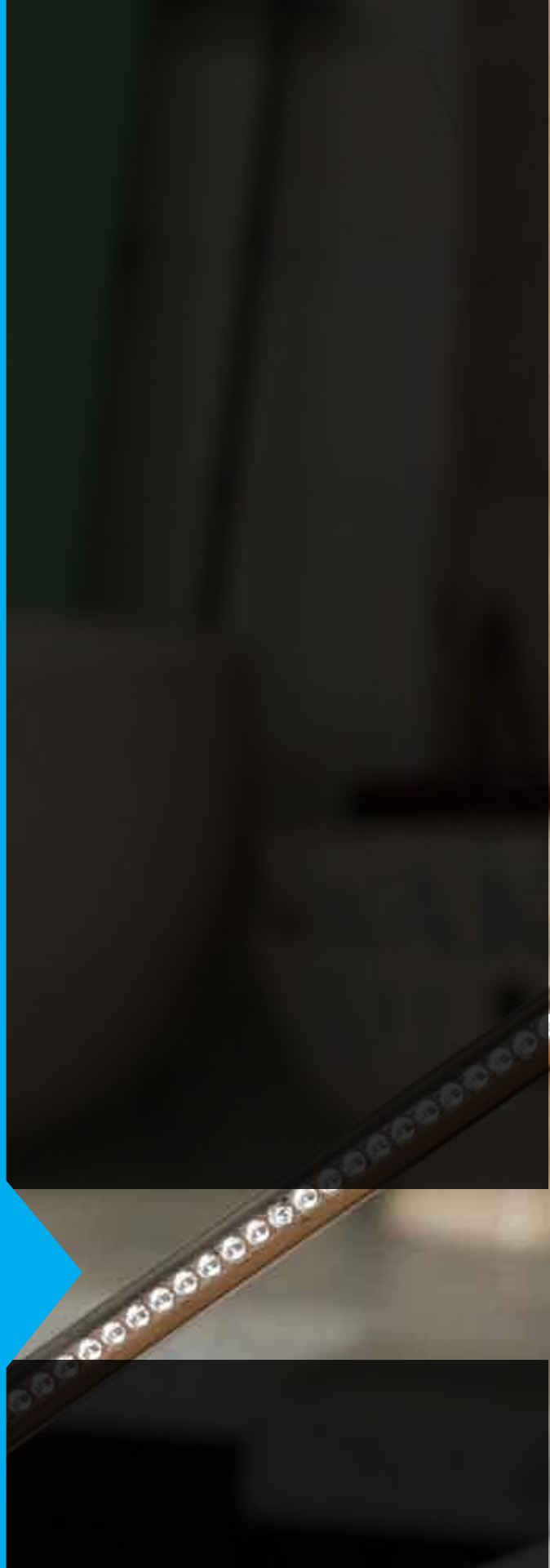


ANNUAL 2009-2010 REPORT

Curriculum Services Canada







Support Access

Create Connections

Overcome Barriers

AN INTRODUCTION

Curriculum Services Canada (CSC) is the Pan-Canadian standards agency for quality assurance in learning products and programs. We are not-for-profit and provide standards-based services including the development, implementation, evaluation, and accreditation of teaching and learning resources across Canada and internationally.



STRATEGIC DIRECTIONS

A Leverage current economic reality.

CSC will deliver economical and efficient products and services to our clients while maintaining the quality standards upon which our reputation is based.

CSC will leverage its expertise and reputation for quality and safety of curriculum-related information, resources, and materials to expand our services beyond the K–12 community to include potential new areas of business (e.g., retraining for new immigrants, displaced workforce members, and digital immigrants).

B Expand partnerships to create new markets for CSC services and products.

CSC will explore and develop new relationships with provincial and federal ministries and agencies to access funding and grants to develop services and products for knowledge mobilization.

CSC will explore and develop opportunities to collaborate in the delivery of “quality and safety” for national and international products and services.

CSC will explore and cultivate strategic alliances with businesses and associations to complement the design and delivery of their internal training and professional development.

