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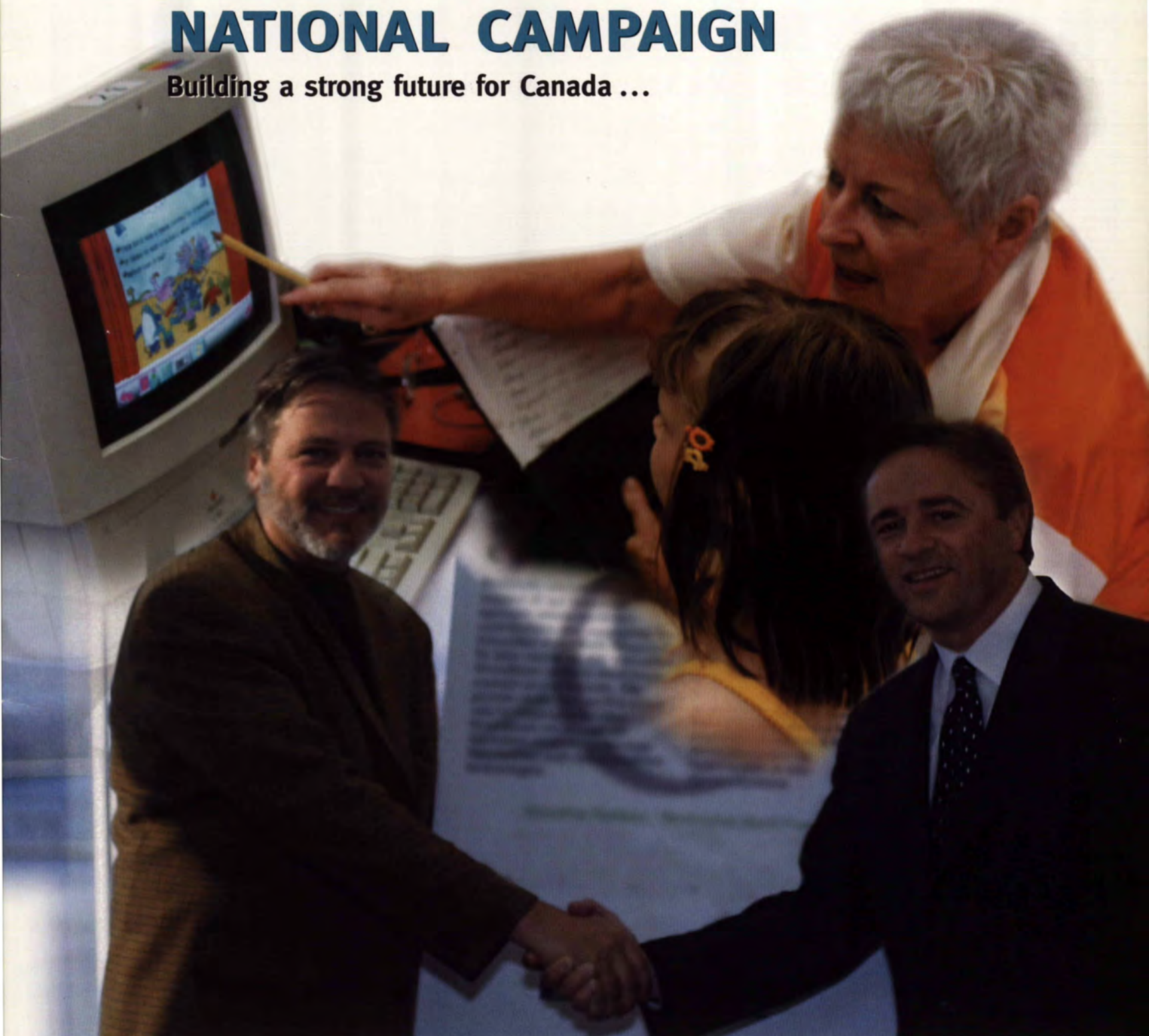
Gouvernement
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THE SCHOOLNET GRASSROOTS NATIONAL CAMPAIGN

Building a strong future for Canada ...



