

# 2021-2022 Impact Report

**EdCan**  
**NETWORK** AMPLIFYING  
WHAT WORKS  
IN CANADIAN  
EDUCATION



**Our vision is that  
ALL students thrive in our schools.**

The EdCan Network has maintained its 130-year tradition as the only national, nonpartisan, bilingual organization representing 140,000 educators across Canada. Our role as an intermediary connects K-12 education systems across the country by producing and disseminating authoritative and evidence-based, yet accessible content that is trusted by educators, parents, and policymakers alike. EdCan aims to improve education policies that heighten equity and support deeper learning (i.e. a combination of the fundamental knowledge and practical basic skills all students need to succeed) and expanding the reach of educational resources to bridge the research-implementation gap.



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# EdCan Network: Empowering leaders, supporting educators, and focusing on students for 130 years.

EdCan has always been driven by vision. For the past 130 years as the Canadian Education Association (CEA) and now the EdCan Network, we have provided high-quality, research-based information to the thousands of professional educators who make up our pan-Canadian network. That vision has predominantly been one of collaboration. We have fostered relationships with Ministries of Education, professional associations, faculties of education, and a wide variety of other stakeholders in order to enhance the capacity of educators to respond to emerging challenges in public education.

## **As far as visions go, ours is a bold one.**

However, after making the decision to re-imagine our place in the evolving K-12 world, boldness was required. Our EdCan Board and Advisory Council Members were asked to develop a planning model for change and identify a set of strategic and impactful program priorities. This was to be done on a pan-Canadian scale, applicable not just within jurisdictional frameworks, but also across jurisdictional boundaries.

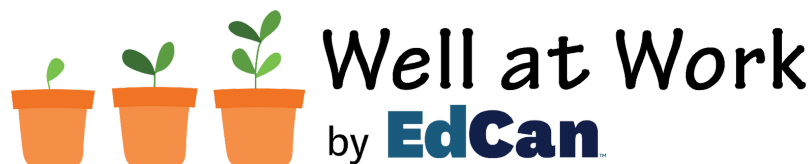
## **If that wasn't ambitious enough, the global pandemic added just that much more incline to the already daunting hill we had set out to climb.**

As always, our group of dedicated volunteers and staff was up to the task. With collaboration as a key component of our work, and a set of strategic priorities in hand, we continued toward our ultimate goal: empowering leaders within the K-12 system with the tools they need to support K-12 educators, so that those educators can focus on supporting students.

## **Here's what that looked like over the past fiscal year.**



# Increasing Staff Wellbeing in Schools



For the past four years, increasing staff wellbeing in schools has been a major focus for EdCan through the continued development of our **Well at Work** initiative. This work has centred around a series of interrelated projects that have predominantly been targeted toward educational policymakers and district leaders.

This targeting was strategic. Although the goal of improving wellbeing for individual educators remained our focus, starting with that level of engagement was unlikely to generate the level of impact we were striving to achieve. A much broader, systemic approach was necessary in order for us to generate maximum effect.

As the result of an extensive consultation process with our many stakeholders, and after enlisting the help of a core group of pan-Canadian experts in the field, EdCan launched two unique and exciting professional learning projects this past year: the **Well at Work Advisors** program and the **Well at Work K-12 Leadership Course**. Both programs were designed specifically to operate at a system leadership level in order to best facilitate system-wide change.



**The Well at Work  
Advisors Program**



**The Well at Work  
K-12 Leadership  
Course**



**Members Driving  
Change: A New  
Role for the  
EdCan Network**



# The Well at Work Advisors Program

This innovative program provides direct support for districts that are engaged in efforts to improve staff wellbeing. Pairing experts in the field with educational jurisdictions, the **Well at Work Advisors** program seeks to engage all levels of leadership in coordinating efforts to improve the wellness of all staff members.

Moving far beyond the typical one-off professional development sessions, this consultation service offers options for ongoing advice and support for making deep, meaningful, and evidence-based systemic changes across entire jurisdictions.

