

ANNUAL REPORT

2016



CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY

WE PROVIDED NATIONAL LEADERSHIP IN ADVANCING DIGITAL AND MEDIA LITERACY IN CANADA



REACH OF LICENSED DIGITAL LITERACY PROGRAMS



1.115
million
students



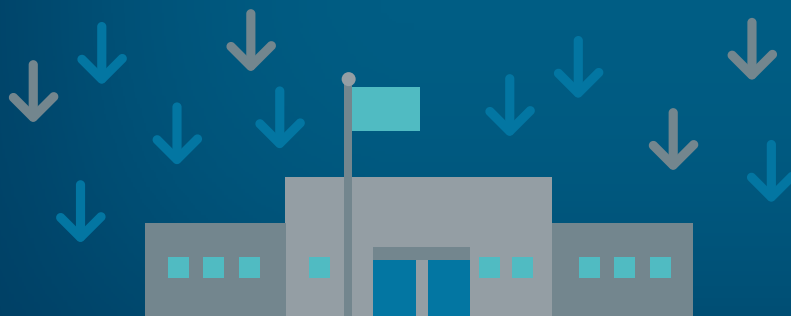
3,000
schools covering every
province and territory

Licences with **7**
provincial ministries of education

SCHOOLS AND COMMUNITIES ACCESSED OUR FREE ONLINE RESOURCES

255,149

lessons and resources downloaded from mediasmarts.ca



FRENCH-LANGUAGE AND BILINGUAL LIBRARIES RECEIVED FREE ACCESS TO OUR PROGRAMS

Quebec: 1,100 branches
New Brunswick: 52 branches
+ Manitoba: 12 branches

Total of 1,164 branches

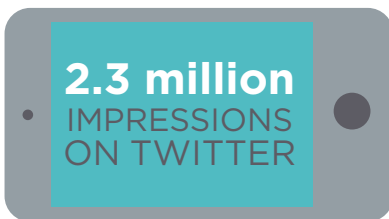
EVENTS WERE HELD TO ENGAGE YOUTH IN DIGITAL LITERACY

MEDIA LITERACY WEEK 2016

[Media Literacy Week](#) is a national awareness week hosted by MediaSmarts and the Canadian Teachers' Federation, addressing media and digital literacy issues across Canada. With the theme of Makers and Creators, the 11th annual Media Literacy Week was launched at the Canadian Museum of Nature in Ottawa.



OFFICIAL
PROCLAMATIONS
ISSUED IN
SASKATCHEWAN
AND MANITOBA



YOUTH DISCOVERABILITY SUMMIT

MediaSmarts partnered with the CRTC, National Film Board, and Canadian Heritage in a [Youth Discoverability Summit](#), which explored how youth access content in the age of abundance. At the summit, MediaSmarts provided hands-on digital literacy activities for students from across Toronto.

WE LAUNCHED NEW PROGRAMS AND RESOURCES FOR PARENTS, YOUTH, AND TEACHERS



PARENTS

[For Parents](#) – a new section of our website contains tip sheets, guides, tutorials, games and more

[The Parent Network: Social Media and Your Kids](#) – video series helping families navigate the social landscape online

[Computers for Success](#) – digital literacy resources to welcome Syrian refugee families

YOUTH

[On the Loose: A Guide to Life Online for Post-Secondary Students](#)

A how-to guide for digital life that includes tips for: school work; money and security; relationships online; and trying to stay healthy

TEACHERS

[Use, Understand & Create: A digital literacy framework for Canadian schools](#)
(grades 7-12)

- Hundreds of lessons now available for grades K-12
- Linked to curricular outcomes in every province & territory

[Click if You Agree](#)

- Interactive game to help students in grades 7-9 dig deeper on their privacy rights online

[Impact: How to make a difference when you witness bullying online](#)

- An extensive suite of resources to help students effectively respond to cyberbullying



WE CONDUCTED RESEARCH AND INFORMED PUBLIC POLICY ON MEDIA ISSUES

YOUNG CANADIANS IN A WIRED WORLD, PHASE III: CONNECTED TO LEARN

To help understand how networked technologies are impacting teachers and their teaching practices, MediaSmarts partnered with the Canadian Teachers' Federation to survey 4,043 K-12 teachers and school administrators who were teaching in classroom settings across the country.



CHALLENGES

TEACHERS WERE MOST CONCERNED ABOUT:

-  lack of technical support for maintaining and upgrading software, devices and networks (especially in remote and Northern schools).
-  lack of proper training to use networked devices to meet curricular goals.

83% have had websites blocked by school or board filters. For 19%, this happens "frequently".

SUPPORT FROM ADMINISTRATION WHEN STUDENTS EXPERIENCE ONLINE CONFLICT:

-  37% agree they get excellent support
-  31% disagree
- 32% felt this question was "not applicable" to them

6% < report their students are learning how to write computer code in class. />

DIGITAL LITERACY

FIVE MOST POPULAR SKILLS INDICATED AS BEING "VERY IMPORTANT":



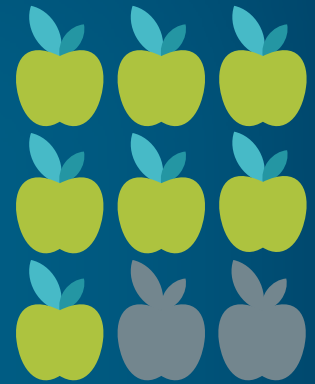
verifying that online information is credible/relevant/accurate



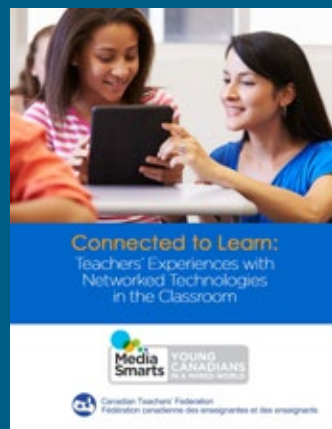
appropriate online behaviour 



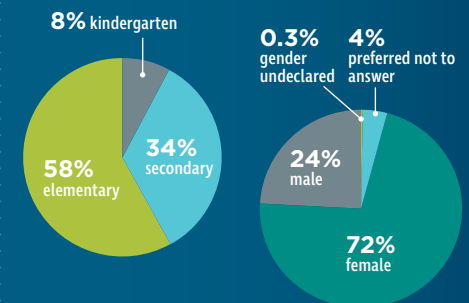
understanding online privacy issues and settings



Seven in ten teachers report being "very" or "somewhat" confident in their ability to teach all of the skills that were listed.



