be defined by funding)

**Objectives:**

- Improve TLE's Resource and Learning Centre
- Improve access to literacy services
- Improve functionality of TLE Resource Centre (i.e. furniture and storage)
- Implement a circulation system for TLE's books and resources at the Learning Centre for its members

**Target Population:**

New volunteers/tutors/students

Current members

Past students and tutors

Community members

Community organizations

QELA and other literacy organizations

Sir Wilfrid Laurier Chomedey Adult Education Centre

**ACTIONS:**

- Identify needs of members re: materials and resources and acquire materials/resources needed
- Seek funding source to create and implement efficient circulation system

2006 - 2008

- Purchase Resource Mate database
- Database input of books/materials (i.e. title, category, level, summary, key words, etc.)
- Add bar-code labels to all books and resources in Learning Centre
- Implement circulation procedure and
- Train library volunteers and staff on any new circulation procedures
- Link database with TLE web site
- Prepare and distribute library cards for all members
- Create/post library circulation signs
- Get feedback from students and volunteers on new system/ Review circulation statistics

**Timing:** 2005 - 2008 (To be defined by funding)

**Objectives:**

- Improve our technical resources
- Provide IT training opportunities to TLE members
- Use computer technology training to increase the success rate of adult literacy students

**Target Population:**

New volunteers/tutors/students

Current members

**ACTIONS:**

- Seek additional funding sources
- Increase number of computers available at TLE for members to use
- Update and maintain computer equipment and software
- Create ideal physical environment for functional use of computers and Internet
- Provide IT workshops and training sessions for all TLE members and staff
- Increase IT resources
- Develop new training initiatives and strategies to benefit students re: integrating technology into student tutorials to provide students with basic computer skills and competencies
- Develop a computer literacy training component for tutors to use with their students to enrich literacy training
- Provide necessary support to tutors to successfully implement computer literacy component with students

2007/2008

The Learning Exchange

# Supporters, Memberships and Affiliations

The Learning Exchange extends a sincere thank you to its supporters and financial funders.

## M Memberships and Affiliations

TLE is a member of or affiliated with the following:

- ABC Canada
- The Centre for Literacy
- Literacy Volunteers of Quebec
- The Literacy Foundation
- National Adult Literacy Database
- Quebec Association for Adult Learning
- Quebec English Literacy Alliance
- Sir Wilfrid Laurier Competency Development Center – Vimont
- Sir Wilfrid Laurier School Board
- Volunteer Bureau of Montreal

## S Supporters

Canada Post  
Cascades Fine Paper Group  
Chomedey News  
Courier Laval  
Java U  
Laval Rotary Club  
Librarie Raffin  
Merck Frosst Employees' Charity Trust Fund  
Scholastic Books  
TLE Members