

July 31, 2019

***Via e-mail***

Ms. Anna Boyden  
Director, Digital Learning Policy Branch  
Ministry of Training, Colleges and Universities  
315 Front Street West  
15th Floor  
Toronto ON M7A 0B8

Dear Anna:

**Re: Contact North | Contact Nord Q1 2019-2020 Interim Report**

In accordance with Schedule “F” of the 2019-2020 Transfer Payment Agreement (TPA) between Contact North | Contact Nord and the Ministry of Training, Colleges and Universities, I am pleased to submit the Q1 Interim Report covering our activities and Financial Report for the period April 1, 2019 to June 30, 2019.

I draw your attention to three items in the Q1 Interim Report:

- 1) We included Section 3 – Mitigation Strategies on page 32 which collates the outcomes and performance measures in the 2019-2020 TPA and our internal metrics identified in the 5-Year Framework into a snapshot with the targets, Q1 result, percent of target achieved and any identified mitigation strategies/comments.

As you can see from the snapshot, we are on track to meeting our outcomes and performance measures as of June 30, 2019. I note Q1 is Contact North | Contact Nord’s slowest fiscal quarter in terms of activity as the Winter academic semester is winding down and the Spring/Summer academic semester is the slowest of the three semesters in terms of registrations and activity. Activity ramps up in Q2 as students return to class in September.

- 2) In Section 1, we report on Project Activities as outlined in Schedule “C” of the TPA. We reordered the five groups of activities to put the emphasis on the services we deliver to Ontarians first, with administration last (we recognize this is different than the order in the TPA and hope it does not cause confusion):
  1. Registration, Advisory Services and Online Learning Centres
  2. Shared and Collaborative Services
  3. Information Technology (IT) & Web Services
  4. Communications and Marketing
  5. Administration

3) We included the Financial Report for April 1 to June 30, 2019 period, in the format prescribed in Schedule "G" of the TPA agreement. Given the 10% holdback in transfer payments, there is a slight deficit for the period. We expect this to grow each quarter until the final installment is received in July 2020.

Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Maxim Jean-Louis". The signature is stylized with a long horizontal stroke extending to the left and a vertical stroke extending upwards from the start.

Maxim Jean-Louis  
President – Chief Executive Officer

Attachment (1)

## INTERIM REPORT Q1 – 2019-2020

July 31, 2019

**As a community-based organization, Contact North | Contact Nord helps underserved Ontarians in 600 small, rural, remote, Indigenous and Francophone communities get jobs by making it possible for them to access education and training without leaving their communities.**



# A Community-based Organization

As a community-based organization, Contact North | Contact Nord helps underserved Ontarians in 600 small, rural, remote, Indigenous and Francophone communities get jobs by making it possible for them to access education and training without leaving their communities.

We respond to **800,000+** requests for services per year from Ontarians and provide five local services:

- Information about available online programs and courses
- Assistance with the registration process for their program or course of choice
- Free use of computer workstations and high-speed Internet access to complete their online courses
- Free use of web conferencing and videoconferencing distance learning platforms to connect to, and participate in, their live online programs and courses
- Supervision of written exams and tests

We generate **58,000+** course registrations per year for Ontario's **24** public colleges, **22** public universities, **9** Indigenous institutes, **76** district school boards, **200** literacy and basic skills providers, and **50** skills development training providers.

Our local staff in **116** online learning centres located in communities across Ontario deliver these services in English and French with the support of our province-wide Student Information Hotline and our [studyonline.ca](http://studyonline.ca) / [etudiezenligne.ca](http://etudiezenligne.ca) and [e-channel.ca](http://e-channel.ca) / [apprentissageenligne.ca](http://apprentissageenligne.ca) portals, which provide information and resources for students and prospective students. Our portals support 675,000 pageviews per year.

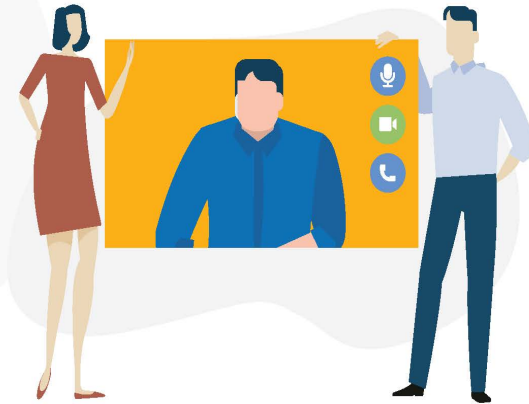
Contact North | Contact Nord is funded by the Government of Ontario through the Ministry of Training, Colleges and Universities.

CONTACT NORTH Online Learning  
 NORD Apprentissage en ligne

# AS A COMMUNITY-BASED ORGANIZATION, HELPS UNDERSERVED ONTARIANS

IN **600** SMALL, RURAL, REMOTE, INDIGENOUS  
 AND FRANCOPHONE COMMUNITIES

**GET JOBS** BY MAKING IT POSSIBLE FOR THEM TO ACCESS EDUCATION  
 AND TRAINING WITHOUT LEAVING THEIR COMMUNITIES



## 5 LOCAL SUPPORT SERVICES FOR ONTARIANS DELIVERED AT 116 ONLINE LEARNING CENTRES AND THE STUDENT INFORMATION HOTLINE

- INFORMATION ABOUT AVAILABLE ONLINE PROGRAMS AND COURSES
- ASSISTANCE WITH REGISTRATION FOR THEIR PROGRAM OR COURSE OF CHOICE
- FREE USE OF COMPUTER WORKSTATIONS AND HIGH-SPEED INTERNET ACCESS TO COMPLETE THEIR ONLINE COURSES
- FREE USE OF WEB CONFERENCING, VIDEOCONFERENCING AND AUDIOCONFERENCING DISTANCE LEARNING PLATFORMS TO CONNECT TO, AND PARTICIPATE IN, THEIR ONLINE PROGRAMS AND COURSES
- SUPERVISION OF WRITTEN EXAMS AND TESTS

## 5 SUPPORT SERVICES FOR ONTARIO'S EDUCATION AND TRAINING PROVIDERS

- FREE USE OF DISTANCE DELIVERY PLATFORMS TO DELIVER THEIR ONLINE PROGRAMS AND COURSES
- TRAINING FOR INSTRUCTORS USING THE DISTANCE DELIVERY PLATFORMS
- TARGETED RECRUITMENT CAMPAIGNS TO GENERATE REGISTRATIONS FOR ONLINE PROGRAMS AND COURSES THROUGHOUT THE PROVINCE
- PROMOTE ONLINE PROGRAMS AND COURSES IN 600 COMMUNITIES ACROSS ONTARIO
- PROVIDE LOCAL SUPPORT SERVICES TO STUDENTS VIA 116 LOCAL ONLINE LEARNING CENTRES AND THE STUDENT INFORMATION HOTLINE

## SERVICES DELIVERED IN PARTNERSHIP WITH

- 24** PUBLIC COLLEGES
- 22** PUBLIC UNIVERSITIES
- 9** INDIGENOUS INSTITUTES
- 76** DISTRICT SCHOOL BOARDS
- 200** LITERACY AND BASIC SKILLS PROVIDERS
- 50** SKILLS DEVELOPMENT TRAINING PROVIDERS
- ONTARIO WORKS
- EMPLOYMENT ONTARIO
- 114** COMMUNITY ORGANIZATIONS HOSTING OUR ONLINE LEARNING CENTRES
- 4,282** COMMUNITY-BASED ORGANIZATIONS

CONTACT NORTH Online Learning  
 NORD Apprentissage en ligne

A 33-YEAR OLD SHARED SERVICE TO PROVIDE 1/3 OF ONTARIANS  
**4 MILLION RESIDENTS**  
 LOCAL ACCESS TO EDUCATION AND TRAINING OPPORTUNITIES



## ANNUAL OUTCOMES FOR ONTARIANS

**58,000+**

STUDENT REGISTRATIONS GENERATED AND SUPPORTED  
 IN COURSES FROM ONTARIO'S EDUCATION AND  
 TRAINING PROVIDERS

**800,000+**

REQUESTS FOR SERVICES FULFILLED,  
 INCLUDING CALLS TO STUDENT INFORMATION  
 HOTLINE AND TECHNICAL HOTLINE

**60** PROVINCE-WIDE TARGETED LOCAL  
 RECRUITMENT CAMPAIGNS EXECUTED

**92%**  
 OF CLIENTS SATISFIED WITH THEIR EXPERIENCES  
 WITH CONTACT NORTH | CONTACT NORD

**250,000+**  
 VISITORS GENERATE 675,000  
 PAGEVIEWS OF PORTALS



Ontario

FUNDED BY THE GOVERNMENT OF ONTARIO

CONTACT NORTH Online Learning  
 NORD Apprentissage en ligne  
 CONTACTNORTH.CA

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# Q1 2019-2020 Interim Report

Contact North | Contact Nord is pleased to present its Q1 2019-2020 Interim Report covering its activities during the period April 1, 2019, to June 30, 2019.

