

# Annual Report

2023–2024

alloprof



# Dreaming Big for Our Youth

Throughout the 2023–2024 school year, we consolidated and enhanced our **research and development efforts**. With the steadfast goal of **better supporting our students**, we leveraged our extensive expertise to improve specific tools and services. Most importantly, we worked to lay the foundation for **structuring educational technology initiatives**. Our priority remains unchanged: to give every student the power to succeed by combining the best of pedagogy and technology.

By harnessing the latest developments in artificial intelligence, our research and technology development team has worked hard to imagine **intuitive and effective digital tools** designed to address the **varied needs and learning challenges** of Quebec students. These initiatives go beyond mere technological additions; they represent our commitment to unlocking each student's potential and enabling them to achieve their dreams!

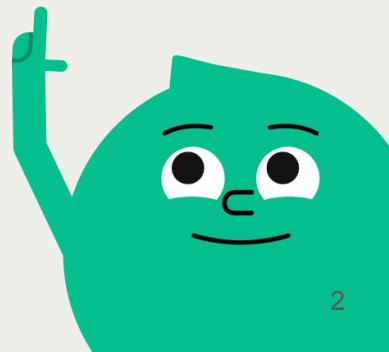
This progress would not have been possible without **the unwavering passion and commitment** of our team, along with the **support of longstanding partners, donors**, and several new allies. Together, we are doing much more than helping students with their homework: **we are inspiring, we are motivating, and we are building a future** where every student has the tools they need to succeed.

The future looks bright. **Let's keep dreaming big and working hand in hand** to give our youth all the educational support they deserve.



**Jacynthe Côté and Sandrine Faust**  
President and Executive Director

*Jacynthe and Sandrine*







At the **Forefront** of Helping  
Young People **for 28 Years**



# Students: At the Heart of Our Mission



## Mission

Alloprof **helps Quebec students** turn their **academic challenges into success stories** by offering **professional, stimulating** educational support **free of charge**.

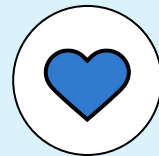
## Guiding Star

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

## Impact

Improve students' academic **performance** while reducing **failure rates** and **dropouts**.