Working from a strength-based perspective, our advisors identify positive elements of wellbeing efforts within districts as well as possible deficiencies. Guidance is then offered on how to bolster those strengths and how to best address deficiencies. Support is offered along the entire continuum of initiative development, from the opening stages of information gathering through to implementation, with follow-up consultations also available.

*“It was great to have an unbiased and independent person willing to assess our strengths and deficiencies to give to our schools.”*

## The Well at Work K-12 Leadership Course

This asynchronous, online course represents a first for the EdCan Network in two key ways. It is the first time we have offered online training to our members, and the course itself represents a first-of-its-kind in Canada.

The **Well at Work K-12 Leadership Course** breaks new educational ground by focusing on workplace wellbeing specifically in the education sector. With classes delivered by district leaders and subject matter experts, the course consists of bite-sized learning modules that address such topics as the rationale for workplace wellbeing, how to approach systemic work, and who to involve in transformation efforts.

Launched in March of 2022, the program has shown great promise, and we look forward to building on this groundwork in the upcoming 2022-2023 year.

The screenshot shows the EdCan Academy website for the 'Well at Work K-12 Leadership Course'. At the top, there are links for 'Courses', 'Contact us', and a 'Sign in' button. Below the navigation bar, there is a 'REGISTER TODAY' section. On the left, there are logos for 'Well at Work by EdCan', 'Canada 150', and 'Workplace Strategies for Mental Health'. The main heading is 'Well at Work K-12 Leadership Course'. Below this, it says 'Featuring' followed by a list of names: Jennifer Turner, Mary Ann Baynton, Claire Guy, Brian Andjelic, Christina MacKinnon, Dr. Charlie Naylor, Mali Bain, Michael Bowden, Izzi Loveluck, Pam Rannelli, and Dr. Christine Bellini. On the right, there is a video player showing a woman speaking, with a 'Register for free!' button below it. At the bottom, there is a section for 'Non-EdCan Members' and 'EdCan Members' with details about course access and completion certificates.



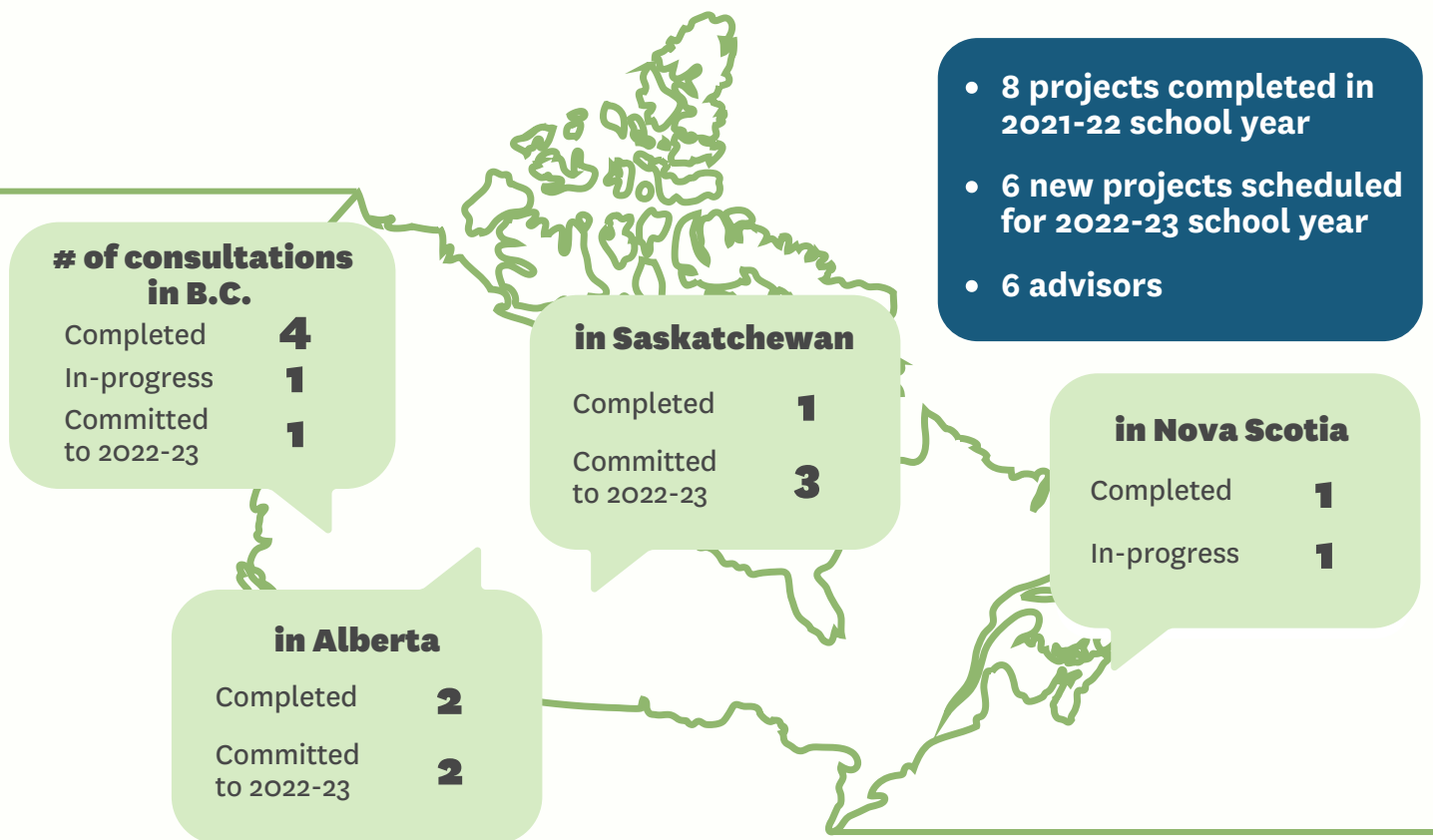
# Members Driving Change: A New Role for the EdCan Network