C Provide access to quality- and standards-based processes and resources, as represented by the CSC seal, through a variety of methodologies and modalities.

D Leverage technology to support learning through the development of curriculum resources and innovative standards-based products and programs in a variety of educational contexts.

CSC'S MISSION FOR TODAY

To build national recognition by parents, teachers, students, school administrators, education stakeholders, and the general public of the Seal of Quality as the symbol of quality assurance in Canadian learning products and programs.

To deliver quality educational services related to the evaluation, development, implementation, and accreditation of learning products and programs in a responsible, trustworthy, and equitable manner.

To collaborate in valued and meaningful partnerships to promote and advance quality standards in learning products and programs.

To respond to the ever-changing needs of learners.

To foster a supportive and collaborative working environment.

CSC'S VISION FOR THE FUTURE

To be firmly established as a world-recognized leader in Pan-Canadian educational quality assurance.

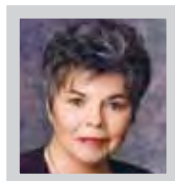
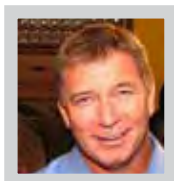
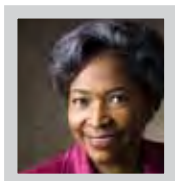
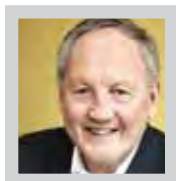
To provide a broad base of reliable and accessible educational services that respond to the needs and diversity of educators, learners, stakeholders, and the public.

To communicate effectively with all of our clients and stakeholders.

To demonstrate our high standards through exemplary management practices.

BARRIERS

OUR BOARD AND PATRONS



We'd like to extend thanks to all our honorary patrons for their continued support. From left to right: Dr. Michael Fullan; Dr. Avis Glaze, O.Ont.; Rick Hansen C.C., O.B.C.; Roberta Jamieson, LL.B., LL.D., C.M.; The Honourable Rose-Marie Losier-Cool, Senator; Dr. J. Fraser Mustard, C.C., O.Ont.

A big thanks to our Board of Directors.

Top row, from left to right: Howard Goodman, OPSBA; Nancy Kirby, OCSTA; Walter Gowing, Volunteer Community; Bob Jones, Technology; Heli Vail, CODE; John Crocco, OCSOA. **Bottom row, from left to right:** William Mugford, Corporate; Frank McAuley, Corporate; Ardeth Staz, OPSOA; Helmut Tinnes, OPC. **Absent:** Dan Tighe, CPCO.



**A MESSAGE FROM
ARDETH STAZ**
Chair of the Board



On behalf of the Board of Directors, I am pleased to present this report for the fiscal year ending March 31, 2010. As the new chair elected this year to succeed Kevin O'Connor after his many years in the position, I have enjoyed working with the Board members and Amy Coupal, Executive Director, to fulfill CSC's goals for the year and to guide the organization through the process of strategic and governance renewal. The Board moved towards a results-based governance model and this process of renewal has been one filled with synergy and optimism.

This year, consistent with our report's theme of accessibility, the Board has modelled CSC's practice as a learning organization—we have set for ourselves a learning agenda each meeting and through the leadership of the Directors, we have grown to understand more deeply the inner workings of CSC service areas, particularly the use of new technologies. CSC has once again been on the leading edge of using technology to facilitate information access, and as a Board, we have been involved first-hand in learning more about this component of CSC's services. As we have moved towards a newer style of Board leadership, this learning has helped us more thoughtfully establish fundamental principles to guide management in meeting CSC's operational goals and serving our clients' business needs.

Also this year, we have grappled with different ways we might bring a greater variety of perspectives to CSC projects and decisions, and are currently exploring possibilities for engaging a broader range of stakeholder perspectives in the coming year. It has been a year of broadening our reach, yet seeking to focus the work of CSC to best serve our clients and to ensure sustainability and fiscal responsibility. We have renewed past connections and created new ones, and we look forward to nurturing these over the coming year.