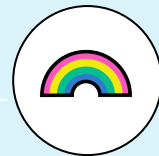
## Our Values



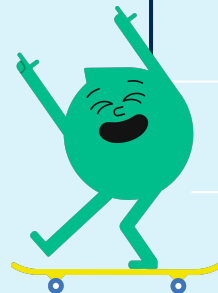
Engagement



Innovation



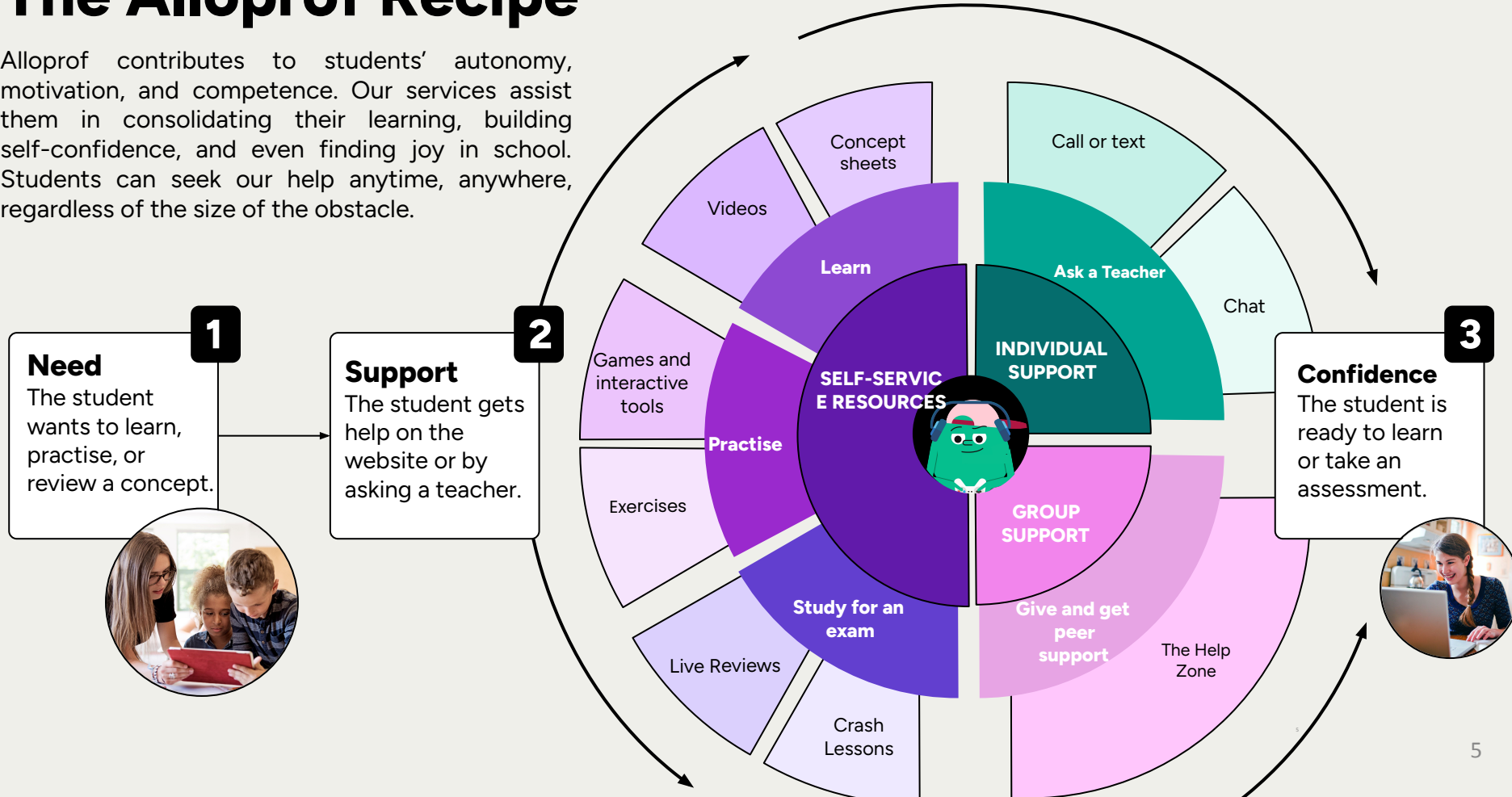
Fun





# The Alloprof Recipe

Alloprof contributes to students' autonomy, motivation, and competence. Our services assist them in consolidating their learning, building self-confidence, and even finding joy in school. Students can seek our help anytime, anywhere, regardless of the size of the obstacle.



