

# BE THE CHANGE EARTH ALLIANCE



**ANNUAL REPORT**  
**November 1st, 2013 -**  
**October 31st, 2014**

## Message from the Creative Director

This was a pivotal growth year for BTCEA as a new team of four dynamic women synergized their complementary skills, experience and brilliance to bring our organization to a higher level of strategic connection, curriculum development and youth engagement.

This year we produced our first Business Plan for the SLS: Student Leadership in Sustainability curriculum, a new and expanded 2015 edition of SLS and our first French Immersion edition of SLS. We uncovered a mycelium network of teachers specializing in various areas of interest which we will continue to work in the future, we galvanized our affiliation with the Social Justice/ Environment Action Committee at BCTF who invited me to speak at their annual gathering in Kelowna, and we garnered the support of BC Healthy Schools Network who supported our program with teacher grants to bring SLS school-wide into dozens of BC schools.

We are moving in higher echelons and from coast to coast in the environmental education field. I met with the BC Ministry of Education in Victoria and presented our offering to the North American Environmental Educators in Ottawa. I tasted the first fruits of being a PhD candidate in this international gathering of environmental educators.

Our team and our teacher colleagues were challenged by the late start of the school year due to the labour action in 2014. Although it's hard to fit additional curriculum into an even shorter school year, 47 teachers chose to use SLS in 29 schools this year.

BTCEA has also diversified our ways to connect with schools. Our new Waste Watchers program provides education-in-action that engages students in supporting systemic behaviour changes in their schools – and they love it. This year we developed the materials and launched the program in Burnaby and Delta, working closely with the school district management as well as the district networks of student champions. This new program will be honed and expanded in the coming year.

I'm honoured and delighted to be working with our team of dedicated staff, brilliant teachers, student champions and district administrators who see the unquestionable need for sustainability education in our schools.



## Community Education Program

Be The Change Earth Alliance has run a successful community engagement program since 2005. In 2013/14 BTCEA's community program provided the Be The Change Action Guides, Awaken and Change Symposia and other community education engagements.

### Action Guide

The Be The Change Action Guide continues to be offered to citizens to support their behavior change; they are purchased either at symposia, at the office, or through Amazon.com. This year the BTC Action Guide was also sold at Banyen Books.

With the support of Gabriella Good, a superstar volunteer, BTCEA was able to update the BTCEA action guide with new actions and links. BTCEA sold 110 Action Guides in 2013-14.



### Awaken and Change Symposia

This year BTCEA presented Awaken and Change Symposia at eight community centers in Vancouver, with the sponsored support of Vancity Foundation.

- Mount Pleasant Community Centre
- False Creek Community Centre
- West Point Grey Community Centre
- Kitsilano Community Centre
- West End Community Centre
- Trout Lake Community Centre - Youth Council
- Thunderbird Community Centre - Youth Council

### *Narrating our Impact*

Bernie Dionne, Trout Lake Community Centre youth worker

"In the time I have worked with these youth I have rarely seen them so enthusiastic and energized. The symposia left them asking important questions: "How can we get involved before its too late"? "If we are important to the future why aren't we invited to speak up and be a part of the solutions"? They unanimously requested to have ongoing sustainability projects facilitated by BTC".

### Presentations & Workshops at other events

BTCEA Creative Director Maureen Jack-LaCroix is an inspiring speaker on a range of issues and topics relating to sustainability, human consciousness, empowerment and the general importance of engaging in social change work. In 2013-14 Maureen received multiple requests to share her wisdom and experience with diverse audiences in the business, community development and adult and public education sector.

Highlights of her speaking engagements include:

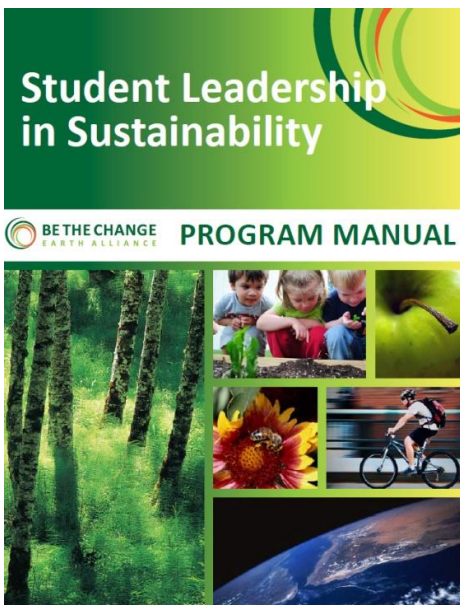
- Ambassadors of Change Presentation
- Delta School District *Igniting a Spark* Green Symposium
- Groundswell Community Economic Alternatives
- YES BC *Off the Grid* Conference & Festival
- Peace and Global Educators Conference
- Vancouver School Board Sustainability Conference