Canada 



... by growing information technology skills from the grassroots up

The most important assets of any organization are people. To be successful in today's knowledge-based economy, both business and government need access to highly skilled workers with proven information and communications technology (ICT) skills. A recent study suggests that nearly one third of Canadian companies are suffering from stalled growth due to a shortage of high-tech workers. In certain industry sectors, the number of affected companies exceeds 40 percent.*

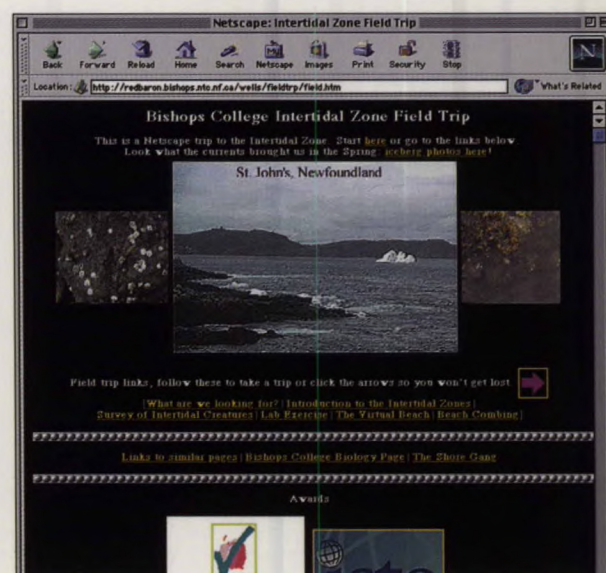
The only way for companies to guarantee that they'll have access to these valuable human resources when needed is to help to train personnel from the grassroots up.

Support innovation in teaching and learning

Industry Canada's SchoolNet GrassRoots Program provides funding directly to teachers to develop collaborative and interactive on-line projects. Each project involves hundreds of students across Canada, learning and working together on-line, and creating educational tools and content for all Canadian teachers and students.

In addition to nurturing competencies in ICT, SchoolNet GrassRoots provides participating students with opportunities to develop other employment-related skills such as critical and creative thinking, team building, problem solving and research skills.

The SchoolNet GrassRoots Program is part of Connecting Canadians, the Government of Canada's strategy to keep Canada among world leaders in connecting its citizens to the Internet.

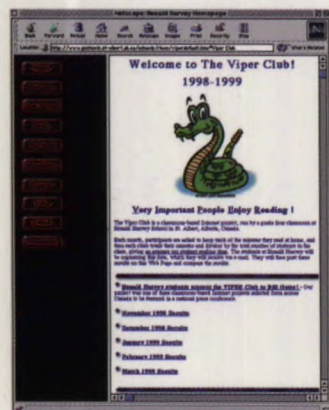


Bishop's College Intertidal Zone project:

This award-winning project presents ground-breaking research about the zone between the terrestrial and oceanic ecosystems.

The Viper Club (Very Important People Enjoy Reading):

Grade 4 students collect information, calculate averages and learn about current events and literature.



Support a proven strategy

- Thousands of schools across the country and hundreds of thousands of students are already participating in SchoolNet GrassRoots projects.
- Provincial and territorial ministries of education are committed to the SchoolNet GrassRoots model.
- This innovative approach to teaching and learning has received several international awards and the recognition of educational institutions around the world.
- Teachers embrace it, and parents support it.
- Documented research demonstrates that collaborative, project-based learning motivates students, and promotes greater academic outcomes.**

Meet the challenge head-on

The SchoolNet GrassRoots National Campaign is a partnership initiative aimed at raising funds from the private sector to support the creation of tens of thousands of on-line learning projects. These on-line projects will help millions of Canadian students develop valuable information and communications technology skills.

*The Evolution of Human Capital, Tim Wilson, International Data Corp. (Canada) Ltd., December 1998.

**The Emerging Contribution of Online Resources and Tools to Classroom Learning and Teaching, TeleLearning Network Inc., 1998.



A collaborative effort between industry and government

The support of Canada's private sector is vital to this initiative. All funds raised through the campaign will go to classroom-based on-line projects, and will be matched 2 to 1 through the funding support of the federal and provincial governments.