The Progress Report contains the following sections:

- Section 1     How Contact North | Contact Nord Fulfilled the Project Activities in Q1 2019-2020
- Section 2     Project Outcomes and Performance Measurement
- Section 3     Mitigation Strategies
- Section 4     Q1 2019-2020 Financial Report
- Appendix A    Requests for Services Snapshot
- Appendix B    List of Requests for Programs and Courses Not Currently Available
- Appendix C    Ontario Works Office Snapshot
- Appendix D    List of Documents Provided to Higher Education Quality Council (HEQCO)
- Appendix E    Social Media Reports

## Further Information

Maxim Jean-Louis  
President – Chief Executive Officer  
Contact North | Contact Nord  
705-525-7245  
[maxim@contactnorth.ca](mailto:maxim@contactnorth.ca)

## Section 1 – How Contact North | Contact Nord Fulfilled the Project Activities in Q1 2019-2020

1. Registration, Advisory Services and Online Learning Centres	
Activity	Interim Report – June 30, 2019
<p>a. Operate and maintain free of charge, high-touch, local support services in English and French to students and prospective students of its Education and Training Providers that are within the Target Base using its 116 online learning centres and 195 Access Points. Each online learning centre and Access Point shall be operated in a manner conducive to academic study and shall offer the following free services to the Target Base, to be scaled according to demand:</p> <ol style="list-style-type: none"> <li>i. The use of distance delivery platforms (including, by way of example only, web and video conferencing platforms). and computers equipped with</li> <li>ii. Internet access (using the highest connection speeds available).</li> <li>iii. Advisory services including, without limitation: <ul style="list-style-type: none"> <li>• assistance with registration in online courses and programs;</li> </ul> </li> </ol>	<p>During the period, Contact North   Contact Nord operated and maintained the 116 local online learning centres and 195 Access Points, providing free, high-touch local support services, in English and French, serving 600 small, remote, rural, Indigenous and Francophone communities in every corner of Ontario.</p> <p><u>Key Outcomes During the Period</u></p> <ul style="list-style-type: none"> <li>• <b>221,285</b> Requests for Services fulfilled during the period (See Appendix A for a summary).</li> <li>• Upgraded high-speed Internet in 1 online learning centre (Constance Lake First Nation) due to the availability of a new local provider.</li> <li>• Generated <b>11,427</b> student registrations in online courses (preliminary figure as data collection not complete for Spring/Summer 2019 semester) with the following breakdown: <ul style="list-style-type: none"> <li>○ 2,071 College</li> <li>○ 2,2067 University</li> <li>○ 599 School Board</li> <li>○ 486 Literacy and Basic Skills</li> <li>○ 6,178 Training</li> </ul> </li> <li>• <b>1,228</b> support requests to the IT Technical Hotline fulfilled (each support request can take up to 30 minutes to fulfill based on the nature of the request) (included in the 221,285 figure in the first bullet point).</li> <li>• <b>3,013</b> exams invigilated (invigilation of an exam can take up to 3 hours) for students from Ontario’s colleges, universities, district school boards,</li> </ul>



## 1. Registration, Advisory Services and Online Learning Centres

Activity	Interim Report – June 30, 2019
<ul style="list-style-type: none"> <li>• the provision of current information on available online programs and courses;</li> <li>• the provision of current information on educational financial aid options;</li> <li>• referrals to colleges and universities for career and educational mapping;</li> <li>• referrals to other local educational and employment support services; and</li> <li>• moral support and encouragement.</li> </ul> <p>iv. Technical support in respect of the use of on-site computers, tools and equipment.</p> <p>v. A dedicated quiet study space.</p> <p>vi. Exam invigilation services.</p>	<p>Independent Learning Centre (ILC) and Indigenous institutes (included in the 221,285 figure in the first bullet point).</p>
<p>b. Secure the facilities for the online learning centres in rent-free space.</p>	<ul style="list-style-type: none"> <li>• All 116 local online learning centres housed in rent-free space provided by a local community partner. <ul style="list-style-type: none"> <li>○ This operating model generates estimated savings of \$870,000 annually for space.</li> </ul> </li> <li>• All partnership agreements for rent-free space up-to-date and managed in a database.</li> </ul>
<p>c. Staff and operate the Student Information Hotline as defined above</p>	<ul style="list-style-type: none"> <li>• Student Information Hotline staffed during advertised operating hours of 8:00 a.m. to 5:00 p.m. Eastern.</li> <li>• Inquiries received after operating hours responded to the next business day.</li> </ul>

<b>1. Registration, Advisory Services and Online Learning Centres</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
	<ul style="list-style-type: none"> <li>• Student Information Officers responded to 1,389 inquiries (each inquiry can take up to 30 minutes to fulfill based on the nature of the inquiry):               <ul style="list-style-type: none"> <li>○ 574 toll-free number</li> <li>○ 355 Live Chat</li> <li>○ 459 e-mail inquiries</li> <li>○ 1 walk-in</li> </ul> </li> </ul>
d. Prepare and deliver a Performance Report to the Province covering the Term in accordance with the reporting requirements outlined in Schedule “F”, which reports on the goals, activities, performance measures and metrics set out in the “Project Outcomes and Performance Measurement” section.	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord will prepare and deliver a Performance Report as outlined in Schedule “F” by June 30, 2020, covering its activities during the period April 1, 2019 to March 31, 2020.</li> </ul>

## 2. Shared and Collaborative Services

Activity	Interim Report – June 30, 2019
<p>a. Provide its recruitment and local services as a core shared service.</p>	<ul style="list-style-type: none"> <li>• Recruitment and local support services to students available to Ontario's:               <ul style="list-style-type: none"> <li>○ 24 public colleges</li> <li>○ 22 public universities</li> <li>○ 76 district school boards</li> <li>○ 200 literacy and basic skills providers</li> <li>○ 50 skills development training providers</li> </ul> </li> <li>• During the period, 11,428 student registrations in online courses generated for all categories of providers.</li> </ul>
<p>b. Provide Education and Training Providers with data on specific programs and courses not currently available online for which there is learner or labour market demand.</p>	<ul style="list-style-type: none"> <li>• 29 requests received for 18 different online programs and courses not currently available and shared with education and training providers.</li> <li>• See Appendix B for report.</li> </ul>
<p>c. Develop and implement targeted recruitment campaigns for its Education and Training Providers to maximize course and program registrations from the Target Base.</p>	<ul style="list-style-type: none"> <li>• Executed 8 province-wide Targeted Recruitment Campaigns for Ontario's public colleges and universities, including:               <ol style="list-style-type: none"> <li>1) Durham College, Cannabis Industry Specialization Program</li> <li>2) Lambton College, Business-Trades Program</li> <li>3) Loyalist College, Early Childhood Education Program</li> <li>4) Northern College, Social Service Worker Program</li> <li>5) Royal Conservatory of Music, 6 Social Program</li> <li>6) Sault College, Addictions and Mental Health Studies Program</li> <li>7) Seneca College, Fitness Leadership Program</li> <li>8) Wilfrid Laurier University, Mental Health Issues in the Classroom – Certificate</li> </ol> </li> </ul>

