



**ANNUAL REPORT**  
2021/22

## Our Mission

Focused Education Resources supports excellence in K–12 education.

## Our Vision

We will be a centre of expertise and pre-eminent provider of services and resources to the K–12 sector.

## Our Values

Focused Education commits to serving the K–12 community with passion and purpose. This work is guided by our shared values:

**FOCUS ON MEMBERS:** we collaborate and act with respect

**PROMOTE EQUITY:** we seek balanced solutions that benefit our members

**BE STRATEGIC:** our resourcefulness, innovation and curiosity fuel our choices for growth and continuous improvement

**DELIVER EXCELLENCE:** we deliver evidence-based, quality services that add value

**ACT WITH INTEGRITY:** we earn trust by being competent, transparent and accountable

## BOARD OF DIRECTORS



**MARK PEARMAIN**

Chair  
Superintendent  
SD 36 Surrey



**LYNDA MINNABARIET**

Vice Chair  
Former Secretary Treasurer  
(retired)  
SD 74 Gold Trail



**STERLING OLSON**

Director  
Secretary Treasurer  
SD 22 Vernon



**ANGUS WILSON**

Director  
Superintendent  
SD 75 Mission



**ELEANOR LIDDY**

Director  
Assistant Deputy Minister  
Ministry of Education and  
Child Care



**MELANIE STEWART**

Director  
Assistant Deputy Minister  
Ministry of Education and  
Child Care



## A Message From Our Chair and Executive Director

This has been a year of looking forward. The pressure of the pandemic easing enabled us to explore how some of the new tools, processes and technologies that were put into place as part of our COVID 19 response could be beneficial on an ongoing basis. With a renewed emphasis on serving our members in the ways that matter most, those explorations guided our broader strategic evaluation, consultation and planning process.

We sought our members' guidance on our current services and changes you would like to see. Through an in-depth business review including a communications audit, surveys, Thought Exchange polls, procurement-focused information sessions and discussions with our Advisory Committees, we gathered input from a broad cross-section of members on your experiences with Focused ED and your priorities. We appreciated the overwhelmingly positive feedback and will use the suggestions we received to guide our future plans.

While the pandemic presented some extreme challenges in the K-12 sector, certain tools, like Zoom licenses, continue to be of value to many members. By taking our IT4K12 Conference online in 2020 and 2021, we learned how to adapt in-person offerings to virtual participation. Happily, we are able to gather together once again. This November, we look forward to offering members more options than ever before with a hybrid event that lets you choose where and how you prefer to participate. Depending on member

response, we may continue to provide the IT4K12 Conference, and potentially other events, as hybrid offerings going forward.

It has been a busy year on many fronts. We added several new resources at no-cost to members, including French language and anti-racism resources. In the face of ongoing supply chain challenges, we also remained in continual contact with suppliers to ensure K-12's needs could be met without disruption.

One of the most gratifying things we heard from members this year was that those who reached out to our team got the support they were looking for and enjoyed their interactions with us. There is no higher praise for an organization such as ours. And so, just as we sought to get to know you better this year, we wanted to introduce all of us here at Focused ED to you. To share more about us as professionals and as people, we have included short profiles on each member of our team in this report.

Thank you, and we look forward to serving you for many years to come.



**MARK PEARMAN**  
Chair



**KELLY POLLACK**  
Executive Director



*One of the most gratifying things we heard from members this year was that those who reached out to our team got the support they were looking for and enjoyed their interactions with us.*



## Focused on Supporting K-12 Excellence





## An Eye to the Future

This year, Focused ED undertook a strategic business review to evaluate member needs and satisfaction. To provide both quantitative and qualitative feedback, this included member surveys, vendor consultation, Advisory Committees and Board interviews, a communications audit and last year's responses to Thought Exchange questions from the IT4K12 Conference. The input we received will guide our activities and offerings going forward.