Although EdCan continues to pursue and promote a wide variety of educational projects, the **Well at Work Advisors** program has quickly emerged as a key driver within the EdCan Network.

With the major developmental pieces being constructed from April to September of 2021 and a primary focus on Alberta and B.C., our goal was to have one jurisdiction access the program for this fiscal year. When the initiative was unveiled in November, the response from our membership far exceeded our initial expectations.

Within weeks of launch, our first client signed on, not from Alberta or B.C., but rather from Nova Scotia, suggesting the program had a much broader appeal than had first been anticipated. By January, four more school districts had expressed interest in accessing this new service. As word of the program organically spread, six additional jurisdictions have signed on for the upcoming year.

To date, **Well at Work** advisors have completed eight individual projects across four separate provinces, with several districts requesting a second consultation.



This program represents a major shift in focus for our organization, and comes as a result of a wide-ranging consultation with our stakeholders by our **Well at Work** design team. Those consultations caused us to examine our traditional “critical friend” role for school districts, and have resulted in us shifting toward a direct advisory position.

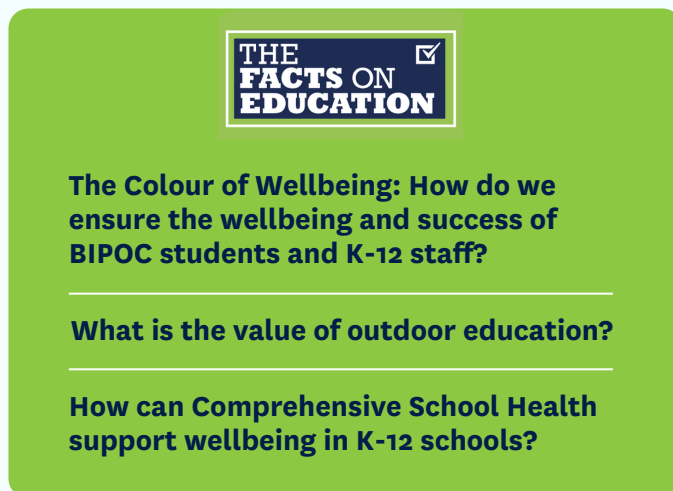
With our first year of creating a service-based model for delivering our **Well at Work** content under our collective belts, we are excited to take what we have learned forward into year two. Our goals for the coming year are to have advised at least 20 additional school districts in establishing systemwide K-12 workplace wellness initiatives, and to have 80 new districts added to the list of those accessing our services on a preliminary basis.



