

# Gaspésie Literacy Council

## AGM Report, 2022-2023



### A year of growth and planning

With new projects, new staff members, and a plan for the next 5 years, the GLC ended the year on a high note.

### Quick Snapshot

**12,843**

People reached  
through social  
media

**675**

People exposed  
to the GLC in  
person

**25**

Events held in the  
community,  
schools, and  
online



## Acronyms

**BAS** – Belle Anse School

**CJE** – Centre Jeunesse Emploi

**CASA** – Committee for Anglophone Social Action

**CLC** – Community Learning Centre

**ESSB** – Eastern Shores School Board

**GES** – Gaspé Elementary School

**GPS** – Gaspé Polyvalent School

**NCHS** – New Carlisle High School

**NRHS** – New Richmond High School

**Vision** – Vision Gaspé-Percé Now

**WAVEC** – Wakeham Adult and Vocational Education  
Centre

**YRSC** – York Rivers Senior Centre

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## VISION

To provide leadership in promoting awareness of the increasing importance of literacy in our modern world.

## MISSION

Our mission is to lead English-speaking individuals and families to achieving their literacy goals. By increasing public awareness of common and invisible literacy challenges, the GLC identifies and responds to the evolving needs of our community.

## IN A NUTSHELL...

The Gaspésie Literacy Council (GLC), one of eleven literacy councils in Quebec, has been serving the many communities in our territory since 1984. We serve community groups along the entire Gaspé coast, the North Shore, and the Magdalen Islands by providing workshops and events that promote tutor formation, family and digital literacy, and community engagement.

# MEET OUR TEAM



**Cheryl Henry**

Executive Director  
2018-present



**Chelsea Flowers**

Project Coordinator  
2020-2023



**Angelina Leggo**

Communications and Media  
2018-present



**Cynthia Jean**

Office Administrator  
2023



**Barbara Foley**

Tutoring Coordinator  
2023



**Tesia Hackett**

Project Coordinator  
2022-2023



**Crystal Element**

Project Coordinator  
2021-2022

# President of the Board

Jessica Synnott

This was another year of growth for the Gaspésie Literacy Council, with new projects, new partnerships, and a continued rise in the number of people we reach.

With the launch of the GLC's Digital Literacy Project in March, we have seen the development of new resources and methods, as well as outreach into new segments of the population, resulting in a wider audience for our services. The work related to our digital literacy efforts – the workshops, presentations, weekly tidbits on Facebook, informative graphics, and more – have been extremely successful at engaging the community.

The GLC ended the year by working with local schools, gifting students with books to encourage reading over the summer break. Our social media interactions continue to branch into new areas within our territory and our workshops and events have cultivated many different forms of literacy – from art and music, to ecoliteracy, to financial management.

I would like to take an opportunity to thank our staff and my fellow board members for such a successful year!



Read through our  
accomplishments,  
become familiar  
with all we offer,  
and find something  
for yourself here

# Executive Director

Cheryl Henry

I am so pleased to report that the Gaspésie Literacy Council (GLC) has grown - not by chance, but by forces choosing to work together to better serve our vast territory.

The GLC has grown over the past year with additional funding; we were among 21 successful applicants throughout Canada to receive funding from Innovation, Science, and Economic Development Canada for our Digital Literacy Exchange Program. This enables us to reach out to all of the communities that fall within our mandate, providing digital skills, workshops, and accessible information.

It is with this support and other opportunities that the GLC has been able to grow significantly over the past year, increasing our staff and providing more full-time hours to our current employees.

After much hard work by both staff and board members, we completed a 2023-2026 Strategic Plan. Together, we have a clear path for realizing our objectives, paving the way for the upcoming years.

I would like to acknowledge the support gained through our partnerships and we look forward to the new relationships we will develop in the future.



“Growth is never  
by mere chance; it  
is the result of  
forces working  
together.”

- James Cash Penny



# CELEBRATING OUR VOLUNTEERS



The GLC is proud of our volunteers, especially our amazing Board of Directors. The gift cards distributed to them during the holiday season are inadequate to show just how appreciative we are of all their work and time!