I would like to take this opportunity to thank our new Board members joining us as well as those who are leaving:

Howard Goodman, Trustee from Toronto District School Board, represents OPSBA, replacing Beth Cooper, who sadly passed away last year.

John Crocco, Director from Niagara Catholic District School Board has joined us as OCSOA member, replacing Kevin O'Connor.

Thanks to all of you for your commitment and advocacy!

It has also been a pleasure to work with Amy Coupal, the management team, and staff, who are energetic and innovative in ensuring CSC's success in meeting our clients' needs and in completing the vast array of projects of which we are all so proud!

We hope you will enjoy perusing both the hard copy and the online extension of this Annual Report. It has been a privilege and an honour to serve as President and Chair of the CSC Board this year.

A handwritten signature in black ink that reads "Ardeh Staz".



WHAT WE'VE BEEN UP TO



At Curriculum Services Canada we are hard at work to provide an array of expertise for our clients. Our services, including standards-based evaluations, curriculum development, and multimedia professional learning resources, can be customized and combined for any project. This section will introduce you to the various service areas of CSC and showcase some of our best work this year.

EVALUATION SERVICES

This year, Evaluation Services (ES) helped fulfill CSC's mandate to provide standards-based evaluations of teaching and learning resources for the broader education community. ES evaluated textbooks and supplementary resources, using rigorous ratings for content, methodology, and format. ES applies a universal standard of excellence for all resources, from print to online and for young students to adults. ES's exacting standards are applied to all of our work at CSC, with the core standards being adapted and applied by Curriculum Resources Services and Professional Learning Services as well. This ensures that the same levels of high quality that we expect from resources submitted to us are also achieved in those we develop ourselves. All resources that receive the CSC seal are accessible on our website.

This year, ES was involved in a range of initiatives, including:

Ontario Trillium List of Approved Textbooks

ES continued to maintain the Ontario Trillium List (TL) of approved textbooks by applying CSC's standards to textbooks recommended for inclusion on the TL as well as to those that required reassessment against new curriculum policy. ES managed the Trillium List website and worked in collaboration with the Ministry of Education to ensure congruent policies and procedures with our francophone sister agency, le CLÉ (le Centre Canadien de leadership en évaluation).

Premier's Awards for Teaching Excellence

ES administered the selection process for the Premier's Awards for Teaching Excellence on behalf of the Government of Ontario again this year. ES processed close to 1,000 submissions, worked with a team of educators to short-list the candidates, and supported the selection panel appointed by the provincial government to choose the recipients. This project showcased the broader applicability of ES's evaluation skills through the development of a customized evaluation grid.

Supplementary Resource Evaluation and Posting

As part of its function, ES reviews Canadian teaching resources and awards the CSC Seal of Quality to those that meet CSC's standards. Resources that receive the Seal are featured on CSC's website. There are over 100 such resources displayed on Curriculum Service Canada's website, www.curriculum.org. Last year, supplementary resources were viewed approximately 1,000 times per week!

The Curriculum Foundation

ES led the process for selecting three learning resource projects from submissions from teachers across Canada. Please see page 12 for details.



CURRICULUM RESOURCE SERVICES

Curriculum Resource Services (CRS) provides expertise in the form of project management, hourly consultations, constructive feedback during project development and refinement, and electronic and print production. CRS's services are customized for each project to ensure that our clients' goals are met through collaboration and that the resulting resources meet CSC's quality standards. The resources developed by CRS are often available in a variety of formats, from print to online, supporting broader access. Many of these resources are featured on CSC's website, www.curriculum.org.

Some of the diverse projects CRS was involved in this year include:

Growing, Accessible, Interactive Network Supports (GAINS)

CRS worked with the Ontario Ministry of Education's mathematics and literacy teams to develop and refine resources for teaching and learning, focusing on engaging students in learning through technology and on providing support for closing gaps in learning.

Native Studies Textbook Mentoring (Ministry of Education)

CRS provided mentoring and feedback to the publisher of two textbooks for Native Studies courses throughout the development of the student books and teacher resources, on behalf of the Ontario Ministry of Education.

