

In an effort to broaden readership, *Education Canada* moved to a theme-based content format in 2013-14. Editions now include three or more English feature articles and two or more French feature articles related to a particular theme such as assessment, student engagement, and innovation while maintaining an assortment of general interest content. This hybrid approach provides the editors with the opportunity to develop an editorial focus among readers while maintaining flexibility to integrate quality unsolicited articles. With the Editorial Board selecting themes well in advance, more time is granted to the editors to fill editorial line-ups, which can then be forwarded to advertisers who are planning their marketing budgets for the year. Themed editions also better align English and French content and enable corresponding social media information campaign strategies which increases online traffic, and in turn, the value of online advertising spaces, while diversifying thoughtful blog voices on particular topics.

Education Canada Magazine’s online platform continues to expand its library of web-exclusive and multimedia content related to articles found in the print version of this publication – it is a key knowledge mobilization vehicle for CEA to pursue its role of reframing the educational debate, opening minds and encouraging the public to be receptive to new ideas in education.

CEA website analytics indicate that *Education Canada* continues to expand an audience of forward-thinking tech-savvy educators on this electronic platform, while the traditional administrator audience continue to value the print format. CEA staff continue to strategize on how best to grow both audiences to expand the reach of the provocative ideas contained within this important publication.

Education Canada Magazine Top English and French Article Unique Page Views
(April 1, 2013 - March 31, 2014 – posted at any point)

www.cea-ace.ca/education-canada	http://www.cea-ace.ca/fr/education-canada
1. Self-Regulation: Calm, Alert, and Learning* Stuart Shanker	1. Apprendre à rédiger un texte argumentatif sur la question de la violence: quel(s) objet(s) d’enseignement-apprentissage en classe de français ? Marianne Jacquin
2. Engaging Students Through Effective Questions Mary-Anne Neal	2. L’approche actionnelle dans l’enseignement des langues étrangères Marianne Jacquin
3. The Role of the Resource Teacher in an Inclusive Setting Angèla AuCoin and Gordon L. Porter	3. Le rôle des enseignants dans la motivation des garçons envers la lecture et l’écriture Tatiana Carapet

4. Banning the Strap: The End of Corporal Punishment in Canadian Schools Paul Axelrod	4. Apprendre une langue étrangère en sauvegardant sa langue d'origine Georges Duquette
5. School Inclusion Jacqueline Specht	5. Sentiment d'efficacité personnelle Claire Duchesne

3.3.5 The *Bulletin* E-Newsletter

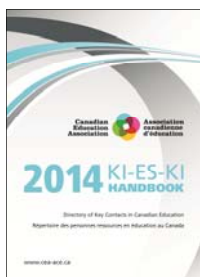
CEA's monthly electronic newsletter, the *Bulletin*, provides brief summaries of the latest education news, research, and events to more than 3,000 subscribers. Through a review of our subscribers' email addresses, in addition to education, they hail from various sources including ICT, the media, government departments, and international organizations. From Chile to Australia, *Bulletin* has subscribers from every continent in the world.

Bulletin E-Newsletter Subscriber Statistics

March 2013	March 2014	# Increase
2,971	3,402	431

CEA will be strengthening its brand connection to *Education Canada* Magazine with a redesigned *Education Canada* E-Bulletin, which will replace the existing e-Bulletin. It will be launched in September 2014 to improve the promotion of *Education Canada* content while maintaining the existing high-quality research content.

3.3.6 *KI-ES-KI Handbook*



Since 1948, CEA has published its annual *KI-ES-KI Handbook*, a comprehensive, bilingual directory with over 4,000 entries of key contacts in education. As the only comprehensive print and online education directory in Canada, it serves as an important reference and networking tool for educators and education organizations, researchers, policymakers.

3.3.7 School Calendar

Since 1966, CEA has produced and disseminated the School Calendar, which provides all opening and closing dates, statutory holidays, and spring breaks for elementary and secondary schools across Canada. This free resource, compiled annually, is an essential tool for parents and educators plan their busy schedules.

3.3.8 Information and Referral Service

With responsibilities for education residing with the provincial and territorial governments, many Canadians rely on CEA for assistance in answering questions and making referrals to the appropriate sources. Leveraging CEA's established pan-Canadian network to the information and support services they require, hundreds of enquiries were received and answered in 2013-2014 covering a great range of issues such as foreign credential assessment, rights to public education, complaints, requests for Canadian contacts by foreign entities, and obscure fact checking for publishers and graduate students.

