

Laubach Links



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NEWFOUNDLAND AND LABRADOR LAUBACH LITERACY COUNCIL NEWSLETTER

The President's Corner

NLLLC President
Monnie Moores



Hi Everyone,

This is our first newsletter since our AGM in October 2004. I want to thank the Exploits Laubach Literacy Council for doing such a great job as the host council. Thank you to all the participants who attended. From all reports it seems to have been a very successful conference.

At this time, I would like to take this opportunity to welcome Jim Merrigan as our newly elected treasurer and Melvin Parrott as our student representative; we are looking forward to working with them. It's great to have three men on our team- at long last.

Family Literacy Day was January 27th. Most councils had special events for that day. If you have any photos, feel free to send any to Melanie with a write-up on what took place and she will be able to put it in the next newsletter.

It's time to review our Constitution and By-laws. In the coming months the executive director will be sending out any updates to all councils for their comments. The Provincial Board would like to have your input for final documents that will then be discussed and adopted at the 2005 AGM. This year the conference will be hosted by the Open Book Literacy Council of St. John's and will be held at the Battery Hotel and Suites. Further details will be available at a later date.

As I reflect on the last year, it was quite an experience and pleasure meeting and working with the many volunteers, tutors, students and members of Laubach. I look forward to your continued commitment in 2005.

Sincerely,
Monnie Moores
President NLLLC

Student and Volunteer Support

Feel like you need a little support when working with your student? If so, Laubach Literacy of Canada has hired a National Volunteer and Student Support Officer to meet your needs.

Cheryl Ledgerwood has taken on this new role at Laubach Literacy of Canada's national office in Ottawa. One of her main jobs will be to work with the Student Caucus, the group that is elected by students to represent Laubach Literacy students from each province. She will also work with students to find ways to expand the student base within Laubach.

In her new role, Cheryl will also be responsible for Volunteer Development and Management, and Training and Education. Her job will put her in touch with Laubach provincial bodies, students and volunteers from across the country.

If you would like to contact Cheryl, feel free to call her at 1-888-248-2898.

NLLLC Student of the Year 2004



Congratulations to Melvin Parrott of Glenwood, a learner with the Exploits Literacy Council, who was named the Student of the Year. Laubach Literacy of Canada president Bessie Merrigan made the presentation at October's Annual General Meeting and Conference.

Public Relations for Non-Profit Groups

The media can be a great, free way to increase your presence in the community and publicize an event, activity or occurrence.

A media release (also called a press or news release) contains information that would be released to the media pertaining to a specific issue or event.

Reasons why a press release might be issued

- ❖ Expressing an opinion on a topic
- ❖ Winning an award
- ❖ Receiving new funding
- ❖ Losing a source of funding
- ❖ Launching a new program
- ❖ Achieving a significant goal
- ❖ Celebrating a milestone or anniversary

Tips

Use letterhead or clearly indicate the group name and a member's contact information. Make sure the font is clear and easy to read.

- ❖ Date the press release and make sure it is sent in plenty of time for the event, if applicable.
- ❖ Give the release a headline and a sub-headline that tells the editor what the release is about quickly.
- ❖ Make sure the five "W"s- who, what, when, where and why are covered.
- ❖ Include a quote about the event or issue in the press release.
- ❖ If a second page is required put the word more at the bottom of the first page. Always put -30- to indicate the end of the press release.
- ❖ After sending the press release, be sure to follow it up with a phone call. This will give the media the opportunity to ask any questions about the release.
- ❖ Send a photo along with the release if one is available.

A Public Service Announcement (PSA) to the local radio or television station may also be sent. Unlike a media release, a PSA is usually transmitted electronically on radio or television in 10 to 60 seconds. Most public television or radio stations have a community calendar on which they'll announce events to the public.

Though a PSA covers less material than a media release, it requires the same who, what, when, where and why. Also, make sure to include the organization's name and contact information.

Use the following word count for an estimate of on-air time: 10 seconds- 25 words, 20 seconds- 40 words, 30 seconds - 80 words, 60 seconds- 160 words.

Keep rewriting and reading it aloud until the PSA copy flows smoothly and is under the allotted time. Always send at least two weeks in advance and remember the most important thing about PSAs is the KISS- Keep it Simple and Short.

This information was provided by the Community Services Council through their webpage at www.envision.ca.