Prior Learning Assessment and Recognition (PLAR) for Mature Students

CRS managed the development of assessment packages in mathematics, English, science, geography, and Canadian history to provide provincial consistency in the assessment of mature students applying for Grade 9 and 10 credits to be applied toward their Ontario Secondary School Diploma. These prototypes will be accessible in print and electronically.

Steps to English Proficiency (STEP)

CRS provided consultation and refinement services for a resource package designed to assess and track the development of English language learners' proficiency in English from Grade 1 to 12.

Teach-Learn-Connect

CRS designed and built a website and corresponding content that provides information and resources to help educators support children in their schools who are living with cancer.



DIFFICULTY

EXCLUSION

BIAS

2009–2010 BY THE NUMBERS

MULTIMEDIA VIDEO SHOOTS

118 ½

Total days of filming



21.5% Outside the Greater Toronto Area (GTA)

78.5% Within the GTA

In this distance...

You can drive from Toronto to Buenos Aires

You can fly to Egypt

You can stack 17,648 ½ CN Towers end to end

9,765

Total travel outside the GTA in km

144

Total number of shoots

Approximate number of litres of coffee consumed

=

2,250

Approximate number of pastries eaten during meetings *

=

624

127

Very early mornings

Approximate number of calories consumed

=

158,960

* This equates to: 1,500 Golden Delicious apples, or 4,300 oranges, or 3,532 raw carrots

SUPPLEMENTARY RESOURCES



21

Supplementary resources evaluated

AWARD NOMINATIONS AND APPLICATIONS



3 TCF
Grant
Winners

983

Premier's Award for Teaching
Excellence nominations

Premier's
Award
recipients



ON THE WEB

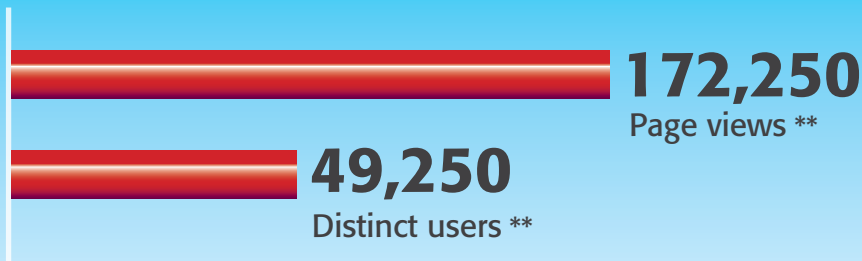
104

Total number
of supplementary
resources available

32

Total number of
teacher-developed
resources available

Supplementary Resources: Annually



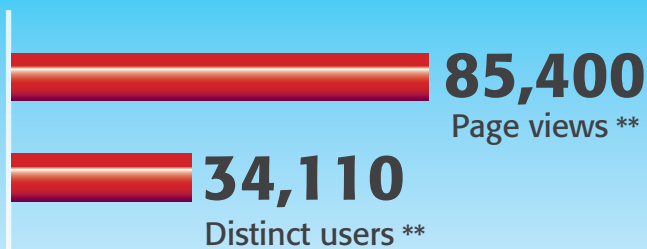
*Calculated as a weekly
average that would be...*

3,315 page views

950 distinct users

each and every week.

Teacher-Developed Resources: Annually



*Calculated as a weekly
average that would be...*

1,625 page views

650 distinct users

each and every week.

** Approximate values

PROFESSIONAL LEARNING SERVICES

Professional Learning Services (PLS) ensures that CSC is involved in supporting learners at all ages and stages of life. PLS projects use multimedia tools such as e-learning modules and video to accommodate the busy schedules of working adults.

PLS uses multimedia technology and e-learning tools to create accessible learning resources for its clients, an area of growing demand. In addition to asynchronous resources available to learners on demand, PLS supports real-time, synchronous access to experts and colleagues through the use of web meetings, web conferences, and webinars, without the need to gather face-to-face.