### WHAT MEMBERS TOLD US



Members view the following services as very important:

- BC Digital Classroom
- Master vendor agreements (e.g. Microsoft)
- K-12 Evaluated Resource Collection
- Due Diligence Workshop (privacy/security)
- PIA templates and resources
- IT4K12 Conference
- Webinars



The key benefits we provide to members are:

- Time savings
- Cost savings
- Professional development
- Risk mitigation



*Email is members preferred way of receiving information and communicating with us.* From Focused ED's e-bulletins, to event information, to direct communication, email is more convenient for members and easiest to share with colleagues.



*An enhanced understanding of the full scope of Focused ED's services*

Members are interested in learning more about all that we provide. In response, this annual report offers a summary of our offerings and introduces our team.

*Thank You to Our Members*

We appreciate the opportunity to support you and look forward to continuing to work with you in the year ahead.



### Meet Our Team

**KELLY POLLACK**  
Executive Director

#### What you do:

Our members' world is constantly changing, and what they need from us evolves with it. A lot of my focus is on connecting with members to really understand how we can best support them. I work closely with our Board, our Advisory Committees, the Ministry of Education and Child Care, and the Focused ED team to achieve that.

#### Favourite thing about working with Focused ED:

I love the energy and creativity the Focused ED team brings to our work; it spurs me on. And as an added bonus, we have lots of fun together.

#### Best part of working with K-12:

Again, it's the people. The dedication to students, the creativity in delivering education and the work ethic I see across the K-12 sector constantly impresses me. I think K-12 hit it out of the park during the pandemic!

#### Fun fact:

I used to be a dedicated dragon boat paddler. Now, I just cheer from the sidelines.



## Procurement Services

By negotiating licensing and supplier agreements on behalf of BC's K-12 sector, Focused ED's procurement team is able to ensure every district and member school has the same access to preferential rates, regardless of location or size.

### Regional Discussions Guide Planning

Focused ED held a series of regional discussions in the fall to share information on key activities and seek input from members on their priorities. In spring, we hosted an Info Hour series to provide updates on our progress.

### Mitigating Supply Disruptions

COVID 19 and extreme weather in BC impacted some supply chains. Our procurement team worked with suppliers to provide members with updates around potential delays and other developments, so members could plan to meet their needs while mitigating or avoiding disruptions.



# 8,300

Zoom licenses

Zoom license renewals went online this year. Member response was so swift, we were able to reach a deeper discount tier, saving an additional \$2.99 per license for greater sector-wide savings of \$24,817. At just \$23.97 per license, BC's K-12 sector enjoys a significant savings from the initial rate of \$109 per license.



### Meet Our Team

**MICHAEL FROST**

Director of Procurement Services

#### What you do:

My job centres on facilitating relationships, managing risk and bringing value. But simply put, it's about helping people buy what they need, when and how they need it.

#### Favourite thing about working with Focused ED:

I get to work with an amazing team of colleagues and enjoy the expertise we develop by focusing in on K-12 services.

#### Best part of working with K-12:

Everyone shares the common goal of helping our young people have high-quality social and educational opportunities, so they can both achieve their goals and become solid local, national, and international citizens.

#### Fun fact:

I love trains, both real ones and models.



## PROCUREMENT SERVICES ADVISORY COMMITTEE

**HEATHER SIMM**  
SD 20 Kootenay-Columbia  
Director of Operations

**MATTHEW HULL**  
SD 47 Powell River  
Director of Technology

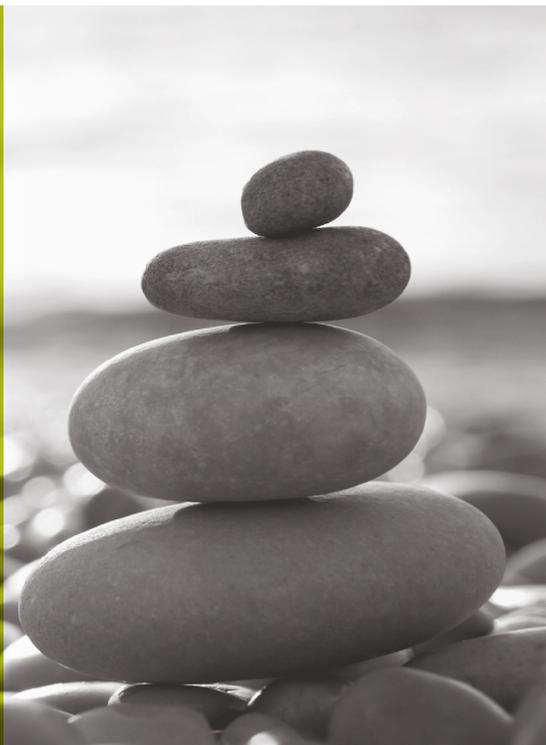
**DAVE SWYSTUN**  
SD 23 Central Okanagan  
Learning Technology  
Manager

