



General Members Meeting

Thursday, February 12, 2015
9:15 am – 4:00 pm
Novotel, 1180 rue de la Montagne, Montreal, Quebec

Check in after 3pm for those travelling.

Accelerating Change through Collective Impact Leadership Training Workshop

Participant Outcomes:

- To increase awareness and understanding of Collective Impact as a framework for accelerating community change
- To apply the conditions of Collective Impact to increase the outcomes and impact of local literacy programs and to build toward stronger province-wide outcomes and impact

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| 9:15 am | Welcome and Introductions <ul style="list-style-type: none">• Who is in the room, Minute Marathon |
| 9:30 am | Setting the context of Literacy in Quebec – Provincially and Locally <ul style="list-style-type: none">• Margo Legault |
| 10:00 am | Accelerating Community Change through Collective Impact <ul style="list-style-type: none">• Liz Weaver, Tamarack – An Institute for Community Engagement |
| 11:00 am | Break and Networking |
| 11:15 am | Table Discussion Small Group Discussion <ul style="list-style-type: none">• How can a Collective Impact approach help us advance our literacy efforts at the community level and at the provincial level? Large Group Discussion <ul style="list-style-type: none">• Themes arising |
| 12:00 pm | Lunch and Networking |
| 1:00 pm | Diving Deeper on Collective Impact – Part I <ul style="list-style-type: none">• Our Common Literacy Agenda |
| 2:15 pm | Break and Networking |
| 2:30 pm | Diving Deeper on Collective Impact – Part 2 <ul style="list-style-type: none">• Getting to Shared Measures and Impact<ul style="list-style-type: none">○ Examples of shared measurement approaches and the impacts they have been having on community change efforts○ What data are we already collecting?○ What data is useful to our funders and community partners?○ What else could we or should we collect to make Literacy Quebec and our local community efforts become more impactful?• Mutually Reinforcing Activities to move the needle at the community and province-wide levels |
| 3:30 pm | Building our Next Steps |
| 6:00pm | Group Dinner at Restaurant L'Académie – 2100 Crescent, Montreal |



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Liz Weaver, Vice President, Tamarack – An Institute for Community Engagement

Liz leads the Tamarack Learning Centre providing strategic direction for the design and development of learning activities. The focus of the Tamarack Learning Centre is to work with community leaders to co-generate knowledge and become a collective force for social change. Liz is one of Tamarack's popular trainers and has developed and delivered curriculum on a variety of workshop topics including collaborative governance, leadership, collective impact, community innovation, influencing policy change and social media for impact and engagement.

Previous to this, Liz led the Vibrant Communities Canada team and provided coaching, leadership and support to community partners across Canada. She helped place-based collaborative tables develop their frameworks of change, supported and guided their projects and helped connect them to Vibrant Communities and other comprehensive community collaborations.

In her career, she was the Director for the Hamilton Roundtable on Poverty Reduction, which was recognized with the Canadian Urban Institute's David Crombie Leadership Award in 2009 and was a collective impact initiative. In her career, Liz has held leadership positions with YWCA Hamilton, Volunteer Hamilton and Volunteer Canada. In 2002, Liz completed a Masters of Management for National Voluntary Sector Leaders through McGill University and her thesis 'Storytelling and the Voluntary Sector' was published. Liz was awarded a Queen's Jubilee Medal in 2002 for her leadership in the voluntary sector, was an Athena Award finalist and in 2004 was awarded the Women in the Workplace award from the City of Hamilton.

Follow Liz's blog at www.tamarackcci.ca.



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9:15 am – 12:30 pm

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9:15 am Literacy Quebec Housekeeping
• Margo Legault

Public Relations Workshop

9:45 am

Introduction

Introductions, icebreaker, and brief on our involvement with LQ.

Organizational Function of Contemporary PR

Communications Planning and Strategy, building publicity, improving or creating reputations, fundraising, and engaging in public affairs

Unique Role of PR in the Non-Profit Sector

Awareness building, creating an organizational brand, creating and maintaining beneficial relationships, and developing channels of communication with target audiences

Interactive discussion about PR in the Non-Profit Sector

Why Strong PR really Matters

Your Public Relations Toolbox

PR campaign development from start to finish (Handout), The power of media relations, Writing to be heard, Speaking to be heard, Expanding your network, Social media (TBD after lunch)

Creative `outside of the box` Strategy Session with Members

Campaign, event, and PR ideas for LQ

11:00 am Break

Social Media Workshop

11:15 am

Changing Technology and the Influence of Social Media Today

Eye-opening stats and video

Putting Social Media Platforms in Context: Owned, Paid, and Earned Media

Global Transition to Social Organizations

Steps to creating a Social Media Strategy

Direction – Setting Objectives – Application – Measuring Success

Creating Content that Inspires and Expands Our Community

Explore examples of social media success stories and failures and brainstorm session

Practical Social Media Tips (Handout / Demonstration)

Facebook – Twitter – Linked-In

Q/A Session

12:15 pm Adjournment & Departure

Please note that in claiming your travel, reimbursement is calculated according to the distance from the council office, not your home address. You have 30 days to submit an expense claim.