

YEARS  
AND  
GROWING

CESBA helps build a prosperous Ontario through adult and continuing education programs in school boards.



CESBA (The Ontario Association of Adult and Continuing Education School Board Administrators) is a provincial, non-profit professional association that represents, advocates for and supports adult and continuing education (A&CE) program staff working in nearly 60 school boards across Ontario. Incorporated in 1999 and provincially funded, CESBA works to ensure that adult and continuing education programs offered by school boards are accessible, affordable, and successful in helping learners achieve their education, training and employment goals.

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#### CESBA 2018-2019 Annual Report

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*The Ontario Association of Adult & Continuing Education School Board Administrators, 2019*



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## MESSAGE FROM THE CESBA BOARD CHAIR AND EXECUTIVE DIRECTOR

### Leading in Changing Times

Dear CESBA members, community partners and friends;

We are pleased to report that it was a good year for CESBA - full of change and progress. In an ever-changing job market, there is an increasing demand for more educational experience from applicants. A growing number of occupations are now listing high school graduation and even some post-secondary education in order to be considered for hire. Now more than ever, the pathway for an individual to achieve his or her goals begins with a stronger educational background. School boards are responding to these changes by continuing to fine-tune programs and services to meet labour market demands.

We continue to improve our programming by doing the following:

### Increasing Student Pathways to Employment

School boards work to improve access to programs such as adult credit, ESL and FSL, Literacy Basic Skills and sector training in areas such as the PSW program, hair styling, and pre-apprenticeship programs such as construction, welding and carpentry. Our education programs with specific job-embedded linkages and practicums ensure that our graduates are prepared for further education or the labour market.

### Opportunities to Learn and Improve Skills

We continue to provide in-person and virtual school board staff training (Conference, regional meetings, etc.) where participants come to share best practices and learn about trends in their programming areas. CESBA members come away with new tools including those to continually measure learner progress and success.

### Improving Public Policy and Student Success

Our working committees provide ministry staff with feedback on ways to improve the delivery of programs, including ways to reduce administration so that more time can be spent with learners.

The CESBA Board of Directors has prepared a 2019-2020 Strategic Plan that includes, but is not limited to, the following:

1. Continue to meet with MPPs to help them better understand the work we do to support adults in improving their education and finding employment;
2. Work with new administrators (principals, vice principals, superintendents) to develop new skills in areas such as risk taking, system thinking with vision, financial acumen and advocacy;
3. Encourage school boards to increase their use of the PLAR for Mature Students program to enable adults to graduate quickly;
4. Assist school boards in further integrating their programs to enable learners to move seamlessly from program to program, such as from ESL to LBS, ESL to adult credit, credit to employment, credit to post secondary, etc.;
5. Continue to work in partnership with various government ministries to generally improve the education, skills and employment levels of learners which enable them to vie for higher wages and an improved quality of life.

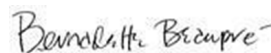
We would like to thank all our members for the great knowledge, skills and information they have shared over the past year.

We would also like to thank the staff members and volunteers that assisted us at regional meetings, at our Conference and with our other learning sessions over the past year.

Sincerely,



Jeff Moore  
CESBA Board Chair



Bernadette Beaupre  
CESBA Executive Director

# CESBA @ 20

Since 1999, CESBA has been at the forefront of advancing adult and continuing education (A&CE) in Ontario's school boards. As we celebrate two decades of being the leading voice of A&CE in the province, we reflect on the changes, challenges and achievements that have taken place in this often overlooked sector of publicly-funded education.

Trends and policies may have changed, and we've grown and adapted as an organization over the past 20 years. Yet our mission remains the same: To provide adult, alternative and continuing education program staff working in Ontario's school boards with the knowledge, skills and abilities to assist learners in achieving their education and employment goals.

## How it all began...

Even though CESBA was officially incorporated as a non-for-profit organization in 1999, its history spans much further back!

Since the 1960s, CESBA had been operating as a coordinating body, led by a dedicated group of continuing education school board administrators. In the 1990s, two friends and colleagues in literacy, Mary Adamson, Manager of the literacy program at Waterloo District School Board, and Wendy Oliver, Program Manager in the former Etobicoke School Board, approached Tony da Silva, then president of CESBA, with news of available funding for a literacy coordinator - a fully funded position. It was perfect timing, because CESBA was already talking about the need for a full-time staff person whose scope would extend beyond literacy programs, and the Ministry of Education had a vision to build the capacity of school board education sectors through support organizations and networks.

Dave Neumann was hired as CESBA's first Executive Director and the new CESBA office was set up at the Centre of Education and Training in Mississauga. CESBA was incorporated as a not-for-profit on May 5, 1999 with the objective "To promote and advance the cause of Adult and Continuing Education."

# A Look Back



## 1999

- CESBA is incorporated!
- LBS programs receive the Ministry of Training, Colleges and Universities' document *Literacy and Basic Skills Program Guidelines*.



## 2000

- CESBA secures funding from the National Literacy Secretariat (NLS).
- The Ministry of Training, Colleges and Universities (MTCU) and NLS launch a provincial Practitioner Training Strategy.
- CESBA partners with MTCU to conduct a full survey to gather information about its membership and releases a report about all school board A&CE programs.

## 2001

- CESBA launches its website at [www.cesba.com](http://www.cesba.com).
- The Ministry of Training, Colleges and Universities launches the new Information Management System for LBS agencies.



