

## Final Report

Reading and Remembrance 2010: Homeland Stories

### Measuring Success: Materials

- Ten new lessons set in Canada, 12 new Minutes
- Fifty archived lessons and 22 archived Minutes (2005-2009)
- Twenty-one lessons in French; 28 Minutes in French
- NEW: Minute Snapshot page with an overview of 32 short lessons
- NEW: Minutes page for Women's History Month
- NEW: YouTube Video
- NEW: User guide

### Measuring Success: Project Penetration

- 256,846 requests for information between May and Nov 2010 from 5,000 unique visitors
- A database with 381 schools/and boards that participated once or more—that's 8% of the schools in Ontario, a remarkable penetration
- Letters to Ontario Directors of Education; emails to former participants (nearly 500 contacts)
- Feature article in *SLiC*, the online magazine for school librarians across Canada
- Feature article in the news letter of Ontario Historical Society, on the OHS website and on the OHS Facebook page
- Featured on MP Mark Holland's website and in a letter to MPs
- Article in *Artscene* of PineRidge Arts Council; information on DWAC website, Pickering Public Library website and Angie Littlefield's website
- OPG media release on newswire and promotional email to OPG's provincial affiliates
- Visit to Director of Education of Durham District School Board; Reading and Remembrance packages to all Durham Superintendents of Education for area meetings with principals

Conservatively speaking, the project's promotion was visible to hundreds of thousands. With an 8% penetration into Ontario schools (There are 2.1 million Ontario students), the 50% increase in participation projected in 2009 was met and surpassed with well over 100,000 students using the Reading and Remembrance materials.

The demand for materials that stress the importance of veterans, literacy and Canadian history has grown over 300% since 2005. The demand shows no sign of slowing down!!