## 2. Shared and Collaborative Services

Activity	Interim Report – June 30, 2019
<p>d. Engage with those Ontario Works and Employment Ontario offices whose clients include individuals within the Target Base, to promote, advise and facilitate their clients' enrolment into online courses and programs, as appropriate.</p>	<ul style="list-style-type: none"> <li>• During the period, Contact North   Contact Nord engaged with:               <ul style="list-style-type: none"> <li>○ 170 Ontario Works offices (65 of these offices are in First Nation communities) – see breakdown in Appendix C</li> <li>○ 188 Employment Ontario offices</li> </ul> </li> </ul>
<p>e. Actively participate in the Higher Education Quality Council of Ontario (HEQCO) review of digital learning in Ontario as it relates the Recipient's programs, activities and outcomes; which review is to be submitted by HEQCO to the Province on or before October 31, 2019.</p>	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord actively engaged with the Higher Education Quality Council of Ontario (HEQCO) through a working session on Monday, June 24, 2019 with four HEQCO representatives at their Toronto office:               <ul style="list-style-type: none"> <li>○ Dr. Harvey Weingarten, President &amp; CEO</li> <li>○ Martin Hicks, Executive Director, Data &amp; Statistics</li> <li>○ Amy Kaufman, Director, Special Projects</li> <li>○ Elyse Watkins, Senior Researcher</li> </ul> </li> <li>• Following the June 24, 2019 working session, Contact North   Contact Nord made a detailed submission to HEQCO with key information on our operations (see Appendix D for a list of the documents submitted).</li> <li>• As part of its commitment of transparency, Contact North   Contact Nord shared its submission with the following 15 partners:               <ul style="list-style-type: none"> <li>• ACE DISTANCE/ONLINE</li> <li>• AlphaPlus</li> <li>• COFA (Coalition ontarienne de la formation des adultes)</li> <li>• Council of Ontario Universities</li> <li>• Colleges Ontario</li> <li>• Deaf Learn Now</li> <li>• eCampusOntario</li> <li>• Good Learning Anywhere</li> <li>• OCAS</li> </ul> </li> </ul>

2. Shared and Collaborative Services	
Activity	Interim Report – June 30, 2019
	<ul style="list-style-type: none"> <li>• ONCAT</li> <li>• OntarioLearn</li> <li>• ORION</li> <li>• TFO</li> <li>• The LearningHUB</li> <li>• TVO</li> </ul>
<p>f. Provide a suite of free shared services to the Target Base and the Education and Training Providers consisting of the following:</p> <ul style="list-style-type: none"> <li>○ Web conferencing platform (Recipient to phase out Saba Meeting in favour of Adobe Connect web-conferencing platform)</li> <li>○ Videoconferencing platform</li> <li>○ Moodle Learning Management System</li> <li>○ Training for faculty and instructors of the Education and Training Providers in English and French, on use of the Recipient's technology platforms to deliver their online programs and courses</li> <li>○ Technical support as further described in Section 3 (a).</li> </ul>	<p><u>Shared Service Learning Platforms</u></p> <ul style="list-style-type: none"> <li>• Web conferencing (Adobe Connect and Saba Meeting; Saba Meeting to be phased out by August 31, 2019) platforms available.</li> <li>• Videoconferencing platform available.</li> <li>• Moodle Learning Management System available.</li> <li>• Platforms available 98.9% of the time for student use.</li> </ul> <p><u>Training for Faculty and Instructors</u></p> <ul style="list-style-type: none"> <li>• Contact North I Contact Nord delivered training 73 faculty and instructors on How to Use the Web Conferencing Platform to Teach Effectively during the period.</li> <li>• 49 <a href="#">web conferencing resources</a> available.</li> <li>• 11 <a href="#">videoconferencing resources</a> available.</li> </ul> <p><u>Technical Support</u></p> <ul style="list-style-type: none"> <li>• 1,228 support requests to the IT Technical Hotline fulfilled (each support request can take up to 30 minutes to fulfill based on the nature of the request).</li> <li>• Examples of frequent technical support requests fulfilled from students for the web conferencing platform: <ul style="list-style-type: none"> <li>○ How do I get to my class?</li> </ul> </li> </ul>

## 2. Shared and Collaborative Services

Activity	Interim Report – June 30, 2019
	<ul style="list-style-type: none"><li>○ Unable to log in (need credentials)</li><li>○ Don't see my class on my schedule</li><li>○ I need to change my password</li><li>○ I think I am logged into the class, but I don't see anything happening</li><li>○ I am connected but I don't hear anything</li><li>○ I am in a class, but they don't hear me when I am speaking</li><li>○ Where can I find the recording for my class?</li><li>● Examples of frequent technical support requests from instructors using the web conferencing platform:<ul style="list-style-type: none"><li>○ How can I save the recording?</li><li>○ How do I share my presentation?</li></ul></li></ul>

### 3. Information Technology (IT) & Web Services

Activity	Interim Report – June 30, 2019
<p>a. Provide technical support services in English and French from 7:30 a.m. to 11:00 p.m. Eastern Standard Time, Monday to Friday, for all of the Recipient's information technology resources used by students, faculty, instructors and any other stakeholders, as required.</p>	<ul style="list-style-type: none"> <li>• Technical support provided for students, faculty, instructors and other stakeholders as required during the advertised time during the period.</li> <li>• 1,228 support requests to the IT Technical Hotline fulfilled (each support request can take up to 30 minutes to fulfill based on the nature of the request).</li> <li>• Examples of frequent technical support requests fulfilled from students for the web conferencing platform:               <ul style="list-style-type: none"> <li>○ How do I get to my class?</li> <li>○ Unable to log in (need credentials)</li> <li>○ Don't see my class on my schedule</li> <li>○ I need to change my password</li> <li>○ I think I am logged into the class, but I don't see anything happening</li> <li>○ I am connected but I don't hear anything</li> <li>○ I am in a class, but they don't hear me when I am speaking</li> <li>○ Where can I find the recording for my class?</li> </ul> </li> <li>• Examples of frequent technical support requests fulfilled from instructors using the web conferencing platform:               <ul style="list-style-type: none"> <li>○ How can I save the recording?</li> <li>○ How do I share my presentation?</li> </ul> </li> </ul>
<p>b. Manage and maintain the Recipient's online portals and websites. The Recipient shall ensure that the information presented on each of its online portals and websites remains current and up-to-date at all times. Recipient acknowledges that unless otherwise approved by the Province in writing, any and all costs related to the</p>	<ul style="list-style-type: none"> <li>• All Contact North   Contact Nord portals available during the period for student and general public use.</li> <li>• During the period, 59,307 users generated 191,179 pageviews on portals:               <ul style="list-style-type: none"> <li>○ 47,815 users generated 159,740 pageviews on studyonline.ca / etudiezenligne.ca.</li> <li>○ 9,086 users generated 25,446 pageviews on contactnorth.ca / contactnord.ca.</li> <li>○ 2,406 users generated 5,993 pageviews on e-channel.ca / apprentissageenligne.ca.</li> </ul> </li> </ul>

### 3. Information Technology (IT) & Web Services

Activity	Interim Report – June 30, 2019
<p>delivery of e-Channel or other Learning and Basic Skills services shall be funded solely from the e-Channel Transfer Payment Agreement.</p>	<ul style="list-style-type: none"> <li>• Collection of program and course information continued during the period for the Fall 2019 academic semester for posting to <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a>.</li> <li>• Updating current information is an ongoing process to ensure portal is current and up-to-date.</li> <li>• Portals monitored continuously throughout the period to ensure posted content is current and up-to-date.</li> <li>• Contact North   Contact Nord acknowledges any and all costs related to the delivery of e-Channel or other Learning and Basic Skills services are funded solely from the e-Channel Transfer Payment Agreement.</li> </ul>
<p>c. Manage, maintain and ensure the security, performance, stability and reliability of the Recipient’s information technology infrastructure, including without limitation, Internet connectivity, telecommunications, hardware, software, web conferencing and videoconferencing platforms, and the Moodle learning management system.</p>	<ul style="list-style-type: none"> <li>• All information technology infrastructure managed appropriately during the period to ensure high quality services delivered for students and education and training providers.</li> <li>• All information technology infrastructure available 98.9% of the time during the period.</li> </ul>
<p>d. Undertake to deliver uninterrupted services (i.e., less than 5% downtime during service hours) in connection with the IT and Web Service resources utilized by students, faculty, instructors, staff, and other</p>	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord reported 98.9% uptime on its services during the period.</li> </ul>



<b>3. Information Technology (IT) &amp; Web Services</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
stakeholders to whom the Recipient is providing its services.	
e. Continually enhance broadband Internet access at online learning centres as service becomes available/improved in Target Base communities.	<ul style="list-style-type: none"> <li>• Upgraded high-speed Internet in 1 online learning centre (Constance Lake First Nation) due to the availability of a new local provider.</li> </ul>
f. Develop, manage and maintain the IT and communications infrastructure necessary to perform the Project activities described in this Agreement and to meet the objectives and obligations (including, without limitation, its reporting obligations) set out herein.	<ul style="list-style-type: none"> <li>• All IT and communications infrastructure managed and maintained during the period to perform Project activities, including reporting requirements.</li> <li>• New functionality developed for Customer Relationship Management (CRM) tool to facilitate reporting requirements in the 2019-2020 Transfer Payment Agreement.</li> <li>• During the period, Contact North   Contact Nord undertook a multi-part process to develop an Action Plan to Modernize its IT infrastructure with 5 targeted outcomes: <ul style="list-style-type: none"> <li>○ Enhanced Service Quality</li> <li>○ Greater Reliability</li> <li>○ Increased Capacity</li> <li>○ Full Redundancy</li> <li>○ Major Efficiencies</li> </ul> </li> </ul> <p>The process, led Contact North   Contact Nord’s Director, Financial Services &amp; Organizational Planning, who also serves as Director, IT &amp; Web Services, included enlisting the Ontario College Application Service (OCAS) to undertake a review of Contact North   Contact Nord’s IT &amp; Web Services infrastructure and organizational structure.</p>

<b>3. Information Technology (IT) &amp; Web Services</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
	The Contact North   Contact Nord Action Plan to Modernize its IT & Web Services is forthcoming.

