

Annual Report 2020-2021



alloprof

We are Alloprof!



Mission

Alloprof promotes academic engagement and success by providing Quebec students and their parents with professional, stimulating educational assistance free of charge.

Impact on academic achievement

Research shows that students who use Alloprof gain confidence, autonomy, and motivation, three factors that play a major role in students' academic perseverance and success.



Our values



Commitment



Innovation



Fun



Message from the President and Executive Director

Alloprof has enjoyed one exceptional year after another from the very start. There's no denying, however, that 2020–2021 will be remembered as the most unpredictable. The most agile.

As students learned the true meaning of resilience while weathering the challenges brought on by the pandemic, Alloprof rolled out its brand-new platform. More customizable for individual students, more comprehensive, and more user-friendly than ever, the initiative couldn't have come at a better time.

Given the degree to which learning challenges were being amplified by the pandemic, Alloprof felt the need to go even further—to open up its intensive support services to more people. The result was Alloprof 100% solutions, which provides direct access to two new tutoring services: live chat, which allows students and teachers to communicate in real time on the platform, and the Help Zone, a collaborative space where students can ask and answer questions under our teachers' supervision.

Of course, none of these innovations and new Alloprof services would have been possible without a talented team of nearly 200 motivated and competent individuals, all of whom are dedicated to fostering academic success.

As success is rarely a solo endeavour, we'd like to extend our warmest thanks to our many partners. Without their trust, support, and involvement in the field of education, this incredible adventure would be nothing but an idea. A dream.

Thank you to the board of directors for their dedication, expertise, and unwavering focus on Alloprof's mission.

And finally, thank you to students and parents. Their determination, energy, and thirst for learning inspire us every day. It's a real privilege to work for them. For the future.



Jacynthe Côté + Sandrine Faust
President and Executive Director

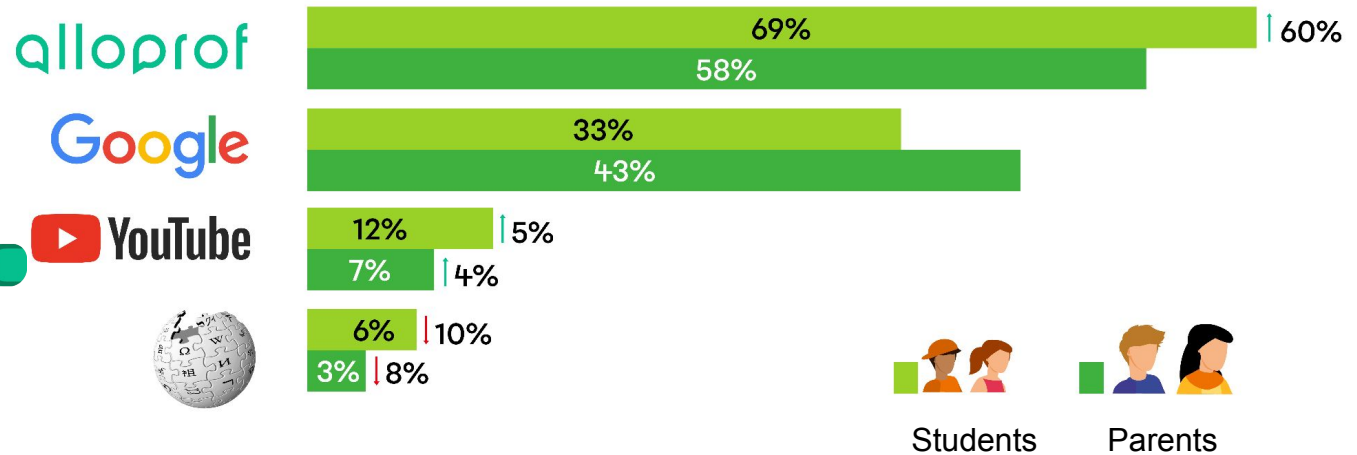
Alloprof is on

- **95% of students** are familiar with AP
- **550,000 regular student** users
- Average annual growth in use of **35%**
- Over **60 million educational interactions** on the platform last year

When faced with difficulties in school, young people and their parents think Alloprof!

Sites accessed by students and their parents during homework time

Ipsos awareness survey - April 2021



Major achievements in 20–21: A new, customized platform

Twice the impact thanks to advanced technologies

Alloprof aims to provide even better support to twice as many students by 2023. The cornerstone of this ambition is the new smart web platform the organization launched in August 2020.

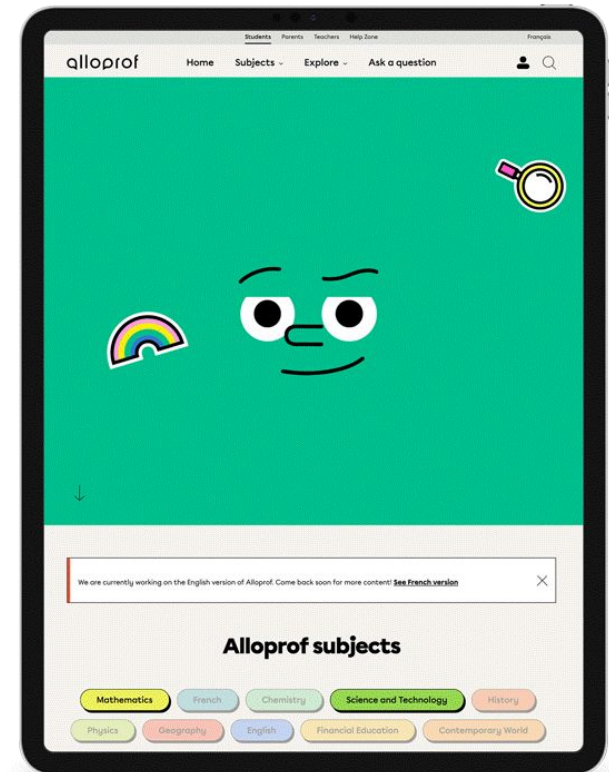
After less than a year of operation, the new platform is already a bigger success than anticipated. It boasts 50 percent more traffic than the previous site, and regular users have increased by nearly 100,000 students.