# Providing Practical Information and Useable Strategies for Educators: Education Canada

With the generous and ongoing support of The Desjardins Foundation and The Canadian School Boards Association, EdCan continued our tradition of supporting professional learning for educators by once again offering a series of easy-to-use, downloadable fact sheets on key educational issues.

These printable one-pagers offered an overview of the latest research on a wide variety of topics, focusing on issues, such as how to help students regulate their emotions and the value of outdoor education. Presented in an easy-to-read format, these **Facts on Education** sheets were designed to allow educators to access research in a timely manner, accompanied by resource lists and article links for those who wished to delve deeper into a topic.



In a further effort to bridge the gap between researchers and professional educators, EdCan also partnered this year with voiceEd Radio, the country's largest community of education podcasters.

Through this work, we were able to continue to mobilize a formidable knowledge base using articles from our flagship publication **Education Canada** magazine as a starting point to more meaningful conversations. Featuring academic voices from across Canada, these online discussions offered an in-depth consideration of topics that went far beyond the written word. Participants not only heard directly from contributing authors, but were given the opportunity to speak their own truths during breakout sessions.

We launched this multimedia prototype to accompany our Winter 2021 issue, and polished the model for our Spring 2022 publication. The response from our members and the wider educational audience to this format has been exceedingly positive. In total, our efforts resulted in over 220,000 social media impressions, with page views per article increasing by an impressive 154%.

***"This is really relevant and urgent information. Regardless of where you are located in the country, something in the article resonates with what is happening in your local neighbourhood and school."***



**220,000+**  
Social Media  
Impressions



**154%**  
Increase



## Supporting Efforts to Engage and Empower Students

The 2021-2022 year saw EdCan wrap up our preliminary work on building awareness among teachers, principals, and decision-makers of UNESCO's Sustainable Development Goals (SDGs) and of how best to integrate those SDGs into classrooms. The SDGs are a set of 17 goals aimed at addressing pressing global issues such as climate change and poverty. Our Spring 2021 Issue of **Education Canada** magazine featured a series of articles and professional learning guides, complete with tips to help teachers engage students in active global thinking.



Our work with the SDGs remains ongoing. Across our network, we have heard a consistent message that educators are seeking more professional learning resources when it comes to such SDG topics as equity, diversity, and inclusion. EdCan is committed to continuing to produce these resources, and to building awareness in the K-12 system of the benefits of the SDG framework for districts, schools, and classrooms.

With that very framework of equity and resources in mind, EdCan was honoured to once again act as a key partner in the **Desjardins Tech Donation Program**, which helps address some of the educational inequities faced by marginalized communities. Now in its second year, this program offers a \$5,000 grant to 20 needy schools for the purchase of otherwise unattainable technology. Desjardins has graciously committed an additional \$100,000 to continue this grant for a third year in 2022-2023, and EdCan will once again be collaborating on administering the program.

**"I cannot thank Desjardins and EdCan enough for this incredible donation. I cannot wait to see the excitement on my students' faces when they first get to use the new iPads with the Science of Reading apps. I am so excited to be able to use this technology to enhance targeted instruction for my students who need additional support."**

Colleen Sullivan, Glen Falls School, Saint John, New Brunswick

Jan. 29, 2021 - March 31, 2022

25,036

Total Magazine  
Page views  
(digital)

Jan. 29 - March 24, 2021

137,945

Total Impressions  
(from Twitter and Facebook)