#### 4. Communications and Marketing

Activity	Interim Report – June 30, 2019
<p>a. Develop and implement strategies to maximize student registrations in online programs and courses offered by the Education and Training Providers to the Target Base.</p>	<p>During the period, Contact North   Contact Nord undertook the following strategies:</p> <ul style="list-style-type: none"> <li>• Continuous marketing and promotion of available online programs and courses in the 600 small, remote, rural, Indigenous and Francophone communities served via local recruitment activities by staff in 116 local online learning centres, via the province-wide Student Information Hotline, and its <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a> and <a href="http://e-channel.ca">e-channel.ca</a> / <a href="http://apprentissageenligne.ca">apprentissageenligne.ca</a> portals for students and prospective students.</li> <li>• Executed 8 province-wide Targeted Recruitment Campaigns for Ontario’s public colleges and universities, including:               <ol style="list-style-type: none"> <li>1) Durham College, Cannabis Industry Specialization Program</li> <li>2) Lambton College, Business-Trades Program</li> <li>3) Loyalist College, Early Childhood Education Program</li> <li>4) Northern College, Social Service Worker Program</li> <li>5) Royal Conservatory of Music, 6 Social Program</li> <li>6) Sault College, Addictions and Mental Health Studies Program</li> <li>7) Seneca College, Fitness Leadership Program</li> <li>8) Wilfrid Laurier University, Mental Health Issues in the Classroom – Certificate</li> </ol> </li> <li>• On behalf of Contact North   Contact Nord, Forum Research completed the quantitative component of The Indigenous Online Learners Experience, A 2019 Contact North   Contact Nord Survey. The qualitative component was completed in July 2019 with final report in August 2019. Results used to implement new strategies to better support Indigenous learners and maximize registrations.</li> </ul>
<p>b. Develop and implement marketing and communication strategies to enhance and promote awareness of the Recipient’s services within the</p>	<ul style="list-style-type: none"> <li>• Utilized Google Adwords to drive traffic to the <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a> portal for students and prospective students.               <ul style="list-style-type: none"> <li>○ During the period, 47,815 users generated 159,740 pageviews on both portals</li> </ul> </li> </ul>

<b>4. Communications and Marketing</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
Target Base using a combination of traditional and digital media platforms (e.g., social media, GoogleAds, radio, print, etc.).	<ul style="list-style-type: none"> <li>• Corporate Facebook page maintained to engage with students and prospective students.</li> <li>• Corporate Twitter page maintained to engage with students and prospective students.</li> <li>• Corporate LinkedIn page maintained to engage with students and prospective students.</li> </ul> <p>See Appendix E for the quarterly report on social media activity.</p>
c. Provide information about its services to current and prospective learners within the Target Base and to its Education and Training Providers.	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord engages with <a href="#">4,282 local organizations</a> across Ontario to recruit and support underserved Ontarians.</li> </ul>
d. Engage with stakeholders on the Recipient’s activities and strategic direction.	<ul style="list-style-type: none"> <li>• During the period, Contact North   Contact Nord provided regular updates to its stakeholders on activities and strategic directions, including: <ul style="list-style-type: none"> <li>○ Ontario’s education and training providers</li> <li>○ Local partners who host the 114 local online learning centres and 185 Access Points</li> <li>○ Provincial and local decision-makers</li> </ul> </li> </ul>
e. Track and analyze the results of marketing campaigns including, without limitation, engagement and conversion metrics related to its social media and digital marketing initiatives.	<ul style="list-style-type: none"> <li>• During the period, 47,815 users generated 159,740 pageviews on the studyonline.ca / etudiezenligne.ca portals for students and prospective students.</li> <li>• During the period, 2,406 users generated 5,993 pageviews on e-channel.ca / apprentissageenligne.ca portal for students and prospective students.</li> <li>• See Appendix E for the quarterly report on social media activity.</li> </ul>

<b>4. Communications and Marketing</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
f. Develop and adhere to the public communications protocol to be developed with the Province.	<ul style="list-style-type: none"> <li>Completed the first phase of applying the new Ontario logo specifications received from Digital Learning Policy Branch to Contact North   Contact Nord's documents and web properties.</li> </ul>

5. Administration	
Activity	Interim Report – June 30, 2019
<p>a. Staff, office space rentals in respect of its Sudbury and Thunder Bay Operations Centres, and appropriate equipment and technology to support its operations.</p>	<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>• During the period, 3 new full-time staff members hired (all filling vacancies; no new positions created) and 2 staff members resigned.</li> <li>• As of June 30, 2019, Contact North   Contact Nord had 25 open recruitment processes, 23 of which are for part-time Student Recruitment &amp; Services Representatives and 2 are for full-time Online Learning Recruitment Officers in communities where recruiting staff is challenging.</li> </ul> <p><u>Operations Centres</u></p> <ul style="list-style-type: none"> <li>• Leases in place for the Sudbury Operations Centre (expiry February 28, 2023 with option to renew for 5 additional years) and Thunder Bay Operations Centre (expiry November 30, 2022 with option to renew for 5 additional years).</li> </ul> <p><u>Appropriate Equipment and Technology</u></p> <ul style="list-style-type: none"> <li>• All appropriate equipment in place for efficient operation of both Operations Centres.</li> <li>• Technology infrastructure operational 98.9% of the time during the period to support operations.</li> </ul>
<p>b. Travel expenditures for staff and members of the Board of Directors that are directly attributable to and necessary for achieving the objectives of the Project subject to the following:</p> <p>i. The Recipient shall develop and adhere to financial management policies for travel, meal, and</p>	<ul style="list-style-type: none"> <li>• All travel expenditures for staff and members of the Board of Directors directly attributable to and necessary for achieving the objectives of the Project and incurred in accordance with <a href="#">Contact North   Contact Nord Financial Policy</a>.</li> <li>• The Financial Policy, approved by the Contact North   Contact Nord Board of Directors, meets the requirements of the Broader Public Sector Expenses Directive, 2011.</li> <li>• In applying Contact North   Contact Nord policy, staff apply appropriate conflict of interest rules that reflect the spirit of Regulation 381/07 of the <i>Public Service of Ontario Act, 2006</i>.</li> </ul>

5. Administration	
Activity	Interim Report – June 30, 2019
<p>hospitality expenses that meet the requirements and adhere to the principles of the Broader Public Sector Expenses Directive; and</p> <p>ii. The Recipient shall exercise restraint in the expenditure of Funds for the purposes of travel, meal and hospitality expenses ensuring that expenses of this type are directly attributable to and necessary for achieving the objectives of the Project.</p>	
<p>c. Professional services (i.e., financial, legal, procurement, consulting, web hosting, etc.).</p>	<ul style="list-style-type: none"> <li>Professional services acquired in accordance with <a href="#">Contact North   Contact Nord Financial Policy</a> as required to support its operations.</li> </ul>
<p>d. Administration necessary to carry out the Project work and to meet the reporting obligations set out herein.</p>	<ul style="list-style-type: none"> <li>Completed administration necessary to meet the project objectives and reporting requirements in accordance with internally developed policies.</li> <li>Two meetings of the Board of Directors held during the period – April 23, 2019 and June 13, 2019 (to approve draft audited financial statements).</li> <li>One meeting of the Audit Committee of the Board of Directors held during period to review the draft audited financial statements – June 2, 2019.</li> <li>Three monthly CEO Updates to the Board of Directors on Operations during the period.</li> <li>Audio briefing on operations with the Chair of the Board of Directors every two weeks.</li> <li>Weekly Updates by each member of the operations and management team on their respective deliverables.</li> </ul>

<b>5. Administration</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
	<ul style="list-style-type: none"> <li>• Daily updates on operations by front end recruitment and service departments.</li> <li>• Management negotiated the 2019-2020 Transfer Payment Agreement with the Ministry of Training, Colleges and Universities during the period.</li> <li>• Prepared the 2018-2019 Performance Report for the Ministry of Training, Colleges and Universities.</li> </ul>



## Section 2 – Project Outcomes and Performance Measures

Note – Contact North | Contact Nord Q1 Response indicated under METRICS in bold.