**RAY MILLER**  
SD 73 Kamloops-Thompson  
Purchasing Manager

**SIMON AYRES**  
SD 36 Surrey  
Assistant Secretary-Treasurer

**KEVIN DERKSEN**  
SD 91 Nechako Lakes  
Manager of Facilities

**MICHAEL FROST**  
Focused Education Resources  
Director of Procurement Services




*Meet Our Team*

**RAJIV KARIMAN**  
Sourcing Lead



*Meet Our Team*

**ASAD HAIDARI**  
Sourcing Lead

### What you do:

My job spans project planning, strategic sourcing of goods and services, and connecting with members and suppliers to ensure K-12's needs are met.

### Favourite thing about working with Focused ED:

With our focus on member support, we're able to devote extra effort and care to our projects in a way I find unique and rewarding.

### Best part of working with K-12:

In most organizations, the procurement of goods and services is standardized to leverage opportunities like economies of scale and buying power. In K-12, different school districts have different needs. Bringing the best value without breaking the bank is what drives me.

### Fun fact:

I'm a fairly new dad and very engaged in providing the best education possible to my child.

### What you do:

I develop strategic sourcing initiatives and monitor existing supplier contracts to ensure the K-12 sector receives the best value for the goods and services members need.

### Favourite thing about working with Focused ED:

I feel appreciated as a person. The flexible schedule offers great work-life balance.

### Best part of working with K-12:

It feels rewarding to be part of an organization that brings value to the education sector.

### Fun fact:

I was born and raised in different countries. I have been in Vancouver more than four years. I love the spring and summer time here. When I'm not working, you can find me hiking and camping in BC.



## Education Services

Focused ED trained a cohort of 94 new and returning BCTF-appointed evaluators who began a three-year term this year. We focused on growing the number of diverse voices in the K-12 Evaluated Resource Collection, including Indigenous-authored and French-language resources.

### RESOURCES THAT EMPOWER



*We have 5 Ukrainian families coming to our district. Our ELL lead was asking how to use Google Translate to translate web pages for two of the Grade 7 students, so they can study the same thing as their peers.*

*Instead, I showed her World Book and how to translate the article to Ukrainian – she was blown away and super excited to show it to the two students and their new classroom teacher.*

*I feel like a superstar!*



Cari Wilson, Innovation and Technology Lead Teacher, West Vancouver Schools

## New Digital Resources

### New French Immersion Resources for K-7

Two new suites of K-7 French Immersion resources were made available at no cost to all members through 2025 thanks to funding by the Ministry of Education and Child Care and support from the Government of Canada. The bilingual Live It Earth suite focuses on place-based, hybrid learning experiences, informed by Indigenous perspectives and supplemented by extensive instructional supports. IDÉLLO features more than 15,000 French educational resources: videos, games, websites, applications, and teaching tools.

### Anti-Racism Learning Resources for K-12

This year, an inventory of more than 200 anti-racism resources that align with BC’s K-12 curriculum was made available to all members. Funded by the Ministry of Education and Child Care and curated with the guidance of a multi-stakeholder advisory committee, these learning resources span topics including anti-racism, human rights, diverse cultural experiences, history, and contributions of IBPOC people in Canada.



#### What you do:

I lead the education services team, which provides members with learning resource evaluations, access to quality licensed digital resources, privacy and security tools, and professional learning supports.

#### Favourite thing about working with Focused ED:

I’m pleased with how nimble and creative our small team is when responding to members’ needs.