# Always There



## We help

**550,000**  
students

**91%**

of students, parents, and  
teachers know about  
Alloprof

## We provide

**105** teachers  
and **150,000**  
educational  
resources

**No. 1**

we are the top-rated teaching  
support platform among  
teachers

## We facilitate

**60 million**  
educational  
interactions per year

**92%**

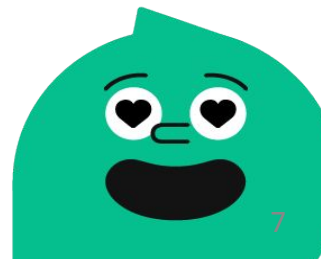
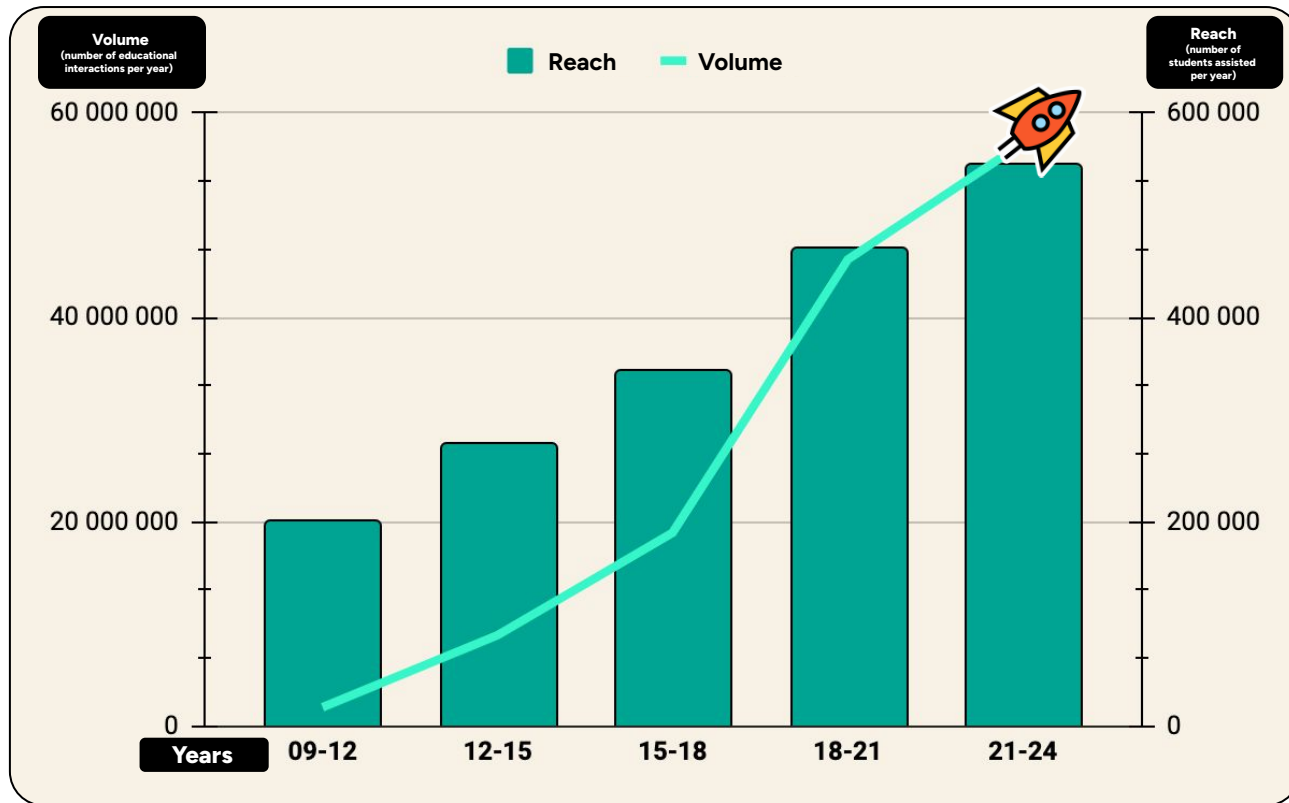
of students and parents are  
satisfied with our services