5,300

Distributed Print  
Magazine Copies

157

Fact Sheet  
Downloads

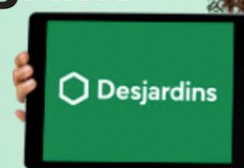
190+

Discussion Kit  
Member Requests



2<sup>nd</sup> EDITION

**Tech  
donation  
program**



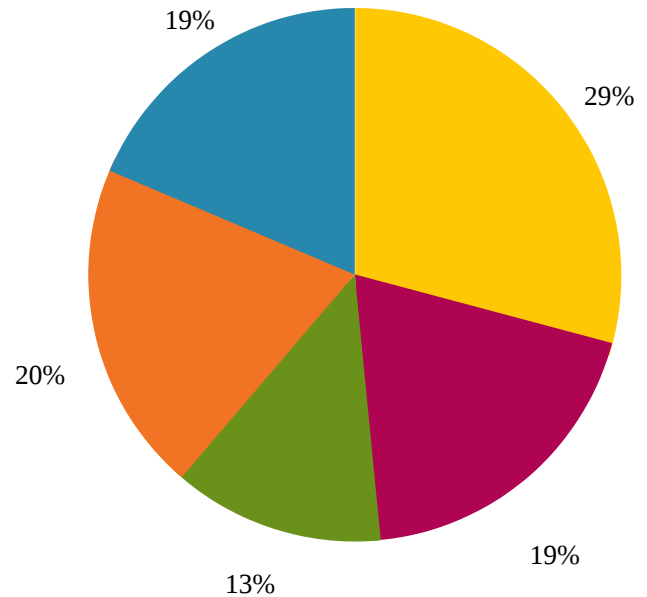
**EdCan  
NETWORK**



# Revenue and Expenses

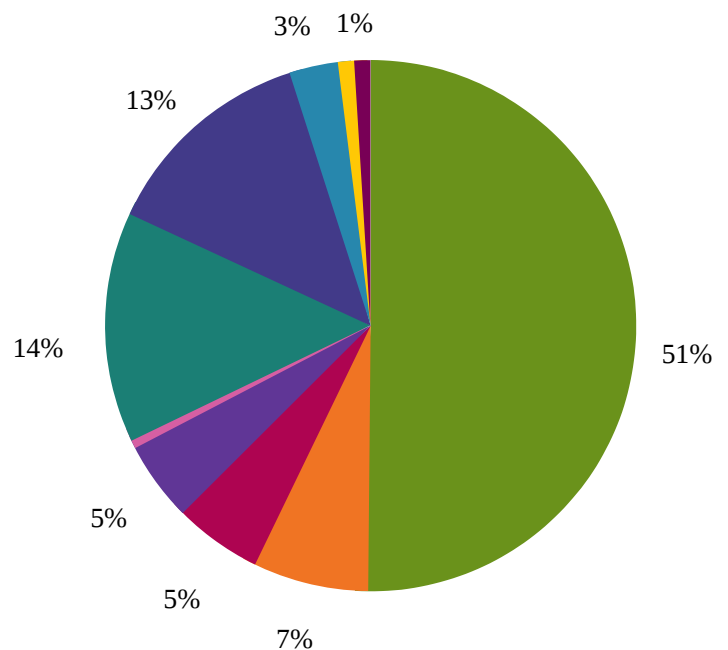
## Revenue

Sustaining fees (provinces and territories)	<b>\$275,767</b>	29%
Other membership	<b>\$175,990</b>	19%
Publications	<b>\$121,650</b>	13%
Research	<b>\$190,917</b>	20%
Project and program grants	<b>\$182,735</b>	19%
Interest	<b>\$555</b>	<1%
<b>Total</b>	<b>\$947,614</b>	<b>100%</b>



## Expenses

Salaries and benefits	<b>\$528,878</b>	51%
Administrative	<b>\$73,918</b>	7%
Office rent and utilities	<b>\$56,588</b>	5%
Development	<b>\$51,476</b>	5%
Organizational governance meetings	<b>\$2,240</b>	<1%
Research	<b>\$148,662</b>	14%
Publications	<b>\$138,919</b>	13%
Communications and visibility	<b>\$29,772</b>	3%
Project and program	<b>\$8,449</b>	1%
Professional learning	<b>\$5,227</b>	1%
<b>Total</b>	<b>\$1,044,129</b>	<b>100%</b>



# Acknowledgments

APRIL 1, 2021 TO MARCH 31, 2022

Every aspect of our professional learning programs and publications depends on our network of members, sponsors, and supporters (detailed in the list below) who commit their valuable time, expertise, and resources to produce such high-quality work for Canadian educators.

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