## Youth Education Programs

BTCEA is taking exciting steps in our organization capacity to deliver high quality environmental education services within British Columbia's education system. Youth programming has become a priority for BTCEA as each year the demand for curriculum materials continues to grow. In 2013/14 **SLS: Student Leadership in Sustainability** remains BTCEA's flagship program. In its fourth edition, SLS continues to grow in both content and quality. Increased enrollment, expanded services, extensive evaluation and revisions and new opportunities for program growth has defined SLS development this year.

Building upon SLS program success BTCEA launched a new youth education-in-action program in 2013/2014. The **Waste Watchers** initiative unites SLS's pedagogical approach and model with opportunities for youth to engage in systemic change outside of the classroom. BTCEA is excited to be working with youth, teachers, school administration, waste management companies, and school district management to support's Metro Vancouver's recent ban on food scraps.

More information these significant projects within the Youth Program are outlined below.



## SLS: Student Leadership in Sustainability Program

Many exciting developments occurred this year that have supported the continued growth and development of SLS, keeping it on the leading edge of sustainability education curriculum. This compendium of curriculum materials is a reflection of BTCEA's commitment to providing high quality 21st century sustainability education curriculum to B.C. teachers in order to support a shift in pedagogical focus within the educational system. The following developments reflect not only the hard work contributed by staff, volunteers, interns and advisors but also the legacy of teachers working within the education system to engage in meaningful conversations of the role of sustainability education in the shaping of our world's future.

### SLS Impact and Reach

In 2013/14 SLS has reached even more students and teachers in old and new districts across BC.

In BTCEA's 2013-2014 fiscal year, SLS was used by 46 teachers and 4562 students in the following schools:

#### Vancouver

- Point Grey Secondary
- Vancouver College
- Vancouver Learning Network
- Templeton Secondary
- Stratford Hall
- St. George's School
- Prince of Wales – TREK Program
- Killarney Secondary
- King George Secondary
- Churchill Secondary
- David Thompson Secondary

#### Victoria

- Reynold Secondary School

#### Surrey

- Clayton Heights Secondary
- Elgin Park Secondary

- Frank Hurt Secondary
- Fraser Heights Secondary
- Johnson Heights
- Tamanawis Secondary
- Sullivan Secondary
- L.A. Matheson Secondary
- Kwantlen Park Secondary

#### **Burnaby**

- Burnaby Mountain Secondary
- Moscrop Secondary

#### **Abbotsford**

- Abbotsford Middle School

#### **Richmond**

- Palmer Secondary

#### **Qualicum**

- Collaborative Education Alternative Program

#### **New Westminster**

- New Westminster Secondary

#### **Delta**

- Seaquam Secondary

#### **Portland**

- De La Salle North Secondary

## **SLS Evaluation**

BTCEA's curriculum team looks to the expertise of teachers to inform on how best to improve our SLS offerings. With the addition of Jen Holden, an experienced researcher, BTCEA was able to take a more thorough and in-depth evaluation of the impact of third edition of SLS. Erin Leckie interviewed a total of 11 teachers to provide feedback on important questions relating to the delivery, content, and format/structure of SLS as well as to provide relevant information on SLS competition, marketing strategies and program delivery services. These findings supported BTCEA in the 2014-15 curriculum updates conducted in the summer of 2014.

## **Curriculum Updates**

As always BTCEA's team worked together to update the curriculum, contributing extensive research and creative ideas in the upgrade of the 2014-15 version of Blended SLS. Drawing upon the feedback collected during SLS evaluation and developments in the BC Ministry of Education's curriculum changes, the SLS program underwent significant revisions. BTCEA's Creative Director Maureen Jack-LaCroix and SLS Program Manager Erin Leckie coordinated the BTCEA team. Once teacher feedback was gathered, curriculum additions and revisions were discussed, weighed, and strategically carried out. Everyone worked tirelessly throughout the summer months to create the most comprehensive and sophisticated iteration of the Student Leadership in Sustainability program to date.