3.4 Recognizing Innovation and Research

CEA celebrates the work of innovative researchers as well as school and classroom practitioners from across the country – their contributions, their promise, and their commitment to breaking new ground and revisiting commonly held assumptions in education policy, practice or theory in Canada. These awards serve an important knowledge mobilization role by showcasing innovative and transformative ideas with educators across the country.

3.4.1 The Whitworth Award for Education Research



THE WHITWORTH AWARD

Awarded every three years, the Whitworth Award recognizes individuals who have made a sustained and substantial contribution to educational research over a period of time. In October 2013, CEA was pleased to honour Dr. Kate Tilleczeck, Professor and Canada Research Chair in Youth Cultures and Transitions in the Faculty of Education and Arts (Sociology/Anthropology) at the University of Prince Edward Island, with this award in recognition of her work in articulating the impacts of modern society on marginalized students in the context of transitions through school, mental health, and technology.

<http://www.cea-ace.ca/whitworthaward>

3.4.2 The Pat Clifford Award for Early Career Research

This award recognizes the work of emerging researchers – their research contributions, their promise, and their commitment to breaking new ground or revisiting commonly held assumptions in education policy, practice or theory in Canada.

In October 2013, CEA was pleased to recognize the following co-winners of this award: Dr. Steve Masson, Professor in the Faculty of Education at the Université du Québec à Montréal for his trailblazing work in combining neuroscience and education and Dr. Leyton Schnellert, Assistant Professor in the Faculty of Education at the University of British Columbia's Okanagan Campus, for his work in improving literacy among adolescent learners – particularly those with learning disabilities – and teachers' practices to support them.

<http://www.cea-ace.ca/cliffordaward>



THE PAT CLIFFORD AWARD

3.4.3 Ken Spencer Award for Innovation in Teaching and Learning



THE KEN SPENCER AWARD

The Ken Spencer Award for Innovation in Teaching and Learning was established with the generous contribution of Dr. Ken Spencer to recognize and publicize innovative work that is sustainable and has the potential of being taken up by others; to encourage a focus on transformative change in schools; and to provide profile for classroom innovation within school districts, schools and the media.

In 2013-14, seven award winning school programs were recognized for leveraging teacher expertise beyond their subject areas to provide inquiry based real-world learning that takes the classroom outside school walls. Many of these programs involve regular teacher collaboration that focuses on motivating students at risk of not completing school, while others blend indigenous teachings with 21st century learning. They all demonstrate a common commitment to the quality of the relationship between teacher and student.

For an electronic booklet with photos and videos about all 15 2013-2014 Ken Spencer Award finalists: <http://reports.cea-ace.ca/kenspenceraward13-14>

Please visit www.cea-ace.ca/about-us/media-centre/cea-in-the-news for a sampling of articles about these award-winning schools from the past year.

3.4.4 Future directions

The Innovation that Sticks Fundraising Reception

CEA will host this special fundraising event in October 2014 to celebrate the innovative teaching of three previous CEA Ken Spencer Award winners. These educators will showcase their work at “innovation stations” and will share their perspectives on how their work could be scaled. This informal fundraising event will place an important focus on the challenge of scaling innovation in Canadian schools. Funds raised at this event will be used to establish a new CEA award to help recognize and support courageous education leaders who are in the process of scaling innovative programs and practices throughout their school districts.

