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April Edition: Volume 6, No. 1

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BUYER'S GUIDE 2013
Special Feature

CROSS-CANADA
SPOTLIGHT ON
QUÉBEC



April 2013
Special Edition: Buyer's Guide
Volume 6, Number 1



[Feature Video Interview with Dr. Susanne Lajoie on her \\$2.5 million grant for research in EdTech](#)

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Dear Thought Leader,

Our Cross Canada spotlight this month features one of my favourite provinces to visit in Canada: la belle province du Quebec! A highlight that stands out in my mind is playing on York University's faculty hockey squad in the McGill tourney facing off against then principal, David Johnson, who is now the Governor General of Canada. Despite his elbows getting in my way in the corners of the rink, he was a gentleman off the ice, hosting our team to a great luncheon at the MacDonald campus, some years ago.

[Our 2nd annual buyer's guide edition](#) is inspired by the need to provide education leaders with information about premier companies and product insights to allow for more informed buying decisions. One of the challenges of the accelerated pace of technological change in education is anticipating what is to come in the next five years. With that, I'm pleased to share some of the issue highlights below:

- Tune into my [video chat with Dr. Susanne Lajoie](#), McGill University as she shares insights on her \$2.5 million grant to examine the impact of technology in education
- Tim Gard reviews Ken Kay's new book: [The Leader's Guide to 21st Century Education](#)
- Canadian start-up [Edsby](#) lands its first large contract south of the border: Hillsborough County Public Schools Selects Edsby Gradebook for District-wide Deployment
- Our featured blogger, Joe Wilson, MaRS Education Start-up energizer shares his insights: [BIG Ideas at SXSWedu](#) after returning from his wild ride in Austin, Texas last month
- The momentum of [Connect2013](#) - Canada's K12 & HED Learning & Technology got a HUGE boost with the recent Kick-off event in Niagara attracting over 100 students, education, government and industry leaders.
- Award winning author, Evelyn Jacks shares a [MindShare Learning moment video chat](#) on her new book and the growing need for financial literacy in schools as part of the 21st century skills spectrum
- [Take the Poll!](#) I recently heard a prediction that in 5 years all students will have

Sponsors



access to a learning device. Do you agree or disagree? [Click here](#)

This issue officially marks the end of our 5th anniversary celebration in publishing our MSL Report. We thank you for your continued support and community spirit as we work collaboratively in partnership with education and businesses to meet the evolving EdTech needs of teachers and learners in the 21st century.

Until next time, keep the learning curve steep!

All the best!

P.S. A quick link to my [Musings - The Connectors, Leaders, and People on the Move](#)

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Quote of the Month

“We deeply valued the learning that came from participating in the MindShare contest and I think the students will be thrilled to have a pizza party...the work Mindshare Learning is doing to raise awareness is so important and I thank you for this.”

- MindShare Learning Spirit Award Winner, Teacher: Tiffany Poirier, Prince Charles Elementary, Surrey School District



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Book Recommendations


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CONNECT
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Cross Canada Spotlight on Québec

Quebec is a hotbed for EdTech. Ron Canuel, former Director General Eastern Townships School District, pioneered one of [Canada's first 1:1 laptop initiatives](#) in the early 2000's; to Academy Award winning ToonBoom software publisher, to McGill's ground breaking EdTech funded study; and finally, did you know [Concordia University](#) is home to the oldest EdTech program in Canada? It's celebrating over 40 years! A little more trivia, Dr. Seymour Papert, one of the earliest pioners in EdTech, served on the board of LCSl. If that's not enough to convince you of Quebec's leadership in the EdTech space - it was a Montreal company (Datawind) that won the race to build the [cheapest tablet](#) in the world!

Fast Facts:

- Students: 1.8 million.
- Second most funded sector in Quebec.
- Education is free for elementary, secondary and college students.
- University students pay relatively low tuition by North American standards.