E-Learning Program

Deer Lake Community Learning Centre

The Deer Lake Community Learning Center is offering a **FREE** e-learning program that uses the Internet to help adults improve their basic skills. The e-learning program is recruiting mentors in your community to volunteer a couple of hours per week. Training is provided. If you have your own computer and a few hours to spare to help someone improve their reading, writing and basic math skills, please call today.

The AlphaRoute Program

AlphaRoute is a unique, fully interactive online learning tool designed especially for adult literacy learners. AlphaRoute is the product of a partnership involving Centre AlphaPlus Centre, the National Literacy Secretariat, Human Resources Development Canada, and others. For more information, visit their website at <http://alphaplus.ca>.

Trained mentors guide learners along a self-directed learning path, which can include initial on-line assessment, open access to over 300 learning activities, participation in discussions and chats and demonstration activities development. Learners connect with mentors through email, fax, and telephone. Mentors review activities and leave comments in the learners' online portfolio. A newspaper, downloadable worksheets, mouse and word skill games as well as links to other web resources extend the activities and enrich the learning environment.

A short tour of the program can be found at <http://english.alpharoute.org>.

This may be a program to consider using with your student, if you are interested, please contact the Deer Lake Community Learning Centre at (709)635-3861 or elarningdlc@hotmail.com.

Preparing a Budget

Managing finances is difficult for any person. Preparing a budget can be a great activity to do with your student.

Here are a couple of things to consider when developing a budget:

Start with the total household income. Break that down to one month's income and figure out the expenses each month.

- ❖ Housing costs should make up 33 % of the budget. Heating costs include rent/mortgage, tax, heat/electricity, cable, maintenance and furniture.
- ❖ Food expenses (both groceries and restaurant food) should not account for more than 18% while clothing expenses should account for 8% of the total budget.
- ❖ Transportation costs should account for 14% of the income. This includes vehicle costs, gas, insurance or public transportation.
- ❖ Recreation, reading and education expenses should account for 16%. This includes vacations, entertainment, gifts, movies, etc. This cost also includes any courses or educational costs.
- ❖ Health and personal care should not consume more than 4%. This includes medication, insurance, dental costs and toiletries.
- ❖ Tobacco and alcohol should not consumer more than 7%.

In any places where less is spent than recommended, that money can become savings.

Preparing a budget is a good exercise in math, reading and good lifestyle habits.

This and other such information is available from the Credit Counselling Service of Newfoundland and Labrador. CCS provides free professional credit counselling to financially burdened families. CCS assists people in planning their budgets and works through difficult credit situations on behalf of their clients. CCS can be reached at (709)753-5812.

The Newfoundland and Labrador Laubach Literacy Council Provincial Executive



Left to right, Lloyd Rossiter, vice-president; Mata Mangal, past president; Lillian Moores, provincial training officer; Melvin Parrott, student representation; Monnie Moores, president; Jim Merrigan, treasurer; Wanda Parr, secretary; Honourable Tom Hedderson, provincial Minister of Education.

During October's NLLLC Annual General Meeting and Conference, a few new faces have joined the provincial executive. Jim Merrigan, member of the Humber Literacy Council of Corner Brook, has assumed the position of treasurer while Melvin Parrott of Glenwood, student with the Exploits Literacy Council, is the new student representative. Monnie Moores, Mata Mangal, Lloyd Rossiter, Lillian Moores, and Wanda Parr will remain in their current positions until elections are held October 2005.

The newly-appointed Education Minister Tom Hedderson was the key-note speaker at the banquet. He talked about the need for literacy services in the province and commended the volunteers for their efforts to increase literacy levels in the province.

At the 2004 AGM and Conference, it was announced that the 2005 event will be hosted by the Open Book Literacy Council in St. John's in October. The Humber Literacy Council will host the event in 2006 in Corner Brook.

Odds & Ends

- ❖ A roundtable discussion held at the AGM and Conference provided further direction on the NLLLC Strategic Plan. Participants provided feedback on a draft of the document. With this feedback, a further draft will be discussed with the provincial executive. It is expected that the plan should be complete in the next couple of months. If you would like to provide input, please call Melanie at 1-800-863-0373 or contact her by e-mail at laubach@nf.aibn.com.
- ❖ Summer Reading for Fun applications are going to be completed in the next couple of weeks. If your council is interested in hosting the summer program, please let Melanie know.
- ❖ The list-serv is now active. Anyone who would like to contact the entire membership by sending only one e-mail, please forward that e-mail to Melanie and she will see that it is sent to all members.
- ❖ Congratulations are extended to Lloyd and Betty Rossiter on their 50th wedding anniversary on Feb.12th.