## 2002

- The Government of Ontario announces mandatory literacy testing of Ontario Works clients, leading to an enrolment spike in LBS programs.
- The Ministry of Education announces a major increase in funding for all publicly funded schools.



Networking session on International Education - Marketing to the World.

## 2003

- The Ministry of Education (EDU) announces the implementation of the PLAR for Mature Students project (PPM132). CESBA signs a contract with the ministry to develop materials and assist with the delivery of training for school board staff.
- CESBA launches a CD-ROM library of LBS Practitioner Training Modules.
- EDU announces the Graduate in Ontario by Achieving Literacy Standards (GOALS) strategy.



## 2004

- CESBA launches the [www.lbspractitionertraining.com](http://www.lbspractitionertraining.com) website.
- MPP Kathleen Wynne, then Parliamentary Assistant to the Minister for Training, Colleges and Universities, addresses delegates at the 2004 CESBA Spring Conference on the Future of Adult Education in Ontario.
- The Adult Education Review takes place.





## 2005



- Dave Neumann retires as CESBA's Executive Director and the Board of Directors appoints Brenda King as CESBA's new ED.
- CESBA launches the PLAR for Mature Students website in English and French at [www.plarformaturestudents.com](http://www.plarformaturestudents.com)
- Following the Adult Education Review, the Ministry of Education releases its report *Ontario Learns: Strengthening our Adult Education System*.

## 2006



- CESBA launches its new project Strategic Partners and Pathways for Academic Upgrading in LBS.
- A new Adult Education Policy Unit is created within the Ministry of Education as a direct result of the *Ontario Learns* report.
- Kathleen Wynne, then Minister of Education, announces \$2 million in funding for adult education. She also opens the 2006 CESBA Fall Conference!

## 2007



- CESBA is funded by the Ministry of Education to develop the Adult Training Inventory Project (A-TIP), an inventory of adult and continuing education programs delivered by Ontario's school boards.
- CESBA launches the employment website [www.mygates.ca](http://www.mygates.ca) for job seekers not planning to go to university or college.
- The new Ministers' Committee on Adult Education is formed between the Ministries of Education (EDU); Training, Colleges and Universities (MTCU); and Citizenship and Immigration (MCI).

## 2008



- CESBA publishes *Partners and Pathways: A CESBA Research Report on Learner Transition from LBS to Adult Credit*.
- The Ministry of Training, Colleges and Universities introduces the Adult Literacy Curriculum Project.
- Employment Ontario launches the Second Career strategy.

## 2009



- CESBA celebrates its 10th anniversary!
- 40,000 Ontarians lose their jobs due to the recession.
- The Hon. David C. Onley, Lieutenant Governor of Ontario, speaks at CESBA's 10th Anniversary Spring Conference.

## 2010



- CESBA publishes *Clearing the Pathway: Effecting Seamless Transitions from LBS to Adult Credit*.
- The new Ontario Adult Literacy Curriculum Framework Initiative (OALCF) is piloted in 13 school boards.
- Deloitte publishes its *Adult and Continuing Education Business Model Review*.

## 2011



- The Ministry of Education (EDU) releases the new Ontario Schools, Kindergarten to Grade 12, Policy and Program Requirements document.
- The report *Adult, Alternative, and Continuing Education in Ontario: Emerging Transition Pathways* is released following a think tank session with stakeholders facilitated by EDU.



## 2012

- The OALCF is fully implemented by the Ministry of Training, Colleges and Universities.

## 2013

- The CESBA Board of Directors hires Bernadette Beaupre as the organization's new Executive Director.
- CESBA moves to its new home at the Centre for Social Innovation's Spadina location in Toronto.
- The Ministry of Education publishes *Creating Pathways to Success: An Education and Career/Life Planning Program for Ontario Schools, Policy and Program Requirements, Kindergarten to Grade 12*.



## 2014

- CESBA publishes the first issue of its e-newsletter *CESBA Express Mail* on January 29, 2014.
- CESBA moves to an organizational membership model.
- The first CESBA Central and East regional meetings are held.
- The Ministry of Education announces the Adult Education Strategy.



## 2015

- CESBA creates four PLAR for Mature Students learning videos for new assessors.
- The first CESBA North Regional Meeting is held in Toronto.
- The Ministry of Citizenship, Immigration and International Trade conducts a third-party evaluation of the Adult Non-Credit Language Training Program.



## 2016

- CESBA launches the new [lbs.cesba.com](http://lbs.cesba.com) website for LBS practitioners.
- CESBA launches an online searchable resource library on its main website.
- The Premier's Highly Skilled Workforce Expert Panel releases *Building the Workforce of Tomorrow: A Shared Responsibility*. CESBA and LBS support organizations write a response report.



## 2017

- CESBA updates its look with a new logo, tagline and a brand-new website.
- CESBA grows to five employees!
- The Cathexis Report on the evaluation of the Literacy and Basic Skills Program is released.
- The Ministries of Advanced Education and Skills Development (now MTCU), Education (EDU), and Citizenship and Immigration (MCI) release the consultation paper *Strengthening Ontario's Adult Education System*.



## 2018

- CESBA submits a response paper to *Strengthening Ontario's Adult Education System*.
- CESBA launches the provincial high school diploma promotion campaign.
- Ontario elects a new PC government, bringing in a new cabinet and lots of changes.
- The Ministry of Education launches its *Education in Ontario* consultation.