#### Best part of working with K-12:

K-12 is where I’ve spent my entire career: as a teacher, administrator, and senior team member. I am constantly energized by the conversations I have with our teaching and technology professionals across the province. They bring passion to their work, on behalf of students.

#### Fun fact:

I am a singer, a certified executive coach, and a would-be surfer.



## BC Digital Classroom Dashboard

With the introduction of the dashboard, members can track and view their use of the BC Digital Classroom Core Collection. This helps districts and schools understand which tools are used most and where additional professional learning opportunities might be helpful to support educators in getting the most value from available resources.

## K-12 EVALUATED RESOURCE COLLECTION

Evaluated this year:

336

new fiction/  
non-fiction resources



25

websites

## LEARNING RESOURCES ADVISORY COMMITTEE

### TRENT DOLGOPOL

SD 06 Rocky Mountain  
Director of Instruction,  
Indigenous Education,  
Technology and Innovative  
Learning

### KATHY PUHARICH

SD 36 Surrey  
Director of Instruction,  
Priority Practices

### PEDRO DA SILVA

SD 39 Vancouver  
Associate Superintendent  
– Learning Information  
Technology

### DAVID VANDERGUGTEN

SD 42 Maple Ridge-  
Pitt Meadows  
Assistant Superintendent,  
Chair LRA

### MATTHEW MONKMAN

SD 54 Bulkley Valley  
Assistant Superintendent  
of Schools

### JARROD BELL

SD 60 Peace River North  
Director of Instruction

### HEATHER DALY

BCTF liaison/SD 43 Coquitlam  
STEAM and Resource Innovation  
Coordinator

### NICK POESCHEK

Ministry of Education  
and Child Care  
Director, Curriculum and  
Classroom Assessment

### MAUREN CIARNIELLO

Focused Education Resources  
Director of Education Services

### What you do:

When members call or email, there's a good chance it's me on the other side responding. I help connect our members to the services and supports they need.

### Favourite thing about working with Focused ED:

What I love about my job is the collaborative team environment. We all support each other and work together to get the job done.

### Best part of working with K-12:

Ultimately, everything we do serves the teachers and students in BC classrooms. It's exciting to know what we do matters.

### Fun fact:

I lived above the Arctic Circle teaching in a remote K-12 school for four years. The polar bear and narwhal were the *coolest* neighbours I've ever had.



## Meet Our Team

LAURA GRANT

Education Services Coordinator

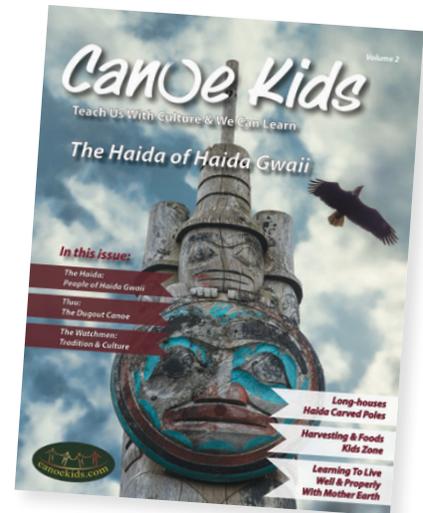


## ShareEdBC

To help educators benefit from the resources available through BC Digital Classroom and the K-12 Evaluated Resource Collection, this year Focused ED facilitated writing teams that contributed 10 comprehensive units about resources we have evaluated to this collaborative space for teachers.

## Writing Workshop

The Professional Learning Team held a virtual writing workshop to facilitate writing group lessons on 4Canoes and Twig resources.



**PROFESSIONAL LEARNING TEAM**

Our Professional Learning Team of educators from across the province supports members with the integration of learning technologies into classroom instruction.

- Mike Silverton
- Leona Prince
- Lisa Read
- Cari Wilson



The drum of the Dakelh is as beautiful as it is functional. The drum is known as the heartbeat of Mother Earth by many Indigenous Nations. The drum unites the Dakelh People as a nation and connects the People today to their ancestors stretching back through the millennia.

