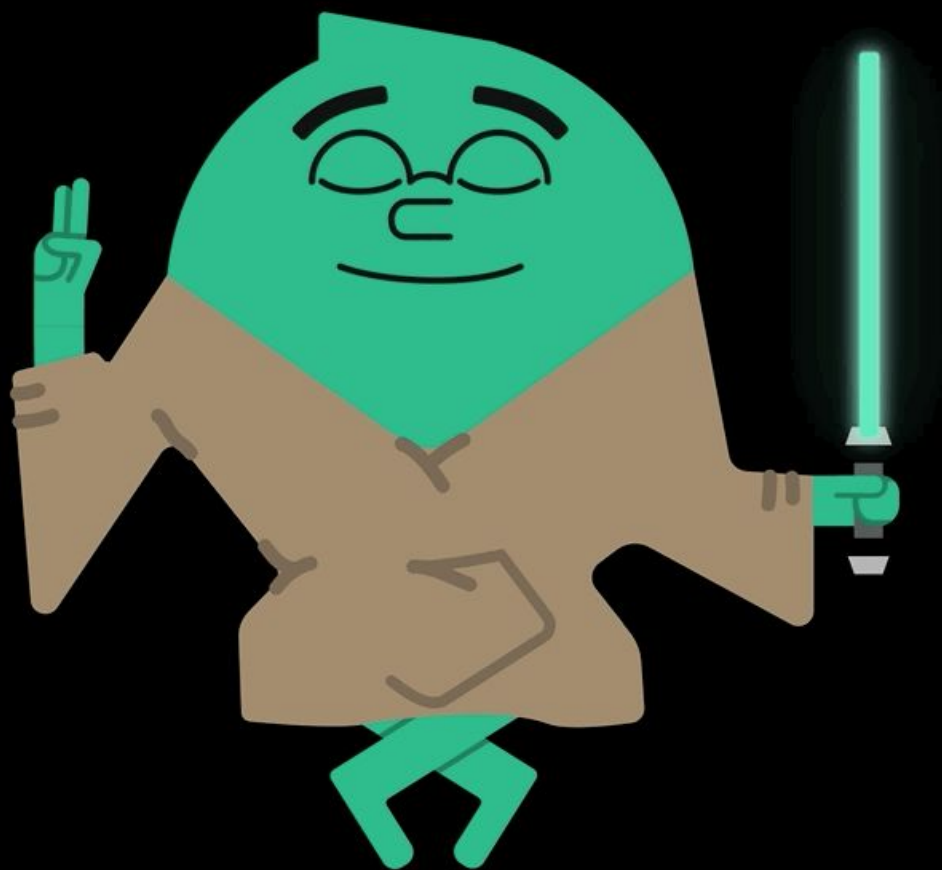


Annual Report 2021-2022



alloprof

We are Alloprof!

Mission

Alloprof helps students in Quebec to transform academic challenges into successes, thanks to **our free, professional and stimulating services.**

Our values



Commitment



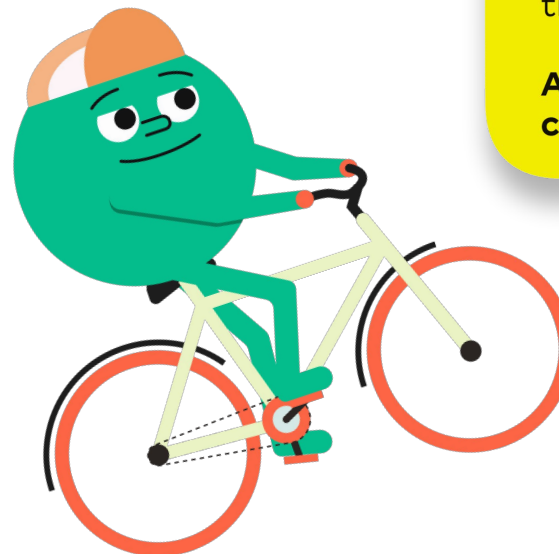
Innovation



Fun

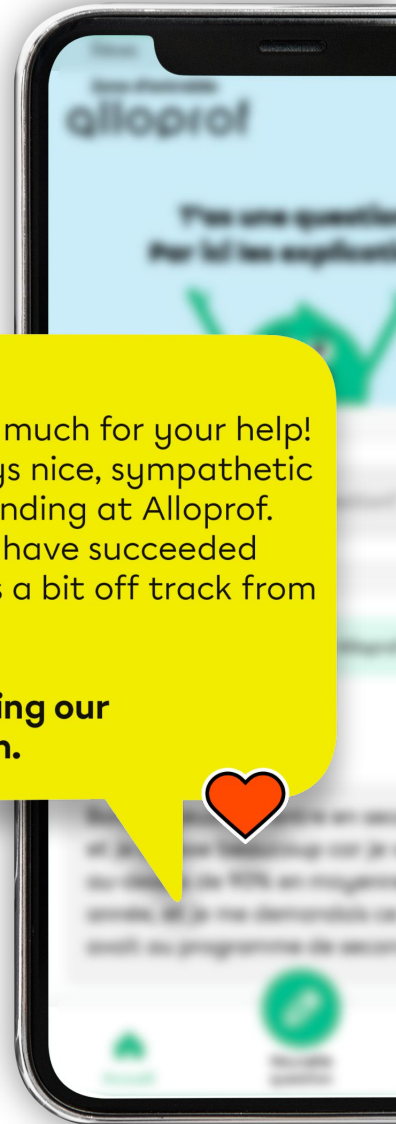
Impact on academic achievement

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.