## 2019

CESBA celebrates its 20th anniversary!  
Happy Birthday CESBA.





# From the CESBA Archives

CESBA has produced many resources over the years, from reports to CD-ROMs to websites. No matter the format, CESBA has always provided essential tools and materials to school board staff.



# The Updater

The CESBA Updater was a magazine for Managers, Administrators and Practitioners working in school board Literacy Basic Skills programs.



## Conference Program Flashback

The CESBA Conference has always been the meeting place for adult and continuing education staff to network, share, discuss and learn from one another. There used to be two conferences per year (one in spring and one in the fall). CESBA moved to one conference per year in 2015.



## Style Update



*The original CESBA logo*



*A slight branding refresh in the 2000s*



*CESBA gets a shiny new logo in 2017*

## Governance Through the Years

Many dedicated adult and continuing education program staff have served on CESBA's Board of Directors over the years. We thank them for contributing their time, expertise and energy to CESBA!



President Murray McDonald (Algoma DSB) and members of the 2002-03 Board chair with Minister Dianne Cunningham after her address to the CESBA Spring Conference.



CESBA Board of Directors (06/07) - Mary Koltz, Michel Comtois, Robert Fitzgibbon, Grainne O'Donnell, Judith Whitfield, Anna Bowles, Carol Maingot



CESBA Board of Directors:  
(back row) Mary Koltz, Director; Grainne O'Donnell, Secretary; Carol Maingot, Treasurer; Anna Bowles, retiring Secretary; Judy Whitfield, President; Brenda King, Executive Director;  
(front row) Paul Cox, Director; Michel Comtois, retiring Director; Rob Fitzgibbon, Vice-President; Paul Sloan, Director



Front: Robert Fitzgibbon, Grainne O'Donnell, Ward Levine, Jack Maga, Judy Whitfield  
Back: Carol Maingot, Anna Bowles, Brenda King, Michel Comtois, Murray McDonald



## Putting the Wheels in Motion

CESBA wouldn't be where it is today without the work of our passionate committee members!



Conference Planning Committee: Back Row: Robert Fitzgibbon (Durham CDSB), Celine Lafrance (CEPEO), Lucia Santamaria (Waterloo CDSB), Front Row: Namita Aggarwal (Toronto DSB), Karen Sklash (Greater Essex County DSB)



CESBA committee chairs meet with Jonathan Brown from the Adult Education Unit and CESBA president Judith Whitfield. Committee chairs present are (l to r) David Mowat, Brenda Deshane, Trudy Lothian, Richard Poirer, Sheila Nicholas, and Namita Aggarwal. Absent from the photo are Gill Smith, Kathy Mills, Lynelle Hamilton and Marilyn O'Donnell.



Literacy Committee: Brenda Allen, Christine Hendrie, Barb Anderson, Lisette Santos de Sousa, Trish Daubs, Trudy Lothian, Pat Whyte



Conference Planning Committee: Left to right: Karen Sklash, Freda Trattner, Judy Whitfield, Robert Fitzgibbon, Brenda King, Namita Aggarwal and Celine Lafrance.

## 2018-2019 YEAR IN REVIEW

# Pushing for Change & Spreading Awareness

## Strengthening government relations

CESBA worked proactively to meet with key government decision makers over the year to help them better understand the important work that school boards do in adult and continuing education programming and the support they provide to adults in completing their education, finding employment, and pursuing other pathways such as apprenticeships. The CESBA Executive Director and staff have met with the former Minister of Education, Lisa Thompson; the Deputy Minister of Education, Nancy Naylor; and the Director of Stakeholder Relations, Vijay Chauhan in Dr. Merilee Fullerton's office (former Minister of Training, Colleges and Universities).

## Adult Credit Education Strategy

The Adult Education Strategy Partnership Tables came together in Spring 2019 to present tools and resources that can be shared and adapted by other tables, and to discuss future collaboration initiatives. Participants at the meeting also discussed improved access to adult and continuing education programs in Ontario that is a direct result of AES work. The Partnership Tables will complete their mandate in the Fall of 2019.

## Extra! Extra! CESBA featured in MediaPlanet's publication Careers and Education

CESBA helped spread the word about Ontario school boards' role in helping adult learners get their high school diploma and reach their employment goals in a feature article in MediaPlanet's publication *Careers and Education*, which was published online and in print in MetroNews in September 2018. The article, *Ontario School Boards Prepare Adults for the Workforce*, featured an interview with CESBA Executive Director, Bernadette Beaupre.

[www.careersandeducation.ca/continuing-studies/ontario-school-boards-prepare-adults-for-the-workforce](http://www.careersandeducation.ca/continuing-studies/ontario-school-boards-prepare-adults-for-the-workforce)





# Building Capacity & Increasing Knowledge

## In-Service for New Administrators

CESBA held its annual training day for principals and vice-principals new to adult and continuing education. Led by Ed Stavnitzky (DSB Niagara), several key issues and topics were presented and discussed such as the complex needs of adult learners, adult centred program design, and adult and continuing education program operational structures and processes.

*“It was a good opportunity to hear what other boards are doing, answer some of my own questions and to pick up new ideas.”*

- In-Service participant

## PLAR for Mature Students Assessors Training

One of CESBA's most popular and well-attended professional development events, the two-day Prior Learning Assessment & Recognition (PLAR) for Mature Students Assessors workshop in February 2019 was led by Brenda Steffler (Waterloo Catholic DSB) and Andrea Murphy (Limestone DSB), who walked participants through case studies and presented hands-on tools and resources for PLAR assessments.