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Ministry mandate: ensuring Ontario has a robust digital learning ecosystem that makes postsecondary education accessible to Ontarians in every corner of the province and at every stage of their lives.</p> <p>Program goal: provide learners of all ages within the Target Base, free, high-touch local support services in English and French to identify and optimize access to online education and training opportunities</p>	<p>Manage, host and maintain an online portal which facilitates enrolment information on online courses and program offerings from the Education and Training Providers.</p> <p>Provide student registration assistance using the Student Information Hotline to respond in English and French to academic and enrolment inquiries from students and prospective students within the Target Base.</p>	<p>Maximization of potential enrolment in online courses and programs offered by the Education and Training Providers within the Target Base.</p> <p>Reduction in administrative and navigational barriers experienced by students and prospective students within the Target Base when enrolling or looking to enrol in online courses and programs.</p>	<p>Number of student registrations in online courses and programs (offered by the Education and Training Providers) which are directly attributable to the Recipient’s activities and supports and broken down by sector (e.g., college, university, literacy and basic skills, etc.) and age.</p> <p><b>Total target: 58,400</b></p> <p><b>Q1: Generated 11,427 student registrations in online courses with the following breakdown:</b></p> <ul style="list-style-type: none"> <li>• 2,071 College</li> <li>• 2,2067 University</li> <li>• 599 School Board</li> <li>• 486 Literacy and Basic Skills</li> <li>• 6,178 Training</li> </ul> <p>(preliminary figure as data collection not complete for Spring/Summer 2019 semester)</p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
without having to leave their communities.			<p>Number and nature of registration-related requests for services received from the Target Base, by the Student Information Hotline.</p> <p><b>Total target: 5,565</b></p> <ul style="list-style-type: none"> <li>• <b>Q1: 1,389 inquiries:</b> <ul style="list-style-type: none"> <li>○ 574 toll-free number</li> <li>○ 355 Live Chat</li> <li>○ 459 e-mail inquiries</li> <li>○ 1 walk-in</li> </ul> </li> </ul> <p>Each request can take up to 30 minutes to fulfill based on the nature of the request.</p> <p><b>Nature of Requests:</b></p> <ul style="list-style-type: none"> <li>• Book an exam</li> <li>• Request information on available online programs and courses</li> <li>• Request information on closest online learning centre</li> <li>• Request for technical support (transferred to IT Technical Hotline)</li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>User trends and detailed anonymous demographic information for individuals accessing each existing online learning centre.</p> <p><b>Q1: Contact North   Contact Nord is contracting Forum Research to do an omnibus quantitative survey of the users of its services in May 2020 to provide the demographic information. The results of the survey will be compared to the 2018-2020 and used to identify user trends. 2018-2019 is the baseline for user trends.</b></p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Ministry mandate: meeting expectations that educational experiences be available without geographic barriers/boundaries and to use technology to facilitate this.</p> <p>Program goal: reduce economic and technological barriers for learners within the Target Base through the provision of online learning centres equipped with computers, Internet access and web conferencing and videoconferencing platforms.</p>	<p>Operate staffed local online learning centres which provide workstations with high speed internet connectivity along with access to web and videoconferencing platforms to the Target Base.</p> <p>Provide technical support services in English and French from 7:30 a.m. to 11:00 p.m. Eastern Standard Time, Monday to Friday, for all of the Recipient's information technology resources used by students, faculty, instructors and any other stakeholders, as required.</p>	<p>Target Base bridges geographic barriers by making use of equipment and technological infrastructure necessary to successfully participate in online courses.</p> <p>Target Base can make use of Recipient's technical support services free of charge to quickly and effectively resolve issues relating to the use of and access to, the Recipient's IT resources.</p> <p>Recipient's IT &amp; web-based services are uninterrupted.</p>	<p>Number of Online Learning Centres and Access Points in operation (categorized by location and anonymous client demographics).</p> <p><b>Target: 311</b></p> <p><b>Q1: 311:</b></p> <ul style="list-style-type: none"> <li>• <b>116 online learning centres</b></li> <li>• <b>185 Access Points</b></li> </ul> <p>Number and nature of IT support requests fulfilled.</p> <p><b>Q1: 1,228 support requests to the IT Technical Hotline fulfilled. Each request can take up to 30 minutes to fulfill depending on the nature of the request.</b></p> <ul style="list-style-type: none"> <li>• <b>Examples of frequent technical support requests fulfilled from students for the web conferencing platform:</b> <ul style="list-style-type: none"> <li>○ <b>How do I get to my class?</b></li> <li>○ <b>Unable to log in (need credentials)</b></li> <li>○ <b>Don't see my class on my</b></li> </ul> </li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>schedule</p> <ul style="list-style-type: none"> <li>○ I need to change my password</li> <li>○ I think I am logged into the class, but I don't see anything happening</li> <li>○ I am connected but I don't hear anything</li> <li>○ I am in a class but they don't hear me when I am speaking</li> <li>○ Where can I find the recording for my class?</li> </ul> <ul style="list-style-type: none"> <li>● Examples of frequent technical support requests from instructors using the web conferencing platform: <ul style="list-style-type: none"> <li>○ How can I save the recording?</li> <li>○ How do I share my presentation?</li> </ul> </li> </ul> <p>Up time on distance delivery platforms per operating system reports:</p> <p><b>Target: 95%</b></p> <p><b>Q1: 98.9% during the period.</b></p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Program goal: promote awareness within the Target Base of services offered by the Recipient through targeted marketing and recruitment campaigns across traditional and digital platforms.</p>	<p>Develop and implement marketing and communication strategies to enhance and promote awareness of the Recipient's services within the Target Base using a combination of traditional and digital media platforms.</p>	<p>Heightened awareness of the Recipient and its services within the Target Base.</p> <p>Increased engagement among the Recipient and the Target Base across various traditional and digital media platforms.</p>	<p>Social media reach and engagement metrics supported by reports issued by each platform provider.</p> <p>Conversion and engagement metrics for each media and campaign.</p> <p>Detailed web traffic stats (categorized by site).</p> <p><b>See Appendix E for social media reach reports.</b></p> <ul style="list-style-type: none"> <li>• <b>During the period, 59,307 users generated 191,179 pageviews on portals:</b> <ul style="list-style-type: none"> <li>○ <b>47,815 users generated 159,740 pageviews on studyonline.ca / etudiezenligne.ca.</b></li> <li>○ <b>9,086 users generated 25,446 pageviews on contactnorth.ca / contactnord.ca.</b></li> <li>○ <b>2,406 users generated 5,993 pageviews on e-channel.ca / apprentissageenligne.ca.</b></li> </ul> </li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Ministry mandate: educational experiences be available at every stage of Ontarians' lives and to meet demand for up-skilling or mid-career retraining.</p> <p>Program goal: provide advisory services to the Target Base including Employment Ontario and Ontario Works clients, in order to facilitate their enrolment into academic programs and courses.</p>	<p>Provide academic/career advisory services to Target Base through Student Information Hotline.</p> <p>Provide on-site advisory services to students and prospective students within the Target Base who attend the Recipient's online learning centres.</p> <p>Engage with those Ontario Works and Employment Ontario offices whose clients include individuals within the Target Base, to promote, advise and facilitate their clients' enrolment into academic courses and programs, as applicable.</p>	<p>Individuals of all ages within the Target Base are able to attain advice through engagement with the Recipient's Student Information Hotline and with staff at its online learning centres.</p> <p>As a direct result of the Recipient's services, Employment Ontario and Ontario Works clients within the Target base enrol in online courses/programs available to them and upgrade their skills and succeed in local labour markets.</p>	<p>Number of advisory requests received by the Student Information Hotline and by staff at its online learning centres.</p> <p>Number of office partnerships established.</p> <p><b>Targets:</b>  <b>Ontario Works: 50</b>  <b>Employment Ontario: 25</b></p> <p><b>Q1:</b>  <b>Ontario Works: 170</b>  <b>Employment Ontario: 188</b></p> <p>Number of Ontario Works and Employment Ontario clients served.</p> <p><b>Targets:</b>  <b>Ontario Works: 250</b>  <b>Employment Ontario: 250</b></p> <p>Functionality added to Contact North   Contact Nord CRM to track clients from these two sources in July 2019. Q1 figure to be reported with Q2</p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			results.
			<p>Number of online course and program registrations by Ontario Works and Employment Ontario clients (Targets: N/A)</p> <p>Tracking added to Contact North   Contact Nord CRM to track registrations from these two sources in July 2019. Q1 figure to be reported with Q2 results.</p>
			<p>Metrics which demonstrate the direct impact of the Recipient's services on employment rates within the Target Base.</p> <p>Q1: Contact North   Contact Nord working with Forum Research to identify appropriate metrics.</p> <p>Questions to be included in omnibus survey by Forum Research for the 2019-2020 fiscal year and reported in May 2020.</p>



GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Program goal: support and assist faculty and instructors from the Education and Training Providers in their use of online learning through the provision of online, web conferencing and videoconferencing tools.</p>	<p>Provide online delivery tools (e.g., Moodle, web and video conferencing platforms) to faculty of the Education and Training Providers to facilitate and enhance online course delivery.</p> <p>Provide training for faculty and instructors of the Education and Training Providers in English and French on using the platforms to deliver their online programs and courses.</p> <p>Provide IT support to staff and faculty of the Education and Training Providers in connection with the use of the Recipient's IT resources as required.</p>	<p>Faculty and instructors of the Education and Training Providers use the Recipient's online delivery tools and resources.</p> <p>Faculty and instructors of the Education and Training Providers are competent and knowledgeable in how to maximize the use of the Recipient's online delivery tools and resources.</p> <p>Faculty and instructors of the Education and Training Providers seek training and IT support from the Recipient for issues relating to the use of its online delivery tools and resources.</p>	<p>Number and type of online and distance education delivery tools used by faculty and instructors of the Education and Training Providers to facilitate and enhance online and distance course delivery.</p> <p><b>Q1: Contact North   Contact Nord provides the following 3 tools for use by faculty and instructors:</b></p> <ol style="list-style-type: none"> <li><b>1) Web conferencing platforms (Saba Meeting and Adobe Connect)</b></li> <li><b>2) Videoconferencing platform</b></li> <li><b>3) Moodle Learning Management System</b></li> </ol> <p>Number of Faculty and Instructors trained on the Recipient's online delivery tools and resources.</p> <p><b>Q1: Contact North   Contact Nord delivered training to 73 faculty and instructors on How to Use the Web Conferencing Platform to Teach Effectively during the period.</b></p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>Number and nature of IT support requests from faculty and instructors within the Target Base.</p> <p>Included in total of 1,228 for IT support requests.</p> <p>Typical support requests from faculty and instructors include:</p> <ul style="list-style-type: none"> <li>○ How can I save the recording?</li> <li>○ How do I share my presentation?</li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
Ministry mandate: Value for money.	Assess program uptake within the Target Base.	Increased uptake in the Recipient's services among eligible candidates;	Metrics based on independently verifiable data that:
Program goals: demonstrate the effectiveness of the Recipient's services within the Target demographic through the presentation of outcomes- based, independently verifiable data.	Provide statistics on completion rates and employment placements for program graduates who made use of the Recipient's programs and services within the Target Base.	Increased academic program completion rates; and  Increased employment rates in local labour markets.	<ul style="list-style-type: none"> <li>• Confirm the percentage of the Recipient's eligible prospective clients within the Target Base who make use of the Recipient's services (i.e., uptake rate)</li> </ul> <p><b>Q1: Contact North   Contact Nord to calculate the percentage using Statistic Canada Community Profiles data. Report available for Q2.</b></p>
			<ul style="list-style-type: none"> <li>• Demonstrate the direct impact of the Recipient's services on its clients' academic program completion rates</li> </ul> <p><b>Q1: Questions to be included in omnibus survey by Forum Research for the 2019-2020 fiscal year and reported in May 2020.</b></p>
			<ul style="list-style-type: none"> <li>• Metrics which demonstrate the direct impact of the Recipient's services on</li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>employment rates within the Target Base</p> <p><b>Q1: Questions to be included in omnibus survey by Forum Research for the 2019-2020 fiscal year and reported in May 2020.</b></p>

Outcome/Performance Indicator	2019-2020 Target	Q1
Requests for Services	699,398	221,285
Course Registrations	58,400	11,427 student registrations in online courses generated (preliminary figure as data collection not complete for Spring/Summer 2019 semester)
Communities Served	800	636

### Section 3 – Mitigation Strategies

Contact North | Contact Nord reviewed the Q1 results against the outcomes and performance measurements in the 2019-2020 Transfer Payment Agreement and its internal metrics identified in the 5-Year Framework.

As a general comment, Q1 tends to be the slowest quarter for use of Contact North | Contact Nord’s services as the Spring/Summer academic semester is the slowest of the three semesters. Demand for services increases significantly in Q2 as we prepare for the fall return to class.

Notwithstanding this historical pattern, Contact North | Contact Nord is meeting and/or exceeding its targets as noted below. Where appropriate, mitigation strategies and comments are included.

Outcome/Performance Indicator	2019-2020 Target	Q1 Result	% of Target at 25% of Fiscal Year	Mitigation Strategies/Comments
Requests for Services	699,398	221,285	32%	No mitigation strategies required.
Course Registrations	58,400	11,427	20%	Data collection not complete for the period so the result will be higher and re-evaluated in Q2.  Directors, Recruitment & Partnerships responsible for recruitment activities in the regions providing an analysis of registrations to date and actions to be undertaken to reach the targets.
Communities Served	800	636	80%	No mitigation strategies required.

Outcome/Performance Indicator	2019-2020 Target	Q1 Result	% of Target at 25% of Fiscal Year	Mitigation Strategies/Comments
Ontario Works Office Engagement	25	170	680%	No mitigation strategies required.
Employment Ontario Office Engagement	25	188	752%	No mitigation strategies required.
Calls to IT Technical Hotline	9,817	1,228	13%	Calls to the IT Technical Hotline are re-active based on user issues. No mitigation strategies required.
Calls to Student Information Hotline	5,565	1,389	25%	On track to achieve target. No mitigation strategies required.
Up time on distance delivery platforms	95%	98.9%	104%	No mitigation strategies required.
Targeted Recruitment Campaigns	60	8	13%	Directors, Recruitment & Partnerships ramping up Targeted Recruitment Campaigns for Fall and Winter semesters. Q1 is generally slower period for Targeted Recruitment Campaigns.
Users of Portals	216,786	59,307	27%	No mitigation strategies required.
Pageviews on Portals	674,398	191,179	28%	No mitigation strategies required.

## Section 4 – Q1 2019-2020 Financial Report

### Contact North | Contact Nord MTCU Funding Financial Report at June 30, 2019

	Budget	Year-to-Date Actuals	Projection to Year-End	Variance
<b>Revenue</b>				
Base Grant	\$ 9,751,469	\$ 2,242,000	\$ 9,751,469	\$ -
<b>Total Revenue</b>	<b>\$ 9,751,469</b>	<b>\$ 2,242,000</b>	<b>\$ 9,751,469</b>	<b>\$ -</b>
<b>Eligible Expenses</b>				
Recruitment & Student Services				
Regional Services and Online Learning Centres	\$ 3,972,360	854,137	\$ 3,972,360	\$ -
Promotion & Recruitment	793,932	162,168	793,932	-
Statistics Collection & Reporting	169,884	25,390	169,884	-
Student Information Hotline	189,393	35,734	189,393	-
Central Support Services	190,347	31,291	190,347	-
<b>Total Recruitment &amp; Student Services</b>	<b>\$ 5,315,916</b>	<b>\$ 1,108,720</b>	<b>\$ 5,315,916</b>	<b>\$ -</b>
Information Technology (IT) & Web Services				
IT & Web Services Department	\$ 1,761,813	\$ 536,836	\$ 1,761,813	\$ -
Telecommunications	209,115	102,554	209,115	-
Capital	300,000	27,497	300,000	-
<b>Total IT &amp; Web Services</b>	<b>\$ 2,270,928</b>	<b>\$ 666,887</b>	<b>\$ 2,270,928</b>	<b>\$ -</b>
Operations Support Services				
Regional Operations Centres	\$ 904,839	\$ 238,723	\$ 904,839	\$ -
e-Learning Support Services	98,928	29,048	98,928	-
CRM Data Integrity & Training	187,717	53,022	187,717	-
<b>Total Operations Support Services</b>	<b>\$ 1,191,484</b>	<b>\$ 320,793</b>	<b>\$ 1,191,484</b>	<b>\$ -</b>
Governance & Administration				
Financial Services	\$ 295,289	\$ 72,940	\$ 295,289	\$ -
Human Resources Services	325,221	96,063	325,221	-
Governance & CEO	352,631	86,870	352,631	-
<b>Total Governance &amp; Administration</b>	<b>\$ 973,141</b>	<b>\$ 255,873</b>	<b>\$ 973,141</b>	<b>\$ -</b>
<b>Total Eligible Expenses</b>	<b>\$ 9,751,469</b>	<b>\$ 2,352,273</b>	<b>\$ 9,751,469</b>	<b>\$ -</b>
<b>Surplus or (Shortfall)</b>	<b>\$ -</b>	<b>\$ (110,273)</b>	<b>\$ -</b>	<b>\$ -</b>
Interest Earned on TP Funds (only required at year end)				
Funds received on Disposal of Assets	\$ -	\$ -	\$ -	\$ -
<b>Total Due to Province</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>