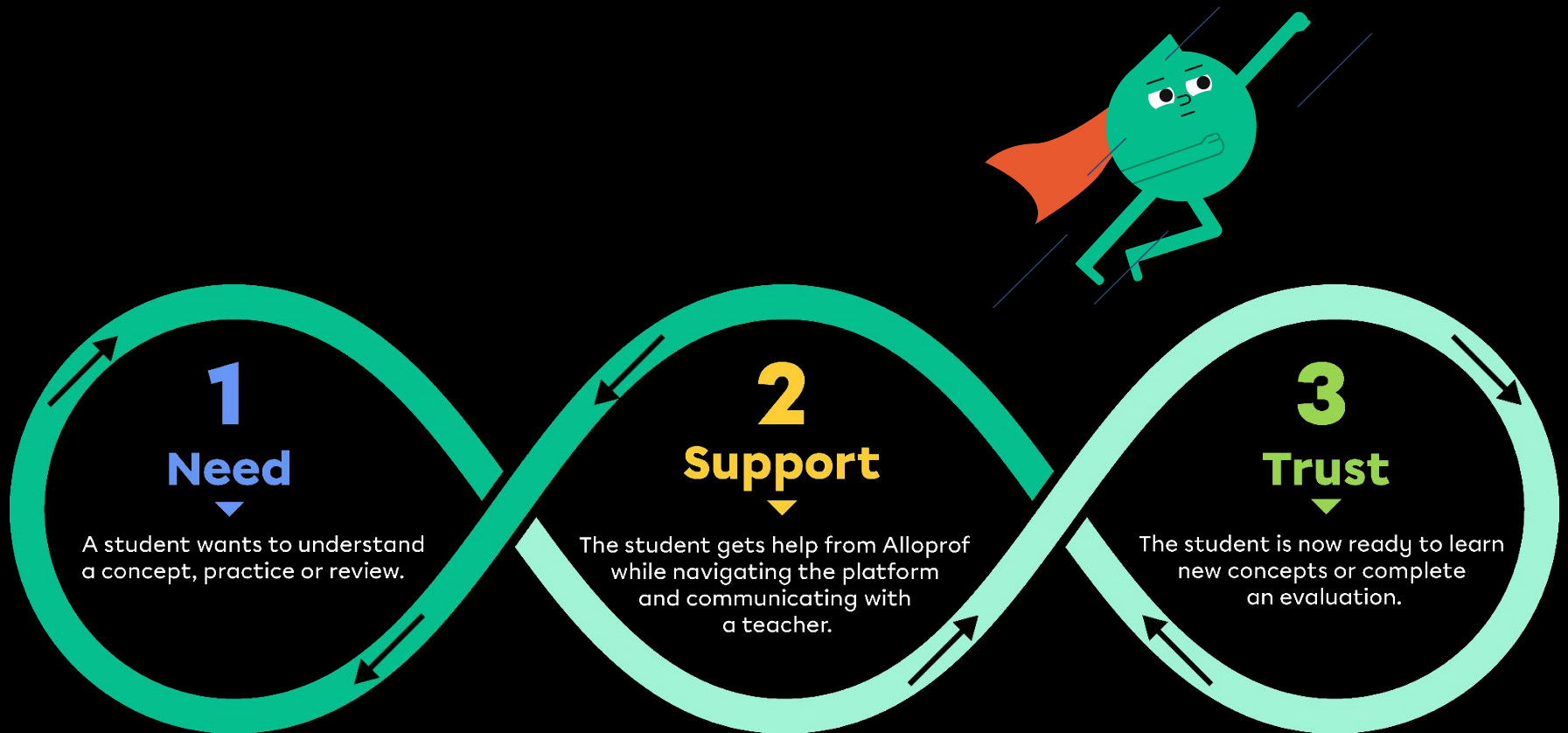


Thank you so much for your help! You are always nice, sympathetic and understanding at Alloprof. I would never have succeeded because I was a bit off track from the start. 🥰

A student using our chat function.



A continuum of Alloprof's success



An **adapted** approach. A **real** impact. An **essential** service.

Helping more students, more often

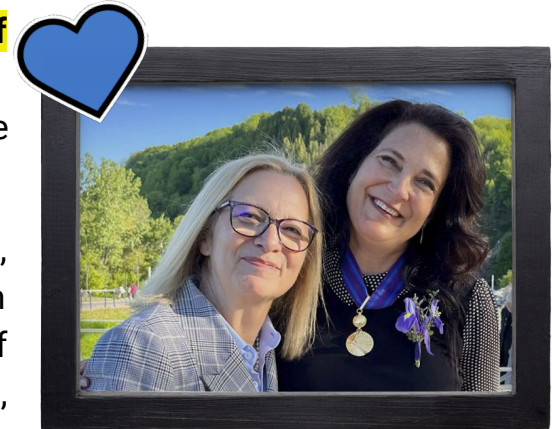
Following the Boombox and MuchMusic generations, we now have an **Alloprof generation**. In 2021–2022, the organization celebrated its 25th anniversary, marking a quarter of a century working for educational success, where we supported **1 million students approximately 290 million times**—and counting!