In light of the pandemic and its impact on education, this data is encouraging for all of Quebec. Young people want to learn and are actively seeking tools that can help them, including by turning to Alloprof's resources on their own initiative.

Student-centred analytics and artificial intelligence

Always on the lookout for technologies with the greatest potential to promote academic success, Alloprof has upgraded its platform with a more personalized experience. The search engine, recommendations, and chatbot guide students to the most relevant resources based on their individual profiles and learning challenges.

Over the next few years, Alloprof will improve and optimize the platform to help students identify their difficulties and how to resolve them.



Major achievements in 20–21: Alloprof 100% solutions

Alloprof 100% solutions

As part of the Ministère de l'Éducation's strategy for strengthening Quebec's student safety net, an initiative announced last January, Alloprof has launched brand-new tools and services aimed at helping more students more often.

1. Collaborative Help Zone

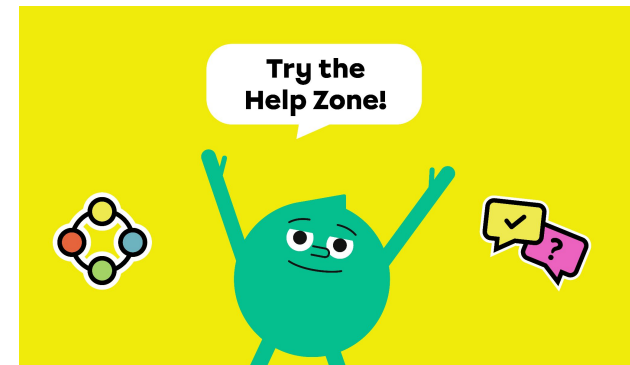
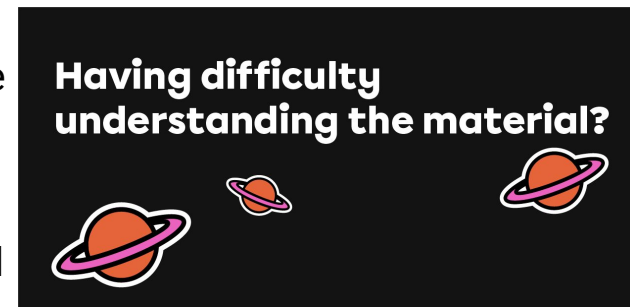
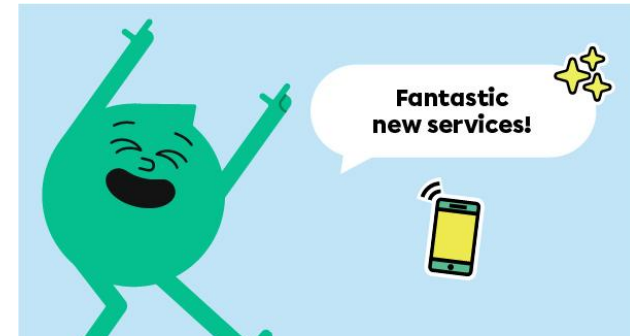
The [Help Zone](#) is a new space where students can ask school-related questions or answer those submitted by their peers. Alloprof teachers serve as moderators seven days a week to ensure that students receive complete, accurate, and timely explanations.

2. Live chat with a teacher

Alloprof's live chat feature enables students to ask questions in real time as soon as they come across something they don't understand. Overnight, the tool became the preferred tutoring service of 80 percent of students!

3. Quick tutorials

Alloprof's [Crash Lessons](#) are video tutorials interspersed with interactive questions. They're designed to help high school students consolidate key course material, especially when preparing for exams.



Major achievements in 20–21: What's new at the elementary level

New content for elementary school students (In French only)

The content for elementary school students has been developed to optimize comprehension while taking into account elementary-level reading skills. Inspired by the principles of explicit instruction, it consists of short segmented articles with lots of images, as well as **videos** that focus on modelling different concepts.



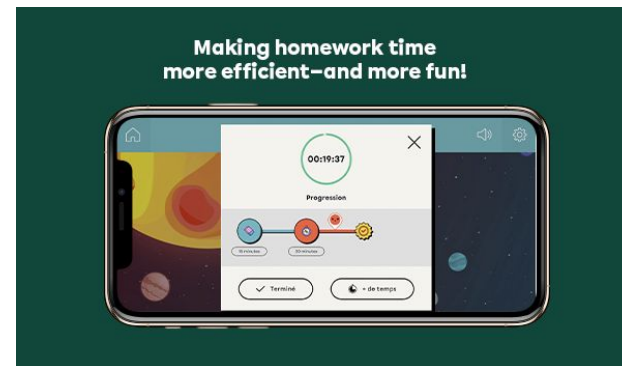
Potager en péril (In French only)

A hit from day one, the online French-language game **Potager en péril** offers a fun way to practise parts of speech, a key grammar concept. Students play a carrot who must correctly identify parts of speech in order to save its vegetable garden. The game incorporates many of the motivating elements found in platform games and can be played online or via app.