A new action pack template was integrated into all 43 action packs featuring the following new resources:

- Inquiry Question replaced previous student goal
- Glossary of Terms
- Core competency goals of Inquiry, Creative/Critical Thinking, Communication, and Personal and Social Responsibility support a holistic approach to teaching sustainability.
- Creative Presentation Formats outline various ways to sharing learning with classmates
- Action Survey that has students complete and track actions throughout Action Pack and tally to determine over all points for Sustainability and for Change.
- Self Evaluation at the end of each Action Pack corresponds with core competency goals.

## French Translation

The translation of SLS material into French began in 2013 with the support of the Community Service Learning program at the University of Ottawa's School of Translation and Interpretation. Throughout the fall and winter of 2013 Erin continued to work remotely with two students from the U. of Ottawa to translate all of the student and teacher materials in SLS. Erin continued to work with Shayne Vollmers, a BC French Immersion teacher, who supervised the translation students until early spring. BC teacher, Robert Paquin assisted with some Action Packs and at last a first draft of the French version of SLS was completed by April, 2014.

In May, BTCEA hired Megan Eadie to coordinate the final edit and online launch of the French Immersion version of SLS. Megan worked closely with longtime BTCEA members Suzanne and Philippe Barois who gave generously of their expertise and volunteer time to conduct extensive final edits of the materials over the summer months. This enabled BTCEA to provide a soft launch of the program at the French Immersion and Francophone School Professional Association (APPIC) conference on October 24th, 2014, at which Philippe and Suzanne Barois conducted an introductory Professional Development workshop to the French teachers.

Parts of the new 2015 Blended Program were also translated and added to the program in the fall before final formatting, along with translations of web copy, introduction & promotional materials.

The website also needed re-structuring to accommodate teacher and student access to the French curriculum materials. Megan worked with Nate, BTCEA's former web developer to create another platform to hold these materials.

## Professional Development

Alongside the SLS program, BTCEA's professional development offering continues to grow and evolve. The primary way Be The Change reaches teachers to let them know about their educational resource is by providing complimentary Professional Development workshops at teacher conferences.

Maureen and Erin facilitate ProD workshops at BC Provincial Conferences. They take place in the fall, and are hosted by Provincial Specialty Associations, such as Science, Socials Studies, Home Economics, French Immersion, Environmental Educators, Peace and Global Education, and others. They also present SLS workshops at School District Conferences; they generally take place in the spring, and are hosted by a school in that district. Maureen or Erin also present at Professional Development days and 'Collaborative Meetings' that are hosted at specific schools.

On a national and international front, Maureen presented SLS at the North American Association of Environmental Educators Conference hosted in Ottawa in the fall of 2014. And for BC teachers that we missed at the provincial and district conferences, Maureen facilitated a virtual Pro-D from the BTCEA office for teachers who could connect via phone and computer.



## Teacher Training

To augment staff and further extend BTCEA's professional development reach, BTCEA offered training for SLS teachers to deliver the SLS workshop. BTCEA is privileged to work with many passionate teachers who believe in our mission and they provide us with limitless inspiration. In the fall of 2014 BTCEA enlisted six teachers from a range of professional teaching positions to receive facilitator training. These teacher champions included: *Denise North*, teacher/librarian; *Brenda Kvist*, Planning 10 distributed learning; *Lynne Potter-Lord*, Home Economics; *Michael Iachetta*, Socials Studies; *Philippe & Suzanne Barois*, French.

## Professional Development Workshops and Conferences

### National

- North American Association of Environmental Educators Conference, Ottawa

### Provincial

- Social Studies Conference,
- APPIPC (French teachers\_
- Science Conference
- Home Economics Conference
- Computer Using Teachers Conference

### District

- Burnaby
- Delta
- Langley
- Richmond
- Surrey
- Vancouver

## Waste Watchers Initiative

With significant grants from Environment Canada and the Real Estate Foundation, BTCEA launched the Waste Watchers (WW) Initiative in the summer of 2014. The Waste Watchers initiative started by providing educational services and resources to Delta and Burnaby school districts to support the successful integration of food scraps collection into district waste management systems.