Over the years, Alloprof has become a veritable safety net for students in Quebec, but we must continue to step-up our efforts. To do this, we collaborate with numerous industry-leading organizations in an effort to reach new levels of excellence. Whether we are working with digital intelligence solutions, leading-edge user research, or impact research, we can rely on valuable allies in academia and in the field of artificial intelligence.

During these times, when we have been challenged to surpass ourselves and bring our teaching rhythms and successes back to pre-pandemic levels, Alloprof is continuing to rely on **state-of-the-art technology** to propel its services and provide young people who are struggling with increasingly tailored and effective experiences. Similarly, the organization is working on a major project to adapt all of its content into English.

We are heading into our 26th year with optimism and a firm intention to support **800 000 Quebec students** in a few years for a total of **100 million educational interactions per year!**

We would like to underscore that such ambitions would not be possible without the inspired work of our team, particularly our teachers, as well as the loyal commitment of our public and private partners. We should also mention the often unacknowledged yet fundamental work of our Board of Directors, whose generous time and extensive expertise we greatly appreciate.



Jacynthe Côté + Sandrine Faust
President and Executive Director

Thank you for helping us build bridges between learning challenges and academic success!

Here to help students, every step of the way

We help

550 000
students



We provide

200 tutors
and **25 000**
pedagogical
resources



We provide

60 million
educational
interactions
per year



The “Alloprof Reflex” for students and their parents

Alloprof is available **at all times**:

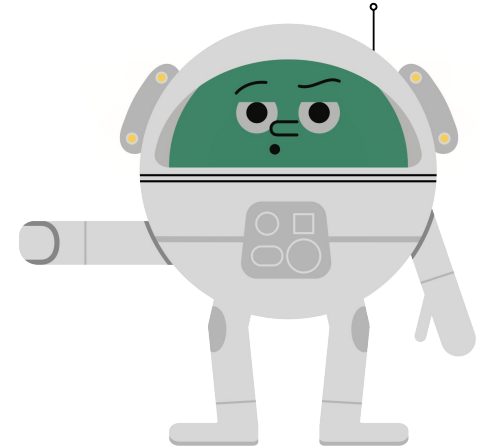
- Services and resources available **7 days a week**

Alloprof is **economically efficient**:

- Each educational interaction costs less than \$0.15

Alloprof is **universal**:

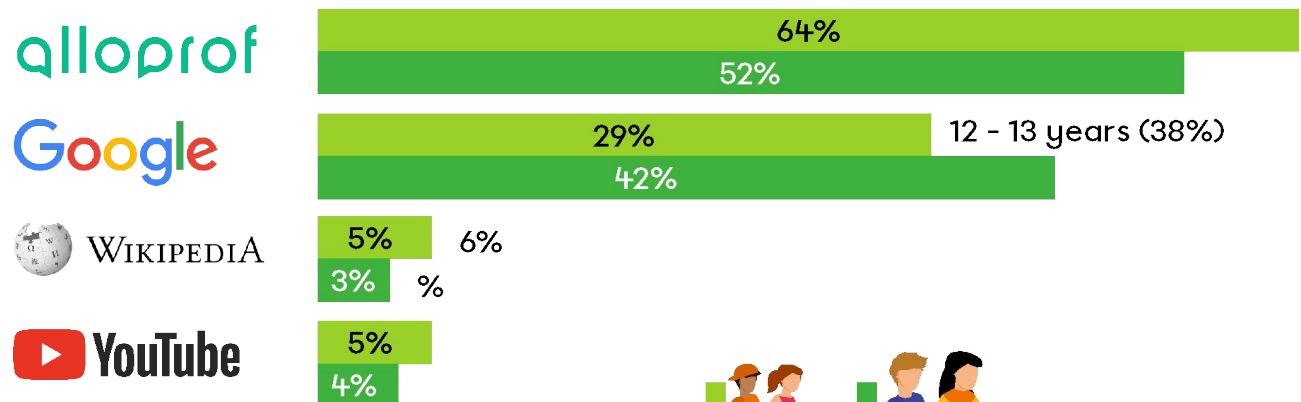
- Over 92% of all students, parents, and teachers know about Alloprof



When a learning difficulty arises, young people and their parents first turn to Alloprof!

Sites consulted by students and parents at homework time

Notoriety survey conducted by Ipsos - **April 2022**



Our services

Ask a question

1

From Monday to Thursday, 5 p.m. to 8 p.m. and Sundays from 2 p.m. to 5 p.m.



Phone and text

Students ask our teachers questions by phone or text message.



Chat

The most immediate experience between the student and our teachers. The student can ask questions live in the website's chat room as soon as a difficulty arises.

2

Anytime (7 days a week)



Help Zone

A collaborative space to submit academic questions and offer explanations to peers. Teacher moderators verify and complete explanations 7 days a week.

Understanding online



Concept sheets

Concept sheets offer simple explanations of the academic concepts as outlined in the Quebec Education Program.



Videos

Videos that explain the most difficult concepts for students with examples from typical problem solving situations.

Practice



Video games and applications

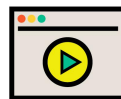
Games and applications that help make lessons more dynamic because we learn better while having fun!



Exercises

Interactive exercises allow students to check their understanding of a concept.

Reviewing for an exam



Live Review

Live Reviews are videos approximately one hour in length wherein a teacher reviews a specific subject area in preparation for exams.