*“It is informative and interesting—without this training, I am not sure how one would begin the assessment process.”*

- PLAR training attendee

## Professional Development Day for Adult Education Credit Teachers

Back by popular demand, CESBA hosted a one-day Professional Development Day for adult education credit teachers on April 2, 2019 in Toronto. 42 attendees had the opportunity to network with colleagues and attend sessions presented by the Hamilton-Wentworth District School Board on Math, Mental Health for Learners, and LGBTQ Awareness Training.

*“Networking and learning new skills was the best part of today. It made me a better teacher. Thank you.”*

- PD Day participant

*“Thank you for this wonderful opportunity! I love that as a Con Ed teacher, our admins see the value we contribute to our learners and to our school boards.”*

- PD Day participant



The CESBA Conference 2018 was the biggest and most successful Conference to date! The sold-out event welcomed more than 400 participants to Toronto from November 28 to 30, 2018, who came together to share knowledge around adult and continuing education in the province. The Conference offered a full-day Pre-Conference for sector specific groups, as well as more than 30 workshop sessions led by over 55 presenters. It also featured an exhibitor showcase, a special opening and closing ceremony by Mohawk Elder Pat Green, and was tied together by Conference Animator Jennine Profeta. The Conference was generously supported by EduTravel and other education-based organizations and sponsors, and had 13 student volunteers from the Toronto District School Board.

Conference highlights included:

### Two thought-provoking keynote speakers

- Dr. Randy LaBonte, CEO of CANeLearn, talked about rethinking e-learning success.
- Eleanor Newman, Executive Director of the Eastern Ontario Staff Development Network, gave an engaging talk on positioning adult education in school boards.



### Opportunities for interaction and activity

From pinning locations on a giant map of Ontario, to our scavenger hunt led by Second City alumnus Jennine Profeta, to our Espace Francophone and the ever-popular Mix & Mingle reception, Conference attendees had plenty of opportunity to connect, network, engage and have fun!



### Adult Education Regional Strategy Learnings and Successes Plenary

Each of the Adult Education Strategy Partnership Tables shared their achievements and successes around their innovative strategies, programs and resources for the adult learners in their regions.



Participant registration increased by 22% from the 2017 Conference

## CESBA Conference highlight reel video: “You have to go to CESBA!”

Videographer Matthew Clulow and his team were on site throughout the CESBA Conference documenting the energy and buzz the Conference creates around adult and continuing education. The Conference highlight reel features interviews with Conference attendees and showcases why the CESBA Conference is THE best professional development event for school board staff working in adult and continuing education.



*The Conference highlight reel can be viewed on CESBA's YouTube channel!*

### Conference Impact 2018: What our Participants said

- Top two reasons for attending CESBA 2018 were to: 'Explore learning opportunities' & 'Discover new resources.'
- Respondents to the post-conference survey identified:
  - \* 750+ new pieces of knowledge
  - \* 250+ new resources



“

“I’m new to the adult education sector, and this event proved to be a good introduction to the field.”

“This was very well-organized and had great flow. This was one of the best conferences I’ve attended.”

“Lots of choice in workshops was great. Keynotes were inspiring.”

“The team did an absolutely stellar job...I will be sure to bring my team back next year for the 20th anniversary.”

“I loved this conference! It enriched my experience as I live in a small town in northern Ontario and rarely have this opportunity. Thank you CESBA for this enriching learning experience.”

“This was by far the best conference yet.”

“I really appreciated the Indigenous Elder that opened and closed the conference. I found his teachings to be interesting and inspirational.”



# Working Together

## Regional Meetings

CESBA hosted nine regional meetings across the province in 2018-2019, bringing school board staff together in each region to discuss common themes and issues in their boards, celebrate successes, network, exchange knowledge and resources, and hear updates from CESBA and from government staff.

Some meetings also featured guest speakers from various community-based organizations, such as the thought-provoking talk at the CESBA Central Regional Meeting in North York on April 17, 2019 by Sunil Johal, Policy Director at the Mowat Centre, on the future of work and education.

In meeting evaluations, many participants commented that they appreciated the in-person networking the most so that they could easily share information and ideas.

“It is so beneficial to see how other boards ‘do it’ and get energy and support from my enthusiastic and committed peers.” - West meeting attendee

“Important for me to meet face-to-face with the experts.” - North meeting attendee

“Sunil was great and his presentation really made us think about the future and how we need to adapt in education.” - Central meeting attendee

“This was the first meeting I have attended and found it very informative. Thank you. Felt like I belonged.” - Central meeting attendee

“Opportunity to discuss issues and best practices. Group was engaged and willing to talk.” - East meeting attendee



Participants at the CESBA East Meeting in Ottawa on October 18, 2018.



Sunil Johal spoke about the future of work and education at the Central Regional Meeting in North York on April 17, 2019.

## PSW Spring Work Day

The CESBA PSW Committee hosted its annual Work Day for school board Personal Support Worker program managers and administrators. This important professional development event allows PSW program staff to discuss common issues, exchange knowledge and resources such as lesson plans, review new Ministry policies and guidelines, and generate new ideas to ensure the best outcomes for learners in their programs. There was a valuable discussion and sharing on the challenges that individual students and situations can present. Resource documents were made available on the CESBA website for all program staff to access, including learner resources and an updated map of Ontario School Board PSW programs.