Highlights from PLS project this year include:

Canada Revenue Agency Multimedia Outreach Project

Twenty webcasts and sixteen webinars about the HST tax implementation were produced for Canada Revenue Agency. These presentations, in both English and French, were designed to assist individuals and businesses in complying with federal, provincial, and territorial tax legislation and in receiving legislated credit and benefit entitlements.

Emergency Management Ontario (EMO) Accessible Customer Service

An e-learning course integrated into EMO's Learning Management System, this course provides emergency responders with information to assist them in serving individuals with disabilities and other special needs.

How May I Help You? Welcoming Customers with Disabilities: An Online Training Program

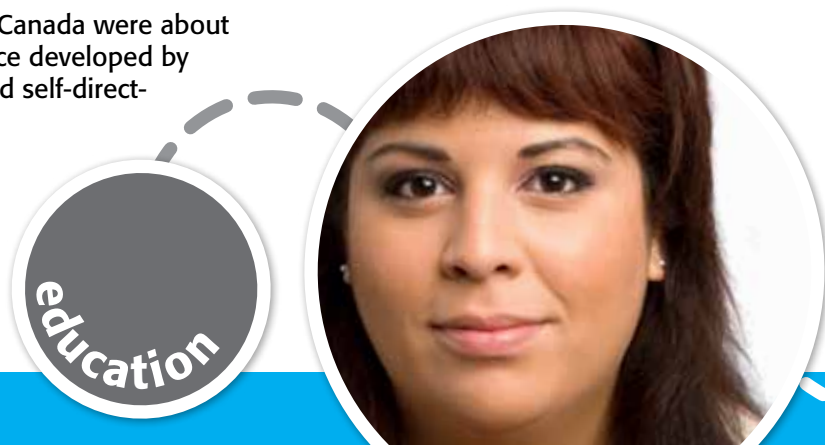
A fully accessible online training program developed for the Ontario Education Services Corporation (OESC). It is the first completely accessible program of its kind created by CSC and features school board staff in scenarios addressing the accessibility needs of customers with disabilities.

Leading Student Achievement (LSA)

LSA is a project to help school principals in Ontario forge professional learning communities to share their best practices through face-to-face and online networking. CSC is a member of the project steering team which supports the implementation of web meetings, web conferences, networked symposia, and an online professional community.

The City Financial Life Skills Self-Directed Modules and Web Conferences

A series of web conferences for educators across Canada were about *The City*, a CSC-evaluated financial literacy resource developed by the Financial Consumer Agency of Canada. Related self-directed learning modules were also developed.



JOINT PROJECTS

Arts Education – Video Resources

PLS and CRS collaborated on the production of 60 classroom videos and an accompanying guide to support the implementation of the revised Ontario Arts curriculum in Grades 1–12. The videos demonstrate exemplary instructional practice and model for teachers how to engage students in creative and critical learning experiences.

Environmental Careers Organization (ECO) Canada

CRS and ES provided consultation services to validate a competency framework and accreditation criteria as part of the development of an environmental accreditation system for post-secondary institutions across Canada.

Standards Evergreening

This year, CSC has undertaken a review of its standards to ensure they are as up-to-date and thorough as possible. This collaborative effort of ES, CRS, and PLS has leveraged the expertise in each service area to ensure high standards in our print, multimedia, and online resources.

As our community and clients collaborate more with each other, our service areas are doing the same. We are engaging in more and more joint projects, capitalizing on the strengths of each area to provide the highest quality service to our clients while avoiding duplication within the organization. These projects allow us to streamline and maximize resources while remaining lean and nimble as an organization.

ability

LOCATION

AGE

INCOME



MAKING A DIFFERENCE

Curriculum Services Canada reaches out to the community around us to help teachers develop their own learning resources. The Curriculum Foundation has selected three grant winners this year and will provide them with the funding and mentoring they need to bring their ideas to life, and then we will distribute them to teachers across Canada—for free!