Minuterie motivante (In French only)

Available in browser and app format, Minuterie motivante is a timer that helps make homework time more stimulating for both parents and students. Tasks are allotted a certain amount of time, then followed by a short reward period lasting about 90 seconds where the student gets to play games or tackle fun challenges.



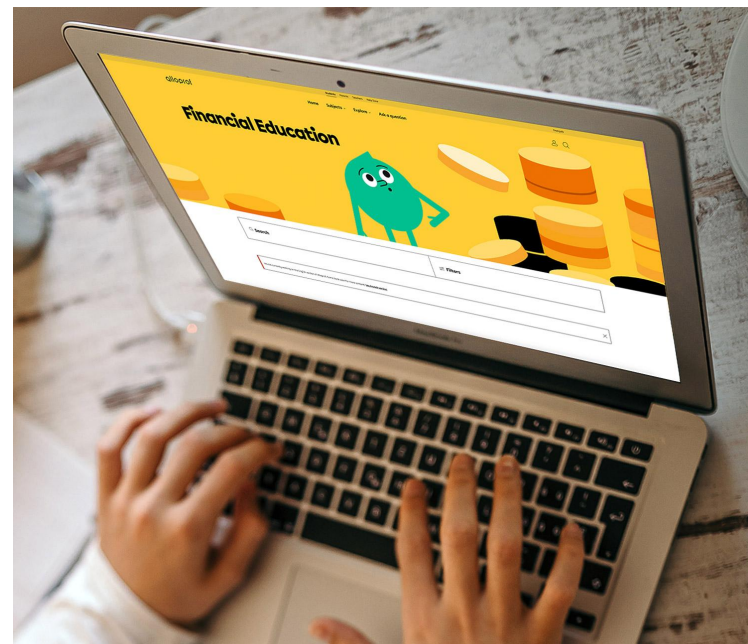
Major achievements in 20–21: What's new at the high school level

New Financial Education section

Alloprof's social sciences content developers have joined forces to build a brand-new section covering the entire Financial Education program.

Réaction solitaire: Balancing chemical equations

Réaction solitaire is a new game that helps Secondary IV students practise an essential science concept: balancing chemical equations. The game's main character is trapped on a deserted island. To survive and escape, they have to collect supplies and tools—by balancing chemical equations!



Clear explanations for every school subject.

Worksheets, exercises, videos, games... and teachers available to answer questions for free!

[Visit the Alloprof website](#)

WOW



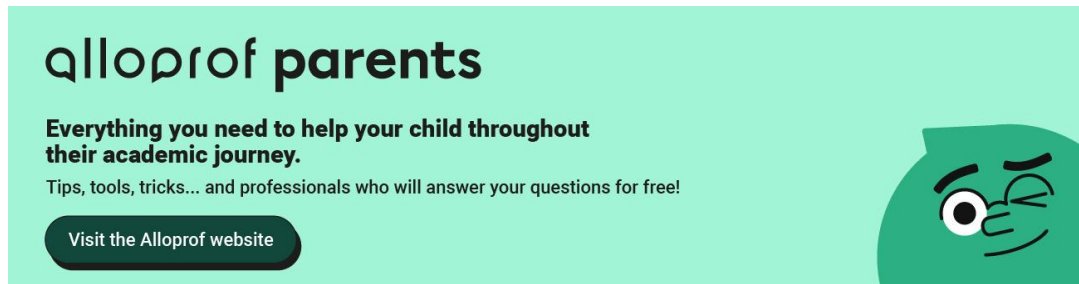
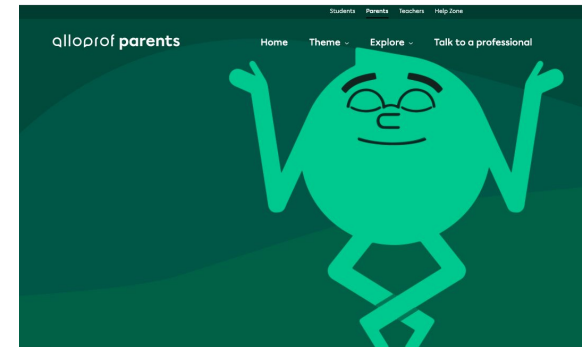
Major achievements in 20–21: Helping parents

Alloprof Parents, more popular than ever

To support families, Alloprof offers practical resources designed to help parents foster their children's academic success throughout their education. Hundreds of articles, tools, and blog posts have been consulted more than 500,000 times within the last year. The parents' newsletter and Facebook page now have over 150,000 subscribers!