[Source](#)

[Education in Quebec: An Overview](#) -Ministry of Education Quebec

Online Community of Educators: [LEARN Quebec](#)

[Twenty winners from Coaticook, Sherbooke, Rimouski, Terrebonne and Montreal - Congratulations to all who participated in the 2nd annual Robotics Festival, the Quebec engineers of tomorrow!](#)

Canada Newswire 18.03.13



[Developing and assessing teaching tools for a techie generation](#)

McGill University 21.03.13

21st Century Spotlight

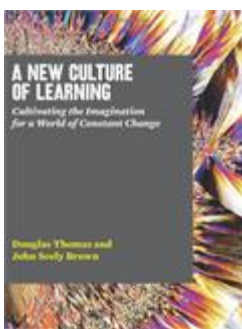


An interview with [Evelyn Jacks](#), Founder and President of [Knowledge Bureau](#), a virtual campus focused on professional development of tax and financial advisors. Evelyn's latest book, *Jacks on Tax*, was recently published and can be found in bookstores across Canada.



K-12 News

Let's Talk Science and the Canadian Space Agency:
[Bringing Space to Classrooms](#)



[Hillsborough County Public Schools Selects Edsby Gradebook for District-wide Deployment](#)

PRWeb 02.04.13

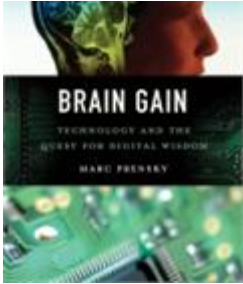
[2013 Horizon.K12: The Interim Results](#)

NMC 13.03.13

[The Device Conundrum](#)

Huffington Post Canada 27.03.13





[TELUS CORPORATION| Unique online community aids in keeping hospitalized kids connected](#)

Canada Newswire 27.03.13

[Ten Canadian schools dreaming green with the opportunity to win a \\$20,000 outdoor classroom](#)

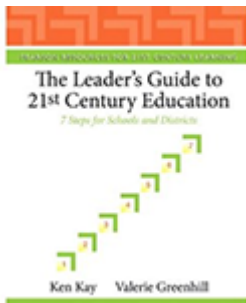
Canada Newswire 18.03.

[Tablets will enhance education at H.W. Burgess Public School, courtesy of a \\$2,000 grant](#)

Canada Newswire 06.03.13

[Future Shop| Future Shop Award 12 Schools with Tech Lab Grants](#)

MARKETNEWS 13.02.13





Post Secondary News

[OCAD U RELEASES LANDMARK TAKING ONTARIO MOBILE REPORT](#)

OCAD

[Engineering project opens eyes to patient communication](#)

University Western 28.03.13

[Prof and grad student talk video games and brains at Ontario Science Centre](#)

York University 01.04.13

[The grooviest words of medieval times:](#)

[Software uses popular words to date documents](#)

University of Toronto 01.04.13

[Fill'er up \(with plants\)](#)

McGill University 03.13

[The Gamification of Education? Tablets have a place in the classroom, but are far from a panacea](#)

MIT 07.02.13

Guest Blogger

Big Ideas at SXSWedu

Joseph Wilson - [MaRs](#)



About Joseph Wilson: Joseph is currently working with education entrepreneurs on scaling their ventures at the MaRS Discovery District. He developed the Entrepreneur's Toolkit Workshop Series, and consults on a wide range of educational programming.

Austin is not like the rest of Texas. A liberal island amongst a sea of conservative red, its unofficial slogan is "Keep it Weird." For the third year in a row, Austin has played host to [SXSWedu](#), one of the largest education conferences in the world. Austin turned out to be an ideal place to for around 5000 entrepreneurs, education stakeholders and

investors to meet and talk about the future of edtech and disruptive business models. The status quo in education was under constant fire from all sides.

The breadth of programming at the conference was impressive: panels, keynote talks, workshops, readings, meetups and (of course) evening parties. [The MaRS Discovery District](#) had six startup companies in attendance pitching their companies, including [Coursemodo](#), [Symtext](#) and [Raise Your Flag](#).