Photo by Kevin Milne, courtesy of 4Canoes

*Meet Our Team*

**LYNNE BOUCHARD**  
Evaluation Services Lead



### What you do:

I am part of a team that supports educators evaluating resources for our members.

### Favourite thing about working with Focused ED:

I really enjoy working with such a diverse group of people in a collaborative and fun environment.

### Best part of working with K-12:

I have been in a variety of educator roles in the K-12 system for over 30 years, including as a special education assistant. It's rewarding to know the work we do supports educators in making informed decisions for their students.

### Fun fact:

I love reading a good book, getting together with friends, paddle boarding and playing virtual reality games.



## Professional Development

Our second virtual conference welcomed 281 total attendees from 51 school districts across BC. With 40 breakout sessions to choose from and 22 exhibitors showcasing their offerings, participants provided overwhelmingly positive feedback on this two-day event.



In recognition of the catastrophic floods happening in BC while the conference was held, Focused ED made a donation to the Canadian Red Cross Flood and Extreme Weather Appeal on behalf of all IT4K12 participants.

8

Live webinars

12

videos

### Webinars & Videos

To enhance accessibility of webinar-style content, Focused ED posted videos to Vimeo that highlight Twig and Tig Tag's science resources, a BC Digital Classroom overview and a spotlight on World Book Discover.



24

### On-Demand Pro-D Sessions

Focused ED introduced on-demand sessions, delivered by the Professional Learning Team, to provide members with the learning they want, when and how they want it. These virtual sessions were first created for the province-wide professional day in October, with more sessions created upon request for district professional development days.

#### What you do:

I'm responsible for member communications, organizing events like IT4K12, managing recruitment, and supporting member needs.

#### Favourite thing about working with Focused ED:

As a smaller organization, each of us gets to wear a variety of hats. This adds great variety to my work and enables me to collaborate with different teams and to learn and grow.

#### Best part of working with K-12:

It's rewarding to know that the work we do helps educators, IT professionals and others across BC to support students in having a great educational experience.

#### Fun fact:

I collect Holiday Barbies.



### Meet Our Team

AMAN SAHOTA

Manager of Member Services



## Information Privacy

### Due Diligence Workshop

Focused ED's annual Due Diligence Workshop in January featured a keynote address by BC's Information and Privacy Commissioner, Michael McEvoy. The day's sessions spanned privacy governance, cloud architecture and privacy, and privacy breach management and reporting. Participants included 137 attendees from 47 districts and 25 attendees from independent schools.

*Privacy Breach Management and Breach Reporting* and *Privacy in Education: From Principles to Practice* were the workshop's most popular sessions at 109 and 104 participants respectively.

### PIA Templates

Changes to the Freedom of Information and Protection of Privacy Act required most PIA templates to be updated this year.

27

PIAs in total

5

new\*

19

updated

\*(Sketchup Pro Desktop, Follett Destiny, Twig, Seesaw for Schools, Adobe Creative)

#### PARTICIPANT VOICES IN THE DUE DILIGENCE WORKSHOP:



*All sessions were applicable and valuable to current K-12 context.*

*I appreciated the specific examples I can use when I work with our teachers.*

*Hearing Michael McEvoy share the changes to FIPPA and how they impact K-12 was so helpful.*



### Meet Our Team

JASMINE LEE

Privacy Assessment Analyst

#### What you do:

I support districts and schools with their privacy practices. I develop Privacy Impact Assessment (PIA) templates for a range of programs, create informational resources, and deliver privacy-related

professional development opportunities.

#### Favourite thing about working with Focused ED:

My colleagues are such a talented team with a range of different experiences. It's fun collaborating to find the best ways to support our members.

#### Best part of working with K-12:

The ways technology is evolving to support learning in K-12 is exciting. I enjoy

assessing how new programs can be used in a way that keeps students and their personal information safe.

#### Fun fact:

I'm an avid year-round camper. I love to get away somewhere outdoors with my dogs. Here in BC, we have such beautiful nature right in our backyard.