Main developments this year

- Integration of the Alloprof Parents site onto the new Alloprof platform for an optimal experience
- Over **400 items** translated into English
- **Les petits trucs d'Annie** video series
- Annie's radio segment on Rythme FM



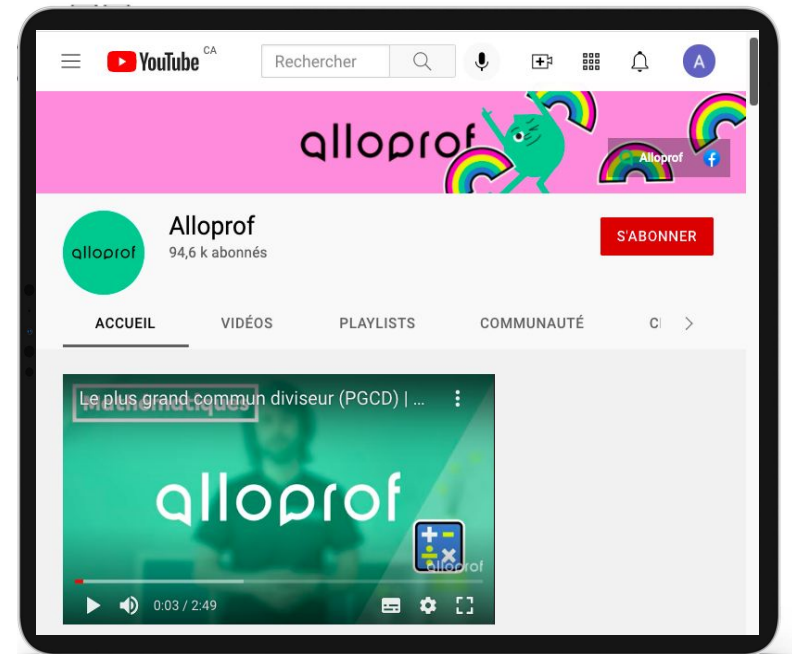
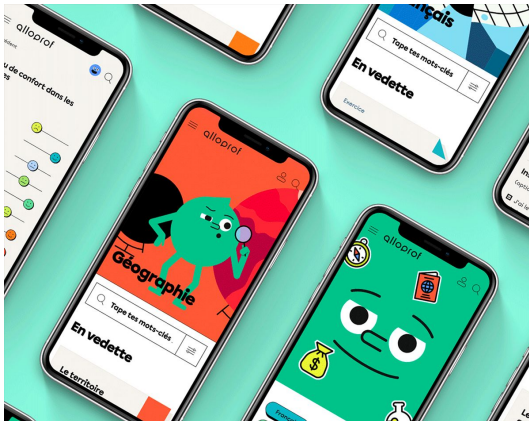
Alloprof shines through its social impact and brand

Alloprof's YouTube channel named one of 10 initiatives contributing to YouTube's positive social impact in Canada!

In a [study conducted by Oxford Economics](#), Alloprof's YouTube channel, with its hundreds of educational videos, was commended for the support it provides to students, parents, and teachers..

A distinctive brand image

Designed by Cossette, Alloprof's new brand image won no less than a dozen awards in various categories at the Idéa competition and the Advertising & Design Club of Canada gala.



Highlights: Alloprof in the community

Atikamekw author contributes story to Grimoire

As part of its collaboration with the Atikamekw Nation, Alloprof added an Atikamekw story to Grimoire, its online reading comprehension game. Louta et le pipon, a text by Jacques Newashish, recounts the adventures of Nikwiwk-iskwe, a little otter girl, as she goes to check the hare traps with her kokom (grandmother) for the first time. The story falls somewhere between traditional tale and poetry as it teaches young readers about the joys of pipon (winter).



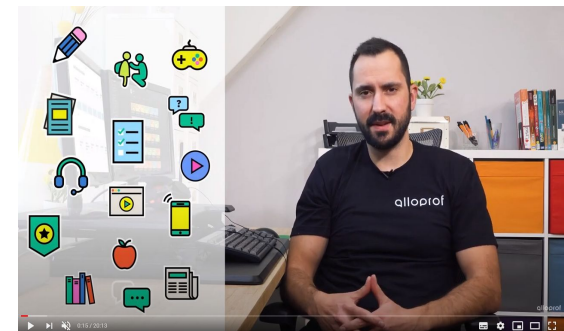
Virtual tours

During a year that was all about adaptability, Alloprof took its classroom workshops virtual. Alloprof's facilitator-actors put together a dynamic interactive presentation to introduce students to our tools and services in a concrete way. For the youngest in our audience, we even created a puppet of Flo, Alloprof's mascot!



Alloprof video for university students

We didn't forget about older students! Alloprof produced a video and videoconference session to train university students enrolled in teaching programs on how to use our tools and services in the classroom. For the over 700 students who took part, the training provided particularly valuable insights during a time when an in-depth knowledge of Alloprof's resources is more important than ever.

