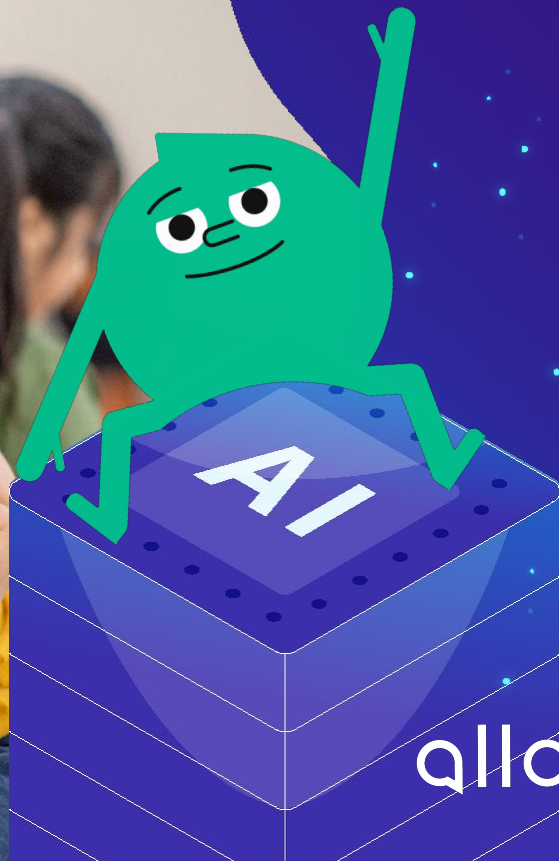


Annual Report

2022-2023



alloprof

Who we are

Mission

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

Our North Star



Giving every student the power to succeed by combining the best of pedagogy and technology.

Impact

Alloprof helps improve students' **academic performance** while reducing failures and dropouts.

Our values



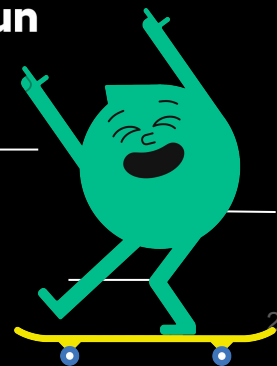
Commitment



Innovation



Fun



A continuum of Alloprof's success



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

Ever-growing popularity

Challenge

1996

Reduce Quebec's dropout rate
- Estates General on Education
1995-1996

2002

Provide self-serve
resources for more
autonomous
students

2005

Engage students
in supervised peer
support

2008

Make basic lessons
and concepts fun
to learn

2009

Use the power of
audiovisual content to
explain most-requested
concepts

2013

Help students
improve their
study habits

2014

Provide an alternative
to over-the-phone
tutoring



Creation of Alloprof
a comprehensive
telephone help service

**Virtual
library**

**Alloprof
forums**

**Educational
video games**

Alloprof YouTube
channel and its first
educational videos

**New customizable
web platform**

**Help via
text message**

Solution

Challenge

2023

Tailor the experience
to each student's
learning challenges

2022

To support 100 000
Anglophone
students across
Québec

2021

Increase support for
vulnerable and
remedial students

2020

Improve support for students with more
serious learning disabilities
Minimize the impact of imposed health
measures on learning continuity

2018

Meet the review
needs of students
preparing for
end-of-year exams

2016

Meet the growing
demand for
science help



**Intelligent
recommendations
and speech
synthesis**

First phase in the
**adaptation
into English**

Chat service, Help Zone,
and **Crash Lessons**

New smart web platform

Core Concepts (priority topics)
and extended tutor availability

Live Reviews,
interactive reviews
covering broad subject
areas

**Opening of a third
centre in Saguenay**
dedicated to science

Solution

Innovation for academic success

Innovation and new technologies have always been at the heart of Alloprof's activities. Now, we're looking at how artificial intelligence (AI) can open up exciting new avenues for education. For Alloprof, one of the most interesting applications of AI is its ability to analyze and understand students' difficulties and offer them educational content and tools tailored to their needs. We can now look forward to offering a personalized learning experience and helping even more students.



Jacynthe Côté and Sandrine Faust
President and Executive Director

To harness the best of new technologies to assist students, Alloprof has called upon numerous high-level partners and experts. We believe that by combining, for instance, current AI technology, recognized teaching methods, and our teachers' expertise, we'll be able to offer young people the most relevant and effective tools to help them master the French language and acquire key skills for their academic journey.

At a time when the Quebec education system is facing many challenges, Alloprof aims to support those who care about the academic success of children and teens. Our team has redoubled its efforts to provide education specialists with effective tools and inspiring resources to make lesson and homework planning easier. More parents are also taking advantage of our practical tips. When students have support both at home and in the classroom, they can progress by leaps and bounds.

It takes a village to help a child succeed at school. Thank you to our partners, board members, and the incredible Alloprof team: You make it all possible!



