

CROSS CANADA SPOTLIGHT ON

Canada's Learning and Tech eMagazine

April 2014 Volume 7, No. 1



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### **Roxanne Desforges**

Head of Academic Relations for Learning Bird One of Canada's Most Innovative EdTech Startups Based in Montreal.

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Dear Thought Leader,

I'm elated to bring you the MindShare Learning Report April Cross Canada Spotlight on Quebec Special EdTech Buyer's Guide edition.

Quebec has a lot going on, as you'll discover in this issue, when it comes to leadership, learning, and innovation. Case in point, I'm off to Montreal next month for meetings at McGill University, where Dr. Susanne Lajoie heads up the LEADS EdTech research project with which we are a partner.

With the EdTech buying season upon us, there's no question technology makes a positive impact on student engagement with 78% of our teachers surveyed supporting this notion. The reality is, university professors and teachers alike are at different points in their integration spectrum. I would have used the term 'adoption,' however Dr. **Seymour Papert**, professor emeritus MIT, scolded me during an interview for using the term. He really emphasized the integration piece with sound pedagogy in mind.

Ultimately the goal is to unlock the human potential of students to support their success. We are in a technology rich world. It cannot be ignored. Embrace it and have fun!

#### Issue highlights!

- 1. Cross Canada Quebec Spotlight Podcasts
  - -Exclusive Podcast Interview with Dr. Claude Martel, Concordia University -- Canada's first EdTech program.
  - -Exclusive podcast with Michael Canuel, LEARN based in **Ouebec**
- 2. EdTech Tips Buyer's Guide Infographic--Our special Buyer's Guide Infographic below aims to help you make sense of some of the purposes behind your EdTech purchases.
- 3. Connect 2014 Special 20% Discount Offer! We appreciate



























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4. CBC TV Interviews New Brunswick's Winner of Canada's 6th Annual MindShare Digital Learning Video Challenge

Special thanks to our sponsors, advisory board, and digital team for your valued support and contribution in making this report possible.

Until next time, keep the digital learning curve steep!



#### Robert Martellacci

M.A. EdTech

Publisher & Managing Editor, The MindShare Learning Report™ President, MindShare Learning™

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P.S. Watch for next month's Global Learning STEM edition--Cross Canada Spotlight on Manitoba



## **Quotes of the Month**



The findings of this report support OUSA longstanding recommendation that the Province and institutions direct funding towards the creation of greater numbers of teaching-focused faculty in Ontario," continued Eftekarpour. "Increased support for high quality teaching and instruction

will not only support student success, but also better ensure that faculty are able to embrace and adapt to emerging pedagogical trends and classroom technologies."

--Students Release Report on Teaching Quality and Learning at Ontario Universities

### **Tweet of the Month**

"We need to stop using 20th century armour to address 21st century challenges"

-- Colette Murphy, Ontario Premier's Summit



### **Cross Canada Spotlight on Quebec**





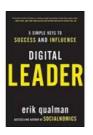
Minister of Education: Marie Malavov





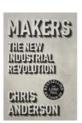
Quick Fact: The Ministère de l'Éducation was created on May 13, 1964





DAVID
AND
GOLIATH
MALCOLM
GLADWELL













The Fondation Jasmin Roy Officially Launches its "Toolkit for Schools to Address Bullying" and The Video "Bullying: I say NO!" by Céline Dion

Canadian Newswire 03.13.14

More than 3,500 young Quebec students gathering at Uniprix Stadium to compete in 3rd Robotics Festival! (March 20-22)

Canada Newswire 03.18.14

**Post-Secondary News in Quebec** 

Montreal to Host the First International Meeting of Chief Scientists

University Affairs 02.26.14

How the Brain Recognizes Familiar Music

McGill University 02.12.14



Exclusive Podcast Interview with Dr. Claude Martel, Concordia University --Canada's first EdTech program.

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Exclusive podcast with Michael Canuel, LEARN based in Quebec

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### 21st Century Spotlight



(Left to Right) Robert Martellacci, Vice-president & Co-Founder C21 Canada, Annie Kidder, Executive Director, People for Education, Kelly Gallagher-Mackay, Research Director, People for Education

New Ontario Study Calls for Provincial Digital Learning Strategies

Is the Digital Divide Impacting the Skills and Employment Gap Amongst Our Youth?