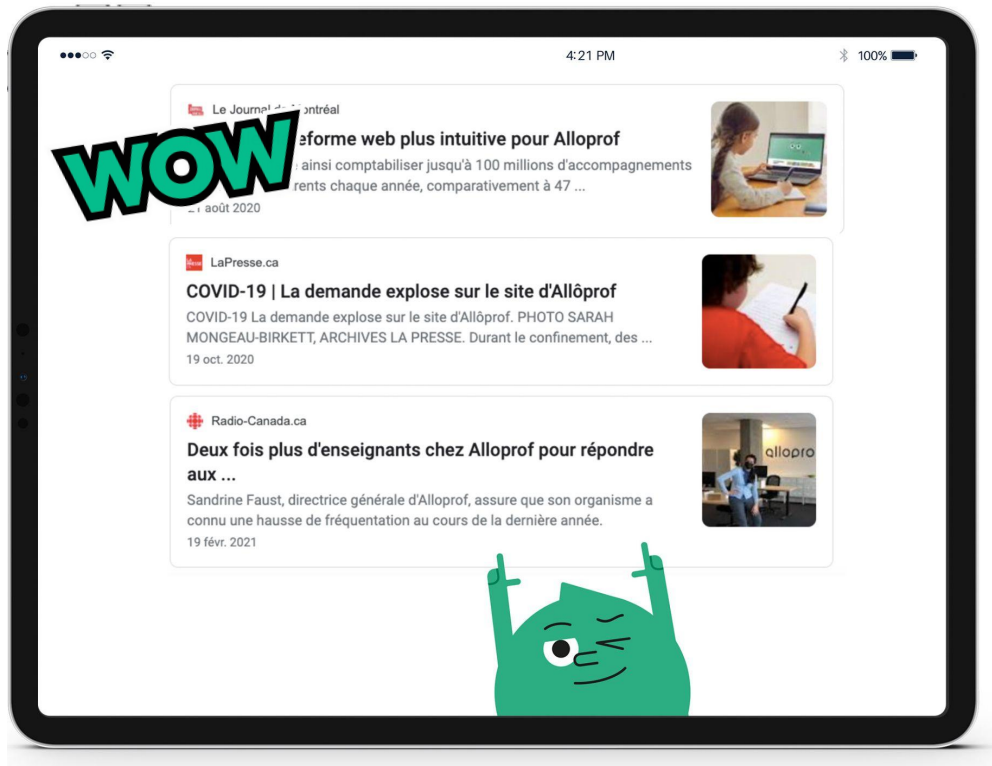


Highlights: Alloprof in the media

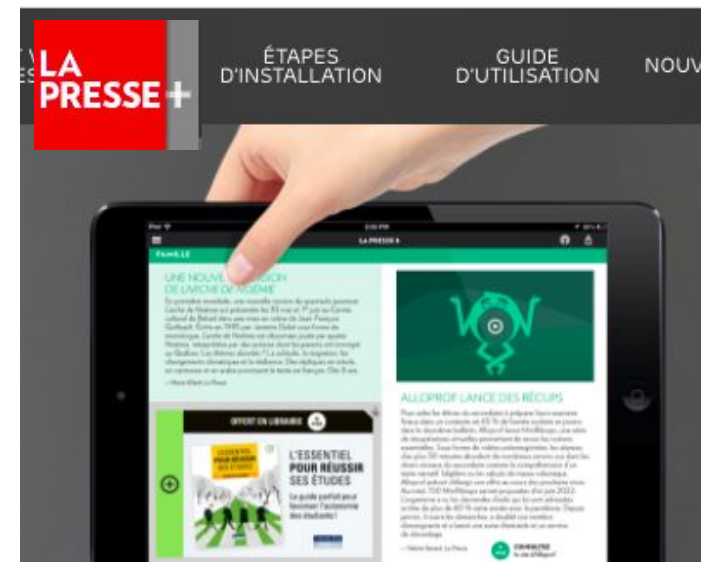
Reaching families through the media

Alloprof had over 200 million media impressions this year. This means that, on average, each of Quebec's roughly 8 million residents saw 25 mentions of Alloprof in the media over the course of the year. Media exposure helps Alloprof reach more students and parents, which is especially important given the challenges they've faced during the pandemic.

Check out some of our 1,120 media features:



Une nouvelle plateforme éducative et intelligente signée Alloprof et Cossette | ...
grenier.qc.ca



Overview

Looking ahead - 2022–2025

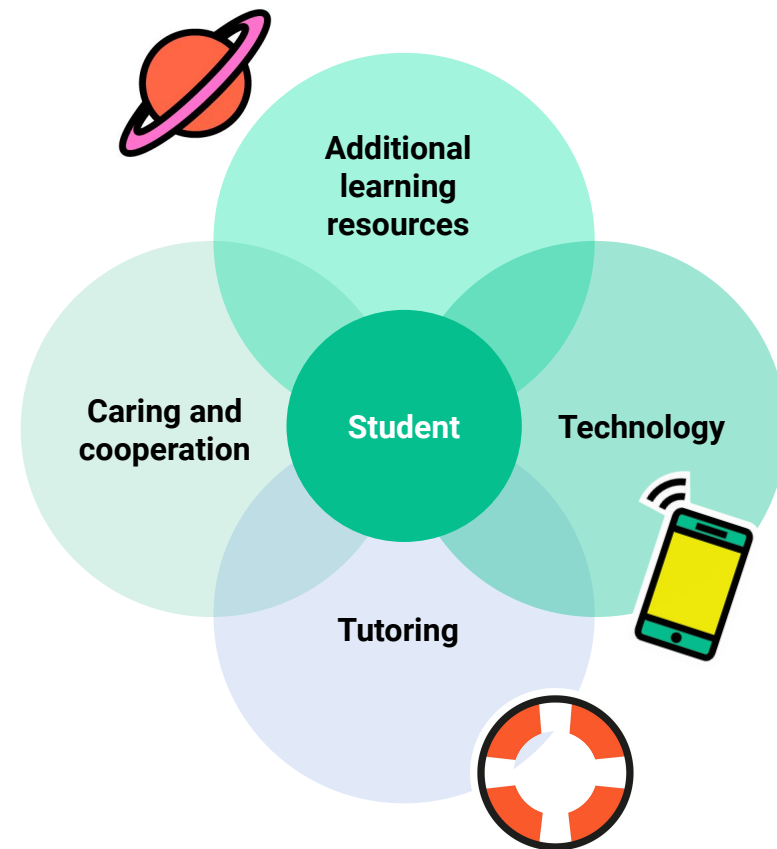
Given the right tools, every student can succeed. This is Alloprof's deepest conviction, and it is at the heart of everything we do.