To encourage the broadest possible level of participation from Canadian business, five distinct levels of sponsorship have been established. These provide partners with a range of choices from funding individual on-line projects at the GrassRoots Patron level, to the opportunity to lead the initiative as a GrassRoots Platinum Sponsor. Each level of sponsorship commitment entitles partners to campaign-related benefits, ranging from an official receipt of payment, to a customized marketing strategy ensuring that partners reach their marketing objectives.

Support Canada's leadership in the global economy

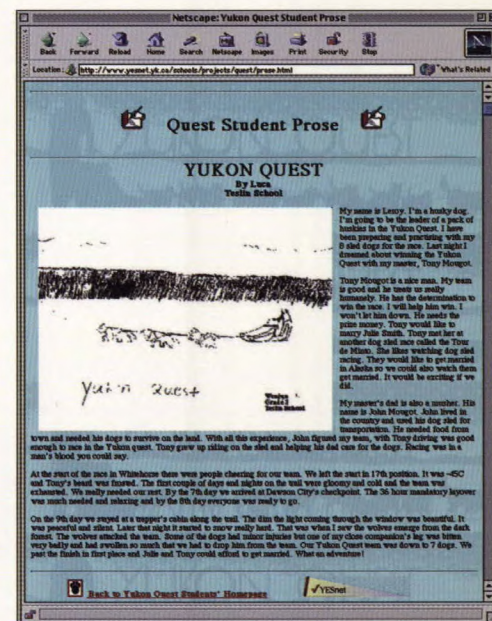
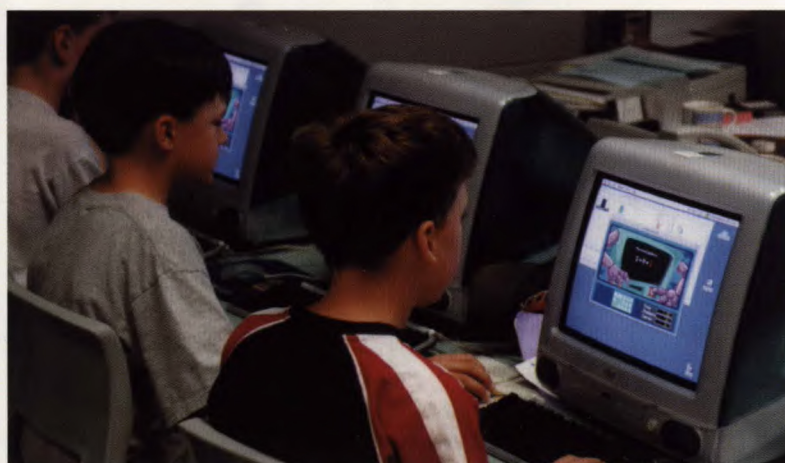
By contributing to the growth of ICT competencies on a national level, the SchoolNet GrassRoots Program and its partners are supporting the development of a Canadian "culture of innovation," furthering Canada's global reputation as a centre of ICT expertise.

The innovative application of ICT skills and tools throughout all industry sectors will translate into the development of new markets. These new opportunities for growth will ensure that Canada remains competitive in a global, knowledge-based economy.

Position Canada and your business for future growth

The development of a highly skilled work force is everyone's business. To learn more about the SchoolNet GrassRoots National Campaign and how you can contribute to the development of our future work force, contact Canada's SchoolNet at **1-800-575-9200**, or by e-mail at **schoolnet@ic.gc.ca**

Visit the SchoolNet GrassRoots National Campaign Web site at **<http://www.schoolnet.ca/grassrootscampaign>**



Yukon Quest:

Students share in the experiences of sled race participants, while learning about northern culture and geography.

Aussi offert en français sous le titre
*Trousse d'information de la Campagne nationale
Rescol à la Source.*

Cat. No. C2-489/2001-1E
ISBN: 0-662-30795-X
53520E

WHAT PEOPLE ARE SAYING ABOUT THE SCHOOLNET GRASSROOTS PROGRAM ...

"Through their involvement in SchoolNet GrassRoots, my students have used information age technologies effectively to acquire higher order thinking skills, to do research, and to learn and absorb complex concepts in creative ways."