By Robert Martellacci, Co-founder and Vice-president, C21 Canada

It was a fascinating opportunity to participate in the People for

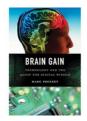






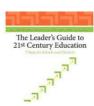












Education: Digital Learning in Ontario Schools – The New Normal news conference yesterday at Queen Elizabeth P.S. in the TDSB. One of the highlights of the morning was observing grade 4 students highly engaged in small teams collaborating with technology; blogging, creating websites and programming Lego Robotics. This is the "New Normal."

#### Read more.





### **Conference Corner**



All hands on deck for **Connect 2014**!

Only 35 days to go!

As Canada's only K12 & post secondary Learning & Technology comfeemce in iconic Niagara Falls May 8-9 we are thrilled to be a presenting partner. Checkout the updated presenter schedule that will be sure to engage you! Whether you're a teacher, student, parent, professor or an education or business leader; there is truly something for everyone!

Be sure to take advantage of our special Friends of MindShare Learning 20% off discount offer. Please use code: msl2014

We hope to see you on May 8th!



Canada made its mark at SXSWedu in more ways than one! There was a vast number of Canadian start-ups, industry and education leaders I ran into throughout my time at SXSWedu. This was followed by an outstanding EdTech Canada SXSWedu

after party organized by Joseph Wilson (MaRs) that we proudly sponsored attracting over 300 people. The social learning side of SXSWedu I discovered is as productive as attending sessions. Interestingly there was no formal major exhibit area during the conference which allowed for greater collaboration, attending sessions and making connections.

A must do event for your calendar next year!

R.M.



Creative tension at SXSWedu 2014

By Joseph Wilson @ MaRS March 14, 2014



Days before **SXSW 2014** erupted in the spectacle of a livestream from **Edward Snowden**, educators,

entrepreneurs and investors were contemplating the future of education at **SXSWedu**.

There is tension at a festival like this. Educators are not used to the **circus** that has become the modern-day tech conference. Large tech companies like Google and Samsung vie for poll position in the education market by setting up lavish lounges, while charitable foundations sleep two to a bed to save money.

On the one hand, the education market is celebrating change. Technology is appearing in **classrooms** and new open models of education are popping up, driven by **MOOCs** and **Open Badges**. On the other hand, defenders of the public education system are worried that the siren song of **big data** and the infiltration of corporate partners is starting to sully the **sanctity** of the public education system. Charter schools have long been a **battleground** for education reform in the United States.

Read more.

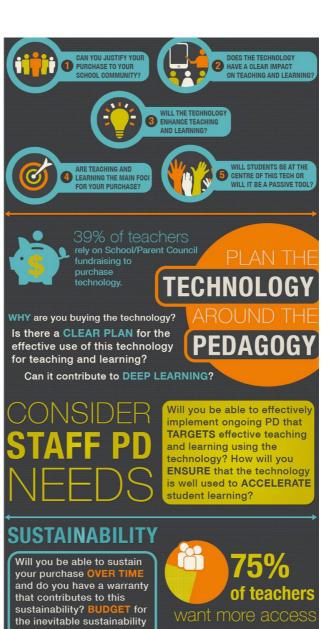




### **Infographics**

When it comes to purchasing technology for schools and classrooms, there are so many choices out there it can seem impossible to know if you're really making the right decision for your staff and students' teaching and learning needs. MindShare Learning is here to help you consider all the elements involved in your purchase with our latest infographic, EdTech Tips for Schools Buyer's Guide. You'll find many important questions to ask before you commit to a particular product, brand, or service.





items every year (projector bulbs, software upgrades, installation costs. accessories, etc).

to technology in their classrooms



Will your staff be EMPOWERED to use the tools? Will they be able to effectively INTEGRATE the technology into a deeper teaching and learning context? Will the technology contribute to more staff COLLABORATION?

# 77% of teachers

INFRASTRUCTURE.

TECHNICAL SUPPORT,

MANAGEMENT

Does your school have the **INFRASTRUCTURE** and the technical support **CAPACITY** to support your technology purchase? Do you have a PLAN TO MANAGE your technology purchase?