## Appendix A – Requests for Services Snapshot

### Request for Services Snapshot - April 1, 2019 to June 30, 2019

Service	Description	Number of Requests	Source of Data
<b>Requests Responded to at Online Learning Centres and Operations Centres</b>			
Exam Invigilations	Number of exams invigilated at online learning centres and Operations Centres.	3,013	CN   CN CRM
Student Interactions	Number of student appointments recorded by Online Learning Recruitment Officers and Student Recruitment & Services Representatives in the CRM to provide information, present study options, provide orientations, provide referrals, follow-ups on information provided.	43,945	CN   CN CRM
Influencer Interactions	Number of influencer appointments recorded by Online Learning Recruitment Officers in the CRM such as presentations to groups of prospective students, information sessions with prospective referral partners, and networking events.	1,725	CN   CN CRM
Course Work Appointments	Number of appointments for students to use computers and Internet access at online learning centres to complete their coursework and use of web conferencing, videoconferencing and audioconferencing platforms to connect to their courses.	2,789	CN   CN CRM
Inquiries at Online Learning Centres	Number of telephone calls, e-mails, walk-ins and mail-ins received at the online learning centres requesting a service not recorded under one of the other categories in the CRM.	4,760	CN   CN CRM
	<b>Sub Total</b>	<b>56,232</b>	

<b>Requests Responded to Centrally</b>			
Student Information Hotline Inquiries	Number of inquiries (toll-free, e-mail, live chat, walk-in) to the Student Information Hotline.	1,389	Internal Tracking (represents 2,565 toll-free calls, 1,102 live chats, 1,320 e-mail, 29 walk-ins)
Online Booking Tool (OBT) Bookings for the Use of Web Conferencing, Videoconferencing and Audioconferencing Platforms and Requests for Changes to Bookings	The number of bookings for the use of CN   CN's 3 distance delivery platforms (web conferencing, videoconferencing and audioconferencing) by education and training providers and the number of changes to bookings processed.	2,615	CN   CN OBT
Technical Support Hotline	Number of support inquiries to the Technical Support Hotline.	1,228	Bell Canada Call Tracking
Targeted Recruitment Campaigns	Number of targeted recruitment campaigns undertaken by CN   CN to generate awareness of, and registrations in, specific online programs and courses for public colleges and universities. Campaigns executed by Online Learning Recruitment Officers in communities across Ontario for one month with detailed reports submitted to college or university partner.	8	Internal Tracking (represents 2 universities, 6 colleges)
Requests for Instructor Training	Number of requests received for web conferencing training for instructors at colleges, universities, Indigenous institutes, school boards, literacy and basic skills providers and other training providers.	73	Internal Tracking
	<b>Sub Total</b>	<b>5,313</b>	

<b>Requests Responded to via Portals</b>			
Pageviews 1	Number of unique views of pages on studyonline.ca/etudiezenligne.ca providing services to students and prospective students such as requesting information on programs or courses through a search in the database, information on services available at online learning centres/where they are located or information on support services from colleges and universities. Google Analytics provides a list of the cities and towns the users viewing the pages are located in and the number of users per city or town.	152,033	Google Analytics
Pageviews 2	Number of unique views to pages on e-channel.ca providing services to students and prospective students such as requesting information on programs or courses through a search, information on services available at online learning centres/where they are located or information on support services from literacy and basic skills providers. Google Analytics provides a list of the cities and towns the users viewing the pages are located in and the number of users per city or town.	7,707	Google Analytics
	<b>Sub Total</b>	159,740	
	<b>Total Requests for Services</b>	<b>221,285</b>	
	<b>% of Target of 699,398 at 25% of Fiscal Year</b>	<b>32%</b>	<b>+7%</b>

## Appendix B – List of Requests for Programs and Courses Not Currently Available (April 1, 2019 to June 30, 2019)

Name	Type	Delivery Mode	Full- or Part-Time	Sector	Language	Number of Requests
Autobody Repair	Program	Synchronous	Part-Time	College	English	1
Automotive Apprenticeship				College		2
BA Child Youth Worker	Program	Blended	N/A	University	English	1
Cosmetology	Course			NA		1
CPA	Program	Blended	N/A	Others	English	1
Critical Reasoning for Beginners (FREE) (Oxford)	Course		N/A	Others	English	1
Esthetics	Program			College		2
Graduate Diploma in Aging and Health	Program	Blended	Part-Time	University	French	1
Masters in Law	Program	Asynchronous	N/A	University	English	1
Math undergraduate degree	Program	Blended	N/A	University	English	1
Mental Health Worker for international students	Program	Asynchronous	N/A	College	English	1
Paralegal Program				College		1
Peer Support Worker	Program	Blended	N/A	College	English	1
Practical Nursing - fully online	Program		Full-Time	College		1
Raiser's Edge Training	Program	Asynchronous	N/A	Others	English	1
Registered Practice Nurse	Program	Asynchronous	N/A	College	English	1
Security Guard	Program	Blended	N/A	College	English	1
Social Work (non Indigenous)				University		10

## Appendix C – Ontario Works (OW) Office Snapshot

As part of its 2019-2020 Transfer Payment Agreement, Contact North | Contact Nord (CN|CN) engages Ontario Works (OW) Offices in every corner of the province to help their clients get the education and training they need to get a job.

### Five-Part Engagement Process

- 1) CN | CN local staff contacts local OW Office staff to start the engagement process.
- 2) CN | CN provides details on the free services available to OW clients from CN | CN.
- 3) OW Office refers its clients who need education and training to get a job to the local CN | CN online learning centre. Staff at the online learning centres provide the following five services:
  - Information about available online programs and courses
  - Assistance with the registration process for their program or course of choice
  - Free use of computer workstations and high-speed Internet access to complete their online courses
  - Free use of web conferencing and videoconferencing distance learning platforms to connect to, and participate in, their live online programs and courses
  - Supervision of written exams and tests
- 4) CN | CN records client registrations in online courses and supports the OW clients to successfully complete their education and training.
- 5) CN | CN reports, as may be required, to the local OW office on client completion or other metrics.

The two snapshots below provide the following information:

Column 1 – Total number of OW Offices

Column 2 – Number of Ontario Works Offices CN | CN currently engages

Column 3 – Number of OW Offices currently referring clients to CN | CN for assistance

Column 4 – Number of OW Offices with Clients who Registered in One or More Online Courses with CN | CN's Assistance

### Overall Totals / Percentages

1 Total OW Offices	2 OW Offices CN   CN Engages	3 OW Offices Referring Clients to CN   CN	4 OW Offices with Clients with Registrations based on Referral to CN   CN
223	170	101	87
	76%	45%	39%

Distribution of First Nation and Non-First Nation Ontario Works Offices

1 OW Offices in Database	2 OW Offices CN   CN Engages	3 OW Offices Referring Clients to CN   CN	4 OW Offices with Clients with Registrations based on Referral to CN   CN
<b>First Nation Ontario Work Offices</b>			
80	65	38	26
	81%	48%	23%
<b>Non-First Nations OW Offices</b>			
143	105	63	61
	73%	44%	42%

## Appendix D – List of Documents Provided to Higher Education Quality Council (HEQCO)



## CONTACT NORTH | CONTACT NORD BACKGROUND DOCUMENTS FOR HEQCO

As part of Contact North | Contact Nord's commitment to transparency, the following documents are available from its corporate website. Click the links to open.

