



**Early Literacy Alliance  
of Waterloo Region**

Partnering for early literacy. Ensuring a stronger future.

**ELAWR Meeting – March 31, 2014 at WRDSB Board Office**

Present: Wanda Kampijan, Helen Kelly, Laura Dick, 2 students from WPL, Kelly Kipfer, Machel Denison, Robyn Vander Zee, Janelle Wenger, Katie Jackman, Teri Sousa, Tierney Hunter, Debbie Azim-Fleming, Cathy Scott, Cameron Dearlove, Samantha Burns, Maria Milne, Kim Krueger-Kischak, Joanne Davis, Gabriele Croft

Regrets: Chris Beck, Mary Trottier, Colette Moffat, Joanne Stronge, Shana Hayhurst

**Minutes:** accepted for February 3, 2014 meeting

**Budget:** \$2150 in account (not counting \$5000 in reserve for conference), some upcoming expenses for website and possible insurance cost of up to \$1,000

**Insurance:** need \$2M insurance coverage for some events; possibility to charge a small ELAWR membership fee on a sliding scale; will add insurance cost into the conference registration fees (Conestoga College may be able to cover the insurance costs at the conference, but vendors would need to sign a waiver about insurance; challenge may be with presenters who are paid to present)

*Action Item:* explore whether or not ELAWR is covered by Conestoga College's insurance for the conference (Samantha)

**Café Subcommittee Update:** next café is April 30<sup>th</sup> from 7 to 9 p.m. at KidsAbility; ELAWR member organizations will be on a panel to address ELAWR's five practices; registration through EventBrite

*Action Items:* develop and forward ELAWR PP template to presenters ASAP (Kim); compile a database of café registrants by end of June (Kim); arrangements for a 5<sup>th</sup> anniversary cake from Costco, coffee and tea and water (Samantha); forward SurveyMonkey questions to subcommittee for approval (Kim); arrange for use of a laptop and projector as well as signage (Gabriele); help with set-up at 6:30 p.m. and any clean-up (any available members)

**Website/Social Media Subcommittee Update:** consider having an online contest with a prize of a free conference registration (Google Drive was needed for an online contest run by Let's Read); comment on conference vendors' Twitter and Facebook platforms; will add Meeting Minutes to website after they have been approved by members (not to include member contact details)

*Action Items:* Make round buttons with "Like Me on Facebook" and "Tweeter" with QR Code to use at ELAWR events (Laura/Samantha); send postings for ELAWR Facebook and Twitter to Samantha (all members); add PH info to Members' Page (Gabriele and Teri); use the hashtag #ELAWR for any

Facebook/Twitter contest (all members); post Social Media Guidelines on website – not just to be viewed by members (Wanda/Kim)

**Promotions Subcommittee Update:** will work on recommendations for ELAWR material distribution; will consider sponsorship for printing more materials; plan to track distribution and use of materials; consider posters in hospital to promote to new parents; consider request from ETFO for ELAWR materials to include in 3,500 book kits for families

*Action Items:* explore possibility of including ELAWR info in New Parent Resource Guide (subcommittee and Teri)

**Conference Subcommittee Update:** conference is October 25<sup>th</sup> at Conestoga College; conference theme is “Literacy Throughout the Day;” presenter proposal application is on ELAWR website and due May 2<sup>nd</sup>; several members expressed that they want a keynote speaker

*Update:* Dr. Chaya Kulkarni (Director of the Infant Mental Health Promotion initiative at the Hospital for Sick Kids) has agreed to be the keynote speaker to address children’s mental health and early literacy

*Action Item:* distribute presenter proposal application to potential conference presenters (all members)

Community Updates:

**Family Literacy Day (FLD):** Project READ is no longer able to lead the annual community event at Conestoga Mall and there is a call for a new leading organization; many ELAWR members already participate in FLD; ELAWR is ready for another challenge; could form a new ELAWR subcommittee to organize FLD as a one year trial; the Early Literacy Specialist has flexibility to be the point person for this, but needs involvement from others, could have different people in charge of different tasks (e.g. promotion, booths, any special guests, etc.); members voted in favour of the principle of being the lead for organizing FLD for a one year trial

*Action Item:* share interest/availability in helping to organize FLD with Kim by May 2<sup>nd</sup> (all members); share ELAWR’s interest at the May 5<sup>th</sup> FLD planning meeting (Kim)

**Early Literacy Specialist:** ELAWR participated in a meeting for community collaboratives (participating collaborative reps may continue to meet once a year, description of collaboratives will be added to Children’s Planning Table (CPT) webpage and sent to CPT members, can act as reference group for CPT); Positive Parenting Parent Engagement Project is wrapping up and final report will soon be complete; Region has applied for Healthy Kids Challenge funding (focus on healthy eating, activity, and adequate sleep; possibility to also highlight literacy?); purchased 3000 buckslips with ELAWR messaging for ELAWR distribution; April 10<sup>th</sup> reading webinar for professionals

**Our Place OEYC:** 35<sup>th</sup> anniversary, planning event for the fall

**CPL:** new name of Idea Exchange; summer drop-in Preschool Picasso program for 2-5 year olds

**KPL:** main branch is closed until May; hiring more children’s staff with anticipated increase in participation

**RWL:** preparing for Summer Reading Club

**WRDSB SLP:** increasing the assessments for JK and SK students who haven't accessed KidsAbility

**Alliance for Children and Youth Network:** board has decided to wind down; will continue publishing the Mid-Month Connection newsletter

**Professional Resource Centre at Conestoga College:** looking for articles for PRC newsletter (The Professional Newsletter reaches professionals who work with young children); successful ELCC conference on March 29<sup>th</sup> with 300 participants

**Project READ:** launching series of four grandparent workshops, spaces are filling up quickly

**KidsAbility:** March 31<sup>st</sup> Grand Opening of Autism Centre; April 2<sup>nd</sup> is Autism Awareness Day

**Next meeting:** Monday, May 26, 2014, 9:00 – 11:00 a.m. at Idea Exchange, Clemens Mill Branch, 50 Saginaw Parkway, Cambridge

Please complete doodle poll (<http://doodle.com/u9v7m7iiwz5pgx3h>) by April 30<sup>th</sup> to determine fall meeting dates (all members)