Crash Lessons

Crash Lessons are short tutorials on priority learning, including a 15-minute video with questions to check for understanding.

Our History of Innovation



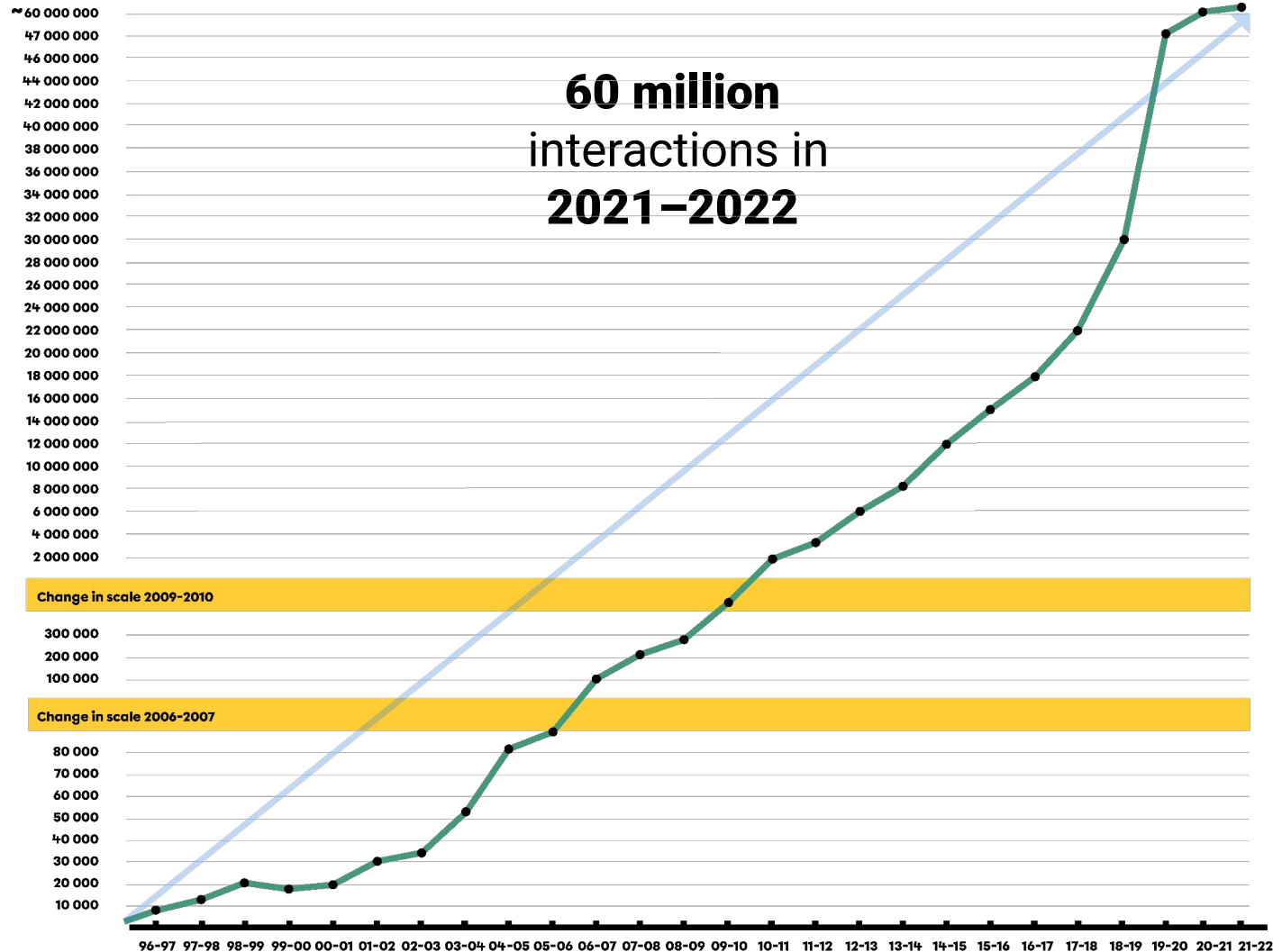
Ever-growing popularity

Number of annual interactions carried out by Alloprof since its creation

WOW

290 000 000
interactions since
Alloprof's creation

60 million
interactions in
2021–2022



Great Achievements 2021-2022



An honour bestowed on Alloprof and its team

Major distinction awarded to our Executive Director

We are thrilled and extremely proud to announce that our executive director recently received an honourable distinction. At a ceremony that took place on May 31, Sandrine Faust was awarded the [Order of Excellence in Education](#).

« Speaking on my own behalf, but also on behalf of Quebec students and their parents, I offer you my most sincere thanks. People like you make a difference in the lives of students, and this merit you receive is a symbol of that.

– M. Jean-François Roberge, Minister of Education »



Youth Digital Literacy Recognition Award

Alloprof also received the [Youth Digital Literacy Recognition Award](#) in the innovation category for its new online platform during MTL connect: Montreal Digital Week, an event organized by Montreal Digital Spring (Printemps numérique).



25 years of building the #alloprofgeneration

Since its inception, Alloprof has helped transform an entire generation by providing more than **290 million educational interactions** and helping more than **1 million students!** The organization has become a real benchmark and a key player when it comes to academic perseverance and success.

Local celebrities get involved with Alloprof

To highlight this occasion, Stéphane Fallu and Marie-Soleil Dion generously donated their time to play a little back-to-school game where they got to test their knowledge in the Help Zone.