4,043 RESPONDENTS TEACHING IN A CLASSROOM SETTING:



THE MAJORITY OF TEACHERS ARE POSITIVE ABOUT TECH IN THE CLASSROOM



79% "strongly" or "somewhat" agree

networked devices make it easier for my students to learn

74% "strongly" or "somewhat" agree

networked devices make it easier for me to match my instructional practice to students' various learning styles

WE PRESENTED OUR RESEARCH AND PROGRAMS AT HOME AND AROUND THE GLOBE



INTERNATIONAL

International Bullying Prevention Association Annual Conference, New Orleans, U.S.A.

UNESCO Global Media and Information Literacy Week Conference, Sao Paulo, Brazil

Organisation for Economic Co-operation and Development (OECD) - Member of the Canadian Delegation, Cancun, Mexico



FEDERAL GOVERNMENT

Office of the Privacy Commissioner of Canada (OPC) - Best Practices for Digital Literacy Education, Ottawa, Ontario

Office of the Privacy Commissioner of Canada - Consultation on Consent, Ottawa, Ontario

Status of Women Canada - Standing Committee on Violence Against Young Women and Girls in Canada, Ottawa, Ontario

Status of Women Canada - Roundtable on Cyber Violence, Toronto, Ontario

Status of Women Canada and Canadian Heritage - Convention on the Elimination of All Forms of Discrimination Against Women, Ottawa, Ontario



NON-GOVERNMENTAL ORGANIZATIONS

Canadian Civil Liberties Association - Peer Privacy Protectors Project, Toronto, Ontario

Canadian Internet Registration Authority (CIRA) - Canadian Internet Forum, Ottawa, Ontario

Canadian Race Relations Foundation - National Conference, Toronto, Ontario

Ottawa-Carleton District School Board (OCDSB) - Digital Learning Conference, Ottawa, Ontario

Western University - Moving Forward Symposium, London, Ontario

THANK YOU

We couldn't achieve our mission without our wonderful and dedicated [Staff](#), [Board of Directors](#) and Sponsors.

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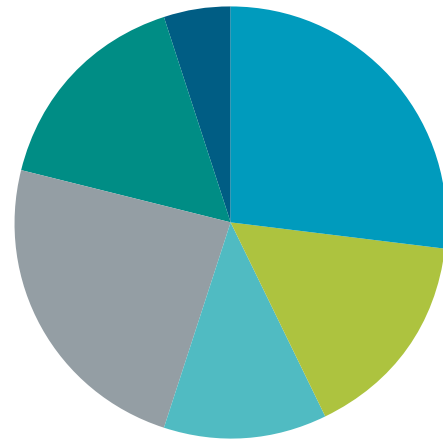


Associate Sponsor



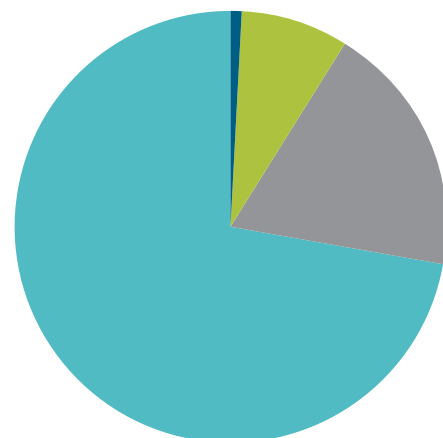
FINANCIALS

REVENUES



- Donations 27%
- Benefactors 16%
- Contribution Agreements 12%
- Sponsorships 24%
- Copyright and Licences 16%
- Other 5%

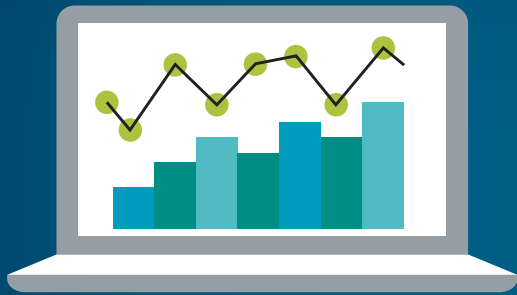
EXPENDITURES



- Amortization 1%
- Technology/New Media 8%
- Administration 19%
- Programs 72%

BY THE NUMBERS: COMMUNICATIONS 2016

WEB ANALYTICS



1,831,178 visits
1,428,803 users
3,747,377 page views
499,802 Canadians

TWITTER

 + Over **10,000** followers

 **2,760** re-tweets

 Over **2.5 million** impressions

FACEBOOK



14,735 engagements

1,438,694 people reached

 **1,851,451** impressions



MEDIA INTERVIEWS

67 interviews

with major outlets including Canadian Press, Radio Canada, Macleans, CBC, The National, La Presse, CTV Morning, Global TV and Châtelaine

YOUTUBE

70,155 videos viewed



82,096 minutes watched

BLOG POSTS



60,000 readers 18 blog posts



DAILY NEWS



2,500 subscribers