## **Our Board:**

President: Jessica Synnott

Treasurer: Jody Lessard

Directors: Robert Wolfe,  
Carmen Coulombe, Kim  
Fessenden, Peggy Brimsacle

Resigned during 2022-2023:  
Isabelle Martin, Amie Chicoine,  
Sarah Chicoine



# GLC EVENTS



The GLC organized multiple events throughout the year in order to diversify and expose community members to the different ways that literacy can be expressed in everyday life.



## **2022 AGM**

Our AGM summarizing the 2021-2022 year was held in September and featured a presentation by Aire Ouverte, who offer bilingual services for youth ages 12-25.



## **Embroidery Workshops**

This very popular series of workshops with Cornelia Karkossa introduced embroidery to adults, with the GLC providing the supplies. Embroidery as literacy uses the following skills: following instructions, focus and attention, creativity, mathematics, and more!



## **Pottery Workshop**

Our Pottery Workshop with Sara Ternoir approached literacy through hands-on, creative expression. A family activity, each participant crafted a holiday ornament to bring home.



## **Upcycle Art**

Literacy through artistic expression continued with an Upcycle Art event, led by Linda Drody. This event also introduced ecoliteracy, giving new life to old objects.



## **"Sean's Search for Treasure" Readings**

Linda Drody presented her book to families at the Allison-Aubut Library and students at Gaspé Elementary School, with a creative activity that was fun for all! Her leprechaun outfit at both events really set the mood.



## **Drawing Healthy Boundaries**

A workshop on creating and maintaining boundaries from consultant and life coach Kate Strickland, this online event was engaging, informative, and created lots of room for personal growth.



## **Beach Art Workshop**

A workshop that used recycled items to create a lovely beach-inspired sign. Run by Linda Drody in partnership with the York Rivers Senior Centre, it engaged the creativity of participants and explored ecoliteracy.



## **The Art and Craft of Storytelling**

This workshop took participants through the process of writing their stories. Led by Jennifer Willett, the 5-week course inspired local writers to put pen to paper!



## **Tutoring**

Beyond the drop-in digital literacy tutoring we've offered, the GLC has also developed a new tutor training package with Kate Strickland.





# FAMILY LITERACY

The majority of our family literacy activities are held in partnership with the **Wakeham Adult and Vocational Education Centre**. Through promoting family literacy, the GLC and WAVEC are encouraging an inter-generational approach to lifelong learning. Here are the activities we held together this year:



## Dreamcatcher Workshop

Led by Melanie Jean and Johanne Jean, this family activity addressed creativity, fine motor skills, and cooperation through the lens of Indigenous culture and learning. This workshop was so popular, the GLC had a waiting list!



## Music and Literacy

Once again, we had the privilege of working with Rob Lutes, a professional musician from Montreal. Rob presented musical literacy and knowledge to students at Belle Anse School, Gaspé Elementary School, and the Gaspé Polyvalent.



# DIGITAL LITERACY



Our Digital Literacy program, funded through the Digital Literacy Exchange Program from Innovation, Science, and Economic Development Canada, got off the ground in March 2023. Check out all the things we've accomplished in just three short months, and all the other digital literacy services we've offered this year.



## Drop-In Service



This program has been running since September, but became seriously focused on digital literacy in the winter months. We have served 32 people this way!



## Digital Tidbits with Chelsea

A program that began in January 2023, our weekly live video on Facebook ran for 16 weeks, with informative graphics on the days our digital coordinator was unavailable. Our most popular video had a reach of over 500 people!