**2/3**

of parents believe Alloprof has a  
real impact on their child's  
academic success

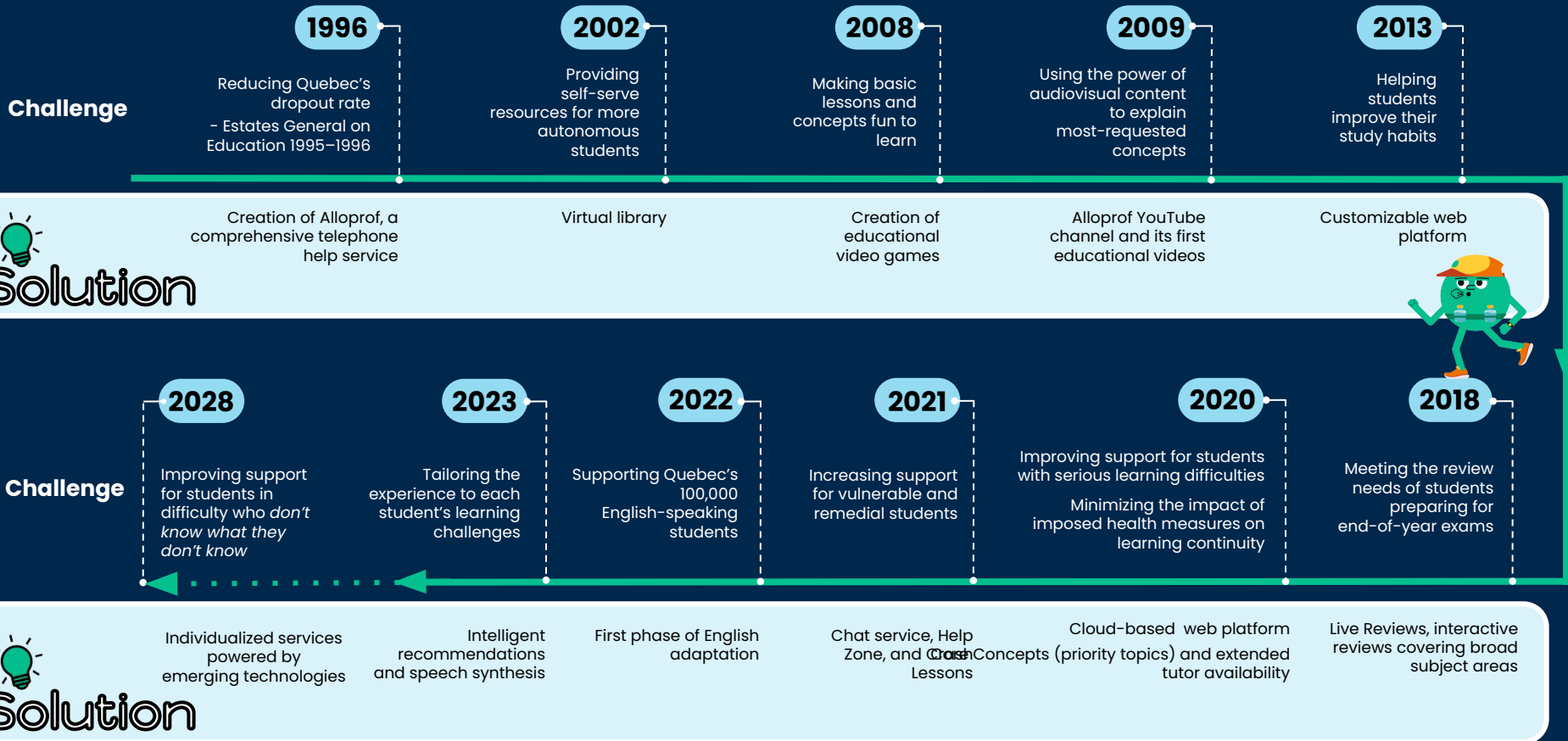
# Supporting more students, more often


A growing impact with a focus on those students most in need





# Alloprof, a History of Heart and Innovation



A young girl with dark skin and braided hair, wearing a white ribbed shirt, is smiling and raising her right hand in a classroom. In the background, other students are also raising their hands, and a green bulletin board with various papers is visible. A large, dark circular graphic with yellow stars is overlaid on the left side of the image.

# Major Achievements in 2023–2024

# Even Better Support for Elementary Schoolers!

## Helping Elementary Schoolers is an Investment in Their Future

Elementary school is a crucial step in a student's educational path. By encouraging the use of resources like Alloprof from an early age, we can build a solid foundation that will support their success throughout their academic career.



## New Resources Designed for Our Youngest Students

In response to popular demand, we have released 200 exciting new resources specifically tailored for elementary school students, including concept sheets, videos, and exercises!



## Magimot, a Spelling Game

The new version of Magimot allows students to practise spelling independently, boosting their confidence and progress.

The impact of this new version is significant: in just **2 months**, students have already enjoyed learning **2 million words**!





# Even Better Help for Teens

## Helping High School Students Turn Their Challenges into Successes!

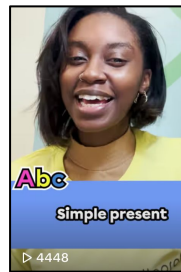
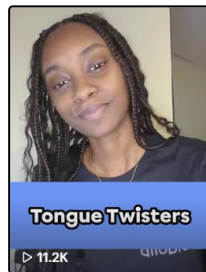
The majority of school dropouts are caused by an accumulation of difficulties.

At Alloprof, we firmly believe that with the right support, every challenge can be overcome. That's why we continually innovate to help high school students overcome obstacles as they arise, enabling them to reach their full potential with confidence.



## Reaching Students Where They Are with New Videos Designed for Social Media

- [Educational videos](#) on TikTok!
- [Pro tips](#) that clearly explain grammatical concepts
- [Explain your example to me](#): inspired by the explicit instruction approach



## New Exercises to Help Them Feel Prepared!

What high school students want is very simple: good grades! To support this, our teachers have created hundreds of new exercises to help them practise until they feel ready to take their exam.

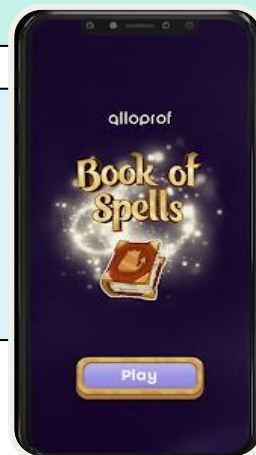
# Alloprof is Here for English-Speaking Students

Alloprof's ambitious English-language adaptation project, launched in 2021, aims to provide English-speaking students with the same high-quality educational resources as their French-speaking peers. Today, we offer a wide range of bilingual resources, ensuring that every student, regardless of their language of instruction, can access the best tools for success.



## Nurturing a Love of Reading with Book of Spells

Reading skills are crucial for academic success. With Book of Spells, the English version of our popular game Grimoire, English-speaking students can now improve their reading comprehension while having fun.