"You saved my life"

As part of its 25th anniversary, Alloprof received many testimonials from students, parents, and teachers whose lives have been greatly affected by the organization. Once again, all of this goes to show that staying in school and getting your diploma really does matter!

25 years of ...

Teamwork	Commitment	Innovation	Success
	Perseverance	Dedication	Fun



Alloprof is so much more than a service that helps students with their homework—it's a true social project.



Under construction: A 100% Bilingual Alloprof

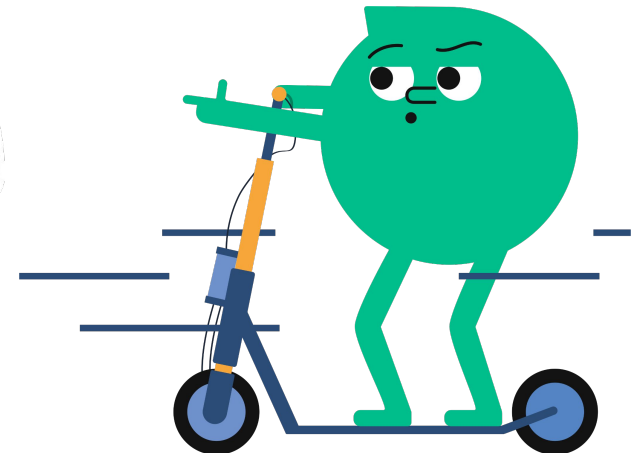
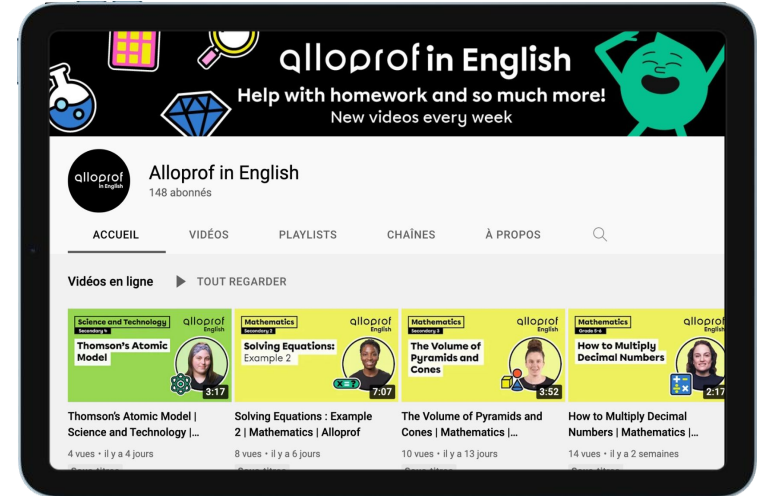
Alloprof . . . in English :)

The [English adaptation](#) of the Alloprof website is going well!

The goal is to give English-speaking students in Quebec the same high-quality experience we offer their francophone peers.

Resources for English-speaking students

- [Ask questions](#) to an English-speaking teacher as part of our tutoring services
- Get explanations to their questions in the [Help Zone](#)
- Watch high-quality videos on our [YouTube channel](#)
- Consult more concept sheets about [science](#) and [mathematics](#)

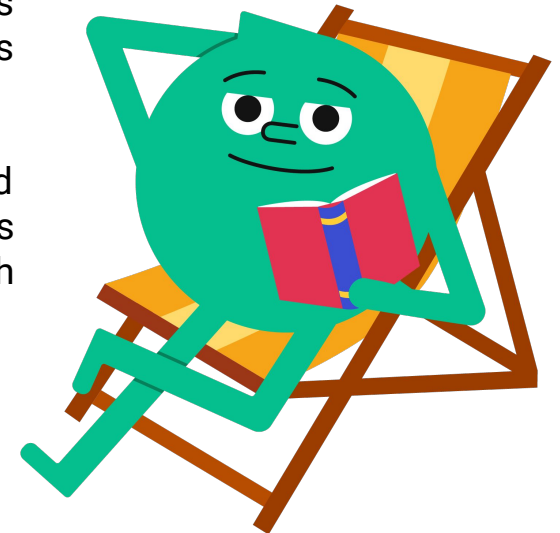


Artificial intelligence to improve students' experiences

Automated personal readers to increase accessibility

In collaboration with the Institut de valorisation des données (IVADO) and software engineering graduates from ÉTS in Montreal, Alloprof has created a tool that generates on-demand audio playback of some texts on its website.

By making it possible to listen to Alloprof's content, this customized solution **enhances learning accessibility** for younger students, students with reading disabilities, and those with limited literacy skills. An English version is coming soon!



An automated system that suggests Help Zone explanations

We worked with Polytechnique Montréal and IVADO to develop an algorithm that has been integrated into the Help Zone (HZ) to provide students with recommendations based on their questions. Now, a student will get immediate explanations related to their question. Alloprof's teachers are notified so that they can provide a personalized explanation as soon as possible.

Some new resources for the return of exams

Hundreds of new pedagogical features for students

Here are a few of our major successes that help students even more:


- Major redesign of geography in French and English as a Second Language.
- Improvement of our resources for younger students in [elementary school](#)
- Development of many Crash Lessons for subjects such as [English as a Second Language](#), [French](#), and [history](#) in French
- Creation of online exercises in several subjects
- And the production of new concept videos on essential knowledges




Our French YouTube channel has surpassed 110 000 subscribers!