## CESBA moves across the street!

In September 2018, CESBA staff packed up their office in the old Centre for Social Innovation (CSI) and moved across the street to CSI Spadina's new building at 192 Spadina Avenue.



*The CESBA team packs up for the big move across the street!*

## Sector Highlights

### Personal Support Worker (PSW) program

- The PSW Committee worked to move from a program accreditation process to a Quality Assurance process, with the goal of completing the QA in September 2019.
- The sudden dissolution of the Personal Support Worker Program Accreditation (PSWPA) posed challenges, but the PSW committee listened to members and engaged in meetings with the Ontario Ministry of Long-Term Care to ensure the quality of the school board PSW programs would be consistent with the Quality Assurance process.
- A new school board PSW program was launched at Upper Grand District School Board, bringing the total number of school boards offering the program to 22.

### Credit/PLAR/Guidance

- Guidance Camp at the CESBA Conference 2018 was once again a huge success, with over 40 attendees participating in a Google-camp style day of learning and sharing.
- Mentorship continues to be an important part of PLAR, with experienced assessors volunteering their time to share best practices with other boards.
- Work began on updating the vast library of PLAR resources and documents on the CESBA website.

### ESL/FSL

- Committee membership has expanded to include Hamilton-Wentworth DSB and Durham Catholic DSB.
- The ESL Pre-Conference day 2018 was well-attended with more than 60 attendees. Feedback is being used to improve the upcoming sector-specific day at the 2019 Conference.
- The committee continues to work towards the goal of creating a manual for new ESL/FSL program administrators.

### Literacy and Basic Skills (LBS)

- Developed a digital curriculum for use by all school board LBS programs. The practitioner's guide, manual and workbook have been uploaded to the CESBA website.
- Work has continued on the development of an online intake assessment tool for learners in school board LBS programs, aligned with the OALCF. It is scheduled for release in Fall 2019.
- Several school board LBS managers were selected to sit on the Ministry of Training, Colleges and Universities' working groups to work collaboratively to design and recommend LBS program changes and implementation plans.

# Sharing Resources

## New bilingual CESBA brochure

CESBA designed a new bilingual awareness brochure, *Building a prosperous Ontario through adult and continuing education*, which provides a brief overview of CESBA's programs, services and impact in the adult and continuing education sector.



## Staying connected and informed

With more than 1,200 subscribers, CESBA continued to provide its wide network of adult and continuing education program staff, community partners and supporters with important sector-related news, information, resources and events in its monthly e-newsletter *CESBA Express Mail*. CESBA also utilized its social media channels to inform more than 1,000 followers of CESBA news and updates, upcoming events, and to share relevant news items from media outlets and school boards.

### IMPACT:

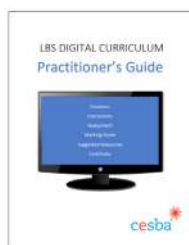
- Nearly 350 Facebook followers
- Over 600 Twitter followers
- Over 110 LinkedIn followers
- Over 1,000 *CESBA Express Mail* subscribers



## Launch of the Digital Literacy Curriculum Project

In February 2019, CESBA launched the Literacy Basic Skills Digital Literacy Curriculum. Designed to help LBS learners gain important digital literacy skills and increase their confidence in using technology, the program features a manual with hands-on activities, a workbook to reinforce concepts and digital vocabulary, and a practitioner's guide with a pre-screening assessment aligned with the OALCF. The curriculum includes topics such as accessing information, understanding online safety and using mobile devices. Curriculum documents were made available on the CESBA website for easy access at

[www.cesba.com/literacy-basic-skills](http://www.cesba.com/literacy-basic-skills).



CESBA thanks Curriculum Developer Angela Williams; Digital Curriculum Committee Members Constance Gibbings, Daphne Lane, and Karen Morgan; Monika Jankowski-Pacyna at Alphaplus; Samantha Branje at OSL Retail; TR Leger School STEP Program; The Learning HUB; The Centres for Employment and Learning; Editor Alexandra Peace; and The Ministry of Training, Colleges and Universities for funding.

“I couldn't do my job without CESBA!!!”

- 2018 Conference attendee



## CESBA launches the Ontario High School Diploma Promotion Campaign

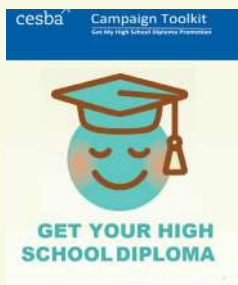
With help from Ramp Communications, CESBA officially launched its provincial awareness campaign to promote the Ontario Secondary School Diploma (OSSD) to working age Ontarians who have not completed their diploma.

The campaign features a microsite in English and French at [getmyhighschooldiploma.ca](http://getmyhighschooldiploma.ca) and [terminerleseetudessecondaires.ca](http://terminerleseetudessecondaires.ca), which includes answers to FAQs and information about the high school diploma, and allows users to find adult credit programs near them through the interactive map. Digital ad campaigns were launched across the country, with additional regions opting in for more region-specific advertising and print materials.

The campaign also features a bilingual digital toolkit, available on the CESBA website, that school boards can use to promote the campaign and their own adult credit programs with key messages, sample social media posts, print brochure files, and web tools like website banners, digital ads and social media images.