Indu Varma, teacher, Marshview Middle School, New Brunswick

"The SchoolNet GrassRoots Program is an excellent strategy. These IT-based projects go a long way towards helping young people develop the career-related skills that today's employers expect from their employees."

Ray Stoness, Executive Director of the Canadian Association of School Administrators (CASA)

"In Pennsylvania, we've found the GrassRoots project model an effective tool for teachers to foster the development of computer and information technology skills among students. These projects encourage students to become active in their learning, while providing educators with a means to be creative in their exploration of curriculum."

John Bailey, Director of the Office for Education Technology, Commonwealth of Pennsylvania

"This model shows great promise as an instrument to encourage the development of these essential skills, and of culturally relevant teaching and learning tools by educators and students in countries as diverse as Uganda, Senegal and Brazil."

Linda McGinnins, Co-Manager, The World Links for Development Program (WorLD), World Bank Institute

"The Canada-Saskatchewan GrassRoots Program has become an important part of Saskatchewan's resource-based learning initiative, building on efforts already underway in Saskatchewan to integrate the use of technology in the teaching and learning process."

Clay Serby, Former Minister of Education, Saskatchewan

"I think GrassRoots is a great example of how to help educators use technology to enable more dynamic interaction with students, parents and the connected community."

Bill Gates, Chairman of Microsoft Corp.



15% recycled
material



Background — what is this GrassRoots Program all about?

It's about smart planning for a future of economic growth.

Canadian governments, business, community leaders, educators, and parents all share the belief that future economic growth depends on how well Canadians adapt to technological change, learn to innovate, and take advantage of new opportunities to create jobs and generate growth.

To succeed in a knowledge-based economy, young Canadians need to develop information and communications technology (ICT) skills that encourage critical and innovative thinking, creative research, collaborative problem solving and teamwork.

Nurturing these aptitudes in Canadian youth will prepare them to compete in the global marketplace, and help to maintain Canada's position as a world leader.

Tell me about Industry Canada's SchoolNet GrassRoots Program.

Canada's SchoolNet, a partnership of the federal and provincial governments, education associations, and the private sector, works to integrate information technology and connectivity into Canadian classrooms.

SchoolNet's GrassRoots Program was launched to develop employability skills among Canadian youth, while supporting the creation of Internet-based educational content by Canadian teachers and students. Through the SchoolNet GrassRoots Program, the federal and provincial governments, in partnership with school boards throughout Canada, are working to encourage the creation of tens of thousands of classroom-based on-line projects. These projects will provide opportunities for millions of Canadian youth to develop valuable ICT skills.

GrassRoots projects provide educators with innovative teaching tools that are easily integrated into established curriculum from kindergarten through to Grade 12. Projects can be tailored to address virtually any subject matter, the different learning styles of students, as well as their different skill levels. By having access to the tools and support needed to create these collaborative projects, students become more actively involved in the learning process and develop valuable team-building and problem solving skills. With its focus on individual classrooms and teacher-led projects, the GrassRoots Program is uniquely structured to take advantage of a vast and remarkable resource: the unbridled creativity of Canada's 300 000 educators.

Continued overleaf

<http://www.schoolnet.ca/grassrootscampaign>

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What is the SchoolNet GrassRoots National Campaign?

The SchoolNet GrassRoots National Campaign is a sponsorship initiative seeking private sector support to develop ICT skills for Canada's future work force. The Campaign aims to match the investments of both federal and provincial governments with private sector funding to create tens of thousands of on-line projects.

To reach a goal of this magnitude, Canada's government recognizes that private sector involvement will be pivotal. Both private sector financial support and business acumen are required to ensure:

- that financial sources are available to support tens of thousands of on-line projects;
- that widespread community support is generated for the SchoolNet GrassRoots Program;
- that industry expertise is used to develop and expand the SchoolNet GrassRoots National Campaign; and
- that a legacy of on-line educational content is created for subsequent generations.



