



## **FREQUENTLY ASKED QUESTIONS (FAQs)**

### **1. Why the new logo?**

After ten years, the Provincial Resource Team wanted to explore updating /modernizing the logo. A graphic artist was hired to conceptualize the Community Learning Centre Initiative's vision/mission; we consulted the network and the new logo is representative of the feedback we received. Additionally, in late 2014 the CLC Initiative became part of LEARN.

The new logo was designed to reflect the evolution of our development while also reminding us to remain true to the core values of the CLC Initiative. Gone are the sharp corners and angles, replaced by soft, fluid edges and a dynamic colour palette that gives a fresh look and feel. The three-person triangle embodies the diverse makeup of the English-speaking community in Quebec, while also highlighting what CLCs represent – collaboration, partnerships, and success for all learners.

### **2. What is LEARN?**

LEARN is a non-profit organization that serves the public and private Anglophone, Aboriginal, Youth and Adult Education sectors of Québec. They have built a reputation in the English-speaking community over the past ten years, bringing together the expertise and efforts of educators, students, parents, and partners in the English-speaking community to cultivate success for all learners.

### **3. What does the LEARN/CLC alliance mean for my CLC School?**

The new alliance between LEARN and the CLC network is an opportunity for all CLC Schools to access the vast network of educational expertise and resources that LEARN offers. Over the coming months and years you will gain a greater understanding of the advantages this will bring to the network and to your CLC School(s).

### **4. Do I really need to use the new logo?**

LEARN is the core funder of the Community Learning Centre Initiative and as such the LEARN/CLC logo **must be used on all public documents including websites, Facebook pages, newsletters, etc...**

### **5. Where can I find help/resources for communications?**

All resources to help you launch the new logo/look are available on the [CLC Resource website](#). Logos are available in English, French, colour, and black & white, in a variety of formats (EPS, AI, JPG, PDF).

## 6. How do I explain what CLCs do and why?

Use the following boilerplate paragraph to explain what LEARN/CLCs do.

### **Boilerplate Paragraph**

LEARN's Network of Community Schools, known as Community Learning Centres (CLC Schools), have a dual role in Quebec: student perseverance and community vitality. In CLC Schools, a dedicated coordinator works closely with school principals and staff to establish mutually beneficial partnerships with community-based organizations, municipalities, local businesses, families, and community members. These partnerships result in support to community and school improvement through enhanced access to recreational, educational, social, and cultural opportunities for youth, families, and the English-speaking community at large.

In 2014, CLC Schools became part of LEARN, a non-profit organization that serves the public and private Anglophone, and Aboriginal, Youth and Adult Education sectors of Québec. LEARN's Network of Community Schools (CLCs) bring together the expertise and efforts of educators, students, parents, and partners in our community to cultivate success for all learners.

For more information please contact [Debbie Horrocks](#) or visit our [website](#).

### ***What is a 'boilerplate'?***

A "boilerplate" in the marketing, public relations, and journalism world refers to an organization's ***standard description*** that is used repeatedly without change. Using this paragraph will reinforce the concept that all CLC Schools are part of the greater network. Consistency and accuracy of this description in your communications is important for the credibility and visibility of the network.

If appropriate, insert your contact information and website into the boilerplate.

### ***When to use the boilerplate?***

- It can be used on your website/Facebook page "***About***" page or at the end of a press release.
- Journalists will often 'borrow' a line from your boilerplate when they write about you.

### ***Why use the boilerplate?***

It helps people understand in a very succinct way what you do and why you do it.