## Technology Services

Leveraging technology to support K-12 excellence forms the core of many Focused ED services. We are continually assessing new evolutions as they arise, guided by our Technology Advisory Committee.

### TECHNOLOGY ADVISORY COMMITTEE

**JENNIFER ROBERTS**

SD 05 Southeast Kootenay  
District Principal  
Transformative Learning

**TIM AGNEW**

SD 22 Vernon  
Director of Information  
Technology, Chair, TAC

**STEPHEN WHIFFIN**

SD 43 Coquitlam  
Director of Instruction/CIO

**TED OWENS**

SD 54 Bulkley Valley  
Supervisor of Information  
Technology Services

**MORRIS SCARPINO**

SD 57 Prince George  
District Technology Support  
Coordinator

**ANDY CANTY**

SD 61 Greater Victoria  
Director of Information  
Technology for Learning

**GABRIEL JOSEPH**

Ministry of Education and  
Child Care  
Director Provincial Learning  
Network

**PETER POWELL**

Focused Education Resources  
Technology Lead

**MAUREEN CIARNIELLO**

Focused Education Resources  
Director of Education Services

**What you do:**

I get to wear several hats: keeping up with technological change and how it impacts IT in the K-12 sector, planning IT-focused sessions for IT4K12, providing tech support, and working with the Technology Advisory Committee.

**Favourite thing about working with Focused ED:**

Not only do we have a great group of professionals, working here lets me connect with people across the

province. Every conversation I have, both internally and externally, exposes me to something new and interesting.

**Best part of working with K-12:**

What has kept me working in K-12 for 30 plus years is knowing what I do has the potential to create a positive impact (no matter how small) on improving the opportunities and educational experience for children and youth.



### Meet Our Team

**PETER POWELL**  
Technology Lead

**Fun fact:**

I've sailed on both the original Queen Elizabeth and Queen Mary passenger liners.



## Finance and Administration

Strong fiscal management and administrative efficiency support Focused ED in ensuring our operations are guided by best practices.

### Our Members

Focused ED members include all 60 BC school districts, more than 107 independent and First Nations schools across the province, and the Yukon Department of Education. Click here to view our complete list of [members](#) .




*Meet Our Team*

**RAKESH THOBHANI**  
Controller



*Meet Our Team*

**ANNE MACDOUGALL**  
Senior Administrator

#### What you do:

I support the Executive Director and all Focused ED departments on anything related to finance. My work spans financial reporting, budgets, analysing operations and implementing effective systems and processes.

#### Favourite thing about working with Focused ED:

Focused ED is a dynamic organization with a really collaborative team. It's a great culture to work in and it offers a rewarding work-life balance.

#### Best part of working with K-12:

The next generation of leaders will be shaped by their K-12 education. I find it fascinating to think of the sector's impact on society.

#### Fun fact:

I am passionate about volunteering.

#### What you do:

I work closely with the Executive Director and the Board. My portfolio also includes finance and special projects.

#### Favourite thing about working with Focused ED:

I am the newest member of the team and everyone has been very welcoming, supportive, and fun to work with.

#### Best part of working with K-12:

For 27 years, I worked directly in BC K-12 education in various administrative positions. My current role with the Focused ED team is an exciting opportunity to continue to support excellence in K-12 education.

#### Fun fact:

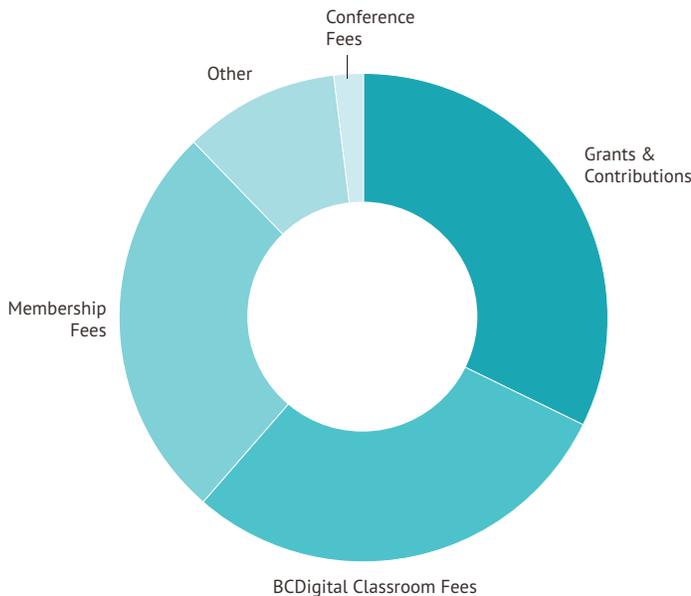
I recently hiked 55 kilometers to Ciudad Perdida in the Sierra Nevada Mountains of Colombia.



