



# Memo

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Date: June 17, 2019  
To: Members of Council  
From: Godwin Ifedi  
Chair, Editorial Board  
Subject: Report of the Editorial Board

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## Committee Meeting Dates

The Editorial Board met on June 6, 2019, to review and approve the content of the September 2019 issue of *Professionally Speaking* and *Pour parler profession*.

## Summary of Discussions

At the meeting, the committee reviewed and approved all of the feature articles. The committee agreed that the cover story for *Professionally Speaking* will be “Exercising Professional Judgment,” which offers insight into how teachers engage in ethical decision making. The committee agreed that the feature, “Q&A with Quebec Education Minister” will be the cover for *Pour parler profession*, and will run in the Governing Ourselves section of *Professionally Speaking*. The committee approved two other features for publication in both *Professionally Speaking* and *Pour parler profession*: “Technology in the Classroom,” covering how teachers are using smart software and other tech tools to enhance student learning, and “Teaching Through the Decades,” profiling how teachers who have spent anywhere from four to 50 years in the classroom view their journeys.

The committee also approved the latest English and French Great Teaching profiles. *Professionally Speaking* profiles Chris Mara, OCT, recipient of the Prime Minister’s Award for Teaching Excellence, who teaches math, science, computer science and manufacturing technology to students in Grades 10-12 on Manitoulin Island. *Pour parler profession* profiles Jean-Pierre Dufour, OCT, an executive on the Conseil des écoles publiques de l’est de l’Ontario who won a prestigious award of merit from l’Association des gestionnaires de l’éducation franco-ontarienne for his leadership and innovation.

Content for Connections, Reviews, Tech Class and Cyberspace — as well as two items for Governing Ourselves (Investigations Committee Case Study and Hearing Summaries) — were also approved, as was Final Exam, which profiles best-selling memoirist Lindsay Wong.

Editor-in-Chief Bill Powell updated the committee on the pilot project the College is conducting with readers of *Pour parler profession*. Readers of the French edition have the choice of receiving the magazine by mail, email or both based on self-determined preferences. Currently, the total circulation for *Pour parler profession* is 14,167. Of that number, 451 readers to date have opted to receive either just the digital version of the magazine, or both the digital and the print. From that number, 244 opened the email containing a link to the most recent issue of *Pour parler profession*. Of the 244, some went back for a second viewing, bringing the number of times readers opened the email to 419. In total, 42, or 5.8 percent, clicked through to the articles. The industry average for click-through rates for the education sector is just below 5 percent.

The pilot will continue for future issues. A brief survey will be sent to those members participating in the pilot to determine the viability of these options for both the French and English publications.

### **Motions Referred to Council**

There were no motions referred to Council.

### **Committee and Magazine Mandate**

The Editorial Board provides high-level guidance on editorial development and advertising policies for the magazine. In accordance with the Content Guidelines, the board reviews all content prior to publication and provides input into future editions, looking for a balance of subject areas that will interest the College's diverse membership and align with the College's mandate.

*Professionally Speaking* and *Pour parler profession* are published quarterly to inform our members about the activities and decisions of the College. The magazine provides a forum for discussion of issues relevant to the future of teaching and learning, teachers' professional learning and standards of practice.

### **Future Meeting Date**

The next Editorial Board meeting has been scheduled for September 19, 2019.

## **Committee Members**

Jean-Luc Bernard, OCT (to July 2019)

Chantal Côté, OCT (Vice-Chair)

Melissa Gaffen, OCT

Godwin Ifedi (Chair)

Marlène Marwah (from July 2019)

Nicola Powadiuk, OCT

A handwritten signature in blue ink that reads "Godwin Ifedi". The signature is written in a cursive style with a large initial 'G' and a long, sweeping underline.

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Godwin Ifedi, Chair