When you become a campaign sponsor:

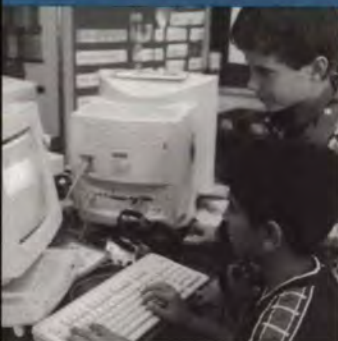
- You are supporting the needed integration of information and communications (ICT) skills into education with the full support of Canadian educators and school boards.
- You are contributing to the development of a skilled labour force and a knowledge base that will support future innovation and growth in Canada's knowledge sector.
- You are helping to develop valuable ICT skills for millions of Canadian students, and building a base of national ICT competency that will further Canada's reputation as a centre of ICT excellence.
- You are helping Canada's ICT industry to develop new markets, ensuring the continued strength and growth of Canada's economy.

What's in it for me?

Key potential benefits of Campaign Sponsorship* include:

- National leadership profile through participation in the GrassRoots National Campaign Committee.
- Corporate profile in national public awareness activities.
- Recognition at high profile national events related to the campaign.
- Coordinated access to educators.
- Title sponsorship of a SchoolNet program or of a GrassRoots theme project.
- Customized programs to help leverage your participation in the program.
- An official receipt of payment for the full donation.

**The nature and scope of benefits available to campaign sponsors will correspond to the level of funding support committed.*



Levels of Campaign support:

GrassRoots Platinum Sponsor

Investment: \$500 000

GrassRoots Platinum level sponsors will receive the greatest number of public relations and marketing opportunities related to the GrassRoots National Campaign. These opportunities will include guaranteed prominence in national promotional activities, and the delivery of a customized benefits package aimed at achieving specific marketing objectives.

GrassRoots Gold Sponsor

Investment: \$200 000

GrassRoots Gold level sponsors will be recognized as major contributors to the GrassRoots National Campaign and will benefit from a wide range of profile opportunities created through the campaign, as well as through the title sponsorship of a specific program or theme project supporting on-line learning.

GrassRoots Silver Sponsor

Investment: \$60 000

GrassRoots Silver level sponsors will be positioned as high profile supporters of the GrassRoots National Campaign, and recognized in national public awareness activities, as well as through the supporting sponsorship of a specific program or theme project supporting on-line learning.

GrassRoots Bronze Sponsor

Investment: \$5000-\$15 000

GrassRoots Bronze level sponsors will be recognized as major contributors to the expanded GrassRoots Program and will demonstrate support for the campaign by providing funding for a minimum of 10 on-line projects.

GrassRoots Patron

Investment: \$300/\$600/\$900 (Open to any organization or individual.)

GrassRoots Patrons are individuals or organizations who will provide funding for a minimum of one on-line project.



What is the SchoolNet GrassRoots National Campaign?

The GrassRoots National Campaign is a sponsorship initiative working to match federal and provincial government investments in the GrassRoots Program with a private sector investment. The private sector support will help to realize the creation of tens of thousands of on-line projects, creating the opportunity for millions of Canadian youth to develop valuable information and communications (ICT) skills.

What is the SchoolNet GrassRoots Program?

Launched as a pilot project in 1996, GrassRoots encourages the integration of technology in the classroom by funding on-line projects created and developed by classroom teachers and students. The goal of Industry Canada's SchoolNet GrassRoots Program is to generate tens of thousands of on-line projects across Canada. In this manner, virtually every Canadian student will have the opportunity to participate in an on-line learning project and to develop the academic, employability and ICT skills required in an information economy. The GrassRoots Program is administered jointly by Industry Canada and the provincial ministries of education. The federal government will invest millions of dollars in funding over the length of the program's mandate. The provincial governments will match the federal contribution through support to cover administrative and promotional costs associated with the program.

What is Canada's SchoolNet?

SchoolNet is a collaborative initiative led by the federal government, in partnership with the provinces and territories, the private sector, and the education community. Together with its partners, SchoolNet works to integrate ICT and connectivity into Canada's education system. On March 31, 1999, through the efforts of SchoolNet and its partners, Canada became the first country in the world to connect its public schools and libraries to the Information Highway. SchoolNet continues to work with its provincial, territorial and private sector partners to ensure that Canadian schools and libraries have an on-ramp to the Information Highway. This program is critical to Canada's effort to close the digital divide, particularly in rural, remote, Northern and Aboriginal communities. The government will also enhance SchoolNet, focussing on creating more and better e-learning content.