The new web platform and tutoring services will propel the next wave of growth in Alloprof usership, especially among students with greater learning challenges.

The techno-pedagogical developments we have planned for the months and years to come will fuel an increasingly stimulating and student-centred experience. Alloprof's different services are designed to support students every step of the way: from identifying the source of their struggles to resolving the issue and consolidating their learning.

Between now and 2025, our aim is for Alloprof to become the go-to resource for no less than 80 percent of Quebec students whenever they need help with school.

Alloprof's approach revolves around partnering with students to curb learning delays.



Overview: Teaching team

Dedicated educators from all walks of life

Our team of 200 highly qualified and experienced educators is dedicated to supporting students (and their parents) throughout their academic journeys. Our teachers aren't just certified—they're also incredibly empathetic and enthusiastic!

- **Students** lend our educators a helping hand as well, answering questions in our new **Help Zone**. Alloprof teachers serve as **moderators** seven days a week, guaranteeing that students receive complete, accurate, and timely answers.
- Alloprof also has a **large team of educators dedicated to producing pedagogical content** adapted to the progression of learning under Quebec's education program.

Click here to meet our teachers. [Our team](#)

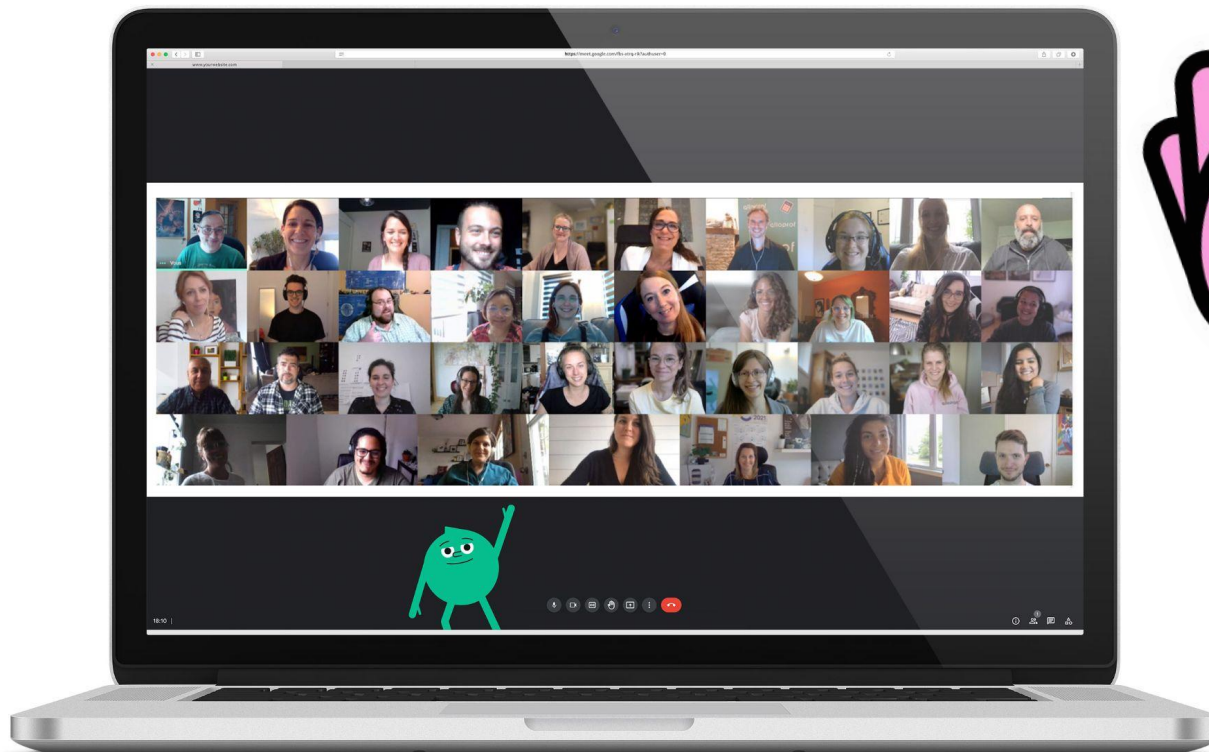


Overview: Management and project team

An outstanding team that distance has only brought closer together

Our management and project team is an ideal mix of motivated professionals with complementary expertise and a shared desire to go above and beyond to help young people succeed and provide parents with support.

Click here to meet the members of this team. [Our team](#)



Overview: Board of directors



The Board of Directors is comprised of members from diverse backgrounds who support Alloprof's mission.