The goals of Waste Watchers are to empower youth leaders to:

- Assess school waste systems and make changes to maximize effectiveness.
- Create awareness of why waste diversion systems are needed and how to use them.
- Inspire and lead a school culture that reduces waste in the landfill.
- Share information with policy makers regarding waste practices at the school, district and municipal levels.

This is truly a ground breaking program in the field of environmental education in its ability to connect and engage diverse stakeholders (students, teachers, school administration, custodians, school district staff, waste management companies and municipalities) in systemic changes currently underway across the region. Waste Watchers is a pilot designed to explore how best to empower system and behavior change through mutual learning and action. In this phase BTCEA endeavored to:

- Consult and coordinate with students and school districts in order to clarify the learning and action goals of Waste Watchers
- Research, develop, pilot and evaluate a toolkit of action-research and project planning resources for students
- Design and deliver a series of student workshops to support their learning and action

## Waste Watchers Activities:

### Development and Piloting of Waste Watchers Toolkit

- BTCEA staff consulted with student leaders in the development of project toolkit.
- WW toolkit is comprised of: school action plan, audit and assessment materials, assembly script & slides, awareness projects plans.
- BTCEA launched these materials with Burnaby Youth Sustainability Network (BYSN) and Delta Youth Sustainability Network (DYSN) students.

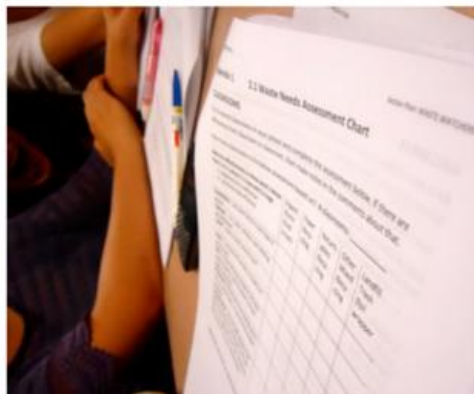
### Facilitation and Capacity Building

- BTCEA led participants in Burnaby and Delta districts through various Action Planning workshops, facilitating student brainstorming on creative projects to enhance waste diversion in their schools.
- BTCEA helped students in the Delta School district form DYSN and begin to build their organizational infrastructure.

### *Narrating our Impact*

*Simon Lin, Grade 11, Burnaby Waste Watcher*

"Composting food scraps for waste diversion has always been something that I have dreamed of since grade 10. With the essential toolkits, documents and resources from Be the Change Earth Alliance, this vision has at last become reality"



# Organization Development

## Business Plan

In 2013 Maureen consulted with MBA students from UBC's Sauder School of Business to develop a marketing plan. Building upon this work, BTCEA applied for and received a grant from Enterprising Non-Profits (ENP) to complete a business plan to support the strategic growth of the SLS education program as a revenue generating enterprise. To do this work BTCEA contracted the highly experienced environmental sustainability consultant and board member, Tine Rossing. Tine worked closely with Maureen and Jen Holden to develop a business plan that would result in a timely and impactful strategy directing the growth of the SLS program as a viable social enterprise to generate increased revenue for BTCEA over the next three years.

This Business Plan was the catalyst for Jen to complete extensive research into BC's education terrain, revealing a number of educator networks that provide BTCEA with viable options for the promotion of the SLS product. In addition to identifying and interviewing educator networks (see list below), BTCEA's methodology included interviewing SLS users and undertaking market research to identify competition and a pricing analysis. The purpose of this analysis was to develop a regional pilot strategy that can be adapted when BTCEA has the human resource capacity to systematically market SLS across the country.

This analysis, in combination with a valuable collaboration with BC Healthy Schools (see below) led BTCEA to adjust the pricing model from a per student annual license fee of \$4 per student to a full school license fee of \$750. While this change is projected to increase SLS revenue over the next three years, additional options identified in the Business Plan that

require consideration and attention moving forward include:

1. Donor and sponsorship campaign to diversify BTCEA revenues
2. Expansion of the SLS French Immersion program
3. Creation of an online diploma course
4. Dedicate a staff person to SLS sales

Educator networks or Provincial Specialty Associations (PSA's) of the B.C. Teacher Federation are provincial wide organizations of specialized teachers. PSA's connect on common issues such as curriculum and are potential avenues for enhanced outreach. The following educator networks were interviewed:

- EEPSA (Environmental Educators )
- APPIC (French Immersion)
- THESA (Home Economics)
- Distributed Learning PSA
- Vancouver Teacher Librarian Association
- Committee on Action for Social Justice (BCTF)