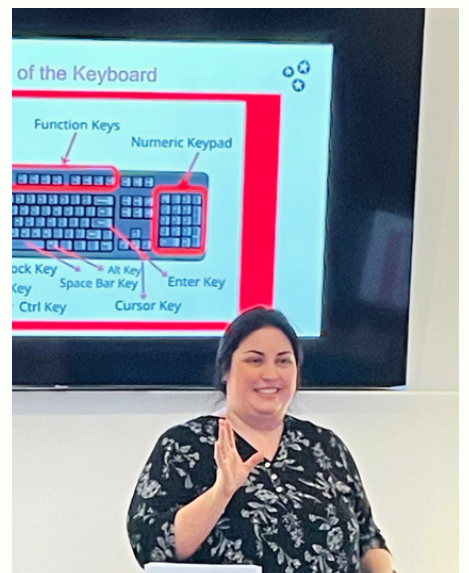


## Presentations/Documents

Since February, the GLC has held seven workshops on digital literacy, from computer basics, to using Zoom, to online shopping. These workshops have been successful thanks to partners who have graciously invited us to present:

- Vision
- Gespeg Micmac Nation
- CASA

The GLC also developed an ebook, Troubleshooting Amazon, as a free tool that can be downloaded from our website.



# PARTNERSHIP EVENTS



Our operations would not be the same without the support and collaboration of our partners. The following events were held with the support of local partnerships.



## **Fall Fest**

An event held by Vision Gaspé-Percé Now, the GLC participated by hosting a book reading event and a library extension table, where participants were encouraged to take home a gently used book.



## **Environmental Literacy**

Two presentations by Tim Adams, who teaches environmental literacy through a local, Indigenous lens, at Belle Anse School and Gaspé Elementary School. Both events were held in partnership with the Ville de Gaspé.



## **Writing Workshop**

In partnership with the ESSB, the GLC hosted a workshop with high school students on writing comics, presented by author Stephanie Cooke.





# FINANCIAL LITERACY

This was the final year of the GLC's project *Combating High School Dropouts and Bridging the Post-Secondary Gap*, where the majority of our programs were geared towards increasing the financial literacy of high school students preparing to graduate and move out on their own.



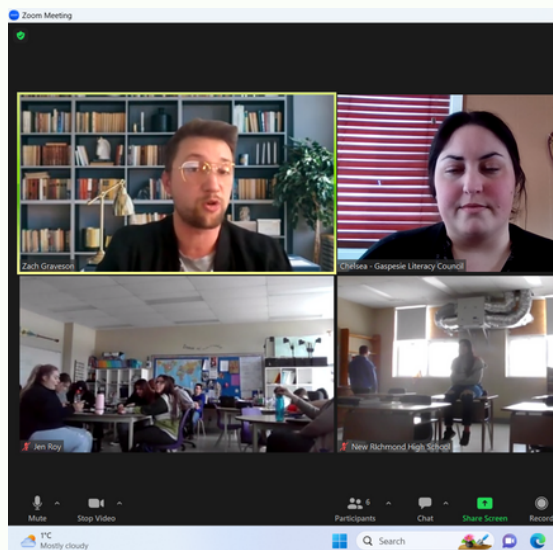
## Reality Check

The Reality Check workshops were developed last year and have been shared with partners throughout 2022-2023. We have run three of these workshops this year, at New Richmond High School, the Gaspé Polyvalent, and New Carlisle High School.



## Financial Literacy Presentation

A joint presentation with New Richmond High School and the Gaspé Polyvalent, a representative from FG Financial Group, Zachary Graveson, discussed money management and prioritizing expenses with students. This virtual presentation was very well received, with relevant and important information for students.




# Participation Numbers



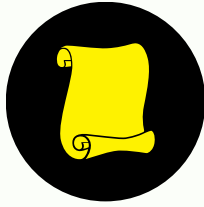
Event	Repetitions	Participation Numbers	Partners and Presenters
<b>GLC Events</b>			
2021-2022 AGM	1	30 adult participants	Aire Ouverte
Embroidery Workshops	2	20 adult participants over 2 workshops	Cornelia Karkossa
Pottery Workshop	1	14 adults and children	Sara Ternoir
Art Workshops	2	19 adult participants	Linda Drody YRSC
"Sean's Search for Treasure" Readings	2	57 students from Kindergarten to Grade 3; 6 participants (adults and children)	Linda Drody ESSB (GES) Allison-Aubut Library
Drawing Healthy Boundaries	1	5 adult participants	Kate Strickland
Art and Craft of Storytelling	5	8 adult participants	Jennifer Willett
<b>Family Literacy (with WAVEC)</b>			
Dreamcatcher Workshop	1	16 participants (adults and children)	Melanie Jean Johanne Jean

