

Final Project Report:

Learning Disabilities Project

October 3, 2005 – May 19, 2006

Sponsored by Inukshuk Internet and Social Development Canada



prepared by
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Learning Disabilities Project / 2005-06

Final Project Report for the period of October 3, 2005 – May 19, 2006

Sponsored by Inukshuk Internet as per Contribution Agreement

Background to the project

Over the last four years, the Quebec Learners' Network (QLN) has been delivering a project entitled *Support Network for Teachers and Parents of Children with Learning Disabilities*. Phase 1 of this project was comprised of a series of workshops delivered by video-conferencing to teachers and parents in remote and rural communities. Phase 2 focused on the design, development, and delivery of three online learning modules to be used for increasing teacher and parent awareness of attention deficit disorder and learning disabilities, and strategies for cooperating with children who have them:

- **Module 1** – General introduction and overview of Learning Disabilities and Attention Deficit Disorders and related issues
- **Module 2** – Specific Learning Disabilities and Attention Deficit Disorders and the particular needs of those afflicted by them
- **Module 3** – Strategies for Parents and Teachers to work cooperatively in addressing the needs of LD-ADD afflicted students

Subsequent public responses to the learning modules attested to their effectiveness, and with the support of the Inukshuk Foundation and Social Development Canada, the QLN has built on the success of the work already completed with these Phase 3 activities:

1. Expanding public access to the learning modules' through bilingual production and promotion of the product in the Outaouais/Eastern Ontario region, the Greater Montreal region, and Maritime Quebec region (Lower North Shore, Magdalen Islands, and the Gaspé).
2. Enhancing the pedagogical effectiveness of the learning modules by recording a series of digital-video interviews with parents, teachers, and family psychologists discussing effective parenting/teaching strategies and interaction behaviours with children suffering from learning disabilities or related attention deficit disorders.

Progress Report – January 2 through May 19, 2006

Project tasks and activities were organized into a startup period plus three phases:

Project startup, including agreements of the terms of services between the project partners (including *The Centre for Literacy of Quebec*, and various technical contractors), the development and signing of contracts with all personnel to be employed on the project, and the signing of the Contribution Agreement with the Inukshuk Foundation.

Phase 1 – Design, focused on the research, planning, design, and outreach tasks required to obtain quality video content, a new dedicated website, an upgraded delivery platform for the learning modules, and a promotional strategy for reaching as many key constituents in the target regions as possible.

Phase 2 – Development, included video recording and editing of the interviews, markup and layout of the new website, and the creation of specific promotional materials. Planning for *Phase 3's* product review/validation and for project evaluation was done during this period as well.

Phase 3 – Delivery, included the distribution of some 200 promotional CDs (English and French), 300 bilingual flyers, and 200 colour bookmarks showing the product name and website URL. Press releases were sent to local and regional newsmedia. The following table lists the formal outreach activities undertaken to promote awareness and use of *The Learning Puzzle / L'Apprenti-sage* :

Event	Date/location	Approximate # of participants	Project representatives	Outreach & promotional activities
Outaouais Health & Social Services Network/ Regional Consultation	February 9 / Hull Community Centre, Gatineau	100	Peter MacGibbon	Multimedia presentation and demonstration to full assembly. Participation and networking.
Community Health & Social Services Network/ Research and Community Development Conference	February 22-23 / Crown Plaza Hotel, Montreal	150	Peter MacGibbon	Demonstration and display station and print material distribution. Participation and networking.