Here to help students, every step of the way

We help

550 000
students



We provide

150 teachers
and **100 000**
pedagogical
resources



We Offer

60 million
educational
interactions per year



An unparalleled organization in Quebec

Alloprof has an excellent reputation
and is well integrated into the school ecosystem



Familiar:

An impressive **91 percent** of students, parents, and teachers know about Alloprof

Accessible:

Alloprof is available **24/7** everywhere in Quebec

Personalized:

A range of services available to assist the student based on their level of difficulty

Professional:

Our team is made up of **150 teachers** and education professionals

Economical:

Each educational interaction costs only **\$0.15**

Relevant:

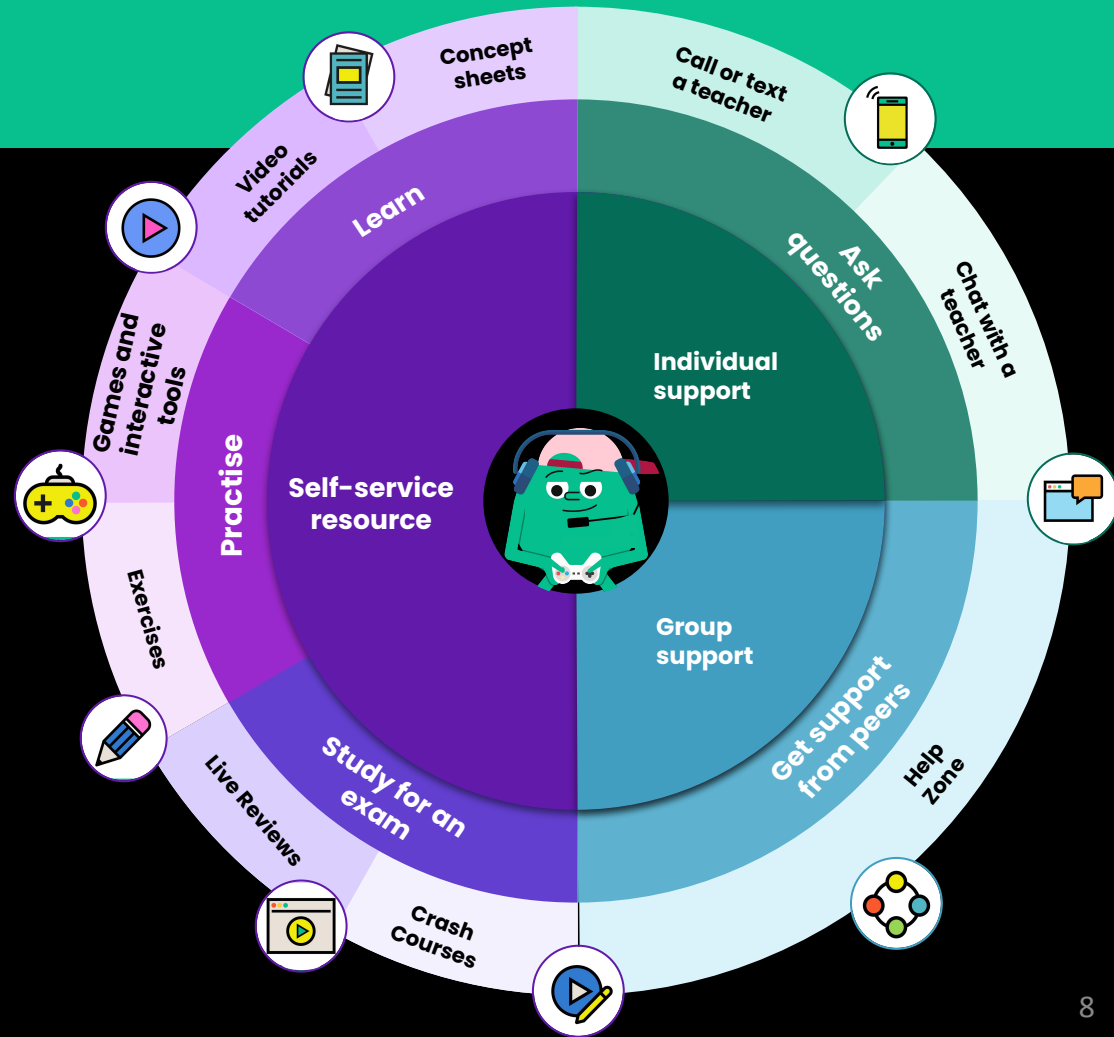
Hundreds of thousands of students and parents use Alloprof, and **90 percent** recommend us

Alloprof is the only organization that offers tailored academic services to **elementary** and **high school students** throughout Quebec, in all school subjects, and is **available 24/7**. Plus, it's **completely free!**