APPENDIX A: CEA BOARD AND COUNCIL MEMBERS, 2013 - 2014

*Also members of CEA Board of Directors

- Dr. Bruce Beirsto, Education Consultant and Adjunct Professor, Simon Fraser University
- Chantal Beaulieu, Assistant Deputy Minister, English-Speaking, Aboriginal and Cultural Communities, ministère de l'Éducation, du Loisir et du Sport (Québec)
- Michel Bernard, directeur général, Commission scolaire de la Région de Sherbrooke
- Mark Bevan, Director, Workforce Planning and Development (Department), Alberta Education (as of October 2013)
- Dr. Monique Brodeur, doyenne, Faculté des sciences de l'éducation, Université du Québec à Montréal
- John Campey, Executive Director, Social Planning Toronto
- Elizabeth Costa, Director of Instructional Development and Achievement, Department of Education and Early Childhood Development (Prince Edward Island) (until October 2013)
- Paul Cuthbert, Superintendent of Schools and CEO, Evergreen School Division
- Mario Cyr, directeur général, Conseil scolaire francophone de la Colombie-Britannique (retired)
- *Antoine Dérose, Equity and Engagement Lead GTA Area, Provincial System Support Program, Centre for Addiction and Mental Health
- Frank Dunn, Acting Deputy Minister, Department of Education (Nova Scotia) (as of October 2013)
- Dr. Ross Elliott, Director of Education, Western School District (retired)
- Dr. Gerald Farthing, Deputy Minister, Department of Education and Literacy (Manitoba)
- Dan Florizone, Deputy Minister, Ministry of Education (Saskatchewan) (as of June 2013)
- Dr. Calvin Fraser, Secretary General, Canadian Teachers' Federation
- Michael Furdyk, Director of Technology, Taking IT Global
- *Darren Googoo, Director of Education, Education Department, Membertou First Nation
- Shelley Green, President, BC Principals' & Vice-Principals' Association
- *Bernard Jacob, associé, Morency Société d'Avocat
- *Dr. Michele Jacobsen, Associate Dean, Graduate Programs / Associate Professor, Faculty of Education, University of Calgary
- *Marty Keast, Owner, Forever Learning Corporation
- *Chris Kennedy, Superintendent of Schools / CEO, West Vancouver School District No. 45
- Nicole Lemieux, sous-ministre adjointe des politiques et du soutien à la gestion, ministère de l'Éducation, du Loisir et du Sport (Québec)
- *Dr. Alexander (Sandy) MacDonald, Deputy Minister, Department of Education and Early Childhood Development (Prince Edward Island) (as of October 2013)
- *Anne MacPhee, Chief Operations Officer, Career Edge Organization
- *Dr. John Malloy, Director of Education, Hamilton-Wentworth District School Board
- *John McAuliffe, Superintendent of Education, Learning Services Division, Greater Saskatoon Catholic Schools

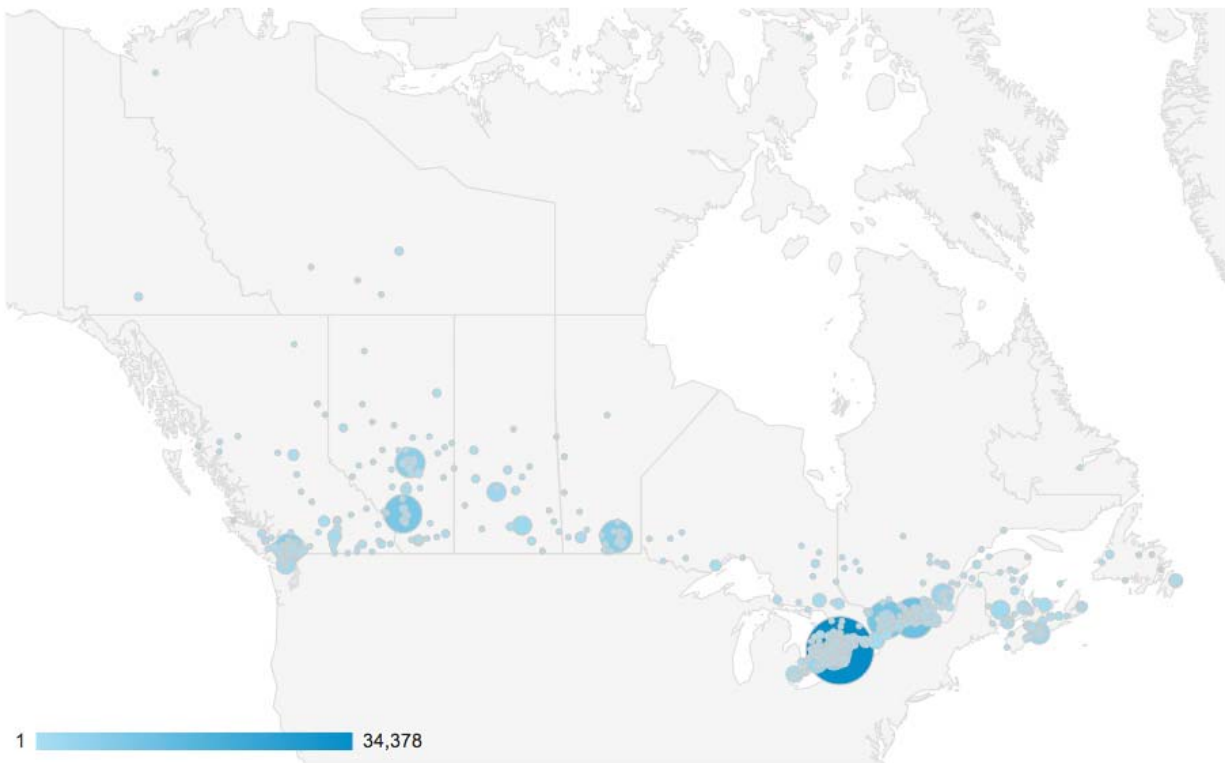
- Catherine McCullough, Director of Education, Sudbury Catholic District School Board
- Darren McKee, Executive Director, Saskatchewan School Boards Association
- John McLaughlin, Deputy Minister, Department of Education (New Brunswick) (as of May 2013)
- Wendy McLeod MacKnight, Deputy Minister, Department of Education (New Brunswick) (until May 2013)
- *Richard Morris, Director of Financial Services, Halifax Regional School Board (retired)
- Brian O'Leary, Superintendent, Seven Oaks School Division
- Carole Olsen, Deputy Minister, Department of Education (Nova Scotia) (until October 2013)
- *Roger Paul, directeur général, Fédération nationale des conseils scolaires francophones
- Hervé Poirier, directeur, École-sur-Mer (retired)
- Gérald Richard, sous-ministre, ministère de l'Éducation et du Développement de la petite enfance (New Brunswick)
- *Denise Rose, Superintendent of Schools, Foothills School Division No. 38
- Valerie Royle, Deputy Minister, Department of Education (Yukon) (as of May 2013)
- Céline Saint-Pierre, professeure émérite de sociologie, Université du Québec à Montréal
- Alfred Sakyi, Acting Director, School Research and Improvement Branch, Alberta Education (until October 2013)
- Cheryl Senecal, Deputy Minister, Ministry of Education (Saskatchewan)(until June 2013)
- *Dr. Ken Spencer
- Yves St. Maurice, président, Association canadienne d'éducation de la langue française
- David Steele, Managing Partner, Wave Learning
- Dr. Kate Tilleczek, Professor, Faculty of Education, University of Prince Edward Island
- Dianne Turner, Superintendent, Delta School District
- Janet Walsh, President, Canadian Home and School Federation (retired)
- Christie Whitley, Assistant Deputy Minister, Public Schools Branch, Department of Education (Yukon) (until May 2013)
- James B. Wilson, Treaty Commissioner, Treaty Relations Commission of Manitoba
- George Zegarac, Deputy Minister, Ministry of Education (Ontario)
- *Lynne Zucker, Vice President, Clinical Systems Integration, Canada Health Infoway