## Educator Advisory

BTCEA has the privilege of working with some of British Columbia's brightest and most innovative educators. Out of a desire to enhance these relationships BTCEA established the Educator's Advisory Committee in February of 2014 to create organizational learning towards the following goals:

1. Bring SLS to more schools in BC and beyond
2. Increase teacher engagement in sustainability education within BC
3. Improve and augment the curriculum content, packaging and delivery of SLS

BTCEA's Educator Advisory Committee (EAC) represents a wide cross section of the public education system in BC. They met three times in

2014 and offered BTCEA a diversity of perspectives, feedback and strategies on organization and program opportunities as well as feedback on business plan development, elementary school adaptation, and SLS curriculum development. EAC includes the following members:

- David Derpak, District Principal/ Outreach Education, Vancouver School Board (VSB)
- Rob Ferguson , Student Councilor, VSB
- Michael Iachetta, Socials Teacher, Delta School District
- Brian Taggart, Planning 10 teacher, ISABC
- Brenda Kvist, Acting Principal Vancouver Learning Network
- Denise North, Librarian, Enviro Club Sponsor, VSB
- Alain Raoul, Social Justice Teacher, VSB
- Greg VanVugt, Social Justice Teacher, Surrey School District
- Daryl Fieber, retired principal
- Glenn Fieber, retired teacher
- Julie Johnson, BCTF Social and Environmental Justice Action Group
- Sarah-Jane Granholm, teacher, CEAP
- Ron Hall, Director of Instruction, Burnaby School District
- Lynne Potter Lord, Home Economics Teacher, VSB
- Kevin Millsip, VSB District Sustainability Coordinator

## Partners in Education

As a charity navigating the complexities of BC's public school system, the strategic alliance and development of collaborative partnerships has supported BTCEA in addressing organizational and institutional barriers. Such barriers include the habitual underfunding of public schools and complex communication channels for communicating with teachers. In response to these challenges Maureen has met with and

built exploratory relationships for BTCEA with the following organizations.

### *Narrating our Impact*

Dave Derpak, District Principal VSB

"The opportunity to introduce sustainability education to the mainstream courses and engage students in understanding their personal connection to global environmental and social justice issues is both needed and valuable. SLS has been well received by both staff and students here. I believe this work has helped students connect to the school and feel part of it."

## B. C. Teachers Federation (BCTF) Committee for Action on Social Justice (CASJ)

CASJ is a province-wide social justice network comprised of six social justice action groups. Each action group is composed of four B.C. teachers. The purpose of the action groups is to provide information, lesson ideas, and professional support for classroom teachers. Each action group creates discrete web pages covering the areas for which they are responsible. Maureen presented a ProD workshop to the Environmental Justice Action Group; they enthusiastically endorsed SLS and have sent out emails to alert their network of 600 teachers to the availability of SLS materials. Maureen was also invited to present SLS at the BCTF CASJ summer conference. BTCEA will continue to develop and implement strategies of working with Environmental Justice and connecting with the CAJS network. An important caveat for the support of BCTF is that the SLS material is equally accessible to all teachers, specifically that there is no financial barrier to accessing the materials. That caveat led Maureen to explore and develop relationship with DASH BC.



## BC Healthy Schools Network



DASH BC is a BC Ministry sponsored organization committed to positively influencing the health and learning capacity of students in British Columbia. The Directorate of Agencies for School Health (DASH BC) helps inspire school communities to adopt a comprehensive school health approach.

Collaborative meetings with Kathy Cassles, Ex. Director of DASH, resulted in agreement that teachers could apply for a DASH sponsored \$750 Healthy Schools Network Inquiry Grant to provide their entire schools with access to the SLS curriculum. This effectively eliminated the financial barrier any teacher might face to license SLS and filled the criteria for endorsement from BCTF.

The equal access opportunity Inquiry Grant was made available to BC teachers in October of 2014 and announced at the SLS workshops hosted at the Provincial Conferences. Additional financial analysis is required to determine the long term viability of aligning the SLS pricing and sales to the Inquiry Grant, although initial data demonstrates the Inquiry Grant has increased integration of SLS within schools given access to SLS through this grant, likely contributing to increased school/teacher retention from year to year.