### IMPACT

- Nearly 7,000 visitors to the campaign microsite since it launched in November 2018
- Almost 20% of visitors clicked through to school board and adult learning centre websites
- The largest age demographic of website visitors were 25-34 years of age, followed by 35-44.



*CESBA conducted three focus groups with adult learners in credit programs across the province to help inform the high school diploma promotion campaign.*



*Doug Harrison from Ramp Communications presents the High School Diploma Promotion Campaign at the CESBA North Regional Meeting in Toronto on January 25, 2019.*

# CRUNCHING

# NUMBERS

349

Facebook followers

*Increase of 8% from previous year*

613

Twitter followers

*Increase of 18% from previous year*

112

LinkedIn followers

*Increase of 30% from previous year*

6,800

YouTube video views

43

Youtube subscribers

*Increase of 48% from previous year*

14,558

web sessions on  
cesba.com

*Increase of 32% from previous year*

8,900

cesba.com  
users

*Increase of 57% from previous year*

36,392

pageviews on  
cesba.com

*Increase of 8% from previous year*

1,087

CESBA Express  
Mail subscribers

*Increase of 10% from previous year*

2,206

LBS Practitioner  
Training website  
users

15

in-person  
events

930

event attendees

## THE CESBA BOARD OF DIRECTORS

At CESBA's Annual General Meeting on October 3, 2018 in Toronto, CESBA welcomed Maria Calabrese (Hamilton-Wentworth Catholic DSB) and Larry Pezzutto (Huron-Superior Catholic DSB) to the CESBA Board of Directors. The CESBA Board of Directors, CESBA staff and members thanked outgoing Board Member Shirley Graham (Ottawa Carleton DSB) for her commitment, enthusiasm and significant contributions to CESBA over the past five years.



*Standing left to right: Julie Bodiam, Jim Wilson, Len Noens, Larry Pezzutto, Ed Stavnitzky  
Seated left to right: Tammy Rodaro, Maria Calabrese, Bernadette Beaupre (CESBA E.D.),  
Jean-Pierre Durette, Jeff Moore*

### CESBA Board of Directors 2018-2019

#### **Jeff Moore**

Chair  
Hamilton-Wentworth District School Board

#### **Jean-Pierre Durette**

Co-Chair  
Consortium d'apprentissage virtuel de langue française de l'Ontario (CAVLFO)

#### **Julie Bodiam**

Director  
Upper Grand District School Board

#### **Maria Calabrese**

Director  
Hamilton-Wentworth Catholic District School Board

#### **Len Noens**

Director  
London District Catholic School Board

#### **Larry Pezzutto**

Director  
Huron-Superior Catholic District School Board

#### **Tammy Rodaro**

Director  
Simcoe County District School Board

#### **Ed Stavnitzky**

Director  
District School Board of Niagara

#### **Jim Wilson**

Director  
Durham Catholic District School Board



## PROJECT COMMITTEES

### **Adult Credit/PLAR Committee**

*Jim Mackrory, Chair (HWDSB), Angela Jarrett (HWDSB), Andrea Murphy (Limestone DSB), Brenda Steffler (WCDSB)*

### **Conference Planning Committee**

*Marion Dixon (SCDSB), Jim Mackrory (HWDSB) (until December 31, 2018), Cheryl Stewart (GEDSB), Diane Elliott (HWDSB), Lynn Landry (CAVLFO)*

### **English and French Second Language (ESL/FSL) Committee**

*Shirley Graham, Chair (OCDSB), Erin Jones (AMDSB), Michelle Lingard (ALCDSB), Laura Patterson (Limestone DSB)*

### **Enrolment Reporting Initiative Committee**

*Namita Aggarwal (TDSB), Jennifer Belanger (HWDSB), Deborah Cook (YRDSB), Angela Jarrett (HWDSB), Andrea Stevenson (AMDSB), Paula Vedoya (YCDSB)*

### **High School Diploma Promotion Campaign Committee**

*Ivan Filion (formerly Cambrian College), Jim Mackrory (HWDSB), Shilpa Mehta-Jones (DSB Niagara), Len Noens (LDCSB)*

### **International Languages (IL) Committee**

*Keith Wan, Chair (DCDSB), Whitney Deveaux (TDSB), Lesya Granger (CECCE), Dorota Jakubowska (DPCDSB), Brunella Trinca (DPCDSB)*

### **Le Groupe des affaires francophones (Francophone Affairs Committee)**

*Jean-Pierre Durette, Chair (CAVLFO) and representatives from the Francophone school boards: CECCE, CSDCEO, CEPEO, CSCD des Grandes Rivières, CSDC des Aurores boréales, CSP du Grand Nord de l'Ontario, CSC Franco-Nord, CSC du Nouvel-Ontario, CSP du Nord-Est de L'Ontario, CSC MonAvenir, CSC Providence and CS Viamonde.*

### **Literacy & Basic Skills (LBS) Committee**

*Melissa Friske, Chair (RCDSB), Charlotte Parliament (SCDSB), Jennifer McKay (OCDSB), Brent Pickering (Limestone DSB)*

### **LBS Online Assessment Tool Advisory Committee**

*Linda Brooks (WRDSB), Courtney Brown (AMDSB), Robyn Cook-Ritchie (GEDSB), Tina De Luca (NCDSB), Sharon Davenport (HWDSB), Sarah Fields (KPRDSB), Joanne Hincks (TCDSB), Daphne Lane (UCDSB), Paul Manley (YRDSB), Jennifer McKay (OCDSB), Wayne Miedema (WRDSB), Karen Morgan-Bowyer (WCDSB), Charlotte Parliament (SCDSB - Consultant), Diana Petre (DCDSB), Kaitlin Taylor (SCDSB), Jill C. Slemon (LDCSB), Adriana Ungureanu (TDSB)*