APPENDIX B: CEA WEBSITE STATISTICS, April 1, 2013 – March 31, 2014

Source of Canadian Visitors by Province and Territory

1. Ontario
2. Quebec
3. British Columbia
4. Alberta
5. Manitoba
6. Nova Scotia
7. Saskatchewan
8. New Brunswick
9. Newfoundland and Labrador
10. Prince Edward Island
11. Northwest Territories
12. Yukon
13. Nunavut

Top Website Visitors by Canadian City



Top 5 Website Pages (excluding landing page)

1. *Education Canada* Homepage
2. Self-Regulation: Calm, Alert, and Learning* (*Education Canada* Magazine article)
3. Engaging Students Through Effective Questions (*Education Canada* Magazine article)
4. About Us
5. Research & Publications

Top 5 Mobile Website Pages (excluding landing page)

1. Self-Regulation: Calm, Alert, and Learning* (*Education Canada* Magazine article)
2. Nova Scotia Report Cards make an odd bit of summer reading (Blog post by Grant Frost)
3. Engaging Students Through Effective Questions (*Education Canada* Magazine article)
4. Marginalized Youth in Contemporary Educational Contexts: A Tranquil Invitation to a Rebellious Celebration (*Education Canada* Magazine article)
5. Banning the Strap: The End of Corporal Punishment in Canadian Schools (*Education Canada* Magazine article)

Publications Released Online

Title	Link
2013-14 School Calendar	http://www.cea-ace.ca/publication/2013-2014-school-calendar
The Facts on Education: <ul style="list-style-type: none">• Do good grades in high school guarantee post-secondary success?• Under what conditions does technology impact learning?• What is the Value of Standardized Testing?	http://www.cea-ace.ca/facts-on-education
The Ken Spencer Award: 2013-2014 Finalists	http://reports.cea-ace.ca/kenspenceraward13-14
<i>What's Standing in the Way of Change in Education?</i> Reflections from the Canadian Education Association's Calgary Workshop	http://reports.cea-ace.ca/calgary_2013_report_en
CEA Calgary Workshop Summary	http://www.cea-ace.ca/publication/cea-calgary-workshop-summary