Providing a 360° student safety net

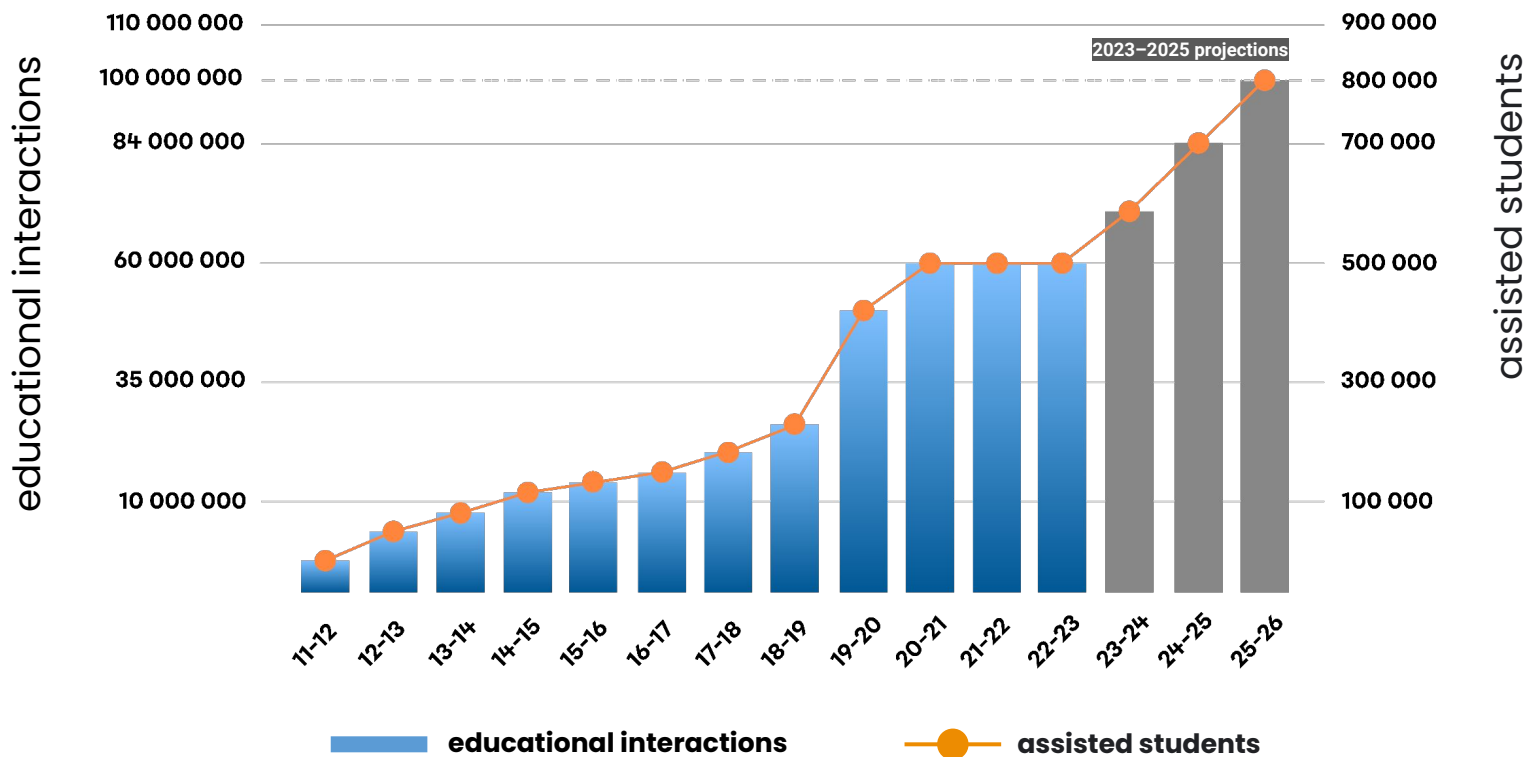
"Thank you
so much for your
help once again.
What a stroke of luck
that you're here!"

- Audrey Harvey,
mom



An increasing number of students with more significant school-related difficulties are using our services

Number of educational interactions with Quebec students



WOW
800 000
students
will be helped
2025-2026



Great Achievements 2022-2023



10

An honour bestowed on Alloprof and its team ✨

Major distinction awarded to our Executive Director

This past June, Sandrine Faust was named **Chevalière of the Ordre national du Québec** in recognition of her outstanding commitment and achievements in the field of education.

This incredible honour is a testament to the major impact Alloprof has had on the academic success of Quebec's young students. With Sandrine at the helm, we've been able to develop an innovative, accessible platform that empowers students and jumpstarts their motivation to learn. Thanks to Sandrine's unwavering commitment to education, Alloprof has become a key player in Quebec's educational landscape.



CCMM Excellence in AI Award

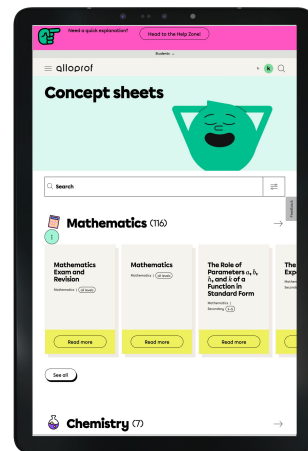
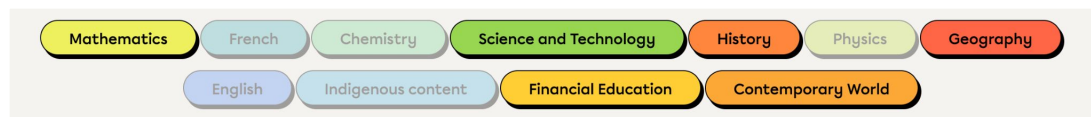
Alloprof is proud to have been nominated in the "Best integration of AI into a product/service or business process within an SME or NPO" category of the Quebec Excellence in AI Awards, presented by [the Chamber of Commerce of Metropolitan Montreal](#) at [C2 Montréal](#).



More and more services for the English community

English translation of Alloprof concept sheets

At this time last year, only two subjects were available in English on our website. Today, we're proud to be able to offer the English-speaking community educational content in nine subjects—seven more than last year!

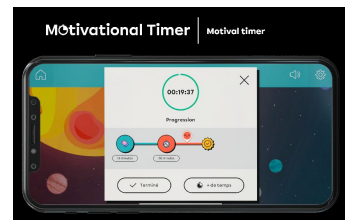


Learning through play in English

Over 250 exercises have been added to the site so that students can practise what they've learned in class.