[Read more...](#)



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Research, Funding, Innovation + Start-ups

[CODie Awards, Education, Announced March 20](#)

SIIA 20.03.13

[UOIT applauds federal government's investment in research and innovation](#)

UOIT 21.03.13

[A place for innovative ideas to grow](#)

McGill University 02.13

[REVOLUTION IN ORTHOPEDIC SURGERY AT CHU SAINTE-JUSTINE AND POLYTECHNIQUE MONTRÉAL: PATIENTS WILL REGAIN A NORMAL SPINAL COLUMN THANKS TO THE CHAIR IN SPINAL BIOMECHANICS, WHICH HAS BEEN RENEWED TO PAVE THE WAY FOR THE FUTURE OF SURGERY](#)

Polytechnique Montreal 26.03.13

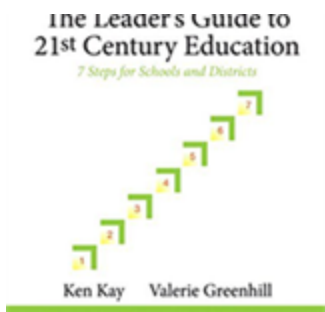


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Book Review



The Leader's Guide to 21st Century Education – 7 Steps for Schools and Districts by Ken Kay & Valerie Greenhill



By Timothy Gard, Educator, Toronto District School Board
| Twitter [@MindShareK12](#)

Over the past decade we have witnessed various incarnations of what 21st century education should like in practice, or at least what various organizations and theorists think it should look like. The evolution of thought over the decade has now produced some more mature, and I believe more cogent thought about what should be

happening with regards to this topic, and perhaps more importantly, how leaders can move their districts and schools into this new age of teaching and learning. You cannot dismiss Ken Kay and Valerie Greenhill for their insights on this topic because they've lived it. Ken is a co-founder of Partnerships for 21st Century Skills (P21) and Valerie a former Director of Strategic Initiatives for the same organization, an organization that is now a decade old. They are well versed in the attempts, failures and successes of the 21st century movement and the requisite attempts at transforming our misaligned education systems into new, contemporary ones that create citizens ready to engage the brave new world that continues to change at break-neck speeds.

[Read more...](#)

Conference Corner



The momentum of Connect2013 - Canada's K12 & HED Learning & Technology got a HUGE boost with the recent Kick-off event in Niagara attracting over 100 students, education leaders, government and industry leaders

“We see this as an opportunity to radically alter the future of not just learning in the Niagara Region, but also to support the transformation of the Niagara Region from a manufacturing to a 21st Century Economy,” says **Warren Hoshizaki**, Director of Education, DSBN. “Never before have K-12, College, Higher Ed, Business and Government come to together to create a cohesive network that includes all stakeholders who have a role in shaping the future of education and employment opportunities.”

“Our past collaboration with Brock University's EdTech cohort and DSBN inspired a unique partnership through CONNECT 2013 that will benefit learning and technology leaders on a national scale,” said **Robert Martellacci**, president and publisher of MindShare Learning. “We need to move beyond pockets of innovation.”

For more information on registration, sponsorship or to be an exhibitor, go to www.connect2013.ca



Discovery Education Blogger Con hosted by **Dean Shareski** in Ontario recently explored the future of digital books. The first to [ping me](#) the names of the five individuals in this picture is con...



Names the five individuals in this pic with a copy of Michael Fullan's book: Stratosphere.



Hail to the victors! **Dino Miele**, CIO, DSBN (far right) joins the Westlane Secondary School 1503 Spartronics team for a Kodak moment at the [Connect2013](#) kickoff. After winning the regionals in Pittsburgh they qualified for the First Robotics World Championships! Good luck in St. Louis!