## An Enhanced Experience for English-Speakers: Concrete Results

Wow! We recorded a 77% increase in English language educational interactions compared with 2023. This success is no accident! We've expanded our collection of English-language content with a variety of new educational materials and introduced English Language Arts as a new subject. Additionally, we engaged with students, teachers and parents in English-speaking schools to showcase our services.

# Meeting Indigenous Students

## Encouraging Students to Turn to Alloprof for Help

Alloprof plays a key role in students' academic success by boosting their motivation, autonomy, and sense of efficacy. However, students need to be aware of our services! That's where our field team steps in. Their mission is to encourage students to turn to Alloprof when they encounter difficulties. Direct engagement with young people is the best way to achieve this, especially in more disadvantaged areas where the challenges of staying in school are greater.

## Highlights of Our Actions in the Field This Year:

- Launch of the new **"Motive-toi avec Alloprof"** workshop aimed at preventing high school dropouts, during Hooked on School Days.
- School tours in the Atikamekw Nation and the community of Mashteuiatsh.
- A total of 20,000 students met in the field in 2023–2024!





# Alloprof to the Rescue!

## Parental Support: A Pillar of Academic Success

The mission of Alloprof Parents is to equip parents with free, practical resources that empower them better support their children throughout their school career. Our team of experts is constantly innovating to offer new, practical, accessible, and high-quality tools.



“My child was struggling in two important subjects. To keep him from feeling anxious, we used a lot of games. Thank you Alloprof, and long live this essential service!”

**Nathalie, mom**

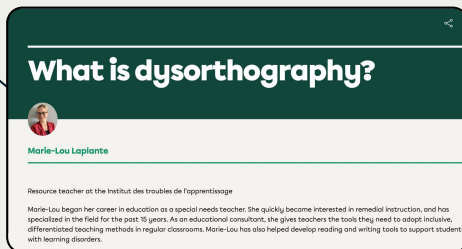
### Live Talks

In addition to its usual resources, such as articles, videos, and the chat with a professional service, Alloprof Parents also holds virtual events on Facebook Live. Covering topics such as homework and exam preparation, these online talks, held at key points throughout the year, have seen great turnout from parents.



**WOW**

Alloprof Parents' 1,100 bilingual content pages have been viewed over 700,000 times in the past year!



### New Partnerships to Help Parents of Students with Special Needs

Alloprof Parents has established new partnerships with experts in remedial instruction, psychotherapy, and social innovation to create concrete resources specifically designed to meet the needs of parents of children with learning disorders.

# Helping Quebec Teachers Help Their Students

With staff shortages and the number of special-needs students on the rise, teachers face a number of challenges. In an effort to address these issues, Alloprof launched Alloprof Teachers two years ago. This resource, which has quickly become indispensable for many teachers, continues to expand its collection of resources to meet the growing needs of teachers.



## Alloprof is the Teacher's Pet

A Leger survey found that:

- 98% of Quebec teachers are familiar with Alloprof.
- At least 77% of them used it last year.
- More than half of them use our platform to complement their lessons.



### Teachers' Favourite Picks

Among the new resources created for teachers this year, the LESSs and printable tools are the most popular!



## Using Alloprof Teachers Pays Off!

This year, 15,000 teachers, educational consultants, and school support staff were assisted, enabling thousands of students to benefit from this support :)

"Alloprof is terrific, especially for videos. I use them in my class! They're just the kind of thing teachers need. Great job!"

An elementary school teacher

# A Safe, Human-Centred Technological Experience

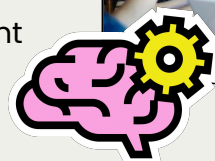
Adopting advanced technologies is a key step in our mission to support students. Our commitment to **responsible management of technology** and **strict data protection standards** ensures that **people remain at the center of our initiatives**, driving us to implement significant measures.



## Ethical Use of Artificial Intelligence

To ensure the responsible and ethical use of our technologies, we have adopted our own ethics charter, inspired by:

- The principles of the Montréal Declaration for a Responsible Development of Artificial Intelligence
- Canada's Voluntary Code of Conduct on the Responsible Development and Management of Advanced Generative AI Systems—of which we are one of the first 30 signatories!



## Respect and Protection of Personal Data

With the implementation of Quebec's Loi sur la protection des renseignements personnels, we have established strict policies and rules regarding our governance of personal information to ensure transparent and secure management of our users' data.





# Research to Maximize Our Impact

Several research chairs and partners are working with Alloprof to identify the favourable conditions and strategic levers that maximize its impact on academic success.