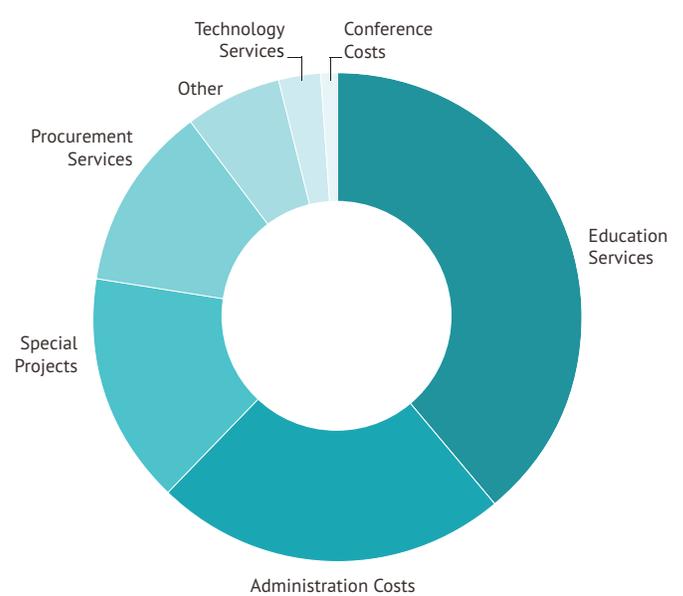
# Income Statement

As of June 30, 2022	2022	2021	%
<b>REVENUES</b>			
Membership Fees	869,924	859,399	20.24%
BCDC Fees	963,189	947,747	22.41%
Grants & Contributions	2,068,146	2,758,976	48.11%
Conference Fees	55,085	50,100	1.28%
Other	342,471	73,822	7.97%
	<b>4,298,815</b>	<b>4,690,044</b>	<b>100.00%</b>
<b>EXPENSES</b>			
Procurement Services	482,539	443,187	12.21%
Education Services	1,539,668	1,387,759	38.97%
Technology Services	107,557	86,478	2.72%
Special Projects	607,691	1,402,726	15.38%
Conference Costs	35,484	32,658	0.90%
Other	253,695	58,715	6.42%
Administration Costs	924,328	749,871	23.40%
	<b>3,950,962</b>	<b>4,161,394</b>	<b>100.00%</b>
Excess of Revenue over Expenses	<b>347,853</b>	<b>528,650</b>	

## REVENUES



## EXPENSES





BUILDING CAPACITY.  
ADVANCING EDUCATION.



Focused Education Resources  
1580 West Broadway  
Vancouver, BC V6J 5K8

Phone: 604.713.5920  
Email: [info@focusedresources.ca](mailto:info@focusedresources.ca)  
[focusedresources.ca](http://focusedresources.ca)

 [yammer.com/it4k12community](https://yammer.com/it4k12community)  
[yammer.com/itdeptschooldistrictusergroup](https://yammer.com/itdeptschooldistrictusergroup)  
[yammer.com/suppliesforbck-12](https://yammer.com/suppliesforbck-12)

 [vimeo.com/focusededucation](https://vimeo.com/focusededucation)

 [twitter.com/focuseded](https://twitter.com/focuseded)

### We'd Love to Hear From You!

If you have questions, thoughts or suggestions for Focused ED, please contact us at [members@focusedresources.ca](mailto:members@focusedresources.ca).