

Strategic Plan 2025-2028



MAY 2025



Literacy Link
EASTERN ONTARIO

Réseau de Littératie
DE L'EST ONTARIEN

Strategic Plan 2025-2028

Literacy Link Eastern Ontario (LLEO)

Literacy Link Eastern Ontario (LLEO) began visioning its strategic plan in the fall of 2024. Through external and internal consultations, the staff and board at Literacy Link Eastern Ontario have endeavored to build a playbook to support decision making, planning and resource allocation by identifying strategic priorities for 2025-2028. This plan is the result.

With the support of our fabulous facilitator, the LLEO Board of Directors reviewed the current state of LLEO, contemplated feedback from focus groups of local Literacy and Basic Skills (LBS) service providers and community partners to plan our future direction. Five priorities emerged that lay the groundwork to grow LLEO in the next 2-3 years.

"The art of teaching is the art of assisting discovery."

~ Mark Van Doren

We will build awareness of what LLEO does to ensure the network knows our scope, what we do and what we don't do. We will support our network Literacy and Basic Skills service providers. We will stabilize our organizational foundation, and explore alternate funding sources, and we will advocate for Literacy locally and provincially.

Throughout the process we've highlighted the importance of building partnerships, and we are excited about developing tools like an online resource hub for our network service providers. We are committed to developing a complement of strong Literacy and Basic Skills practitioners so that service providers are equipped with the knowledge and the skills they need to effectively support adult literacy learners and the art of teaching and assisting discovery.

Our mission is to develop connections, communications, resources and collaborations to support adult literacy and adult learning opportunities.

Our vision is that adult literacy service providers will have access to the essential education and skill development tools that will support their learners in achieving their goals.

Our Values

Knowledge mobilization - LLEO promotes a learning culture where everyone in the Literacy Link Eastern Ontario network seeks, creates, and disseminates knowledge. LLEO acquires, shares, and applies sound data and information to achieve our strategic goals.

Innovation - LLEO is committed to enhancing efficiency and adapting to change. LLEO is committed to a culture of learning and innovation, encouraging everyone in the Literacy Link Eastern Ontario network to continuously evolve, grow and develop.

Equity, diversity, and inclusion - LLEO will ensure equitable treatment and opportunities for all. LLEO recognized and celebrated the variety of backgrounds, perspectives, and experiences of everyone in our community.

Empowerment - LLEO shares and delegates authority, fosters autonomy and encourages individuals to take initiative. LLEO trusts in the wide variety of abilities and perspectives within the network, providing them with the support and resources they need to drive positive change.

Community collaboration - LLEO fosters a sense of belonging, collaboration and shared purpose among our network and the broader community impacted by literacy.

Priority	Goal	Actions
1. Support our network service providers.	LLEO network LITERACY AND BASIC SKILLS service providers have training resources and tools to support both their organizational needs and learners' needs.	<ul style="list-style-type: none"> <input type="checkbox"/> Build and curate an on-line resource hub of literacy program tools and resources. <input type="checkbox"/> Provide professional development opportunities to enhance service provider skills and capacity. <input type="checkbox"/> Provide ongoing opportunities for Literacy and Basic Skills service providers and practitioners to connect and exchange knowledge locally and provincially. <input type="checkbox"/> Encourage LBS service providers and practitioners to co-create innovative and inclusive program resources.
2. Communicate and raise awareness of all that we do.	There is a greater awareness of the value of Literacy and adult learning services in Eastern Ontario.	<ul style="list-style-type: none"> <input type="checkbox"/> Develop and implement a marketing and communications plan. <input type="checkbox"/> Implement an engagement strategy to ensure that our network LBS service providers are aware of the role and scope of LLEO's functions. <input type="checkbox"/> Continue to build strong relationships with Service System Managers, Employment Ontario, and community partners to raise awareness of the benefit of literacy for employment outcomes. <input type="checkbox"/> Represent the LLEO network service providers at community and provincial tables.
3. Foundational development and capacity building.	The LLEO organization and Board of Directors have the capacity and structure to deliver services effectively.	<ul style="list-style-type: none"> <input type="checkbox"/> Develop Board of Directors recruitment and succession plans. <input type="checkbox"/> Increase staff capacity. <input type="checkbox"/> Provide Board training and development based on identified needs. <input type="checkbox"/> Continue to develop organizational and foundational structures and policies. <input type="checkbox"/> Identify and pursue new partnerships that support program growth.
4. Explore funding opportunities.	Diverse revenue streams are established to ensure long-term sustainability and growth of LLEO.	<ul style="list-style-type: none"> <input type="checkbox"/> Design a fundraising plan and donations campaigns. <input type="checkbox"/> Identify grants and funding opportunities to develop inclusive Literacy programs, services and resources. <input type="checkbox"/> Identify and build strategic relationships with funding partners.
5. Literacy Advocacy	Identified political representatives and community shareholders are aware of the benefits of Literacy and LITERACY AND BASIC SKILLS services.	<ul style="list-style-type: none"> <input type="checkbox"/> Develop an elevator pitch for board members. <input type="checkbox"/> Pursue outreach and engagement opportunities with local elected officials to promote literacy awareness. <input type="checkbox"/> Connect with and support national and international advocacy groups and campaigns.

In summary...

By the end of our strategic planning cycle, we intend to:

- ❑ have a complement of strong Literacy and Basic Skills practitioners and service providers who are equipped with the personal development, knowledge and skills they need to effectively support learners
- ❑ diversify our funding base and recruit more staff to support the operation of our network
- ❑ build advocacy, awareness and understanding of the need for literacy services and the incredible benefits of literacy skill building
- ❑ ensure equitable and inclusive access for all adult learners through the creation of diverse and inclusive resources
- ❑ engage all network LBS service providers by ensuring awareness and access to all the resources, tools, and knowledge they need to teach learners
- ❑ build a strong, sustainable board and foundation of organizational policies and procedures.

We can't wait to get started!