How will the GrassRoots National Campaign reach millions of Canadian students?

The program's target will allow for the participation of more than 200 000 classrooms involving millions of Canadian students.

How does the government expect to raise money from the private sector?

A Campaign Committee will be formed involving industry leaders from across Canada. Committee members will be responsible for generating interest and financial support from their respective industry sectors. In addition, the campaign strategy has outlined several different levels of sponsorship, with each level receiving separate pre-determined benefits. In this manner, the program has been designed to allow for the broadest possible level of private sector participation, from small business to large multinational corporations.

Continued overleaf

How will the private sector funding be spent?

Campaign funds raised from the private sector will go directly to schools and teachers for the creation and implementation of GrassRoots classroom projects. The GrassRoots Program has agreements in place with provincial ministries of education for the administration of funds and for program management and evaluation.

Why is the government seeking private sector funds for this initiative?

The shortage of skilled workers in Canada is an issue that affects all industry sectors, and all Canadians. Canada's employers have sent government a clear message that they want students better prepared for a knowledge-based economy. While ICT skills are not easily acquired, interactive, technology-based learning can facilitate their development by providing new opportunities for students to access, analyse, convey and manage information. The GrassRoots Program is an effective way of supporting the growth of these skills among Canadian students.

In addition, the campaign offers private industry an opportunity to have an impact on education with the support of educators. Teachers and their students develop the required project themes and content, with support provided by business and government. This type of partnership builds bridges between the needs of the education community, and the private sector's interest in having access to a highly skilled labour force.



The next step to getting involved with SchoolNet's GrassRoots National Campaign is easy. To receive further information on any of the sponsorship profiles outlined, please complete and return the response card below, or contact us at 1-800-575-9200. For further campaign information, check out the SchoolNet GrassRoots National Campaign Web site (<http://www.schoolnet.ca/grassrootscampaign>). The Web site also features an on-line guest book, allowing you to register your coordinates for further campaign related information, and for an on-line subscription to *Connections*, the campaign's newsletter.

To speak to someone directly, please contact:

Beth Clarke
Manager, Communications and Partnerships
Canada's SchoolNet
Tel.: (613) 957-9554
E-mail: clarke.beth@ic.gc.ca

Greg Johnston
Campaign Coordinator
Canada's SchoolNet
Tel.: (613) 946-5545
E-mail: johnston.greg@ic.gc.ca

Mail To:

SchoolNet GrassRoots National Campaign

155 Queen Street, Suite 433, Ottawa, Ontario K1A 0H5

**Please send me additional information about the
SchoolNet GrassRoots National Campaign.**

I would like further information about the following sponsorship profile(s):

- | | |
|-----------------------------|--------------------------|
| GrassRoots Platinum Sponsor | <input type="checkbox"/> |
| GrassRoots Gold Sponsor | <input type="checkbox"/> |
| GrassRoots Silver Sponsor | <input type="checkbox"/> |
| GrassRoots Bronze Sponsor | <input type="checkbox"/> |
| GrassRoots Patron | <input type="checkbox"/> |

Please send this information to:

Name:..... Organization:.....

Job title:.....

Address:.....

City:..... Province:.....

Telephone:..... Postal code:

E-mail:..... Fax:

<http://www.schoolnet.ca/grassrootscampaign>

SCHOOLNET

Awards Received by SchoolNet GrassRoots Projects



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The SchoolNet Grassroots
National Campaign : building
a strong future for Canada



Photograph: Serge Fournier, PMO-BCP

"Today I am challenging the business community to match our investment and the contributions of the provinces. You don't have to be a very big business to be a partner. For me, projects like SchoolNet GrassRoots are what government is all about. Making a difference in the lives of people and fundamentally helping youth to get ready for the future."

**PRIME MINISTER JEAN CHRÉTIEN
MARCH 26, 1999**

INDUSTRY CANADA / INDUSTRIE CANADA



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