Jacynthe Côté
President of
the Board,
Corporate director



Brigitte Hébert
Treasurer,
Senior Executive Vice President,
Employee Experience,
National Bank



Alexandre Synnett
Senior Vice President and
Chief Technology Officer,
Caisse de dépôt et
placement du Québec



Rémi Asselin
Director of
Information
Technology,
City of Terrebonne



Marie Collin
President and CEO,
Télé-Québec



Thierry Dorval
Associate lawyer,
Norton Rose



Isabelle Gadbois
President,
ADOQ



Érik J. Ryan
Executive Vice
President, Marketing,
Strategy, and
External Relations,
SNC Lavalin



Maxime Savignac
Vice President, Human
Resources, Aluminum,
Rio Tinto



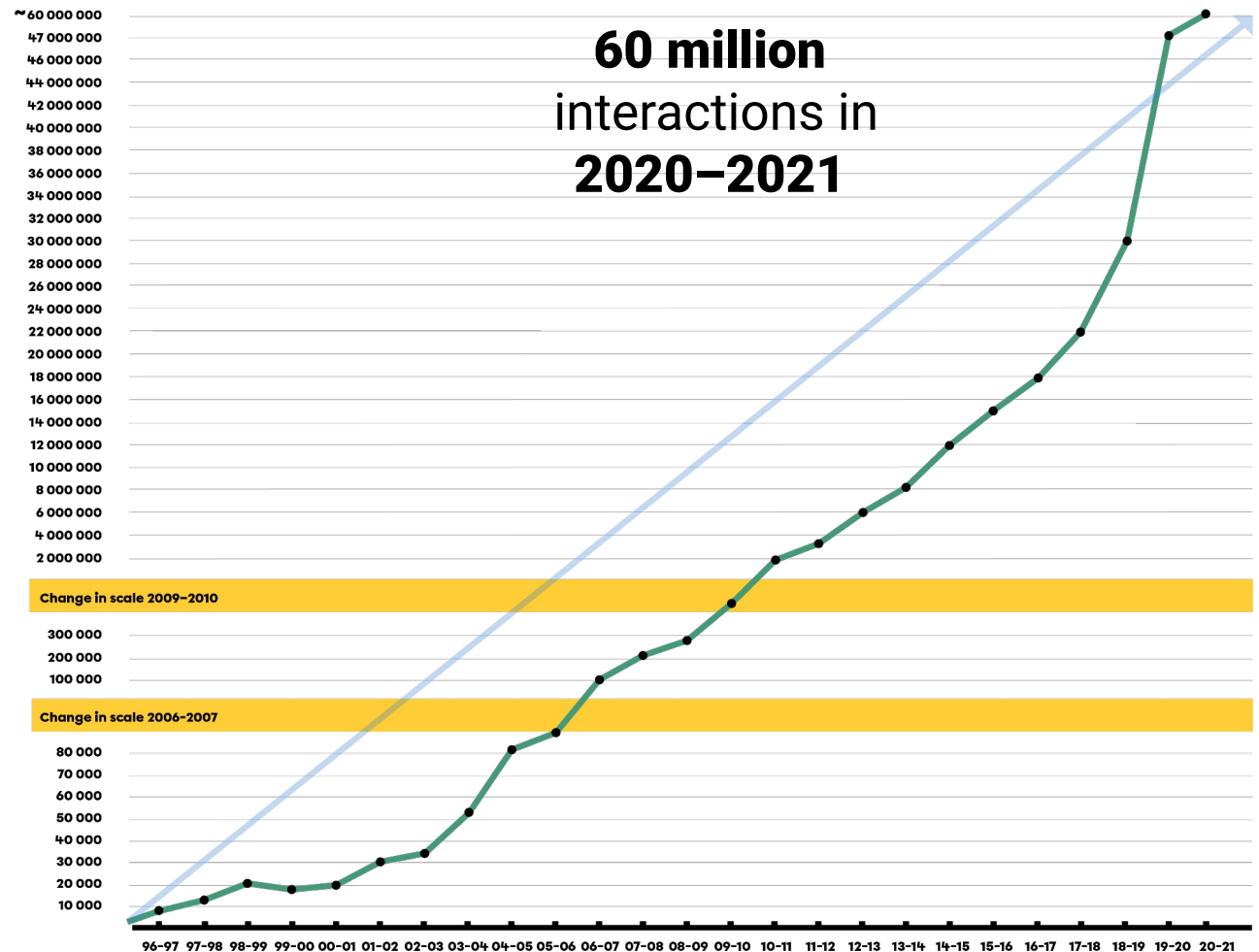
Yves-Michel Volcy
General Manager,
Centre de services
scolaire de Laval

Overview: Ever-growing popularity

Number of annual interactions carried out by Alloprof since its creation

WOW

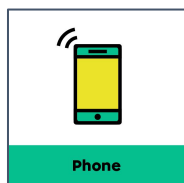
232,000,000
interactions since
Alloprof's creation



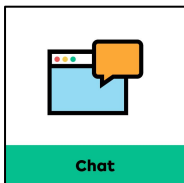
Overview: Student services

Ask a question

**1. Monday to Friday from 5 p.m. to 8 p.m.
and Sundays from 1 p.m. to 5 p.m.**

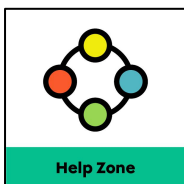


Students can ask our teachers questions by phone or text message.

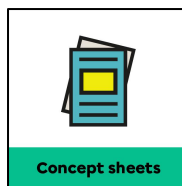


This is the quickest way for students and teachers to communicate. Students can ask questions right on our site in real time, as soon as issues arise.

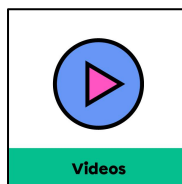
2. Anytime (7 days a week)



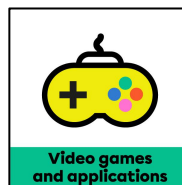
New collaborative space to submit academic questions and offer explanations to peers. Moderators validate and round out explanations 7 days a week.