Modals: Affirmative Form

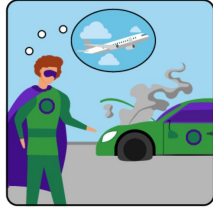
- 1 The modal is an **auxiliary verb** that is placed before the main verb.
- 2 Use the **base form** of the main verb.



"I **can** grow new arms!"



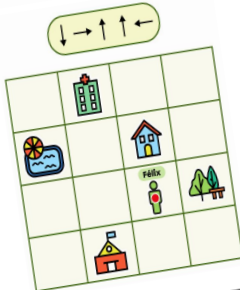
"You **must** wear something else."

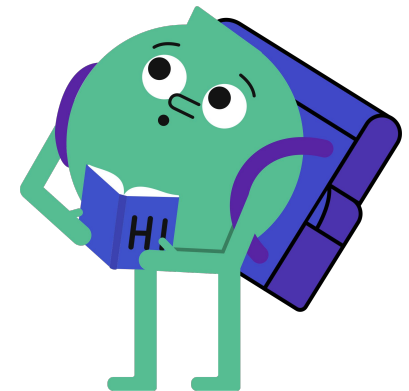


"I **should** get a plane."

Se déplacer dans un plan

- 1 Je repère l'endroit où commence le trajet.
Le trajet commence dans la région où se trouve Félix.





Helping parents too!

Always doing more to support parents

For the past five years, Alloprof has been supporting families with practical resources to help them throughout their child's academic journey.

Our hundreds of articles, blog posts, videos and tools were consulted more than 500 000 times just this past year alone. Our newsletter, Instagram and Facebook page aimed at parents count more than 150 000 subscribers.



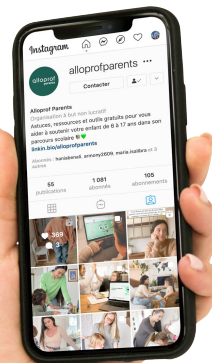
New this year

- Our [Confessions de parents](#) video series is very popular. “Real Parents, Real Stories”, the English equivalent, will be released this year!
- Fruitful content [partnerships](#) with Noovo Moi and Radio-Canada
- Annie’s weekly [radio show on Radio-Canada](#)
- Collaboration with Rythme FM for the creation of Alloprof’s “La petite révision” quiz and radio broadcasts



100% bilingual content

- [Complete adaptation](#) of the Alloprof Parents section of the website into English
- Launch of a [newsletter for English-speaking](#) Quebec parents



New year, new school!

If your child is starting [kindergarten](#), [high school](#), or even [CEGEP](#) and you feel they are struggling with the transition, we can help.

You can find all of our most relevant articles on school transitions in one place.

Developing the “Alloprof Reflex” in the community

Meeting with communities once again

Lulls in the pandemic, efforts we made to adapt to new realities, and the return to in-person conferences, allowed us to once again connect with Alloprof audiences. The feedback we received, including some very touching comments, reaffirms how essential Alloprof is in Quebec school environments!



Meeting Indigenous students

Alloprof travelled beyond La Tuque to the shores of Rivière Saint-Maurice and the banks of Lake Pekuakami (near Roberval in Lac-Saint-Jean), to meet with the Atikamekw community of Wemotaci and the Innu community of Mashteuiatsh. While there, we connected with local players and students to propel the Alloprof Reflex while providing useful resources to use throughout their school career. We see, moving forward, several other mutual collaborations!

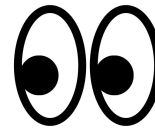


Reaching out to pre-service teachers

This year, **1 800 pre-service teachers** received training on Alloprof resources. With educators facing growing challenges, we shared interactive tools to help differentiate their teaching methods and lesson planning. Many claimed that these resources surpassed their expectations!

The media is talking about us more than ever

Alloprof and academic success, a social project



Alloprof reaches out to families and influencers through articles and major media reports.

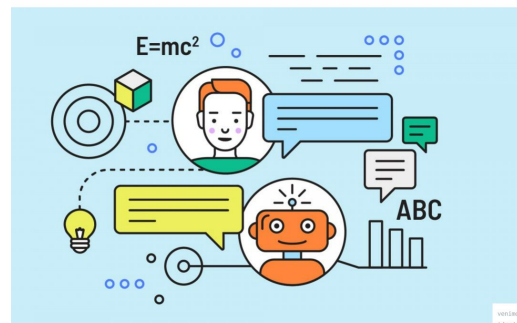
This year, Alloprof had more than **1000 media publications**. Whether it was through the announcement of a study on the impact of its services during the pandemic, new developments in the field of artificial intelligence, major projects in honour of its 25th anniversary, or “Hooked on School Days” events, Alloprof was able to increase the visibility of its initiatives among Quebecers.



L'actualité

L'intelligence artificielle pour aider vos enfants à faire leurs devoirs

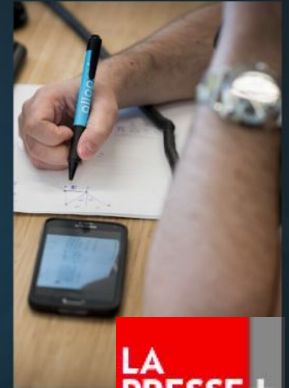
Juste à temps pour la préparation aux examens de fin d'année, Alloprof introduit deux innovations créées par des finissants au baccalauréat en génie logiciel.



