

The Literacy Link – Supporting you through change

April 2014



Performance Management Support

Literacy Link South Central is committed to providing performance management assistance to LBS service providers. Through this newsletter, LLSC will share tools and resources gathered from our partners around the province that can be used to impact your organization's performance management. If there are specific topics you would like to see in upcoming issues, please contact Literacy Link South Central at literacylink@bellnet.ca

How Data Is Influencing Literacy Programming

Ideas from the field

Programs are using data to help them target their marketing, design new programs and enhance existing programs. That's performance management at its best! Here are some examples of how local literacy programs are using information to improve their services.

College Level

"We review the data to see if we are meeting our targets in all areas, but paying particular attention to customer satisfaction, efficiency and effectiveness. We tend to score high in customer satisfaction and efficiency, but there are so many variables under effectiveness. We find that we need to make adjustments in our program to meet the targets set out by MTCU especially in the area of Learner Suitability. We review our reports monthly and then our team discusses strategies to meet the targets. Sometimes we have a greater need than the target is allowing for. For example, we have a greater demand for upgrading services with the under 45 crowd than our Ministry target allows, so we continue to offer classroom support to this group, and develop targeted marketing for the 45+ crowd. Right now we see our under 45 stat. is low so we are working with a local domestic abuse agency to develop courses for some of their women who would like improve their literacy skills."

School Board Level

"Based on what I was seeing in CaMS, I changed the amount of time in class. I've modified my delivery period from 8.5 weeks to 19 weeks (based on the learner average on CaMS). If someone makes the list on the Inactivity Report, I speak with the teacher. CaMS can help us see which students aren't attending. Before this data was captured, they could easily be overlooked. I compare Provincial Reports against my data to look for similarities and differences."

Community Level

“In our program the number of new learners was down in the past 1.5 years. We needed to explore if this was happening in the community as a whole or if it was an indication of something wrong in our program. Through community conversations, we heard that lower attendance was a trend for other programs as well. CaMS shows us that our learners are staying in programs longer. They aren’t exiting. There are no employment opportunities in the area so there’s no incentive for learners to leave the program. That said, they *can* benefit from being in the program and continuing to build on their skills. Ontario Works caseworkers urge clients to work or stay in school. With no work available in the area, clients tend to stay in learning programs. To attract new learner we have developed a 6 week basic computer class. An introductory computer class meets an identified need in our community, especially considering the challenging and complex task of completing online job applications. The computer class helps to not only meet the need in our community (we continually have a waiting list for this class), it also increases the number of new learners in our program.”

Labour Market Information

“It’s just data until you convert it to wisdom.” (Sarah Delicate, March 2014)

Daily, we’re surrounded by news reports and statistics that reflect our local labour market. Often this information can be helpful in guiding the adult literacy field in program development and delivery. Not sure what the labour market is or how it can help your learners experience more success? Listen to this brief informational webinar for ideas: <https://vimeo.com/92756064>

New service: CaMs Support

Do you need help to make sense of your CaMs data? Do you want to explore how the data you collect can benefit your program? Literacy Link South Central is now offering a new support service to LBS programs in our six county service area. We will provide you with a person to guide you through your reports so you can learn what they are telling you.

Contact our office to find out more!

Please contact us at 519-681-7307 or literacylink@bellnet.ca