## The Jellyfish Project

The Jellyfish Project is a coalition of musicians united in an effort to speak about the environment and engage youth on solutions for these problems. In 2014 JFP and BTCEA joined



forces to increase access to SLS resources through JFP school based presentations. We were pleased to use this opportunity of mutual support to spread the importance of sustainability through the power of music. BTCEA connected with new schools and teachers through this rewarding creative collaboration.

## Grants

As a charitable organization, the work of BTCEA is financially supported through a combination of grants from Government, Foundations and Corporations. The following organizations supported BTCEA in the 2013-2014 fiscal year:

- **Government:**
  - BC Gaming – organizational support for community and youth education programs
  - Environment Canada – Waste Watchers in Delta, Burnaby
  - Services Canada – one summer student position
- **Foundations:**
  - Chris Spencer Foundation - SLS
  - Hamber Foundation - SLS
  - Real Estate Foundation – Waste Watchers in Delta & Burnaby
- **Corporate Foundations:**
  - TD Friends of the Environment – SLS in Burnaby
  - Vancity Foundation – community education: symposia
  - Vancouver Foundation – education: SLS
  - VanTel/Safeway Credit Union - SLS

Although grants will continue to be a solid financial foundation for BTCEA, we will respond to the recommendations of the BTCEA Business Plan by launching an extensive donor drive in 2015.

## Staff

### Maureen Jack-LaCroix

#### *Creative Director*

Maureen co-founded BTCEA after completing a Masters in Eco-Psychology nearly 10 years ago. Now thoroughly immersed in the dynamics of BTCEA bringing sustainability education into BC curriculum, Maureen embarked on her PhD in Curriculum Design at Simon Fraser University's Faculty of Education in Sept 2014. The gradual expansion of the team at BTCEA has enabled Maureen to focus more on higher level organizational visioning, curriculum design and building strategic alliances in the community. Maureen continues to be the primary resource development officer, financial manager and editor of all written materials and communications issued from BTCEA.

### Erin Leckie

#### *Program Manager*

In her fourth year at BTCEA Erin has continued to flourish in her role as SLS Program Manager and has expanded her responsibilities to include team management and project planning for the many initiatives underway throughout the year. Erin's passionate commitment to environmental sustainability and education is manifested in her increased capacity for designing and delivering educational workshops and the ever improving and expanding SLS curriculum materials.

### Jen Holden

#### *Communications Manager*

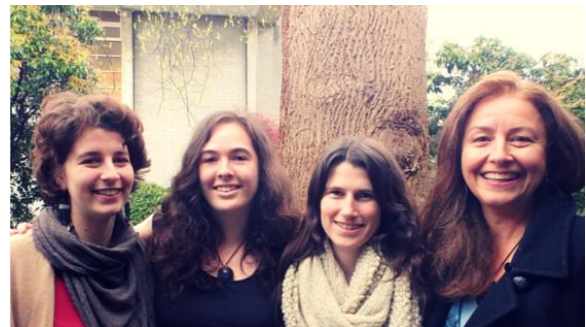
Jen joined BTCEA in October 2013. While completing her Masters degree in *Studies in Policy and Practice*, Jen has added her creative insights and research expertise into developing strategic and innovative ways to increase the impact of BTCEA programs. Jen was a key player in the development of the business plan and

her passion for both policy change and youth engagement has been integral to the development and piloting of the Waste Watchers initiative.

### Megan Eadie

#### *Production Coordinator*

Megan joined the BTCEA team in May 2014, having just graduated with a Bachelor's in Environmental Sciences from UBC. Megan worked hard with the team upgrading the SLS curriculum throughout the summer, and contributing the 'science behind' one-sheets for key Action Packs. Utilizing her fluency in French, Megan also coordinated the final editing and templating of the new French Immersion SLS curriculum materials, working closely with Suzanne and Philippe Barois. Additionally Megan is coordinating website changes and setting up key BTCEA organizational systems.



*From left to right: Jen Holden, Megan Eadie, Erin Leckie, and Maureen Jack-LaCroix*

## University Interns

As always BTCEA welcomes the assistance of volunteer university students. This year we had some truly exceptional interns, working on diverse projects from curriculum development and research to administrative tasks. Our UBC Arts Interns were *Gabriela Good* and *Vanessa Power*. The UBC Faculty of Education also provided Extended Practicum students: *Rebecca Taylor*, *Alexis Carlson*, *Phaidra Ruck*.