### **Northern Advisory Committee**

*Larry Lanctot (Near North DSB), Sharon Maisonneuve (NCDSB), Samantha Peotto (Lakehead DSB), Natalie Poitras (CSCDGR)*

### **Personal Support Worker (PSW) Committee**

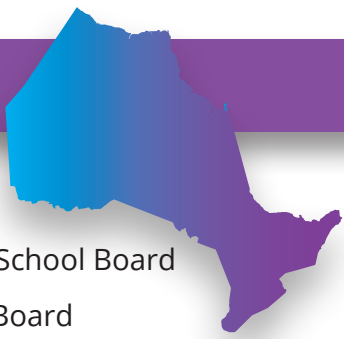
*Dawn Marie Brunet, Co-Chair (SCDSB), Anita Plunkett, Co-Chair (CDSBEO), Andrea Goundon (DCDSB), Yvette Laroque (CEPEO), Michelle Sharpe (Limestone DSB), Deb Siebert (LKDSB), Monique Smith (Peel DSB), Lisa Zandenbourg (LKDSB)*

### **Personal Support Worker (PSW) Program Accreditation Committee**

*Shirley Graham, Chair (OCDSB), Rebecca Cooper (SCDSB), Paul Cox (WCDSB), Arwen Long (PSW Accreditation Administrator and Assessor, consultant)*

## CESBA MEMBERS 2018-2019

**CESBA is grateful to all of our members for their ongoing support and participation throughout 2018-2019:**



Algoma District School Board	Keewatin Patricia District School Board
Algonquin and Lakeshore Catholic District School Board	Lakehead District School Board
Avon Maitland District School Board	Limestone District School Board
Bluewater District School Board	London District Catholic School Board
Brant Haldimand Norfolk Catholic District School Board	Near North District School Board
Catholic District School Board of Eastern Ontario	Niagara Catholic District School Board
Conseil des écoles catholiques du Centre-Est	Nipissing-Parry Sound Catholic District School Board
Conseil des écoles publiques de l'Est de l'Ontario	Northeastern Catholic District School Board
Conseil scolaire catholique de district des Grandes-Rivières	Ottawa-Carleton District School Board
Conseil scolaire catholique Franco-Nord	Ottawa Catholic School Board
Conseil scolaire catholique Providence	Peel District School Board
Conseil scolaire de district catholique de l'Est ontarien	Peterborough Victoria Northumberland and Clarington Catholic District School Board
Conseil scolaire catholique du Nouvel-Ontario	Renfrew County District School Board
District School Board of Niagara	Simcoe County District School Board
District School Board Ontario North East	Simcoe Muskoka Catholic District School Board
Dufferin-Peel Catholic District School Board	Sudbury Catholic District School Board
Durham Catholic District School Board	Superior-Greenstone District School Board
Durham District School Board	Thames Valley District School Board
Grand Erie District School Board	Toronto Catholic District School Board
Greater Essex County District School Board	Toronto District School Board
Halton Catholic District School Board	Trillium Lakelands District School Board
Halton District School Board	Upper Canada District School Board
Hamilton-Wentworth Catholic District School Board	Upper Grand District School Board
Hamilton-Wentworth District School Board	Waterloo Catholic District School Board
Hastings and Prince Edward District School Board	Waterloo Region District School Board
Huron-Superior Catholic District School Board	Windsor-Essex Catholic District School Board
Kawartha Pine Ridge District School Board	York Catholic District School Board
	York Region District School Board

## FUNDERS

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## PARTNERS AND AFFILIATES

CESBA would like to thank its partners and affiliates for their support and collaboration this year, without which the development of our projects and resources would not have been possible.

AlphaPlus	Literacy Northwest
Adult Basic Education Association of Hamilton	Literacy Ontario Central South
Canadian Association of Prior Learning & Assessment (CAPLA)	Metro Toronto Movement for Literacy
Centre franco-ontarien de ressources en alphabétisation (Centre FORA)	Mid North Network for the Coordination and Development of Adult Learning
Centre for Social Innovation	Ningwakwe Learning Press
Coalition ontarienne de formation des adultes	Northern Policy Institute
College Sector Committee for Academic Upgrading	ONESTEP
Community Literacy of Ontario	Ontario College Application Service
Contact North	Ontario Native Literacy Coalition
Deaf Literacy Initiative	Ontario Nonprofit Network
Laubach Literacy Ontario	Ottawa Community Coalition for Literacy
Literacy Link Niagara	Peel-Halton-Dufferin Adult Learning Network
Literacy Link of Eastern Ontario	Preparatory Training Programs, Toronto (Adult Learning and Employment Programs)
Literacy Link South Central	Project READ Literacy Network Waterloo-Wellington
Literacy Network Northeast	QUILL Learning Network
Literacy Network of Durham Region	TESL Ontario