Our game, Solitary Reaction, designed to help Secondary IV students learn to balance chemical equations, and our Motivational Timer have been adapted into English this year.

Our very popular game, Book of Spells (Grimoire,) is next on our list. By the end of 2023, an English version will be available, showcasing several exclusive stories by English-speaking Quebec authors.



Alloprof Parents and Alloprof Teachers are now 100% bilingual!



Strong ties with the English-speaking community

In an effort to build strong relationships with **English-speaking students, their families, and their schools**, Alloprof has partnered with local players to launch a number of major initiatives and targeted outreach efforts. We've been working to introduce the English community to our resources and learn about their specific needs, with the goal of becoming an indispensable ally.

- For example, **presentations and discussions** have been organized with various stakeholders in the English-speaking education community, including:
- The Director Generals Table of the English school boards
- Educational services teams
- Parent committees

alloprof parents

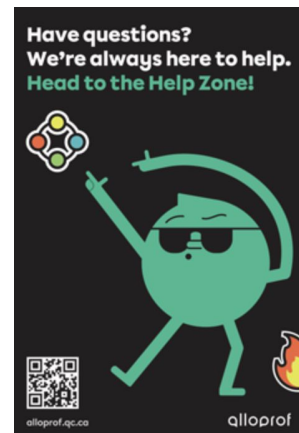
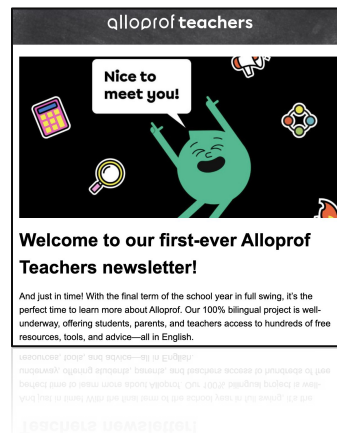
Everything you need to help your child throughout their academic journey.

Tips, tools, tricks... and professionals who will answer your questions for free!

Visit the Alloprof website

"I understand everything now! I'm so happy! Thank you so much"
- student

WOW



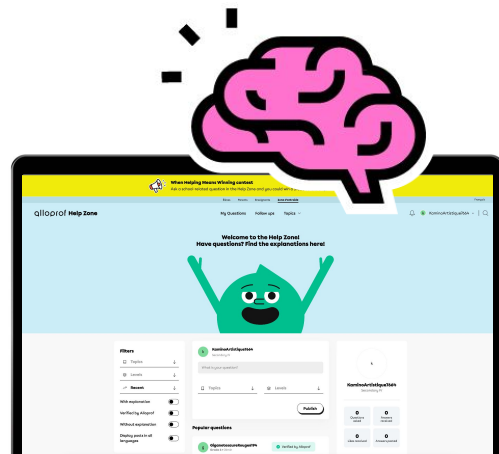
How AI can benefit students

More efficient, student-friendly intelligent search

Coveo, a Quebec company, is helping Alloprof set up and optimize a state-of-the-art search engine. In particular, these developments have improved the correction of misspelled terms, as well as the filtering and display of search results. Now, students can more swiftly and easily find answers for their questions on Alloprof's different platforms!

To find explanations more quickly in the Help Zone

In order to expedite access to high-quality pedagogical explanations, Alloprof has integrated a recommendation engine that identifies the student's needs by analyzing their question, and then suggests up to three pieces of content from the Alloprof website that best addresses their question.

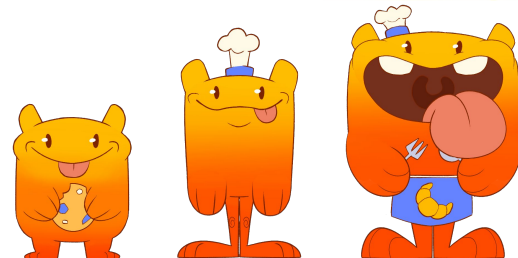
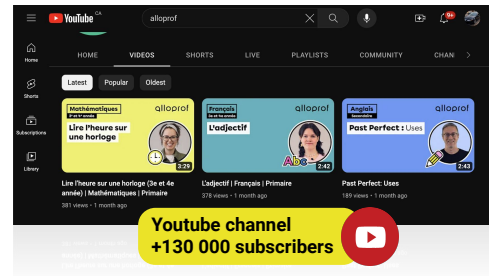


Our ultimate goal is to provide instant answers to 100% of student questions.

Effective pedagogical innovations

Hundreds of new resources for students

- **Two new interactive exercises** to practise vocabulary and decimal addition and subtraction
- **New online exercises** on the [French](#) and [English](#) sites
- **A new video concept:** “[Explain your example](#)”
- [New geography concept](#) videos
- [Printable versions](#) of some key concepts
- **An updated version of our reading game, Grimoire,** featuring three new books



Alloprof and Flo arrive on TikTok

Launch of our TikTok channel

To connect with, entertain, and support students, a TikTok channel was launched in fall 2022, generating nearly **270 000 educational interactions** during the school year. Our end-of-year exam review videos have been especially popular!