Centre for Literacy of Quebec/ Focus Group	Feb 23 / Dawson College, Montreal	12	Peter MacGibbon, Linda Shoheit	Moderated discussion with a selected group of LD specialists, educators, parents, and individuals with learning disabilities
Learning Disabilities Association of Quebec – LDAQ Chapter 1 Meeting	April 20 / Montreal	25	Paul Beaulieu	CD and print material distribution. Participation and networking.
Association Québécoise des troubles d'apprentissage/ Outaouais Chapter Conference	April 22 / UQAH campus, Hull	75	Gisèle Lamontagne	CD and print material distribution. Participation and networking.
Learning Disabilities Association of Ottawa-Carleton Conference	April 29 / Continuing Education Centre, Ottawa	75	Peter MacGibbon, Gisèle Lamontagne, Linda Stilborne	Demonstration and display station and print material distribution. Participation and networking.
Special Education Advisory Committee Meeting	May 8 / WQSB School Board Office, Aylmer	25	Peter MacGibbon	Multimedia presentation and demonstration to full group.
Community Health & Social Services Network Telehealth Program	May 24 / Projected 10-12 rural and remote communities across Quebec	50-60 (projected)	Jo Ann Jones, Peter Gantous	Multimedia demonstration and moderated videoconference discussion with a guest presenter (family psychologist Peter Gantous)

Project problems

Some delays were experienced the January-April period during the compilation of video recordings due to three factors:

- 1) various challenges in scheduling of some of the interview subjects;
- 2) the unforeseen illness of one of the QLN Working Group members responsible for identifying and approaching interview subjects.
- 3) a period of experimentation to determine the most appropriate video format for the target audience. After an initial period of testing with the MP4 video format, it was determined that the MP1 format was the most user-friendly format, i.e. for most users, it would not require the downloading or activation of additional of an media player (*QuickTime*).

All of these factors were dealt with by the extension of the project's Development phase to the end of April, 2006.

Anticipated challenges

The *Quebec Learners' Network* and *The Centre for Literacy of Quebec* are beginning to identifying some of the best practices for the public use of the completed product and website. As an example, the two organizations will be seeking financial support for a series of workshops to determine best uses of *The Learning Puzzle / L'Apprentissage* in a group setting.

Overall assessment

Work done throughout the project generally went smoothly, with all members of the Working Group cooperating well. The video clips include 12 interviews conducted in English and 12 conducted in French. Compiling the interviews has proven an excellent outreach activity to the Learning Disabilities communities in the region, increasing awareness of our product among parents, teachers, counselors, social workers, family psychologists, and community associations in Eastern Ontario and Western Québec.

Other positive developments include the division of the original three learning modules into discrete units for faster access and navigation, and the addition of two short supplementary modules introducing issues for adults with learning disabilities. The website interface has also been improved to facilitate navigation and viewing. These features all help accommodate the needs and interests of users of the website.

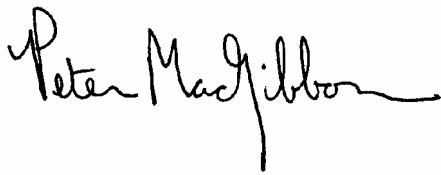
The product's marketing strategy to various "community champions" has created further prospects for capitalizing on this outreach, including invitations to submit promotional articles and deliver public presentations.

The Inukshuk Foundation's contribution for this project totaled \$47,000. Please refer to the Financial Statement at the end of this document.

A detailed list of tasks and key deliverables completed is featured on the following pages.

On behalf of the Quebec Learners' Network and its project partners, I would like to express our appreciation for the support received from the Inukshuk Foundation.