### KEY FACTS AND OUTCOMES

- [Contact North | Contact Nord Key Facts and Outcomes – 2019](#)
- [Contact North | Contact Nord Key Infographic – July 2019](#)
- [100 Snapshots of Online Learners Using Contact North | Contact Nord's Services](#)
- [21 Success Stories of Aboriginal Learners Using Online Learning to Get Their Degrees, Diplomas, Certificates or Upgrade Their Skills](#)
- [List of 4282 local Organizations Contact North | Contact Nord Engages With](#)

### PLANNING AND OPERATIONS

- [Contact North | Contact Nord 2019-2020 Budget](#)
- [2019-2020 Business Plan and Funding Request](#)
- [Logic Model - Contact North | Contact Nord – 2019](#)
- [5-Year Framework 2019-2020 to 2023-2024](#)
- [Contact North | Contact Nord 2018-2019 Performance Report](#)

### 2019 CONTACT NORTH | CONTACT NORD CLIENT SATISFACTION SURVEY

- [Infographic](#)
- [Highlights of Client Satisfaction Survey](#)
- [Client Satisfaction Survey Report](#)

### CONTACT NORTH | CONTACT NORD: A CASE STUDY

- [Case Study](#)

### CORPORATE INFORMATION

- [Overview](#)
- [Board of Directors](#)
- [News](#)
- [External Presentations](#)
- [Careers](#)
- [Past Editions of Online Learning News](#)
- [studyonline.ca / etudiezenligne.ca](#) portal for students and prospective students

## REFLECTIONS OF CONTACT NORTH | CONTACT NORD THINKING ON KEY ISSUES

Contact North | Contact Nord actively contributes to showcasing the breakthrough innovations in online learning, research in online learning and ideas and insights about online learning:

- Leveraging Technology to Improve Access, Flexibility, Quality, Affordability and Success in Apprenticeship (working draft attached)
- Online Learning for High School Students (working draft attached)
- Collectively Building the Future of Digital Learning in Ontario (working draft attached)
- [An Apprenticeship Skills Agenda: Report and Recommendations by Maxim Jean-Louis](#)
- [185+ Pockets of Innovation in Online Learning](#)

### FURTHER INFORMATION

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[www.contactnorth.ca](http://www.contactnorth.ca)

July 18, 2019

Appendix E – Social Media Reports

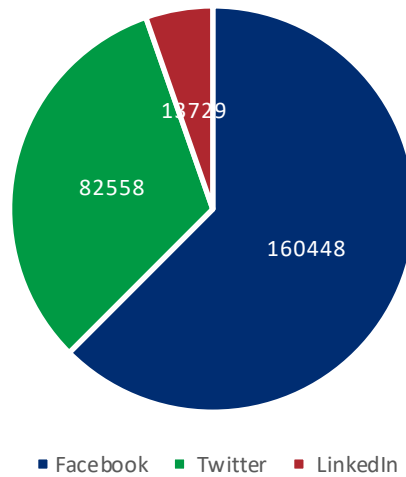
# Social Media Quarterly Report – Apr - Jun 2019

## Traffic Breakdown

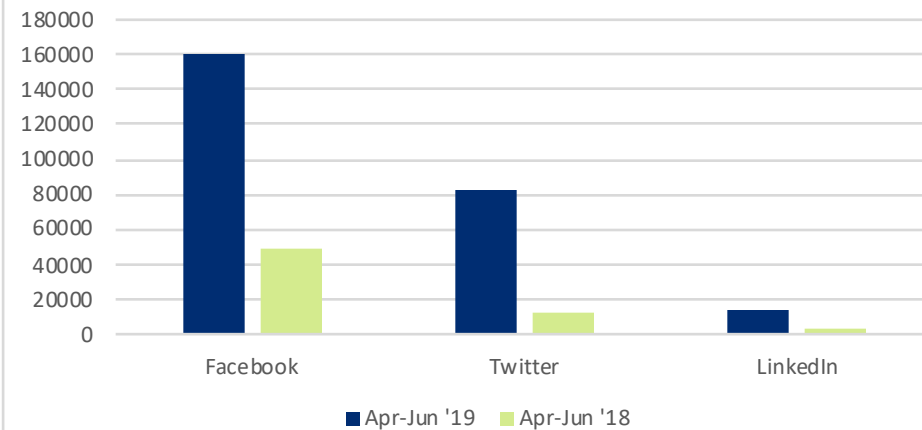
Channel	# of impress
Facebook	160448
Twitter	82558
LinkedIn	13729

QUARTERLY COMPARISON		
Media	Apr-Jun '19	Apr-Jun '18
Facebook	160448	48987
Twitter	82558	11834
LinkedIn	13729	2742

Impressions by social media platform



Quarterly traffic comparison

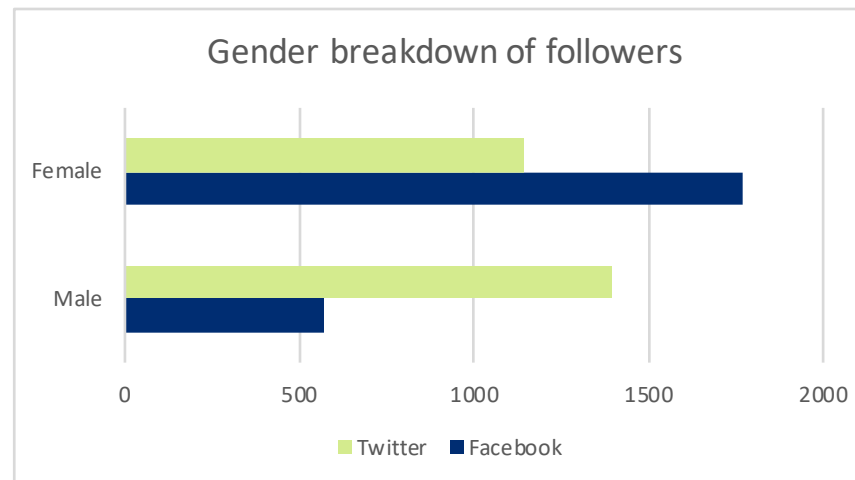
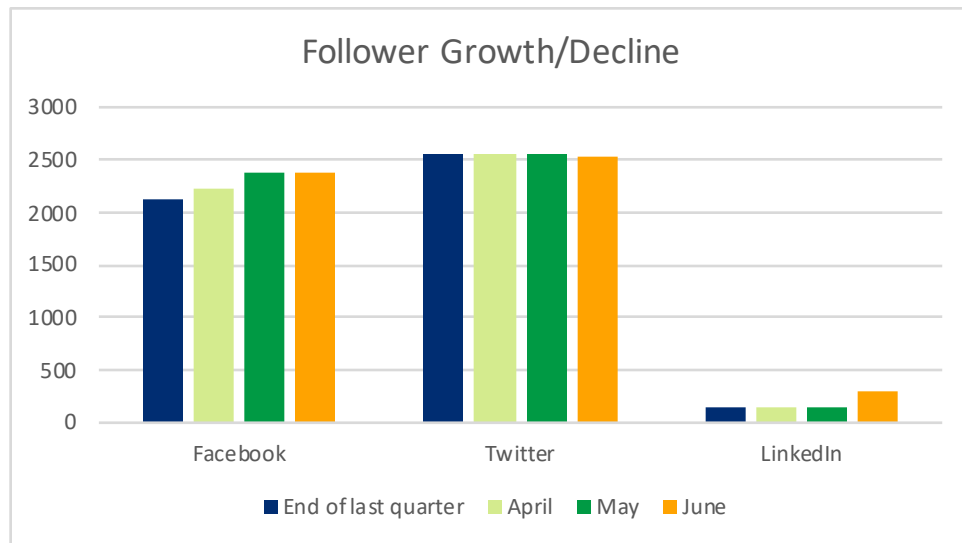


# Follower Growth

# Gender Breakdown

Channel	End of last quarter	April	May	June
Facebook	2134	2221	2386	2390
Twitter	2552	2553	2545	2538
LinkedIn	138	146	155	297

Channel	Male	Female
Facebook	573.6	1768.6
Twitter	1395.9	1142.1
LinkedIn	no info available	



# Number of posts

# Engagement statistics

Channel	Apr-Jun '19	Apr-Jun '18
Facebook	139	41
Twitter	152	19
LinkedIn	119	8

## Likes/reactions

Channel	Apr-Jun '19	Apr-Jun '18
Facebook	2426	301
Twitter	152	9
LinkedIn	217	19