## How Can We Help Students from Vulnerable Backgrounds?

A study conducted with Université de Montréal aims to determine how to better support the success of students from vulnerable backgrounds. Experts have already pointed out that our interactive and dynamic content captures their attention, while offering immediate feedback that helps them quickly correct mistakes. The findings from this study will enable us to further enhance our tools to maximize their effectiveness.

## The Use of Artificial Intelligence (AI)

AI tools are increasingly used by students. Our advanced user research, done in partnership with Tech3Lab enables us to understand their relationships with AI tools and their true pedagogical impact.

**One in five teenagers  
uses generative AI  
every week!**

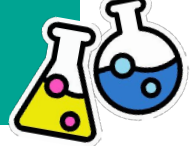
## Fruitful Partnerships with Research Teams

Our collaborations with Mila, Ivado, and laboratories and research chairs specializing in innovative technologies have allowed us to do the following:

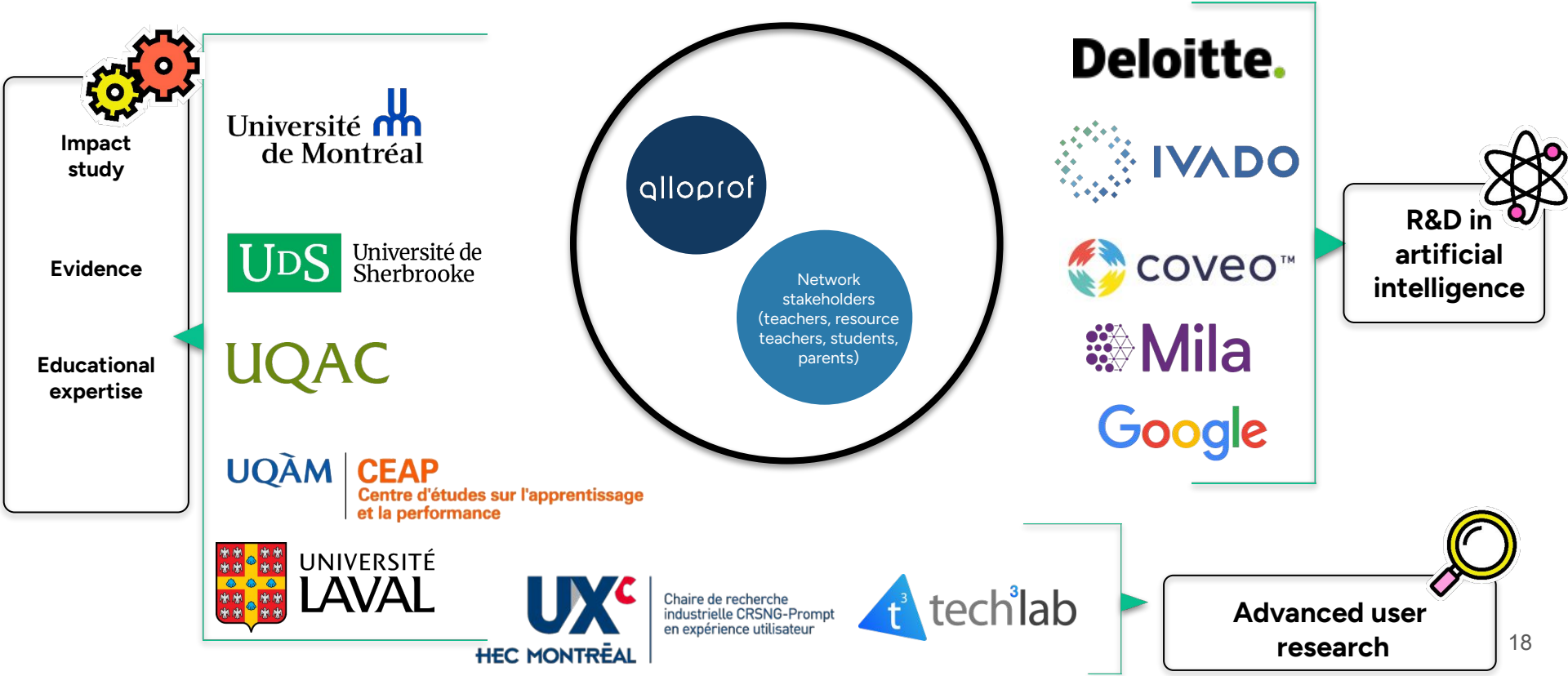
- Integrate today's disruptive technologies more quickly and more securely
- Better understand the impact of AI in general and its application in Quebec
- Benefit from advice on change management best practices



# Our Innovation Partners



As educational success concerns all of us, Alloprof works with experts from different institutions and fields to ensure that its actions have the greatest impact on young people's success.