Sincerely,



Peter MacGibbon
Executive Director
peter@qln.ca



Project tasks and key deliverables: October 3, 2005 - May 19, 2006

Task	Key deliverables	Date completed
Project startup		
Preparations for the working team, partners	Terms of partnership with Rooney Productions and The Centre for Literacy of Quebec	October 2005
	Detailed operating budget, detailed work schedule, marketing plan	October 2005
	Contribution Agreement signed	October 2005
Phase 1 – Design		
Content areas selected	Detailed planning for content elements to be enhanced using video.	October 2005
Interview script development	Development of focus and questions for individual interviews	October 2005
Revision of organization of learning modules	Content of the three original learning modules re-organized into (13) discrete units for easier access by viewers	November 2005
Background research	Identification and approach of potential interview subjects from the public, private, and community sectors	November 2005
Promotion/marketing planning	Marketing plan established	November 2005
Technical planning	Confirmed process and technology choices for incorporating video into the existing modules	December 2005
Design of learning module navigation/and interactivity.	Design of web interface and interactive content model	November 2005
Prototype testing with generic video clips	Prototype models of the final product tested/ compression method established	January 2006
Phase 2 – Development		
Set-up interviews.	Confirmed of interviewees, locations and dates.	November 2005
Web site development.	Development of Web interface and interactive elements.	December 2005
Promotional development	Website and flyer completed	December 2005
Video-recording	(12) English interviews recorded. (12) French interviews recorded.	January 2006
Video editing	Content editing.	February 2006
Video conversion/ compression	Video converted/compressed to best possible size/quality ratio	March 2006
Video integration/synchronization	Product ready for mounting online	April 2006
Testing of integrated modules	Product and features operate smoothly over broadband	April 2006

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Phase 3 - Delivery		
Product testing	Focus group assessment and validation	February 2006
Adjustment	Final edit of learning modules and re-design of navigational interface	March-April 2006
Technical implementation	Product accessible over broadband	April 2006
Promotion/publicity	Promotional package, press releases, contacts with all stakeholder groups	April-May 2006
Distribution	Product presented at Health & Social Services Conferences and product launch involving members of the LD-ADD support community	February through May 2006

Evaluation of the Project

(to be forwarded by The Centre for Literacy of Quebec)

FINAL REPORT / QLN-Inukshuk Financial Statement - October 3, 2005 - May 19, 2006

Budget Items	Costs	Totals
Consulting Fees - \$31,000		
Peter MacGibbon	\$ 8,059.93	
Rooney Productions	\$ 9,269.33	
Gisèle Lamontagne	\$ 2,846.84	
Anouk Grégoire	\$ 342.00	
Linda Stilborne	\$ 3,746.75	
Centre for Literacy	\$ 2,130.00	
Stuart Thiel	\$ 3,960.00	
Zoé Lindsay	\$ 1,260.00	
Sub-total	\$ 31,614.85	\$ 31,614.85
Materials & Supplies - \$4,750		
Equipment	\$ 207.04	
Mail/courier	\$ 124.18	
Blank CDs, packaging supplies	\$ 612.57	
Printer cartridges, etc.	\$ 276.93	
CD reproduction and labelling	\$ 868.88	
Audio editing software	\$ 328.95	
Sub-total	\$ 2,418.55	\$ 2,418.55
Evaluation - \$3,000		
Centre for Literacy	\$ 3,000.00	
Sub-total	\$ 3,000.00	\$ 3,000.00
Travel - \$1,000		
Travel, meals, parking	\$ 930.84	
Learning Disabilities Conference fee	\$ 175.00	
Sub-total	\$ 1,105.84	\$ 1,105.84
Overhead - \$6,000		
* Project Administration	\$ 5,548.16	
Teleconferences	\$ 250.12	
Telephone services	\$ 262.31	
Web hosting	\$ 160.00	
Banking services	\$ 38.00	
Technical Maintenance, Upgrades	\$ 35.27	
Sub-total	\$ 6,293.86	\$ 6,293.86
Other - \$1,250		
Printing	\$ 2,575.10	
Sub-total	\$ 2,575.10	\$ 2,575.10
Total Project Budget - \$47,000	Total Costs	\$ 47,008.20

* included Human Resources,
Contracts, Accounting, Payroll
Financial Claims, Progress Reports

Explanation of Variance

\$2,331.45 from the "Materials and Supplies" budget (plus \$8.20 from QLN petty cash) was required for the following applications:

Printing	\$	1,325.10
Consulting Fees	\$	614.85
Overhead	\$	293.86
Travel	\$	105.84
Total variance in budget distribution:	\$	<u>2,339.65</u>