JANICE THOMSON MEMORIAL GRANT



Anthony Perrotta and Susan Nigro: Anthony and Susan teach at St. Basil the Great College School in the Toronto Catholic District School Board (TCDSB). They were motivated to create a program that would engage their students in technology on a level that they would appreciate and understand. Combining Anthony's teaching background in ICT and Susan's in English, *Engaging Wired Youth* brings technology into the academic realm by using it to focus on critical thinking and idea sharing. Their goal is to support today's students as they learn and to give them transferable skills to take into the future.

TCF GENERAL GRANT



Helen Courssaris: Helen teaches at Charles H. Best Middle School in the Toronto District School Board. Her resource, *Global Quality of Life*, aims to illustrate the harsh realities in developing countries and to instill in young learners a desire to make a difference in the world. Students choose a cause they wish to support and then conduct research on the Internet, drawing meaningful comparisons between countries. They advocate for their cause by writing persuasive letters and creating an informative commercial, and culminate with a fundraising project.

TCF GENERAL GRANT



Laura Hegge: Laura is Assistant Curriculum Leader of Communications at Oakwood Collegiate Institute in the Toronto District School Board. Laura was motivated to apply her background in multi-literacy studies to create a better learning environment for students. Through her program, *Book Clubs: Developing Students' Multi-literacies*, Laura has observed increased student engagement thanks to her initiatives to create stronger links between curriculum and student experiences outside the classroom. Using a range of texts, students learn how to make meaning in linguistic, visual, aural, spatial, and gestural modes.

WE APPRECIATE YOUR HELP

The Curriculum Foundation (TCF) is CSC's affiliate and registered charity. TCF supports the Grants for Teachers Program which funds the development of classroom learning resources. These resources fill areas of need identified by teachers and provide enriched learning opportunities for Canadian students. Grant recipients are supported by experienced mentors, who work with them to refine their product to a high standard, as well as to provide the participants with a unique professional learning opportunity. All resources developed through this program are available for free on our website, www.curriculum.org.

This year, TCF felt the global economic crisis with fewer donations coming in. With your ongoing support, Canadian educators can put their experience, knowledge, and creativity to work and make a real difference to student learning. To support the ongoing success of the Grants for Teachers Program, please donate to TCF.

To donate, please go to www.curriculum.org/tcf/donors.shtml.



\$500–\$3,000 DONORS

Walter Gowing
Eric Lee
Kathryn McFarlane
Keel Cottrelle LLP
Frank McAuley
William Mugford
RBC Royal Bank
John & Violet Simkins
Anonymous

Under \$500 DONORS

Robin & Shirley Conway
Amy Coupal
Melinda Garritano
Howard Goodman
Honourable Rose-Marie Losier-Cool
Anita Sherwin-Hamer
Ardeth Staz
Anonymous



↓ COMPLEXITY ↑

These days, we rely on a range of technologies to overcome barriers and improve access to information. For some, technology brings them closer to knowledge and to each other. But for others, it pushes them farther away.

As life gets more complicated, dependence on each other to navigate increasingly complex networks of information will be vital to learning and to mobilizing knowledge. As technology evolves, we access learning opportunities and fellow learners in new ways. Reach out today, and help someone overcome a barrier.

STAFF



Pauline Beggs
Director, Curriculum Resource Services



Deanna Bowlby
Project Leader



Yannick Constant
Project Coordinator



Pankaj Dev
Career Bridge Intern



Hélène Fournier
Director, Professional Learning Services



Stephen Kunc
Project Coordinator



Gina Melvin
Director, Operations



Lewanne Salmon
Project Coordinator



Anita Sherwin-Hamer
Director, Evaluation Services



Robin Smith
Summer Intern



Jenny Waithe
Coordinator, Evaluation Services



Gergana Bogdanova
General Accountant



Jen Coens
Project Leader



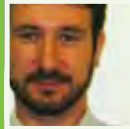
Amy Coupal
Executive Director



Mark Evans
Production Coordinator,
Multimedia Services



Shahrin Huq
Administrative Assistant



Danijel Margetic
Manager, Multimedia Services



Byron Patchett
Director, Multimedia Services



Linda Schmidt
Coordinator (Acting),
Evaluation Services



Shaan Singha
Multimedia Services
Coordinator



WE'RE ACCOUNTABLE TO YOU

A major focus at CSC each year is cost-effective business development. Because CSC receives no core funding, financial stability is dependent on project revenues. Long-term projects remain a vital focus for the organization to ensure sustainability and financial viability.