Clins d'œil technologiques

Alloprof

Juste retour des choses : Alloprof aide les étudiants, et des étudiants ont participé à l'amélioration de ses services en y injectant de l'intelligence artificielle (IA). Depuis peu, lorsqu'on soumet une question dans la Zone d'entraide, un algorithme l'analyse et trouve la réponse appropriée. Un modérateur humain pourra ensuite la compléter. « L'IA permet de raccourcir le temps de réponse dans plusieurs cas et de donner déjà des pistes d'explication pour que le jeune puisse avancer plus rapidement », précisent à *La Presse* les responsables du site. Et ça fonctionne plutôt bien, nos questions sur l'aire d'une pyramide et le volume d'un cylindre (pratique pour connaître le nombre de litres dans une piscine !) ont trouvé réponse.



LA PRESSE+

POSEZ des questions dans la Zone d'entraide

MONTREAL FAMILIES

FREE ACADEMIC SUPPORT FOR ANGLOPHONES

By Christine Latreille / May 27, 2022 / Views 198 / 0 Comments



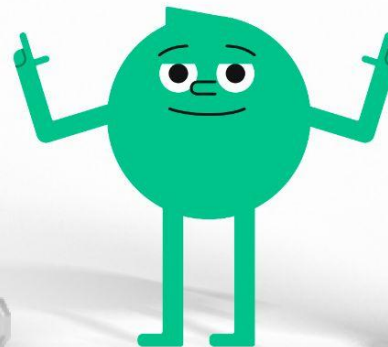
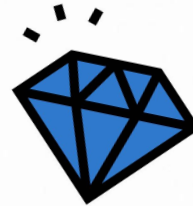
A rich ecosystem of innovation and impact measurement

We collaborate with **market leaders** to analyze and design the **best learning support solutions possible**.

Research and development

Advanced user
experience
solutions

Artificial
intelligence
solutions



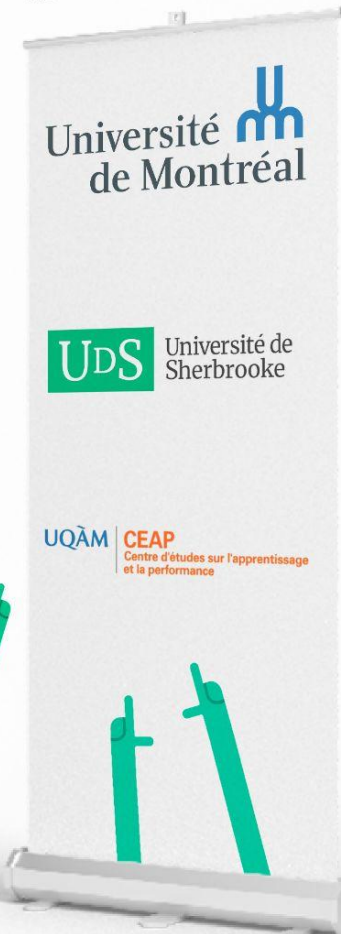
Research and impact

Alloprof's impact
on school
success

Alloprof's impact
on academic
motivation

Impact of Alloprof
games on
learning

Alloprof's impact
on learning
continuity in the
context of
COVID-19



* Specifically, a team of graduates with bachelor degrees in software engineering and in partnership with IVADO and Polytechnique Montréal, under the supervision of lecturer, Lévis Thériault.

The people behind Alloprof



Good evening, I hope you are doing well. I am not asking you to help me today. I am simply here to thank you. Thank you for doing everything you can to help young people in need. I think this is a remarkable feat on the part of your entire team.

- A grateful student

Our pedagogical team

Our tutors

Our tutoring team consists of 200 tutors with varied but complimentary experiences and competencies, devoted to helping students and their parents in all subjects and at all levels. Our team includes:

- **Educators** holding a teaching certificate, or on the road to one, who directly answer questions posed by students and their parents
- **University students** who lend a hand to our educators as moderators in the Help Zone. They are available seven days a week, guaranteeing that students receive complete, accurate, and timely answers.

Educational content production team

Composed of several teachers, our educational content production team ensures that all content is adapted to the Progression of Learning and to the Quebec Education Program.

Patricia

Tutor in science
and technology



Ashley

Help Zone Moderator



George

Producer of content
in science and technology



The site was a big help
for remote exams.
A+ for Alloprof!

- **Raphaëlle**

Thank you for this video!
I watched it because I had a test
the other day, and I got 100%! :)
Thanks a million!

- **Shahd Sultan**

Our professional team

Our great Alloprof team

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

Meet the members of [our team](#)!

«  Thank you so much for helping me with my exercises. Your explanations are clear and your examples help me a lot. »
- Touti Arij



Our Board of Directors



Jacynthe Côté
Chair of the board,
Corporate director



Brigitte Hébert
Executive
Vice-President,
Employee Experience,
National Bank



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



Alexandre Synnnett
Executive
Vice-President and
Chief Technology
Officer,
CDPQ



Marie Michelle Pathy
Board member,
Pathy Family
Foundation



Isabelle Gadbois
Remedial/Resource
Education Specialist



Rémi Asselin
Director of
Information
Technology,
City of Terrebonne



Marie Collin
President and CEO,
Télé-Québec



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



Thierry Dorval
Senior Partner,
Norton Rose
Fulbright



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

A family of partners, for whom we are truly grateful!