# Participation Numbers



Music and Literacy	10	231 students	Rob Lutes ESSB (GES, BAS, GPS)
<b>Digital Literacy</b> "Cyber Savvy Skills"			
Digital Presentations	7	121 adult participants 86% ages 50+	Vision Gespeg CASA
Drop-In Service	33	32 participants	
<b>Partnership Events</b>			
Fall Fest	1	29 participants	Vision
Environmental Literacy	2	58 students	Tim Adams ESSB (BAS, GES) Ville de Gaspé
Writing Workshop	1	16 students	Stephanie Cooke ESSB (GPS) CLC
<b>Financial Literacy</b> "Combating High School Dropouts and Bridging the Post-Secondary Gap"			
Reality Checks	3	76 students	ESSB (NRHS, NCHS, GPS) CLC, CJE, Vision, CASA, ACEF de la Peninsule
Financial Literacy Presentation	1	50 students	FG Financial Group ESSB (NRHS, GPS)

# Outreach



## Newsletters

The GLC produces four newsletters every year: Fall, Winter, Spring, and Summer. Our Summer 2023 marks the 10th issue of *Literally Speaking!* An average of 59% of these emails were viewed and the information was shared across our social media platforms.



## Facebook

From August 29, 2022 to June 30, 2023, the GLC's Facebook page reached over 12,000 people, with 69 new Page followers. This brings us to a total of 620 Page likes. Our top posts of the year reached over 2,000 people.



## Instagram

The GLC has 140 followers on Instagram and reached 186 accounts over the year. Our top performing post reached 69 people, with 12 likes.



## Social Media Giveaways

We ran three successful social media giveaways this year: Win a BOO-k (67 interactions), Holiday Giveaway (65 interactions), and a Learn, Seek, and Find (89 interactions over 5 days).

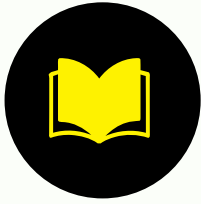


## Scholastic Book Fair

The GLC volunteered to help at the Scholastic Book Fair at Gaspé Elementary School in the fall.



UNDERSTANDING SOCIAL MEDIA: FACEBOOK ACCOUNTS	
Cloned vs Hacked	
Someone has taken your photo and created an account that is a mirror of yours	Someone finds out what your password is and gets into your Facebook account
That person sends out a friendship request to all or some of the people on your friend list	That person sends messages, changes information, and may change your password
You continue to have control over your Facebook account	You no longer have control over some or all aspects of your account
BOTH CIRCUMSTANCES SHOULD BE REPORTED TO FACEBOOK	



## Book Cruncher

The GLC is responsible for the book cruncher in the Douglastown Community Centre. Our motto is "take a book, leave a book if you can" in order to make it accessible for all.



## Lace up for Literacy

Two of our staff participated in the "Lace Up for Literacy" challenge hosted by Literacy Quebec. Running 20K combined, we raised over \$970!



## Book Giveaways to Students

As part of our commitment to outreach, we have given books to students of three elementary schools within our territory: St. Patrick Elementary School (GLC initiative), Gaspé Elementary School (partnership with WAVEC), and Belle Anse School (partnership with WAVEC.)



## Legion Lunch

We had the great privilege to host a lunch at the Barachois Legion in February. The lunch provided soup, sandwiches, and dessert to community members at no charge.



## Partnership with Turas

A new organization within our territory, Turas focuses on balance, connection, and mental wellness. The GLC partnered with them to help them develop their new logo and other promotional materials.



## Local Partners



## Provincial Partners



## Funders





**Thank  
You!**



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