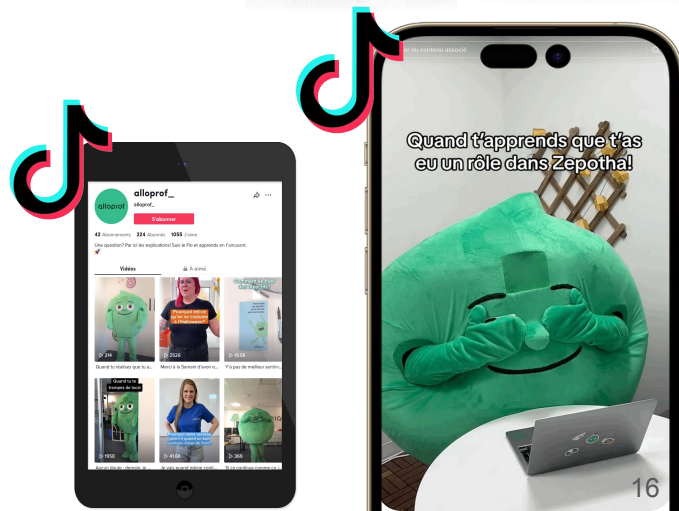
Alloprof's first mascot

Flo is the new face of Alloprof! This quirky character was **created to showcase our brand and strengthen our connection with young students.**

Flo already has quite the fanbase on TikTok, starring in a series of videos about school life. Our cheeky mascot may soon be travelling through Quebec to chat with students. Stay tuned!

WOW

A+



Alloprof is here for parents



Alloprof Parents, an A+ to help families

The support provided by parents during a young person's educational journey can play a key role in their success. Alloprof offers a plethora of tips, resources, and solutions for the various challenges parents may encounter

More than 1100 bilingual blog posts, articles, and tools—viewed over 700 000 times in the past year!—can be found in our Alloprof Parents section.

Expert advice for parents

**New additions
2022-2023**

To better support parents and address their concerns, Alloprof has created new video capsules with expert advice and organized a series of live events (Facebook Live.)

The organization also collaborated with Noovo Moi during a major campaign in Montreal subway stations aimed at more vulnerable parents, in addition to participating in Radio-Canada's podcast, Ohdio [Survivre aux devoirs : vos questions à Alloprof!](#)



"Thank you for all these great ideas. Now, I'll be able to help my teenager without him even noticing!"

— A mother who attended a Facebook Live event on April 26, 2023

Parent Questions

alloprof
parents

**Promoting
academic
success after a
separation**



Survivre aux devoirs : vos questions à Alloprof
ici.radio-canada.ca • Lecture de 1 min



Teachers, our best allies

Teachers are ideal Alloprof ambassadors. They're well aware of their students' difficulties and can act as intermediaries to help Alloprof support those who need it most.

Launched in the fall of 2022, the [Teachers section](#) of the Alloprof website is already a hit! We offer a multitude of ideas and resources in both French and English to lend a helping hand to teachers.

Practical, popular tools

Some of our most popular resources include:

- Scavenger hunts designed to introduce students to Alloprof's services
- Printable posters on challenging concepts (e.g., literary devices)
- Review guides
- Ready-to-use educational activities
- Our best resources for early career teachers

Supporting the next generation of teachers

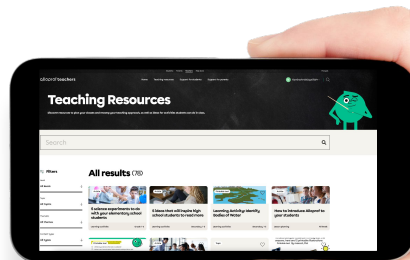
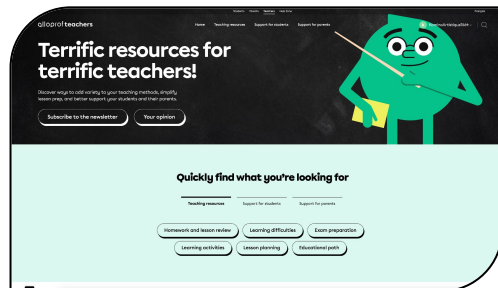
Our team always enjoys showing future teachers how to use Alloprof resources in the classroom. This year, we visited every university in Quebec offering a teaching certification and spoke with **1700 future teachers**.

Nearly **30 000 teachers** subscribed to our newsletter

Teachers with Alloprof accounts in **over 50%** of Quebec schools



95% of these teachers-in-training planned to use **Alloprof** in the classroom to make lessons more exciting and engaging.

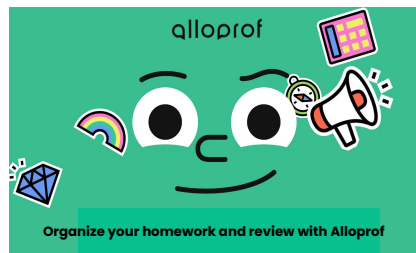
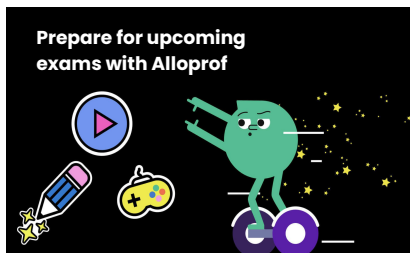


"What you do is invaluable! Thank you for all your services. You're my favourite resource and I recommend you to everyone!"
- A young teacher

Hands-on student outreach initiatives

More engagement and interactivity

Alloprof continues its on-site efforts and renews its virtual and in-person presentation offerings. For instance, the new workshops include quizzes and tips on organization and study habit



More intensive support during summer classes

Alloprof visits to schools during summer classes have encouraged students who are struggling to use its services. This year, **twice as many students** were reached.