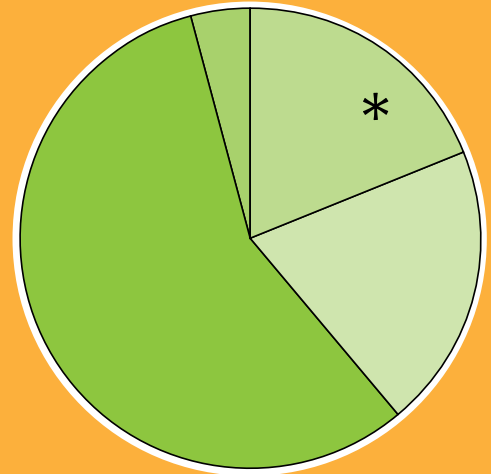
The simplified charts on this page show Revenue and Expenditure Analyses for 2009–10. CSC's financial statements have been fully audited by MSCM LLP, Chartered Accountants, and are available from CSC upon request.

Revenue

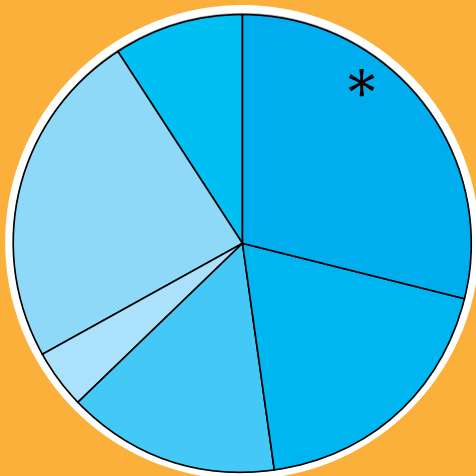
Start from * and read clockwise.

- Evaluation Services – 19%
- Curriculum Resource Services – 20%
- Professional Learning Services – 57%
- Donations, Interest, and Other – 4%

CSC is pleased to report revenues of \$3,849,254 during fiscal 2009–10. We continue to see growth in Professional Learning Services, with this service area now constituting 57% of CSC's revenue, up from 48% last year.



The Curriculum Foundation (TCF), CSC's affiliated charity, received \$22,737 in grants and donations this year, which supported three new grant winners (see page 12 for details). Grants are issued to practising teachers and support the development of pedagogically sound, classroom-ready resources. Thank you to all donors for your continued support (please see page 13 for a list of this year's donors).



Expenditure

Start from * and read clockwise.

- Staff Contracts – 29%
- Curriculum Resource Services – 19%
- Operating Support – 15%
- Evaluation Services – 4%
- Professional Learning Services – 24%
- Operational Expenses and Other – 9%

LOOKING TO THE FUTURE



Accessibility has been featured in this report to emphasize the role it will play in our future. Learners of all ages are creating new connections and networks and Curriculum Services Canada is helping to support these individuals. CSC brings individuals together with the appropriate technology and learning opportunities, ensuring access to what people need to learn when they need it. This includes accessing a community of learners to inquire, share, and progress.

This year, the Annual Report features a new section: Joint Projects. These projects combine the skills of our service areas, bringing greater synergy to our work and creating better connections between our service areas and our clients. The CSC team includes multiple skill sets and competencies and connecting our service areas provides our clients with a broad array of expertise and experience. We will continue to develop joint projects in support of both the K–12 community and other communities where learning takes place, such as post-secondary and the workplace. These projects will address the learning demands of our global community, including its need for expertise in the use of emerging technologies.

As we continue moving forward, leveraging technology to overcome barriers will be paramount to our work. Through a variety of methodologies and media, CSC will continue to rise above learning obstacles and connect individuals with the materials and opportunities they need. Not only will we engage learners in a variety of meaningful opportunities but we will also maintain efficient and economical products and services that reflect the high standards on which our reputation is based.



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