# The People Behind Alloprof



# Our Incredible Team



## What Would Alloprof Be Without its Teachers?

Ask a Teacher is our front-line help service, especially for those with the greatest difficulties! It is run by 105 passionate tutors like Laurent and Marie, who help students directly by answering their questions.

TWO OF OUR  
SUPERSTAR  
TEACHER-TUTORS



**Laurent  
Perreault**  
Teacher-tutor  
Social Sciences



**Marie  
Label**  
Teacher  
Evening supervisor



## A Motivated and Passionate Team



What do an education professional, a math specialist, a tech geek, an experienced videographer, and a communications pro have in common? It's simple!

**They support the success of Quebec students!**

This shared sense of making a real difference drives all Alloprofians to constantly surpass themselves, ensuring they provide the best services and resources for young people.



Our reward? Helping Karl . . .

*"I passed my classes in large part thanks to you."*

Karl

Alloprof has helped young people like Karl 60 million times this year. What an inspiring cause for our team!





**Sandrine Faust**  
Executive Director



**Patrick Simard**  
Director of  
Operations



**Frédéric Blanchet**  
Director of Data



**Valérie Bourdon**  
Director of Finance



**Amélie Ferland**  
Director of  
Communications



**Jean-François Pilon**  
Director of Technology,  
User Experience



**Marc-Antoine  
Tanguay**  
Strategy Director



**Sophie Thibert**  
Director of Talent,  
Culture, and Partnerships

# Our Management Team

## Behind Alloprof's Evolution

Our exceptional staff is guided by an experienced, forward-thinking, and passionate management team that places the student experience at the core of its work. They are continually striving to improve Alloprof's services, increase its synergy with education stakeholders, and deepen its impact on academic success.





**Jacynthe Côté**

President of the Board  
and  
Corporate Director



**Brigitte Hébert**

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



**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  
teacher



**Éric Lamarre**

Senior Partner  
McKinsey



**Marie Michelle Pathy**

Board member,  
Pathy Family Foundation



**Érik J. Ryan**

Executive  
Vice-President,  
Strategy, Marketing,  
and External Relations  
AtkinsRéalis



**Maxime  
Savignac**

Administrator



**Yves-Michel Volc**

Director General,  
Centre de services  
scolaire de Laval

# Our Board of Directors

Made up of dedicated mentors, our Board of Directors brings its expertise to bear to guide our decisions and strengthen our mission.

# To our family of partners, thank you from the bottom of our hearts!

## First in Class



## A+



## A



Foundation



## B+



R. Howard Webster Foundation  
Fondation R. Howard Webster







# Our Ambitions



# Ambition and Innovation: Building a Brighter Future for Our Students

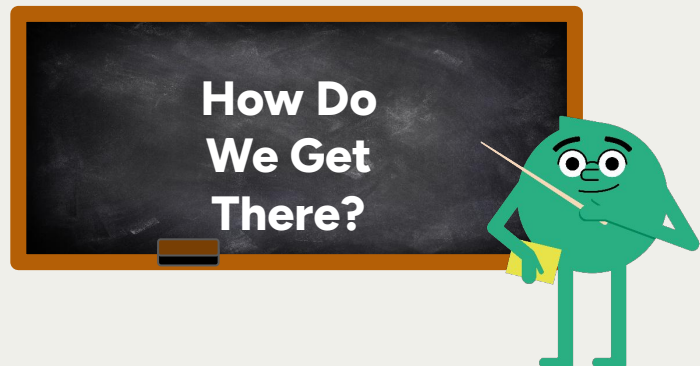
## At Alloprof, Innovation Is in Our DNA

New technologies open doors to the future. Each innovation inspires us to dream bigger and expand the boundaries of what's possible. These advances give Quebec students access to previously unimaginable opportunities. Together, we're building a future where every young person can explore a limitless world of learning.



Our goal is to provide students with the most targeted support possible, based on their grade level, strengths, challenges, learning style, and preferences. This desire is not just a dream, but a reality within reach.

The entire Alloprof team remains more determined than ever to make a significant and positive impact on the educational journeys of students, particularly those with the greatest difficulties.