During the summer, the organization was able to provide more than 574 000 educational interactions on its platform, and its teachers were able to directly answer 1000 academic questions.



Support for Indigenous communities

Meeting Indigenous students

To introduce Atikamekw and Innu students to Alloprof's best resources, our team travelled through the spruce forests of Haute-Mauricie, then along the shores of the Pekuakami (Lac Saint-Jean) to meet them in person. Through storytelling, interactive quizzes, and online games, the students were introduced to Alloprof's many tools.

A new story

By partnering with Puakuteu, an Indigenous non-profit in Mashteuiatsh, we were able to add the first Innu story to our reading game, Book of Spells, in Nehlueun—the language of the territory. In French, the story is called "[Shimun, le lutin des bois](#)"!



“Wow! I can even use Alloprof at night!”

– An impressed student

Alloprof in the media

Alloprof's impact has resonated with families across Quebec thanks to over **800 news articles and write-ups** showcasing our work. Here are just a few examples.

AI generates buzz

Alloprof's integration of **AI in our Help Zone** has gotten national media attention and was even covered by more specialized news outlets. [CScience](#), for instance, featured [Alloprof in their special report on teaching in the digital age](#).

Hot topics, essential services

Some Alloprof projects that made headlines were our summer school outreach initiative, our guide to managing back-to-school stress, and our new French tools, such as [Grimoire](#) and our [vocabulary exercise](#).

A weekly radio show on Radio-Canada

All year, Alloprof spokesperson Annie Harvey has been helping parents by sharing the best Alloprof tips on Radio-Canada Estrie. In all, the show had 40 segments!

Métro

5 projets québécois d'IA qui pourraient changer nos vies



Summer school and exam retakes: Alloprof representatives double their impact



RADIO-CANADA



Examens de reprise: Alloprof ne prend pas de vacances



Leaders join forces for education

Partnerships with **leaders in the education** sector to create and implement the **most effective solutions**.



The people behind Alloprof



Our educational team

Our teacher and moderator team

Our **150-person tutoring team** is dedicated to the academic success of elementary and high school students. Thanks to their exceptional skills and in-depth knowledge, they're able to break down school concepts into simple, straightforward explanations. Our tutoring team includes:

- Teachers who have or are in the process of obtaining a teaching certificate. They reply directly to questions asked by students or parents.
- **Academics** who help our teaching team **moderate the Help Zone**. Available seven days a week, this team ensures that students receive complete, accurate, and timely explanations.

Pedagogical content development team

Our educational content production team is comprised of passionate teachers who are experts at **synthesizing academic concepts and writing clear, accessible texts**. Curious, attentive, and quality-focused, this team ensures that all our content is adapted to the progression of learning under the Quebec Education Program.

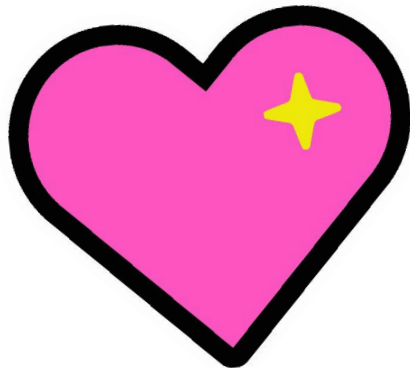


Our professional team

The incredible Alloprof team

Our team is an ideal mix of diverse, qualified professionals who are willing to go above and beyond to help young people succeed and provide parents with support.

Get to know our members [here!](#)



Our Board of Directors



Jacynthe Côté

President of the Board,
Chair of the RBC board



Brigitte Hébert

Treasurer of the Board,
Executive Vice-President,
Employee Experience,
National Bank



Rémi Asselin

Director of Information Technology,
City of Terrebonne



Marie Collin

President and CEO,
Télé-Québec



Thierry Dorval

Senior Partner,
Norton Rose Fulbright



Isabelle Gadbois

Resource Education
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Éric Lamarre

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Marie Michelle Pathy

Board member,
Pathy Family Foundation



Alexandre Synnott

Administrator



Érik J. Ryan

Executive Vice President,
Strategy, Marketing and
External Relations
AtkinsRéalis



Maxime Savignac

Administrator



Yves Michel Volcy

General Manager,
Centre de services
scolaire de Laval

A family of partners who we thank!

