

Reading and Remembrance 2009: Medals and Memories

MEASURING SUCCESS of materials

- Ten bilingual lessons in 2009. Thirty archived lessons, some bilingual.
- Teachers downloaded the top three 2009 lessons over 4,000 times. Calculating that each lesson reached at least 20 students, that's an estimate of **80,000 students** before calculating in the numbers for the other 7 lessons for 2009 and use of lessons from previous years
- 107 French posters downloaded. With 12 French language school boards and 377 French language schools in Ontario, that number of posters signifies **penetration into 1/3 of the French language schools in Ontario IN ONE YEAR**
- Teacher comments highlighted Canadian content and use of materials for whole school projects

MEASURING SUCCESS of project penetration

- Presentation to provincial representatives of Ontario School Librarians on OSLA Board
- Email to several hundred former participants from 2005 to 2008
- Letters to Directors of Education of all school boards in Ontario
- Article in Ontario Historical Society newsletter and info on OHS website
- Listserv to public librarians in Ontario and information on the Pickering Library website
- Info on DWAC website and in an article in PRAC's *Artscene*
- OPG media release on newswire and to OPG affiliates
- Feature article in The Ontario Library Association newsletter distributed across Canada
- Director of the Durham District School Board endorsed program across Board

Conservatively speaking, the project promotion touched hundreds of thousands. With the 50% increase in official 2009 participation (in both official languages), it is reasonable to expect that with positive word of mouth recommendations that the project will reach over 100,000 students in 2010.

Based on the heavy and continuous download of material, we feel that we are conservative in calculating the number of participants. The strong cry for Canadian materials dealing with First Nations, Women and novelties such as animals involved with war, indicates that we need to generate even more lessons along this line.

It is important that *Reading and Remembrance 2010* lives up to the high level of expectation that this project has generated.