## CESBA STAFF



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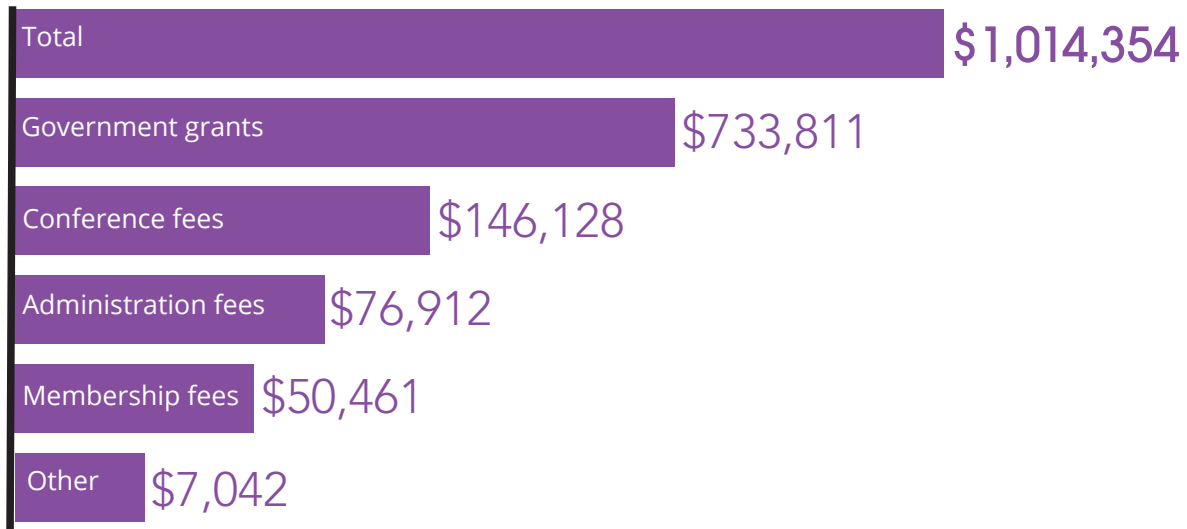
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Administrator/Project Coordinator

SUZANNE SCHWENGER  
Project Coordinator

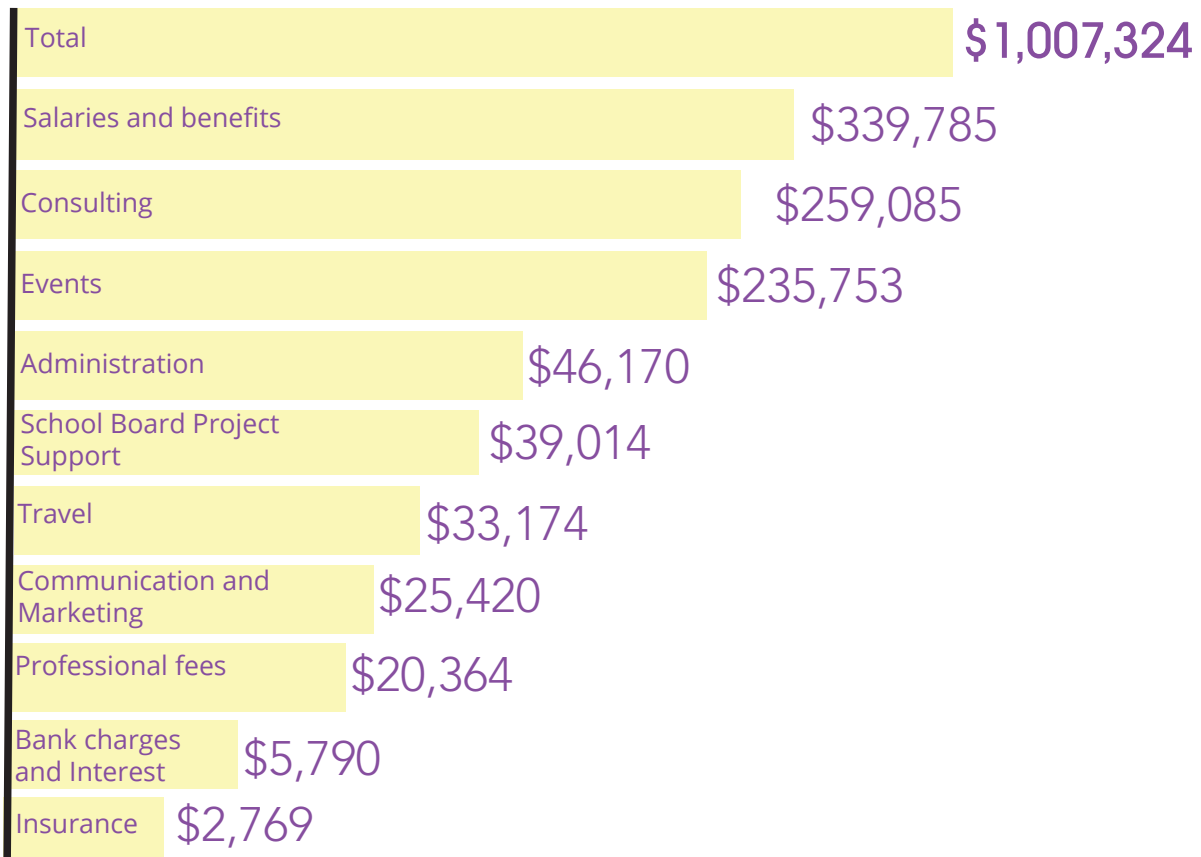


## FINANCIAL STATEMENT

### Revenue



### Expenses



\*For the full financial statement, please visit [www.cesba.com](http://www.cesba.com)





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