First in class



A+



A



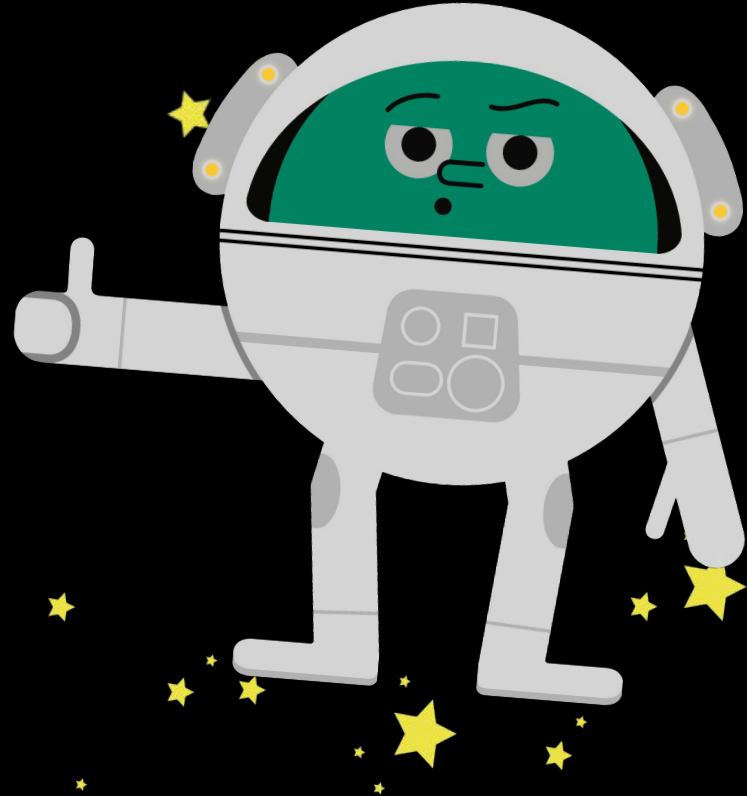
Fondation



B+



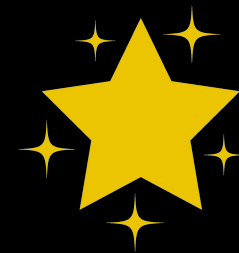
Our ambitions



Our North Star



Giving every student the power to succeed by combining the best of pedagogy and technology.



Our key objectives

School year	22-23	23-24	24-25	25-26
Reach - No. of students assisted	550 000	600 000	700 000	800 000
Volume - No. of educational interactions	60 000 000	69 000 000	84 000 000	100 000 000

Alloprof, a trusted partner for tomorrow's students

Alloprof works to ensure that students:

- Have access to around-the-clock personalized school support, free of charge
- Enjoy an engaging experience that motivates them to overcome hurdles
- See progress and gain confidence in their abilities
- Get better grades



At the crossroads of education and technology

To ensure that students are offered the best, most relevant solutions, Alloprof:

- Co-constructs solutions with stakeholders, including students, teachers, resource teachers, and parents
- Consults with Quebec researchers and experts when developing new content
- Partners with major players in the technology sector
- Follows best practices in regard to the privacy, safety, ethics, and educational purpose of our solutions
- Measures the impact of solutions on academic success
- Continuously improves solutions to enhance their efficacy





Thank you so much
for your **help** and your **website**
that has everything you need to
understand different school
subjects!

I'm so **grateful** for your support:
I **passed** my French and English
classes thanks to you!



– Marianne

Commentaires et témoignages positifs 2022-2023

Merci beaucoup pour votre aide et votre site web avec tout le nécessaire pour mieux comprendre certaine choses à l'école je vous suis reconnaissante! J'ai passer mon français et mon anglais grâce à l'aide de votre site web! -**Marianne Benoit**

C'est pas relié à la vidéo, mais vous m'avez beaucoup aidé tout au long de mon parcours scolaire et je voudrais vous remercier pour votre travail

Merci infiniment pour votre aide une fois de plus. Une chance que vous êtes là! - **Audrey Harvey**

ENFIIIIIIIIIIINNNN J'AI COMPRIS!

Yo je vous adore! Grâce à
bonnes notes a l'école! **Mal**

Bonjour, je voulais simplement remercier
s'Appelle Laurence. Grâce à elle j'ai eu
Et merci à AP pour avoir créé cette plateforme
Laurence m'a beaucoup aidé je tiens à la remercier

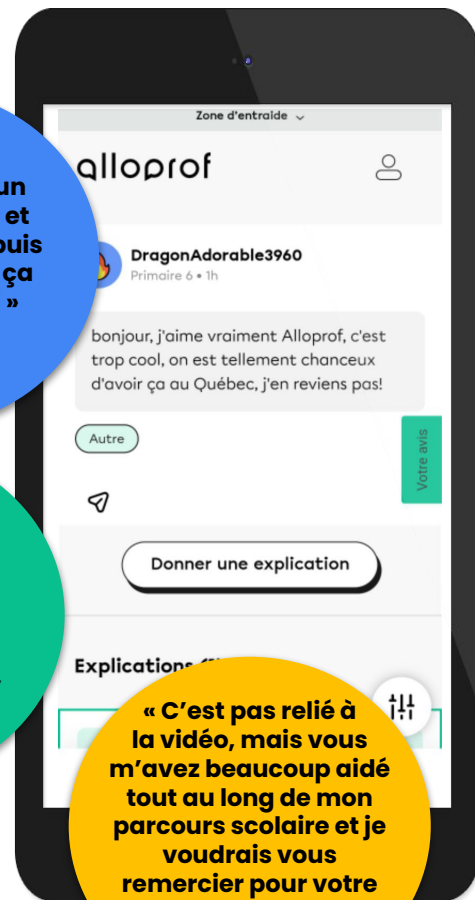
« Wow un beau concours! Je fais un DEP en secrétariat et j'utilise alloprof depuis au moins 10 ans et ça me sert encore 😊 »
- Maggy

Bonjour, je voulais simplement remercier une prof de math qui s'appelle Laurence. Grâce à elle j'ai eu 100% à mon examen de math. Et merci à AP pour avoir créé cette plateforme pour nous aider. Laurence m'a beaucoup aidé je tiens à la remercier!