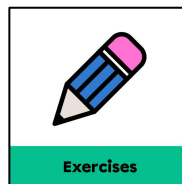
Concept sheets



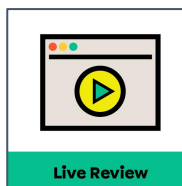
Videos



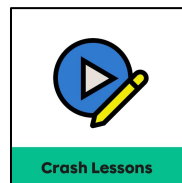
Video games and applications



Exercises



Live Review



Crash Lessons

Online learning

Articles provide simple explanations of academic concepts within the Quebec education program.

Videos complete with examples of how to solve typical problems explain concepts that students ask about most frequently.

Practice

Games, exercises, and applications add excitement to lessons. After all, we learn better when we're having fun!

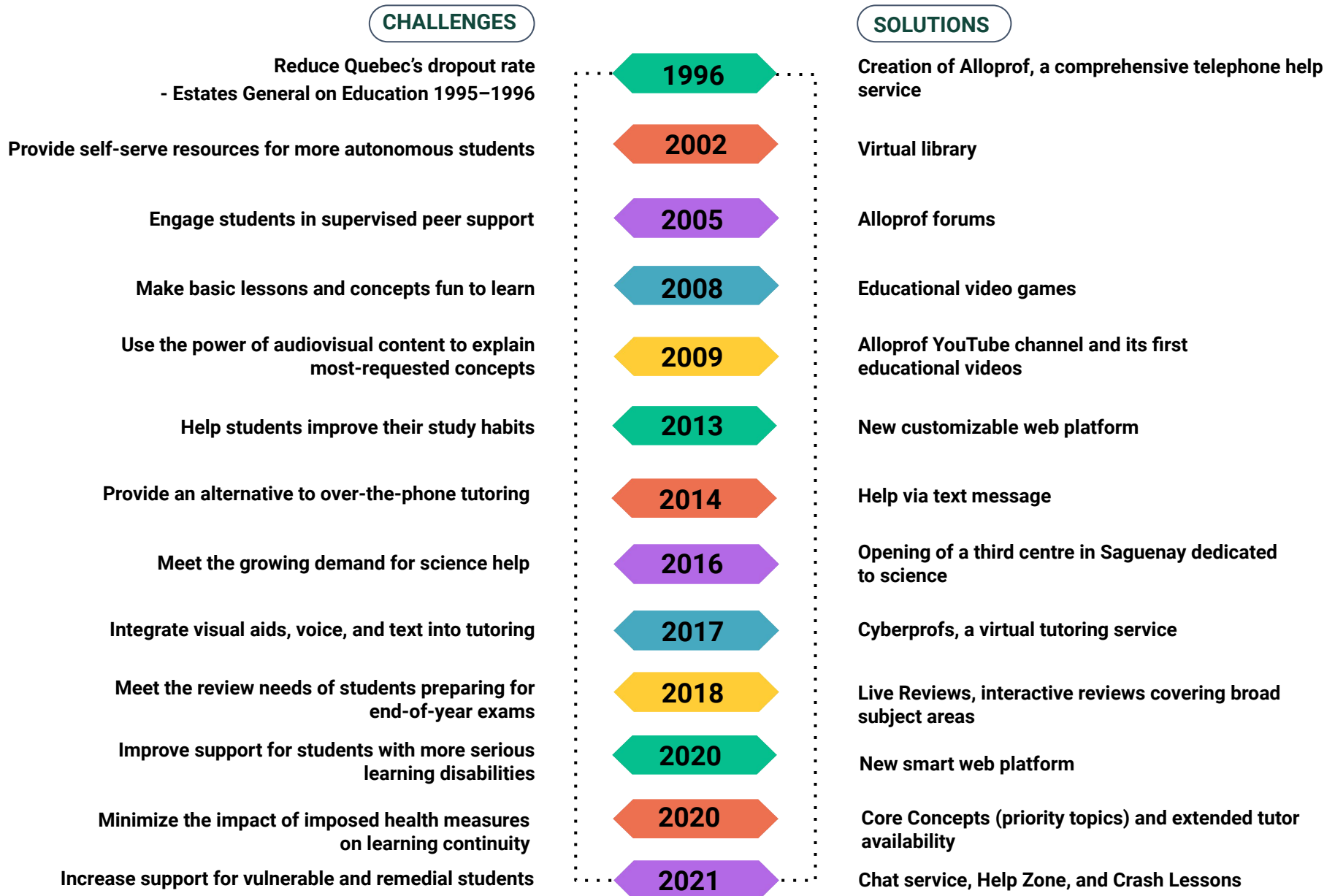
Interactive exercises enable students to validate their understanding of a concept.

Reviewing for an exam

Live Reviews are one-hour videos in which a teacher reviews a specific subject area to help students prepare for exams.

Crash Lessons are short recaps of key concepts comprised of 15-minute videos interspersed with questions to check the student's understanding.

Overview: Long-term goals and technological opportunities



Thank you to all our partners!



A+



Banque Royale


A



B+

View all our partners: [Our partners](#)

View the partners who contributed to Alloprof Parents: [Alloprof Parents partners](#)



**I'm not even kidding—
your explanations
saved my life!**

-Rose

alloprof