A+

Québec 

RioTinto

 **Desjardins**
Foundation



A



KALEIDO

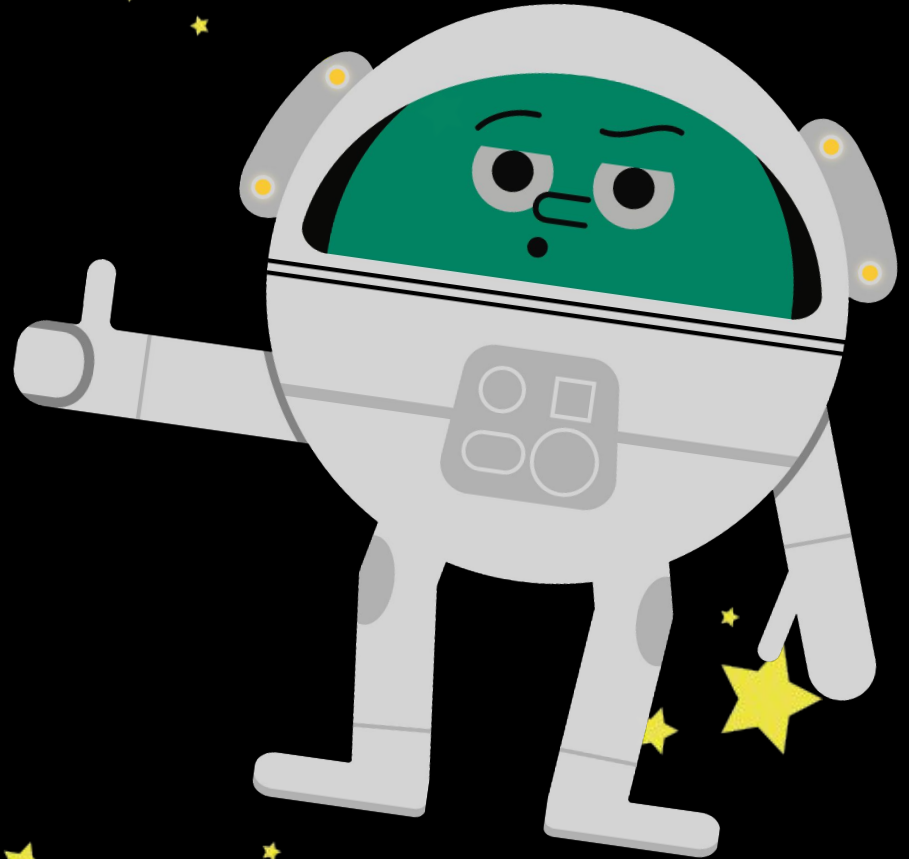


B+

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

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

Our Aspirations



We strive to help more young people more often

Alloprof is a **social impact project** that brings together people and organizations from all walks of life who want to contribute to making a better world through education.

Even if the pandemic has weakened certain indicators of academic success, it has, on the contrary, strengthened our commitment to young people and to our society. With our partners, we are hard at work to improve Alloprof:

- ➡ by optimizing the use of **our data and our knowledge of users**
- ➡ by **adapting technologies** that have the potential for great impact, such as **artificial intelligence**
- ➡ by enriching the **range of our educational resources**
- ➡ by augmenting support for **students in great difficulty**
- ➡ by stimulating **peer support** and **school-family collaboration**

These efforts will bring us closer to our primary objective:
to help all students in Quebec overcome their difficulties as soon as they arise.




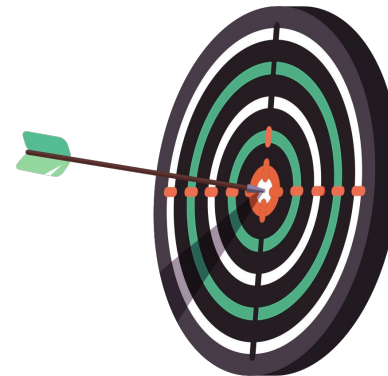
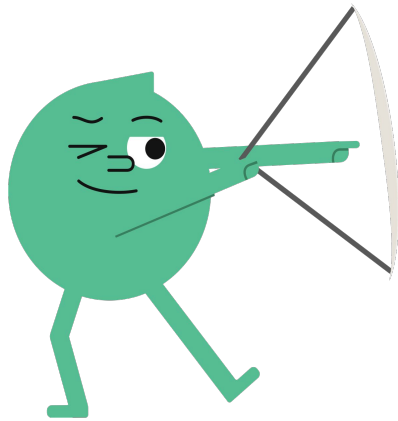
We strive to help more young people more often


Our targets now to 2025

To increase the scope and effectiveness of the help it provides, the organization's goal is to be every student in Quebec's best friend—the service that is always there to support them whenever they need to consolidate something they have learned. This goal will be measured using two key performance indicators, which we will achieve annually by 2024–2025.



	Reach: +45%	Intensity: +66%
Today, 2022	550 000 students	60 M educational interactions
Tomorrow, 2025	800 000 students	100 M educational interactions





«
Your videos and virtual library
content helped me so much when
I had to learn everything I missed in
school after I had major surgery
a few months ago. Thank you
for coming up with core concepts
to master for September!
»

- Jade

alloprof