- Un élève reconnaissant

**« Merci infiniment
pour votre aide une
fois de plus.
Une chance que
vous êtes là! »**
- Audrey Harvey

« C'est pas relié à la vidéo, mais vous m'avez beaucoup aidé tout au long de mon parcours scolaire et je voudrais vous remercier pour votre travail »
- Shanny

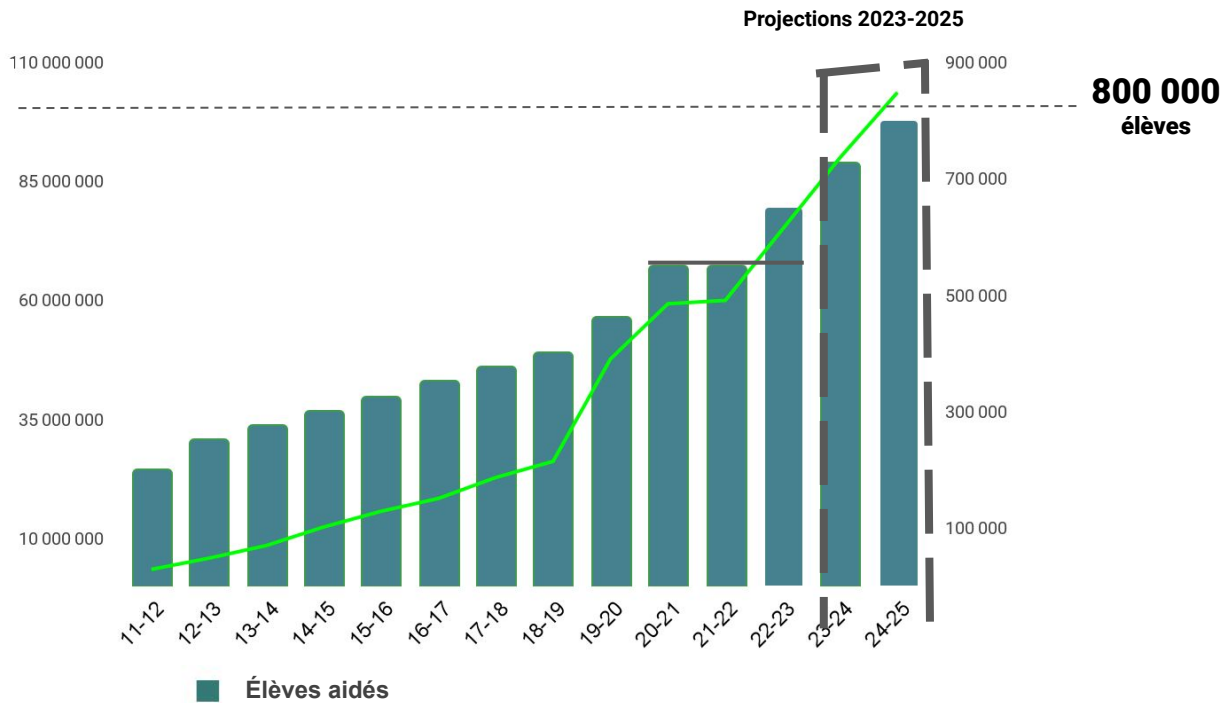


Année scolaire	22-23	23-24	24-25	25-26
Nombre d'élèves aidés	550 000	600 000	700 000	800 000
Nombre d'accompagnements	60 000 000	69 000 000	84 000 000	100 000 000
Taux accompagnements/élève aidé	109,0909091	115	120	125

Plus d'élèves, qui ont des

Nombre d'accompagnements et d'élèves aidés au Québec

100 000 000
d'accompagnements



WOW

800 000
élèves
seront aidés en
2024-2025



Notre étoile polaire



Donner à chaque élève le pouvoir de réussir en conjuguant le meilleur de la pédagogie et de la technologie.



Nos grands objectifs

Année scolaire	22-23	23-24	24-25	25-26
Portée - Nbre d'élèves aidés	550 000	600 000	700 000	800 000
Intensité - Nbre d'accompagnements	60 000 000	69 000 000	84 000 000	100 000 000
Ratio - Taux accompagnements/ élève aidé	109	115	120	125

Nouveautés
2022-2023

Des événements en direct pour les parents

Lancés en novembre dernier, nos événements en direct ont permis à des milliers de parents de profiter de judicieux conseils pour accompagner leurs jeunes sur des thèmes tels que *Transformer les défis scolaires en réussite* ou *Comment garder sa motivation à la mi-année scolaire?* De belles occasions pour les parents de partager leurs préoccupations et poser leurs questions en direct.

« Merci de toutes ces belles idées. Cela va m'aider à aider mon ado sans en avoir l'air! »

– Une mère ayant participé
au Facebook Live du 26 avril 23

Partenariats de visibilité gagnants

Alloprof a collaboré avec Noovo Moi pour une grande campagne visant à donner des trucs aux parents dans les 68 stations de métro de Montréal.

L'organisme a aussi participé au nouveau balado de Radio-Canada Ohdio [Survivre aux devoirs : vos questions à Alloprof!](#) animé par Jonathan Roberge. Sa contribution? Une capsule de trucs pratiques intégrée dans chacun des 10 épisodes.