# Alloprof's Two Major Transformative Projects

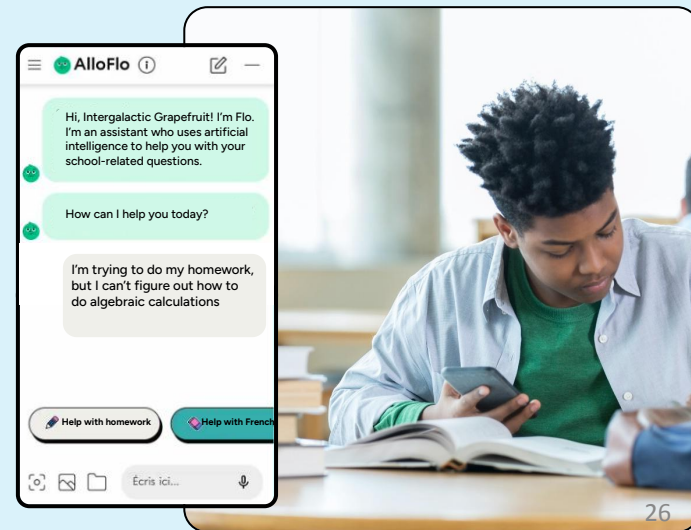
## 1 Providing individual support for students in difficulty thanks to the best in new technologies

Who hasn't dreamed of giving every student access to a tutor 24 hours a day, 7 days a week? For Alloprof, it's not just a dream: It's our plan.



Our ambitious project: to harness new technologies, in particular generative artificial intelligence, to provide customized support to students in difficulty.

These students, who have trouble identifying the areas they are struggling in, need personalized support. With the help of generative AI, we'll be able to create tools capable of pinpointing their precise needs and offer them tailored assistance in real time. This innovation will enable us to assist every student with their unique challenges and give them the tools to move forward with confidence.





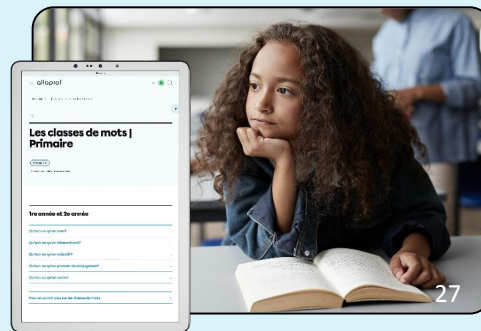
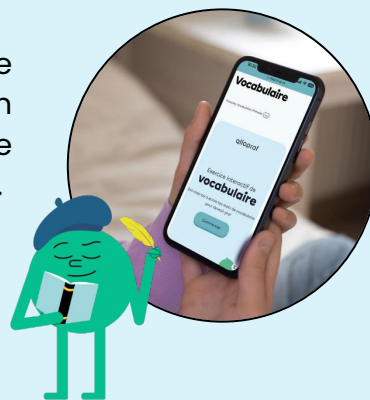
# Alloprof's Two Major Transformative Projects

## 2 Improving French Language Learning Among Young People Through the Best of Technology and Pedagogy



Recent ministry exam results show a worrying drop in pass rates for the Secondary V French exam. This is concerning, as language skills are key to academic success and critical for success in other subjects. Alloprof is taking steps to reverse this trend.

We'll be launching an ambitious project to develop cutting-edge technological tools that offer effective, personalized support. In collaboration with experts, our teams aim to build unique expertise to offer students the best chances of success in French.



# Testimonials



## Tommy's Inspiring Experience with Alloprof

Click [here](#) to read the story of Tommy, a high school student who overcame his academic difficulties with our tools. Read it and pass it on!

"Thank you Alloprof for helping me this year. Sec. IV was really tough, and I wish I had used your platform earlier.

I'm writing this to say goodbye for the summer since I just finished school today and to tell you how much you really help people.  
**THANK YOU!"**

**Jessica**

"Thank you so much, truly, thank you from the bottom of my heart. You're the reason I passed my classes this year!"



**Deborah S.**

"ALLOPROF  
I love you.  
Literally your #1  
fan!"

**Ala C.**

"Hi, I just wanted to thank a math teacher called Laurence. Thanks to her, I got 100% on my math exam.

And thanks to AP for creating this platform to help us. Laurence helped me a lot and I'm grateful!"

**A grateful student**



"OMG! This is so awesome, I finally get it. I'm so happy.  
Thank you so much."  
**Caroline**



**Reaching more young people, more often and more efficiently.**



We believe in the unlimited potential of every student and in our collective power to help them fully realize it.