Professional Learning Events



[ABEL Visible Leadership Summit](#) | April 19 | York University, Toronto, Ontario

[Google Apps For Education Ontario Summit](#) | April 20-21 | Kitchener, Ontario

[Canadian Virtual Innovative Educator Forum](#) | April 13 & 27 | Online

[CNIE 2013 Conference](#) | May 1-3 | Ottawa, Ontario

[EdTech Innovation](#) | May 1-3 | Athabasca University in Calgary, Alberta

[EdCamp Hamilton](#) | May 4 | Hamilton, Ontario

[SIIA EdTech Summit](#) | May 5-7 | San Francisco, California

[CONNECT 2013](#) | May 6-7 | Niagara Falls, Ontario

[PREVNet's 7th Annual Conference](#) | May 6-7 | Toronto, Ontario

[21st Century Literacies: Leading and Supporting Exemplary Practices](#) | May 10 | Toronto, Ontario

[CDMN Canada 3.0 2013](#) | May 14-15 | Toronto, Ontario

[ERAC](#) | June 6-7 | Richmond, B.C.

[I14K12 2013 | echnology Enabling Innovation & Learning](#) | June 6-7 | Richmond, B.C.

[UBTech 2013](#) | June 10-12 | Orlando, Florida



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[Desire2Learn Acquires Wiggio](#)

edSurge 08.03.13

[Epson Introduces the Ultimate Meeting Room Productivity Tool](#)

Epson 27.03.13

[Introducing the SMART Room System™ for Microsoft® Lync®](#)

SMART Technologies Inc. 18.03.13



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MindShare Musings



The Connectors, Leaders, and People on the Move

As a seasoned baby boomer, I'm seeing an emerging trend amongst my colleagues in the way of retirements, then choosing to follow their passion in taking on projects that see them remain in education. Case in point, my friend, colleague and mentor, **Marty Keast**, President of Pearson K12 and MindShare Learning Board Member, recently announced that he'll be retiring at the end of the month. I look forward to catching up with Marty before his departure; to tap into his immense knowledge of our learning & technology sector for reflections, and what plans he has in store

going forward. As Marty put it, he's not going to the farm. He'll continue contract work with Pearson and focus on select projects.

John Taylor, long time Ontario Ministry of Education OSAPAC Representative & Education Officer retired recently. I had the good fortune of collaborating with John for a dozen years. He was a pioneer of sorts, bringing a wide range of software to schools across Ontario. We wish John the very best as he turns to a new chapter in his career. Rumour has it that Urs Bill will be taking on John's role with OSAPAC.

[Read more...](#)

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The MindShare Report is grateful of the guidance and support provided by our esteemed advisory board. Members include:

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Valerie Rusnov, B.A. Hons., B.Ed., Editor

Joseph Romano, OCT, BFA, B.Ed, M.Ed, EdTech Consultant

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Canada's Leadership, Learning & Technology eMagazine.**

Our mission is to transform education by sharing knowledge of 21st Century innovative best practices and success stories in the Canadian education market space and beyond. We harness the power of Web 2.0 technologies to feature engaging Vodcasts, podcasts, polling, Canadian educational technology news headlines & upcoming strategic industry events in the K-12, Higher Ed and corporate eLearning market segments. Other elements of the MSL Report eMagazine include: successful practices, ask an educator, ask a professor, research & tech tools, GreenIT and career listings, to support educators and educational technology providers in maintaining a pulse for emerging trends in Canada.
mindsharelearning.com/report

Editorial content for the monthly issue is due the third week of each month.

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MindShare Learning is a privately held company based in the Greater Toronto Area, Canada. Its hallmark is providing strategic marketing solutions to learning & technology solution providers in the K-12, HED and corporate learning markets, to support new market expansion and revenue growth. MindShare Learning's partial client list includes: Adobe, Blackboard Inc., EPSON, GlobalScholar, Learning.com, RM PLC UK, Softease Ltd. UK, netTrekker, IMSI (ClipArt.com), CERC (Canadian Education Resources Council), Tech4Learning, Xoolon, NECTAR Foundation and ERDI Canada.
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