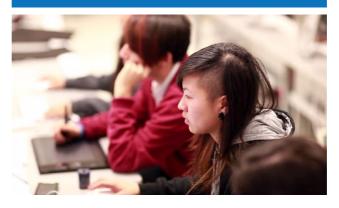


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### K-12 News



### St. Elizabeth Wins MindShare Learning Video Competition

**Digital Learning in Ontario Schools: The 'New' normal Study** PeopleforEducation 03.31.14

### New App From Discovery Education Promotes Anywhere, Anytime Access To Dynamic Digital Content

- Discovery Education App for iPad supports 24/7 learning and helps bridge the digital divide -

# Peel DSB Hosts PowerUp: Student Digital Leadership Conference

Peel District School Board 03.20.14

Cisco Launches Connected North to Enhance Education and Healthcare Services in Remote Northern Communities MarketWired 04.02.14





### **Post-Secondary News**

### A Major Shakeup for eTextbooks

A new acquisition marks the second time in a year that the eTextbook industry experiences a major shift eCampus 03.05.14

## Alberta Diabetes Research Receives a Big Boost

Canada Newswire 02.18.14

Online Abuse Spreading Past Teen Years into Post-Secondary Institutions, Report Says

CBC 03.11.14

### **SCRIBJAB** in the Media

Simon Fraser University 01.27.14



# Students Release Report on Teaching Quality and Learning at Ontario Universities

Canada Newswire 03.11.14

# Universities See Benefits with Online Process for Student Evaluations

University Affairs 03.12.14

Ontario Information and Privacy Commissioner, Dr. Ann Cavoukian, appointed Executive Director of the Ryerson University Institute for Privacy and Big Data Canada Newswire 03.19.14

**Professor's Surgery 101 Podcasts are a Huge Hit** University Affairs 03.04.14

### Research, Funding, Innovation+ Start-ups

# **UOIT** Researcher Says Wearable Technologies Now Influence Global Life and Culture

UOIT 02.04.14

## Making Sense of Big Data

University Affairs 03.12.14

# MaRS impact investing platform announces key financing wins at Impact Ontario

Canada Newswire 02.18.14

# GoToMeeting Hosts Group Discussion with Canada's Hottest Startups on Twitter

TechVibes 03.18.14

#### Microsoft Takes a Stand on Student Privacy with Best-in-Class Education Solutions

Canada Newswire 03.12.14

PISA 2012 Results: Creative Problem Solving: Students' Skills in Tackling Real-Life Problems (Volume V)

### **Industry/Products**

Samsung Announces Chromebook 2 Series - Combining the Best for Work and Play with No Compromises

Canada Newswire 03.17.14

### **50 Smartest Companies**

Toon Boom Partners with Adrylan to Make Student Assessment Seamless



### **MindShare Musings**



Here's award-winning teacher @jmrlingley in the Information Morning studio just now. @MindShareLearn @BCMS\_News



What a super exciting past month in Canadian education. Give Credit where credit is due!

Congratulations to our MindShare Digital Learning Video Challenge winner, Jacob Lingley, Eastern Canada Winner, who enjoyed some celebrity status recently on CBC Radio. A short while later he had a surprise visit

from the local TV station.



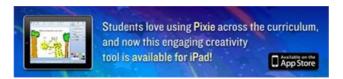
It truly is a fascinating time to be in education.

### Vicki Bigham Private Sector CoSN Champion



Congrats to MindShare long time friend and associate, **Vicki Bigham**, for the honor bestowed upon her by CoSN as Private Sector Champion. CoSN works with many companies and individuals in the private sector who are making important contributions to education technology. Each year we recognize one person who has had an outstanding impact on the ed tech community outside of the confines of his or her job.

#### Read more.



### **Professional Learning Events**

ERDI Spring 2014 | April 1-5 | Saskatoon, Saskatchewan

Google Apps for Education Summit | April 5-6 | Kitchener, Ontario

AQUOPS | April 14-17 | Quebec City, Quebec

Leading Learning Through Technology - Mini Annual Summit | April 25 | Toronto, Ontario

Connect 2014 | May 8-9 | Niagara Falls, Canada

ISTE 2014 | June 28-July 1 | Atlanta, Georgia

### **Careers**

Dean, Wilson School of Design

Kwantlen Polytechnic University, Surrey, B.C

Executive Director for Interactive Ontario: The Voice of Ontario's Digital Media Industry, Toronto

Full Time Alternate Stream - Assistant Lecturer/ Teaching and Learning with Technology

Faculty of Education, York University, Toronto

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**Momita Ahmed**, B.A, Junior Digital Media **Valerie Rusnov**, B.A. Hons., B.Ed., Editor

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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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